



3 Secrets

for building

A Profitable
Email List





Hi,
I'm
Louise

Hi, I'm Louise, and over the last 10 years, I've built 7 very different businesses.

I've built a food company, 2 magazines, an agency, and several e-commerce companies -- all in very different niches. I've sold 3 of those businesses, shut down one of them to travel the world, and I'm still growing and running 3 businesses. I've sold tens of millions of dollars of products and courses - all very profitably.

My companies have been on the Inc 500 lists for multiple years, which is the top 500 of the Inc 5000's Fastest Growing Companies in the US. My companies have also been featured in tv and publications like Forbes and Fox & Friends.

And the single most important aspect of pretty every business I've run is ...

EMAILS!

Secret 1

*Remove the guesswork and
create your Lead Magnet
in under 1 hour.*

Step 1: Discovery Phase

Find 2-3 people in your niche that you think of as role models - ie you'd love to build a business similar to theirs. Write down their website and social media profiles.

Now think of 2-3 people in your niche with similar business models. Maybe those people don't jibe with you - maybe you don't like their message or their design. That's ok, write them down anyway. Write down their website and social media profiles.

Step 2: Exploration Phase

Your job here is to just explore all of their websites and social media profiles looking for how they add people to their email lists.

Step 3: Decision Phase

Look at the lead magnets others are using in your niche, spot any patterns, and pick the one that seems to be most popular.

Step 4: Use a template to create your Lead Magnet

There's no need to start from scratch! There are only 12 major types of Lead Magnets and I've got templates for all of them...so you just have to pick a template, fill in the blanks, and you can be done in under 1 hour.



Secret 2

Setup a successful optin flow using an effortless tech solution!

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There are only 4 components to an email optin flow:

1. Your Lead Magnet, which we covered in Secret #1.

2. Your Optin Page with the form inviting people to fill in their email address in exchange for the Lead Magnet.

3. An Email Service that connects to your form so when people fill it out, they'll automatically be added to your email list and get sent an email with the link to download your lead magnet.

4. A Thank You Page to let people know they successfully submitted their email address and what their next steps are. If you already have a product or service for sale, then this is the smart place to let people know about it because you have their attention on that Thank You page so make good use of it.

An Optin Page is where you'll have your form. This page should have:

- 1. An image of your product.*
- 2. Name of your product.*
- 3. 1-2 sentences about the benefits your product will provide people who use it.*
- 4. Your company name and logo or your name and headshot.*

An Email Service is a software that delivers emails to your email subscribers. For your first email to people, you can also keep it short but it should follow this format:

- 1. Welcome them to your email list. E.g., Hi Lisa, it's Louise here and I just want to give you a huge welcome. Thank you so much for signing up to receive my 2022 Email Building Tools Cheat-Sheet.*
- 2. Give them what they signed up for. E.g., You can download the cheat-sheet here. Just click this link.*
- 3. Sign off letting them know they can contact you, follow you on other channels, or what they'll expect from your emails. E.g., Please check out my TikTok channel for daily bite-sized online marketing tips.*

And lastly for the Thank You page. This also follows a set format:

- 1. Thank them and let them know what to expect next. E.g. "Thank you for signing up to receive my 2022 Email Building Tools Cheat-Sheet. You should be receiving an email with the subject line "[Download] Email Building Tools Cheat-Sheet" within the next 5 minutes with a link to download the cheat-sheet."*
- 2. Let them know how to contact you if they don't receive the email. E.g., "If you don't receive that email, please check your spam folders first. Then send me an email at support@louisehendon.com and I'll make sure you get the download asap."*
- 3. If you have a product or service, then let them know about it here. This typically requires a bit more text to get across why your product or service is right for them and why they should be interested in it right now and a short video may be a better way to explain it. E.g., Hi, I'm Louise Hendon, and I coach female entrepreneurs to succeed in business. If you're a 6-figure female business owner looking to grow your business without sacrificing your family, free time, or sanity, then please use the calendar below to schedule a free consultation call with me where I'll build out a detailed strategy specific for you and your business.*



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Secret 3

Find email subscribers by finding the same sources of traffic others in your niche are already using successfully.

Step 1: Find that list of people you discovered earlier in your niche. You wrote down their social media profiles and their websites.

Step 2: Spend 30-60 minutes exploring their profiles again but this time looking just for where they post links to their optin pages.

Step 3: Post your optin page link in those same places.

The main places are your: (1) website, (2) social media profiles, (3) social media posts.

But here are some places others may not even be using:

- 1. When you're invited onto a podcast, ask the podcast host if they can post the link in the description of the podcast episode. And also ask if they can read a short bio about you at the beginning of the interview with the link to the optin page.*
- 2. Add it into your email signature so when you're emailing friends, acquaintances, or anyone really, they're given the chance to discover who you are and why they should join your email list.*
- 3. Send an email to your existing email subscribers to share the link with friends and family members who might also be interested.*
- 4. Ask your existing social media followers to share it. You can even make it a fun game so that everyone who shares the post with your link in it is randomly entered to win a free 1-hour coaching session with you.*

There are 3 locations you can use to immediately let your audience know about your products or services.

- 1. Your Thank You page, and I gave you that example earlier.*
- 2. Your Lead Magnet itself. You can put a whole page at the end of the Lead Magnet selling your product or service.*
- 3. Your first few emails to the new subscriber.*

Now, what do you sell if you don't already have a product or service?

You can start making a profit from your email list even if you don't have a product or service that YOU sell.

Because you can sell someone else's product and make a commission off each sale.

Bonus

Let your email list know immediately about your products.





LOUISE HENDON

Work with me!

Need help writing profitable emails, creating the best segments, and planning your email calendar to maximize sales without annoying your email subscribers?

Then, schedule a free 30-minute consultation with me and my team. We'll put together a comprehensive email plan for your company to help skyrocket your email profit without sacrificing your reputation or harassing your email subscribers.



Go here to schedule your free 30-minute email strategy consultation:

louisehendon.com/email