

## Supercharge Your Marketing for Less Stress, More Clients, and More Cash in Just 4 Weeks

### Leveraging the Power of Email Checklist

- I understand the importance of first contact, when my subscriber first signs up to my email subscriber list
- I have ensured that my new subscriber:
  - Can easily download my sign-up gift or newsletter
  - Receives what I promised her—or better
  - Is going to want “more” from me and my emails
- I am committed to ensuring that:
  - My subscriber remembers my name in future, when she sees it in her inbox
  - The sight of my name in her inbox gives her warm, happy feelings
  - My emails focus on my subscriber and her needs
  - My emails build trust—and a good, active relationship
  - My subscriber takes it for granted that most of my emails will be well worth opening
- I am aware of the importance writing email series, as well as single “broadcast” emails, and I am planning more than one series
- I understand the importance of a consistent flow of emails that appear in my subscribers’ inboxes at just the right interval to feel natural
- I am aware of common email mistakes and I am committed to making sure I avoid them, particularly:
  - Becoming too busy to email my list
  - Emailing sporadically, with long periods of no-contact in between
  - Emailing too often, so that my subscriber tires of seeing my name in her inbox
  - “Selling” instead of “helping”; not mixing my topics to include tips, freebies, anecdotes and information, as well as sales calls
  - Not making full use of calls-to-action
  - Spending too much time messing around with my Autoresponder when I have better things to do
  - Writing to a crowd, rather than making my subscriber feel I am writing just to her
  - Forgetting to focus on my subscriber and using too many “I” messages

## Supercharge Your Marketing for Less Stress, More Clients, and More Cash in Just 4 Weeks

- Being too formal and sounding impersonal
- Being too informal (especially swearing to a non-swearing subscriber)
- Not tracking my list
- Not weeding out subscribers who have been completely inactive over a long period of time
- Not paying attention to my subject lines and ensuring they really make my subscriber want to open my emails
- I have ensured that my emails contain:
  - Clear indication of who the email is from and what I am connected to in my “From” field
  - Powerful subject lines
- Whenever appropriate, I am using super-charged “trigger” words such as “ALERT” and “REMINDER”
- I am making sure my subject lines don’t trigger spam filters
- I am making sure I lead with one or both of the following:
  - An arresting question
  - A strong opening paragraph that naturally leads the reader to continue reading
- I have named the “problem” and promised a solution (my link—or a tip that delivers!)
- I am making wise use of the P.S. device, using it to the max rather than sticking one in automatically
- I am planning my email campaigns to directly relate to and support my marketing campaigns (and subscriber-affecting events)
- I am planning my marketing campaigns and email promotions ahead, so I can take full advantage of:
  - Holidays
  - Seasons
  - Events in my subscriber’s location or life
  - Cultural markers and milestones (e.g. children going back to school)
  - Other \_\_\_\_\_
- I have automated as much of my email marketing as I feel comfortable with—leaving me free to concentrate more on my subscribers!

**Supercharge Your Marketing for Less Stress, More Clients, and More Cash in Just 4 Weeks**



*Jennifer*

**I hope you find this guide useful. Here are some other resources that might interest you:**

Interested in my Client Attraction Code Mastermind? [Contact me](#)

Interested in my online programs for learning on your own time?  
[www.ConnectNowAcademy.com](http://www.ConnectNowAcademy.com)

Join my affiliate program to receive 30% commission  
[www.ConnectNowAcademy.com](http://www.ConnectNowAcademy.com)

Join my membership, get a directory listing, and access my Learning Lounge:  
[www.CNBN.ca](http://www.CNBN.ca)

Subscribe to get more great gifts [CLICK HERE](#)

**Let's connect!**

Facebook: <https://www.facebook.com/jennifer.henczel>

Twitter: <https://twitter.com/jhenczel>

Linkedin: <https://www.linkedin.com/in/jenniferhenczel>

Instagram: <https://www.instagram.com/jhenczel/>

Tell us about your business in the Connect Now Business Network Facebook Group:

<https://www.facebook.com/groups/connectnownetwork/>