

## Day 1

### Welcome!

Welcome to Email that Sells with Kindness! Thank you for your purchase. I appreciate it and I feel honored to share with you.

### How to use this course

Just do the assignments, one per day. Do not skip days, do not read next sections ahead, before doing the assignment for that day. One per day. If you read ahead, it won't be as impactful – so try your best not to. Try your best to do it one per day. Of course, if you don't do the assignments, if you don't write the emails, then the impact will be zero. The theory will just be lost, out of your mind in a couple of days. Or categorized somewhere in a little corner of your mind, unused.

***Just do one per day, period. ☺ This will bring you maximum benefit.***

It is, in a way, like a 30 days challenge. 30 days of writing an email. It works best if you write every day, but it's OK to skip some days if you're very busy. Just get back to it ASAP and ideally don't skip two days in a row. Do your best not to skip a single day. And if you do slip and skip a day, then absolutely DON'T skip two in a row.



Each assignment will be about writing an email. Although you can save those emails and not send them, I recommend that you actually do send them to your list as you write them. Don't worry about emailing too much – people will love you. And those who won't (if any) wouldn't buy from you anyway ☺ so it's best for everyone if they just unsubscribe and get their value from someone they resonate with.

Some assignments will have *example emails* that you can get inspired from or use as templates for writing your own. On most assignments though you will just get creative and use your own voice and write from scratch.

## Today: Deliver value

Pick something you know that would be helpful to your audience. Could be some tip you recently figured out or learned from someone. Could be something you read in a book or article or heard in a YouTube video. Could be any little thing that would improve people's lives a bit.



Then write an email about it and send it to your list. Teach them something useful. If you have a list you haven't written to in a long time, just start with something like

*Hi, it's [your\_name] from [your\_website]. I know I haven't written much lately, sorry about it. Life got intense and I had a lot of things on my plate. I wanted to share this little tip with you today.*

Then you go on and share as if you just said bye and hung up the phone after talking to them. As if you were just continuing a conversation started minutes ago. Please do exactly so. Check out the examples below and come up with something that applies to your own audience, to your own niche.

## Quick example

*Subject: **You Must Deliver***

*Message:*

*Hi, this is Gec from Email that Sells with Kindness.*

*I know I haven't written much lately, sorry about that. Life got intense and I had a lot of things on my plate. I'm sure you know what that's like. I wanted to share this little tip with you today.*

*The way to sell on email is this: first, you deliver some free value. Then you sell.*

*The more free value you give to your subscribers, the better. You can't give your subscribers enough free value. And they deserve all the free value you can give them.*

*So if you have an email list, I encourage you to just share with them a little tip today. Something useful. Something helpful. That's how you build a relationship. That's how you build trust. By **delivering free value** to your subscribers. Then, when you sell something, they will be very comfortable buying from you. Many of them will even be **grateful**.*

*So share something valuable with your list today!*

*Stay blessed,  
[your name]*



## Another quick example

**Subject: *How to Grow your List without Breaking the Bank***

*Message:*

*Hi, this is Gec from Email that Sells with Kindness.*

*I know I haven't written much lately, sorry about that. Life got intense and I had a lot of things on my plate. I'm sure you know what that's like. I wanted to share this little tip with you today.*

*It's a little trick I've been using successfully for many months now to grow my email list and get new subscribers for less than \$1 per subscriber. I'm assuming you already have an email list.*

*Here are the steps:*

- 1. Go to Google and search for **[your-niche] infographic**. Of course, replace your-niche with your own niche.*
- 2. Take a close look at the top results.*
- 3. Get inspiration and create a new one, your own infographic. Just fire up Word, create it, and convert it to PDF. Create it on paper and ask your computer-savvy friends how to do it if you're unsure how to get done it digitally.*
- 4. Create a sign up page telling people that the infographic is free for your newsletter subscribers (and of course give it to them right after they subscribe).*
- 5. Go to Facebook Ads and create an Audience from your existing email list.*
- 6. Then create a Lookalike (1%) audience starting from the audience you just created.*
- 7. Then create an ad targeting that Lookalike audience and driving people to the sign up page.*
- 8. Set a budget you're comfortable with (could be \$10/day, could be \$1/day, you decide).*
- 9. That's it ☺. Sit back and be grateful for every new subscriber.*

*Blessings,  
[your name]*