My Email Marketing Strategy

Once someone enters his/her email address into one of my opt-in forms, here’s what happens.

#1: The person is redirected to a thank you page. The thank you page either presents the free offer right away or states that you’ll be getting an email about it. I include the comments section for these landing pages so people can see what others are saying about me and the free offer. I also make it a point to respond to everyone who leaves a comment

#2: The welcome email thanks someone for subscribing and provides the free offer.

#3: I have an autoresponder which consists of 2-3 value-packed emails. While some of my older autoresponders link to some of my past blog posts, my newer autoresponders link to exclusive training that you can’t find anywhere else.

#4: After the value emails get sent, I’ll send a product pitch 1-2 days later. I will follow up that first email with a second email about the same product.

#5: Once someone has completed the autoresponder, I then send email blasts about my blog posts, YouTube videos, affiliate promotions, and my own product promotions.

The Udemy Part Of My Email Marketing Strategy

#1: I also use Udemy to grow my email list. Udemy is a place where you can create training courses, earn money from those, and grow your email list all at the same time (you can send email blasts to your students).

#2: Each time I create a new course, I typically offer it for free for a short period of time. The result is that I instantly get thousands of students to enroll into my courses. I am allowed to send 4 educational emails and 2 promotional emails per month to students enrolled within one course. If I treat all of my courses as separate email lists, I can send up to 88 educational emails and 44 promotional emails per month. Promotional emails can only promote Udemy course coupons.

#3: While I don’t see myself sending that many promotional emails in one month (some of my students are enrolled into multiple courses), I do try to send as many educational emails as I can. The way Udemy works, I can send an educational email promoting one of my free Kindle book promotions, one of my blog posts, one of my YouTube videos, one of my upcoming Blabs, or something else. The only thing I can’t do is promote a landing page that asks for an email address due to Udemy’s policies.