

SUPERCHARGE YOUR EMAIL LIST

The dashboard shows the following data:

- Audience Segments:**
 - New Subscribers: 12,540
 - Engaged People: 8,754
 - VIP Customers: 3,210
 - Inactive Subscribers: 2,100
- Recent Campaigns:**
 - New Collection: Sent to 12,540, Open Rate 45%
 - Special Offer: Sent to 8,754, Open Rate 38%
 - VIP Early Access: Sent to 3,210, Open Rate 52%
- Sales Overview:** Line graph showing sales from Jan to Jun, with a total of \$48,630 and a +32% increase vs last 6 months.
- Audience Growth:** Bar chart showing growth from Jan to Jun, with a +18% increase.
- Top Performing Campaign:** VIP Early Access with a 52% Open Rate.

Complimentary
Worksheets



Live a Life you Love

Supercharge Your Email Lists to Increase Sales

Worksheet

In the world of email marketing, many business owners opt for the easy route of sending every email to their entire list. But, let's face it, that's not the most effective strategy.

Smart digital marketers and savvy business owners know better—they segment their email lists. What does that mean? It's all about sending tailored, targeted emails to specific segments of your audience.

Think about it: not every email is meant for everyone. By segmenting your list, you ensure that each subscriber receives content that's relevant and valuable to them. It's a win-win for both you and your audience.

This Worksheet follows the flow of the Guide, use both these resources together to deepen your knowledge and understanding of how segmentation can help you grow your business.



Segmentation Method #1: New Subscribers.

How can you “warm-up” new subscribers so they know, like, and trust you?

What personal or customer stories can you share with new readers to give them a deeper understanding of who you are and what matters to you?

What free resources, training, or videos can you share with your new subscribers?



Segmentation Method #2: By Preferences.

What delivery options can you offer your readers?

- Daily:**
- Weekly?**
- Monthly?**
- Every blogpost?**
- Summary of resources in the last month?**

- Other**

How can you ensure that every email you send is relevant?

Segmentation Method #3: By Location.

How will you capture the location of subscribers?



Segmentation Method #4: Open Rate.

How can you ensure that you're not sending emails to those who don't want them?

Segmentation Method #5: Inactivity. Do you need to remove subscribers due to inactivity? How will you determine which ones to remove?

- Open rates?
- Inactivity?
- Clicks?
- A survey of readers to determine if they want to be on your list?

Notes:



Segmentation Method #6: Lead Magnet.

Create several lead magnets to give away to potential subscribers. How will you segment your list based on these lead magnets?

Lead Magnet #2

Lead Magnet #3



Segmentation Method #7: Abandoned Form.

**How will you capture email addresses from abandoned forms?
How will you convince them to fill out the rest of the form?**

Segmentation Method #8: Abandoned Shopping Cart.

How will you capture email addresses from abandoned shopping carts? What emails will you send to encourage them to complete their purchase?

- Simple reminder?**
- Discount?**
- Bonus?**
- Scarcity?**

- Other:**

Create a segment of abandoned cart email addresses and then upload that to Facebook for advertising purposes.

- Date to complete**



Why do you think that someone didn't purchase from you? What valuable free resources can you send them to warm them up to you and eventually get them to buy?

Segmentation Method #9: Non-Buyers.
Have you surveyed those who didn't purchase to ask them why?

- Yes**

- No - Date to send out survey**

How will you ensure that each subscriber on your email list gets seven "touches" with your brand?



Segmentation Method #10: Buyers.

Have you segmented buyers from non-buyers to ensure that you're not sending them the same thing?

Yes

No - Date to complete:

Segmentation Method #11: Type Of Purchase.

How can you use segmentation to upsell or cross-sell your subscribers on different products?

Segmentation Method #12: Purchase Frequency.

Have you created a segment which excludes buyers from your advertisements so that you're not wasting advertising dollars?



What types of emails will you use to continue to nurture your relationships with your buyers?

- Personalized videos?
 - Guides to getting started with your products?
 - Tips and tricks to make the most out of your product?
 - "How it's made" videos or stories?
 - Encouragements to use your products?
 - Invitations to exclusive online groups?
-

Have you segmented your subscribers by what they've purchased from you? What is your strategy to send different offers to each segment related to what they've already purchased?

Do you have subscribers who purchase from you on a regular basis? How will you reward those subscribers and make them feel valued?

- Special downloads?
 - Early access to products?
 - 1-on-1 access to you?
 - Entry into exclusive online groups (such as Facebook groups)?
-
-



Segmentation Method #13: Seasonal.

Can you promote specific products or services related to specific times of the year or seasonal events? How?

Segmentation Method #14: Stage In Sales Funnel.

Your cold email subscribers need to be “warmed up” to you. What valuable, educational materials can you send them?

- Info about what your product or service actually does?
- Frequently asked questions about your product or service?
- Tips, tricks, and hacks that will help demonstrate your expertise?

Your warm subscribers need more education about their pain points. How can you educate them further about their pains and your solution?

- An invitation to watch a webinar or video?
- Case studies?
- In-depth stories?
- Whitepapers?
- Long-form educational blog posts?



Hot subscribers are ready to buy from you right now. What offers will you give them to get them to buy right now?

- A call-to-action to purchase from you?
- A request to hop on a sales call?
- An invitation to watch a video where you invite them to purchase at the end?
- A limited time offer that will expire after a short time?

Segmentation Method #15: Age.
How will you capture the age of your subscribers? What relevant emails can you send to each age group?

Segmentation Method #16: Gender.
How will you capture the gender of your subscribers? What emails can you send that are relevant to each gender?



Segmentation Method #17: Company Role.

Do you have a method for capturing the role specific subscribers hold in their company? What sorts of emails are relevant to their role in their company?

Segmentation Method #18: Organization Type.

Do you specialize in working with a particular type of organization? Can you segment your list by organization type? Are there specific products or services that you can promote to specific organizations?

Segmentation Method #19: Clicks.

What do the clicks of your readers reveal about their behavior? How can you segment your list based on those clicks? Can you send them emails that are specifically related to what they've already clicked on?



Segmentation Method #20: Satisfaction.

Have you surveyed your readers to determine how satisfied they are with your business? What can you do to improve relationships with dissatisfied customers and deepen relationships with satisfied customers?

Segmentation Method #21: Customers Who Refer.

Do you have a referral system in place? Can you segment your list by those who refer the most customers and then reward them appropriately?

Segmentation Method #22: Event Attendance.

Are you speaking at or hosting any live events? How can you segment your list so that only people who live relatively close to those events will receive emails about them?



Many
Entrepreneurs
experience Imposter
Syndrome -
do you?



Have you
stepped into
your Villain
Era yet?

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