



ConvertKit

How to start a creative online business

WORKSHOP

YOUR STEP-BY-STEP GUIDE TO
CREATING A CREATIVE ONLINE
BUSINESS WITH EMAIL MARKETING

WELCOME!

Here's what you'll learn today

1

The reason why email marketing works and how it will set your business up for success

2

How top creators effectively build their online business

3

How to build an email list of fan and buyers

TALKING POINT #1

The reason why email marketing works and how it will set your business up for success

1. BUSINESS STARTER STEPS



Share your voice



Build your audience



Sell your work

2. EMAIL MARKETING

Email is:

- A key asset to connecting with your audience
- A key asset to gaining long lasting superfans
- A key asset to gaining long lasting customers
- A way to speak directly to your ideal customer at a time that's convenient for them
- A way to own your audience
- Action-oriented

BRAINSTORM

HOW YOU'D LIKE TO SHARE YOUR VOICE WITH THE WORLD:

TALKING POINT #2

How top creators effectively build their online businesses

How top creators build their businesses
By reaching, teaching, and treating their audience

1. REACH



Build email subscribers
Expand your audience



Build interest
Increase engagement



Build sales
Boost conversion rates

2. TEACH



Teach everything you know
Transfer knowledge



Build trust
Bring results to your audience



Work in public
Create personable relationships

3. TREAT



Content
Create product/service that brings results



Offer
Discounts, value, exclusive content



Freebie
Free gift to give away

BRAINSTORM

HOW WILL YOU REACH, TEACH, AND TREAT YOUR AUDIENCE?

Reach:

Teach:

Treat:

How you can start building your very own online business

● STEP 1: PREPARATION

- Know how you want to help
- Know what you want to give

● STEP 2: ENGAGEMENT

- Become Actively engaged on social media
- Work in public
- Share your work
- Engage with comments, DM's, and other profiles similar to yours

● STEP 3: START YOUR EMAIL LIST

- Landing pages

Landing pages are:

- A single webpage
- Separate URL to collect email addresses
- Devoted to one topic/offering (w/out any other navigational directions)
- 1-2 CTA's
- Used to grow email list or promote content
- Great for those who don't have a website yet, or their website is currently under construction

Landing page flow:



You build a landing page
with context and content
that WILL convert



People subscribe to get
that landing page content,
offer, or freebie



You turn those subscribers
into customers

TALKING POINT #3

How to build an email list of fans and future buyers

What's the best way to grow your email list?
Incentives

7 WAYS TO INCENTIVIZE YOUR AUDIENCE



Free gift



Case study



Special guest offer



PDF cheat sheet



Checklist/guide



Contest



Tease upcoming content/
event/webinar/podcast

3 STEPS TO BUILD AN EMAIL LIST

1. RESEARCH YOUR PEOPLE: WHO IS YOUR BUSINESS GOING TO HELP?

- Answerthepublic.com
- YouTube
- Pinterest
- Survey/Poll
- Phone call
- Social media

2. UNDERSTAND CONVERSION DRIVERS OF LANDING PAGES

- Have a strong headline
- Have a strong image
- Include a CTA (call to action)
- State the value
- Result-oriented message
- Testimonials

3. CREATE YOUR LANDING PAGE

- [Head here to watch a demo on creating a landing page!](#)
- [Head here to watch a demo on how to make your landing page look great using the right images](#)

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YOUR VERY OWN LANDING PAGE

SHARE YOUR LANDING PAGE TO GROW YOUR EMAIL LIST

● ONE-TO-ONE

- Text message
- Email
- Twitter
- Direct Message

● WEBSITE

- Announcement bar
- About page
- Menu Link

● SOCIAL MEDIA

- Instagram or Twitter bio
- Instagram/Facebook story
- Facebook Page CTA
- YouTube description

WHAT TO WRITE TO YOUR EMAIL LIST

- Helpful tips
- Your stories
- Your successes
- Your downfalls
- A great experience you've had
- Work in public - get personable
- Free gifts
- Product launches
- Promote joint venture

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YOUR CREATIVE BUSINESS

NEXT STEPS

What to do once you've finished this workshop & planned your creative business!

1

We hope you enjoyed this week's workshop!

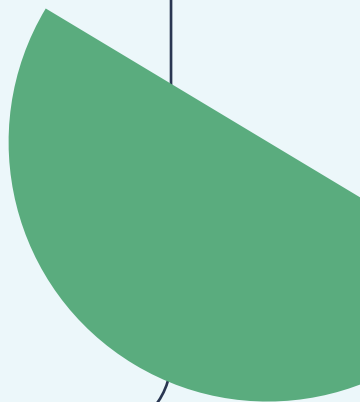
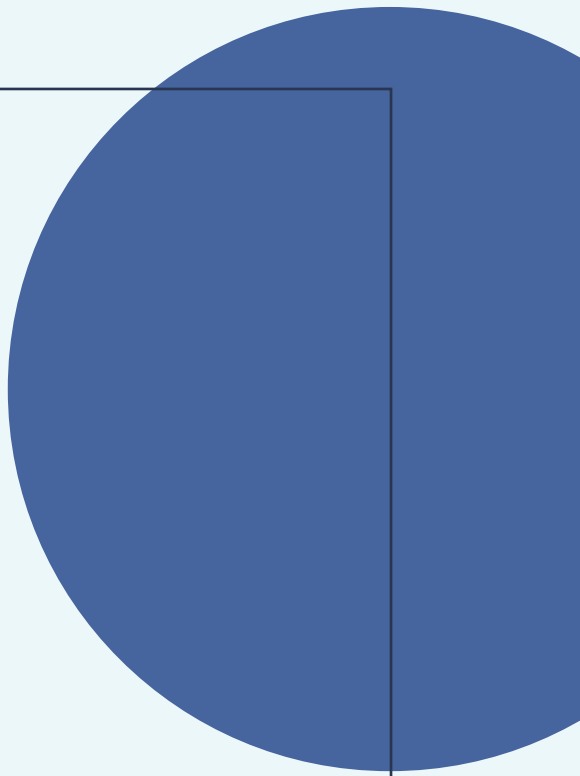
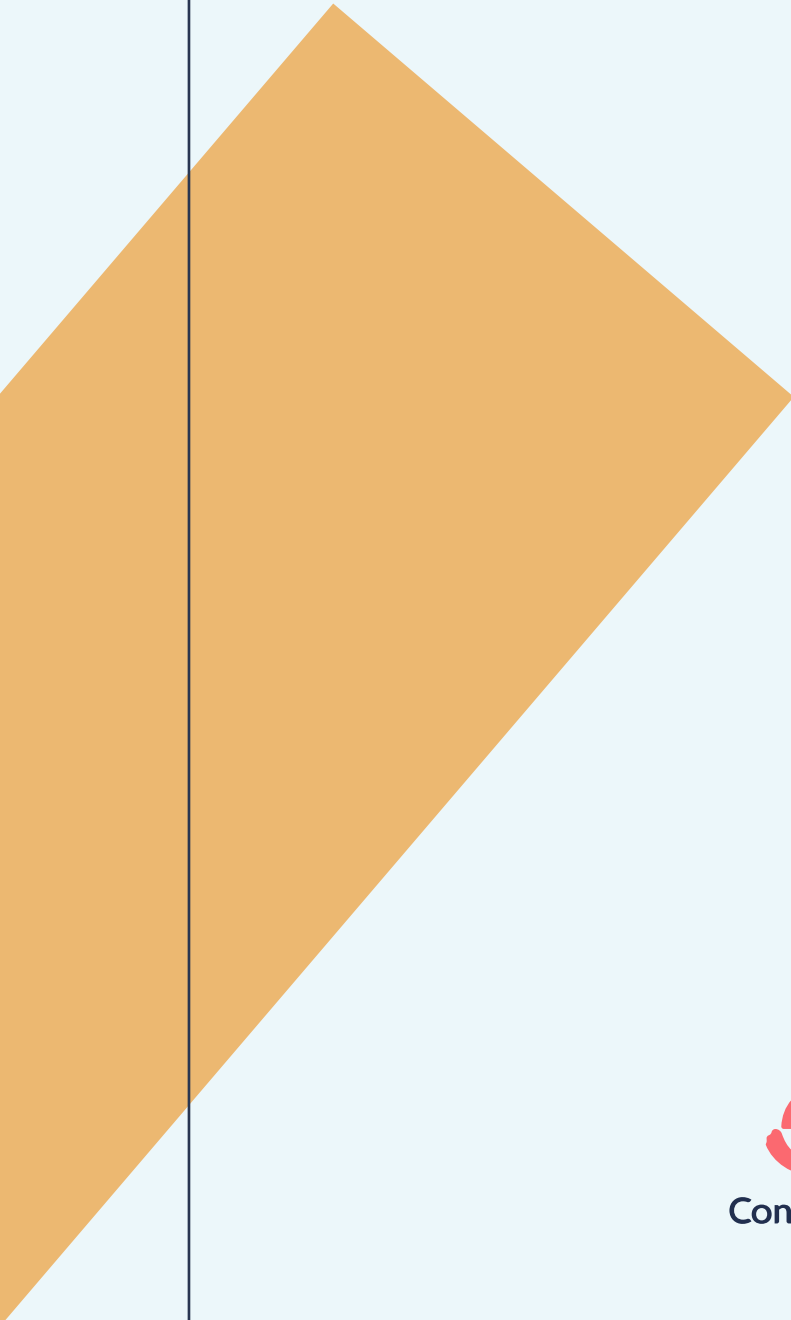
If you still have questions, please feel free to head inside the [Workshops group](#) in the ConvertKit Community to start a one-on-one conversation with me.

I check the community at least once a day on the weekdays, so I'll get back to you VERY soon!

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Want to watch more trainings?

You can register for all other [upcoming workshops here!](#)



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