



Email Drip Campaigns

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Develop an Outline

- Organize your content so you could deliver a series of lessons or tips.
- Draft your installments into a 52 weekly or 100 daily emails.
- Specify the value item being delivered in each installment.

- Example of an 89-lesson e-course: <http://www.publicityhound.com>
- Example of a 1-year e-course: <http://www.mightyventures.com>

Notes

Finalize your E-Course

- Write out each email in full, ensuring the value item is obvious right away.
- Create a title for each installment, referencing the value item enclosed.
- Ensure each installment links back to your website for additional resources.

- Leading copywriter (free articles): <http://www.bly.com>
- Top article directory (content): <http://www.ezinearticles.com>

Notes

Automate the Process

- Select an appropriate autoresponder platform to administer the program.
- Copy & paste your emails into the platform and create your sign-up form.
- Put the script into your website so the sign-up form is prominent to visitors.

- Industry leading autoresponder: <http://www.aweber.com>
- Best known autoresponder service: <http://www.constantcontact.com>

Notes

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