



52

Reasons to Mail Your List

Proven Examples

You Can Try Today

Hi,

I'm Jennifer Dunham, an international bestselling author, 7-figure female entrepreneur, with a passion for coaching driven professionals grow their business using automation, habits, repeatable processes, and streamlining time to reduce overwhelm so they can focus on what matters most.... Loving their career and fully living their life.

I do this through my Client Attraction Lifecycle Method in my Time, Money and Happiness Matters exclusive Client Attraction Accelerator program, online training programs, and private Facebook Groups so you can create your profitable lifestyle business.

My 52 Reasons to Email Your List (part of my Easy Emails Bundle) is the key to gaining more consistency in nurturing your leads and easily leverage your unique brilliance in order to stay top of mind with your leads.

Without the right process in place, you'll waste time and money, and trudge away at creating blog posts, social media posts, email series, and promotional materials that will waste hours of time in your already busy entrepreneurial life. You will waste those warm email leads and continue to leave money on the table.

With the right client attraction system in place, you breeze through making a promotional plan that aligns your brand well and saves you hours of time in your already packed work week, freeing up those hours of time to focus on the aspects of your business you love the most!

Be Happy,
Jennifer



Congratulations for taking a step towards consistently emailing your list.

You hear me say time and again...you have to be seen in order to be heard. And since 96% of those that find us, aren't ready to buy from us yet...we need to stay in front of them. This includes nurturing your email list.

As an entrepreneur, we tend to over-complicate a lot of the tasks we do. I say we because I do this too!

It's why having someone else, sharing how to look at things differently, can simplify the process and make all the difference in the world for shifts to occur in your thinking and your actions.

How To Use This Guide

Below you will find 52 reasons you can email your list. Go through this list and put a check next to each item you can do. This will show you how many ideas you already have at your fingertips. Add any notes that pop in your head to the right of each item in the space provided.

You just need to implement!

Sometimes you may be promoting and sometimes you may be giving value but regardless, at all times, you should have a Call To Action (CTA) in every email you send.

If you nurture your email list even just once a week, you will begin to stay top of mind to those that signed up to be on your list.

And when they are ready, they will think of you as the solution to their problem.

I invite you to join my private Facebook group to hear behind the scenes and get extra value.
<https://happinesismatters.com/fbgroup>



Reasons to Mail Your List

Proven Examples You Can Try Today

- 1. Welcome!
- 2. Social Links to Follow
- 3. New product or Service Offering
- 4. Join your Facebook Group
- 5. Discount or coupon
- 6. Sales
- 7. Your favorite books (and why)
- 8. New blog post
- 9. Your interview / guest post for someone else
- 10. New guest post or interview on your site/ podcast
- 11. Webinar preview
- 12. Webinar summary
- 13. You're going to be away
- 14. Hosting / attending an event
- 15. Something you learned at an event
- 16. How you're implementing what you learned
- 17. A customer success story
- 18. A customer question
- 19. A customer thank you
- 20. A mistake you made (for people to learn from)
- 21. A mistake someone else made (and how to correct it)
- 22. A cool tool you just tried
- 23. Dispelling a myth about your market
- 24. Important industry news
- 25. Newsletter / monthly round up
- 26. A demo of one way to use your product



Reasons to Mail Your List

Proven Examples You Can Try Today



So how many ideas did you check? Add them up:_____

This is merely one method of coming up with ideas to add consistency to nurturing your email list.

For more ideas, be sure to check out my 30+ Holiday Emails Monthly Planner where you can get 365+ more ideas to email your list along with monthly calendar planner pages.

We've tackled the What of coming up with ideas. This is only the first step.

But this doesn't solve the stress of HOW to write an email.

This doesn't solve HOW to put a system in place so that you can repurpose all your content, including your emails.

This doesn't solve HOW your team can take this task over and have your messaging be as clear as if you were writing it.

And of course, this doesn't solve HOW to increase your open rates, click through rates, and conversion into clients.

Are you ready to

- Put systems into place in order to streamline the day to day operation of your business so that you can work in your genius zone and quit being the bottleneck in your business?
- Expand your team and have them take on communication of your messaging in your promotions?
- Be seen as the go-to expert and know that showing up consistently and having a repurposing system in place will save you hours each week?
- Get more organized so that you can scale and work less and make more?

Your entire business is a client attraction machine. And focusing on the right tasks, putting the right processes in place, and adding automation and systems is what will enable you to grow your business to next level.

It's time to turn the chaos in your business into CALM!

If you would like to hear more about my complete 5-step Client Attraction Lifecycle Method (C.A.L.M.), I invite you to book a call with my team today for a Profitable Lifestyle Business Assessment today. <https://happinesismatters.com/bookcall>