

Crafting Your Customer's Journey: From Lead Magnet to Raving Fan



Note: Step 1 and 2 are introductory. If you already know what an autoresponder is and have a business email address (i.e. info@yourcompany.com), skip to Step 3.

Step 1: Create an Email Autoresponder Account

- An email autoresponder is a software program that sends out emails to the addresses you collect
- They can be as simple as something that you use to send one-off emails or they can be something more powerful that lets you segment your list and perform other kinds of automatic processes
- In my opinion, the best email autoresponder by far is [Convertkit](#). To learn more about Convertkit and get started for free, [click here](#).
- Your personal Gmail account SHOULD NOT be your autoresponder
 - o You need something that's more flexible and will allow you to set up your email marketing
 - o Personal Gmail accounts are not designed to automatically collect and process email addresses in the way you need it done

Step 2: Create a Business Email Address

- Once you have a business email address, connect it to your email autoresponder
- There are multiple ways to do this
 - 1) If you already have website hosting with SiteGround, Host Gator, GoDaddy, etc., you already have access to one. Simply contact their support and find out how to utilize it.
 - 2) Google offers a solution called Gsuite. Just Google - Gsuite to find out more.

Step 3: Lead Magnets

- You need a means of getting people into your world. To do that, we use a lead magnet which is something you trade someone for their email address
- Your lead magnet should be something that provides value and not just something they could get for free somewhere else
- For me, I typically use a paid product that sells for between \$5-\$10 and give it away free to anyone in exchange for their email address

Step 4: Forms and Landing Pages

- Forms are simply opt in boxes where your customer inserts their email address in order to get your lead magnet
 - o With that said, you should add some text and an image as well
- Landing pages are by definition, the page someone lands on after they click a link
 - o Your landing page will have an opt in form located on it
- If you use a form, you'll need to insert it onto a page you've created on your website

Step 5: Tags and Segments

- You want the right emails being sent to the right people at the right time
- To accomplish this, you need to tag and segment your list based on their needs
- Using your email autoresponder, you can automatically tag and segment subscribers based on which Form/Landing page they opted in for

Step 6: Sequences

- Once your new subscriber has been brought into your world, you need to provide value and warm them up
- You'd never ask a stranger to marry you, so why do we expect someone we just met to buy from us immediately?
- Sequences allow you to take your new subscriber on a journey of discovery so that you can introduce them to your brand and the products you offer
- Sequences are meant to follow the Gary V philosophy of jab, jab, jab, right hook
 - o Provide so much value (jabs) that your new subscribers will be warmed up and willing to purchase from you (right hook)
 - Note: Don't actually punch them!

Step 7: Follow-Ups

- When someone clicks a link in your email, they are interested
- Tag them as interested then create a rule that places them into a follow-up, targeted sequence
- These sequences will be 1-2 emails in length and will expand on their expressed interest
- For instance, if someone clicks a link in my sequence to download 'Activity A', which is a paid product I make free for my list (VALUE), there's a good chance they'll like 'Bundle A' which is a collection of activities similar to 'Activity A' but costs between \$20-\$40
 - o Ninja trick – Delay the send by 2 days to allow them to consume 'Activity A' then provide a limited-time coupon inside your first follow-up email for 'Bundle A'.

Step 8: Continuing the Conversation

- Typical sequences last between 2-3 weeks
- Once they end, I continue the conversation so that I stay top-of-mind
- To do this, I create a rule inside Convertkit that automatically subscribes them to a follow-up sequence which continues to provide value and brings my subscriber further into my world
- These sequences can last between 1-12 months or even longer

That's it! You've created an experience for your new customer where you've brought them into your world, provided value, and built a relationship.

What I'd like you to do now is take the next step in your education and become a real email ninja! Enroll in my free course – [Email Marketing Made Easy](#). It's 7-modules (about 1.5 hours of video with downloads) that allow you to watch over my shoulder as I walk you through each of the processes above in more detail.



This course will allow you to move at your own pace and create a deep understanding of how email marketing works and how to utilize it to generate positive income for your business automatically.

[Click Here to enroll in my free course.](#)

See you on the inside

Devon

The logo for TWF, consisting of the letters 'TWF' in a bold, green, sans-serif font.