

Module 1: The Absolute Basics – How to design an email marketing strategy and funnel-based campaigns

In this module, you'll discover the different styles of email campaigns, the pros and cons of using each style and how to choose the right format for your specific needs. You'll get a deep dive into what digital marketing really is and learn how to integrate an email campaign into your wider marketing strategy.

You'll understand the top 5 email marketing strategies, access proven wireframes and layouts to plan, document and structure your campaigns, and explore how to devise a range of marketing funnels to generate massive action. We'll explore the fundamentals of how to map the customer journey and identify the types of copy needed for each stage of the purchase cycle.

You'll also get an over-the-shoulder walk-through of how one leading author used a simple marketing funnel to generate over 2,600 Google reviews to become a bestselling author.

Module 2: The Brief - How to take a Creative Brief, craft a campaign and plot your strategy

This module is for those who want a systematic process for planning an email campaign from scratch. You'll learn how to take an email marketing Creative Brief (for your copywriting client, employer or own business) and be given the tools and templates to conduct a creative briefing meeting like a professional email marketer.

You'll learn how to research, flesh out and create a buyer persona/avatar for any client, access the top 3 templates for how to fast-track the client briefing session, explore how a Voice of Customer (VOC) process operates, how to use it to write better copy (and upsell your copywriting services). You'll learn how to convert a 'messy' creative brief into coherent and compelling features and benefits, get a 'before and after' over-the-shoulder walk through on how to take a real-world creative brief, and how to leverage this important document to help you write the copy.

Module 3: The Craft of Copywriting - How to write copy for your email campaign

Now you know the basics of digital marketing, email marketing, customer mapping and how to conduct a creative brief using industry-wide best practice, you're now ready to start writing. You'll discover our proven 7-step formula for

writing copy for any medium (web, blogs, Facebook, video scripts, brochures etc), with a specific emphasis on email copywriting.

You'll learn how to craft clickable email pre-headers and subject lines that dramatically increase open rates. We'll show you the top 30 headline formulas that all the leading email superstars use to generate massive results, and provide you with 15 pre-written templates that practically write the headline for you. If you're looking for a 'paint by numbers' kit for easy headline creation, this is it.

You'll be introduced to the Like-Know-Trust formula, over 30 tried and tested 'trigger statements' to kick-start that tricky first paragraph, 10+ 'done for you' templates to help you write that all important, but-difficult-to-write body copy.

Module 4: Email Sequences - How to write email sequences, work flows and automations

In this module, we cover the fundamentals of how to create email sequences (also known as automations or workflows), how to write conversion copy for each stage of the lead nurturing sequences, including how to write a 'welcome' sequence for a range of different industries, target audiences and products and services.

You'll get access to an 'over the shoulder' video walk-through of a high-performing 'welcome sequence' and 'replenishment sequence', created by leading email copywriter Liz Green. She'll take us through her strategy of how she sells her copywriting services, a summary of the top 9 sequences she uses most, and a line-by-line appraisal of her creative methodology.

We'll explore the 5 critical phases of every successful win-back campaign, how to write the copy for each phase and 15 real world examples of win-back campaigns from leading companies.

We cover abandoned cart sequences too, and outline the 5-part email for this sequence, showcase real world examples from top ecommerce businesses, and outline how to write copy for each stage of the sequence.

Module 5: Building the list - How to build an email list, generate traffic and increase conversions

Want to know how to develop a high performing lead magnet, pop-up and landing page? We've got that covered and we'll show you how to use them to build your database list and generate traffic (even if you have zero subscribers).

We'll also show you how to write compelling copy for eight different types of Call to Action (CTA) buttons, and how to leverage the psychology of colour to generate maximum click throughs.

We'll also cover techniques for how to overcome procrastination, writer's block and imposter syndrome and reveal the top 5 creativity principles common to all successful conversion copywriters. You'll get access to detailed case studies and swipe files that reveal how world-class companies use email to generate sales.

You'll also learn how to write for a post-purchase email campaign with a video walk-through from Jason Toon, a senior copywriter at Red Bubble (the world's leading online art marketplace) on how he created their 3-part post-purchase sequence.

Module 6: Email newsletters – How to create and write effective email newsletters that generate results

In this module, you'll get access to a newsletter calendar content spreadsheet and template to help you plan, track the metrics and create seasonal themes for your company or client. We'll also reveal 7 'best practice' strategies for email newsletter production and showcase 15 quick and easy ways to generate email newsletter topics, ideas and segments so you never run out of content.

We'll also reverse engineer a series of top performing email newsletters to uncover the strategy and structure that made each successful, and look at the top 12 ways to segment any list so you target specific audiences at different stages of the buying process to increase open rates, click through and ROI.

As a bonus, we'll explore how a leading fashion email copywriter for the TV Shopping Network (TVSN) plots, writes and measures a large-scale ecommerce fashion email sales campaign and newsletters. You'll get privileged access to her creative briefing templates, analytics dashboard, design concepts and more.

Module 7: The Execution – How to put it all together to roll out your email copy

Based on everything you've learnt in the previous six modules, you'll now learn how to tie the disparate elements of an email campaign into one, comprehensive strategy so that you know exactly what to do at each stage of the creative process. We'll cover the nitty-gritty world of writing long-form emailers that get results, and the tricky art of writing cold call emails that build rapport.

You'll learn how to use our 'fast track' email copywriting template so that you can leverage the creative brief to write your email copy quickly, how to plot a comprehensive email newsletter campaign, design the underlying marketing funnel strategy and brainstorm newsletter topics to fit each stage of the purchase cycle. We'll also touch on the legal side of running an email campaign including how to avoid spam filters and increase deliverability, provide a high-level overview of Europe's GDPR and privacy laws what they mean for email marketers everywhere (including Australia), how to create an email footer, what to put it in and how to manage the unsubscribe process.

This module also looks at how leading email marketers split test their campaigns, the recommended software packages they use and the top 10 email marketing metrics you need to know to position yourself as a credible, professional email marketing copywriter.