

Begin, Build, and Maximize Ministry-Focused Email
Engagement with Your Audience

Email Marketing

with Britt Mooney



Why Email?

At best, growing an email list can seem daunting. At worst, it can seem impossible. In this first lesson, Britt Mooney shares from his experience to help authors understand exactly what's so important about growing an email list.

This video covers:

Britt's expertise and experience

Why email is your best investment of time and money

Why you can't depend on social media platforms for opportunities to engage with your audience

Details about the hour of email list coaching you will have with Britt

How to prepare for the hour of email list coaching you will have with Britt

Notes: _____

Why Email?

Main points and shifts in perspective:

Engage on Facebook/social media platforms to build my email list,
not to sell books.

Emailing my list provides an opportunity to build relationship, which
can lead to sales. My audience isn't helped if they don't buy and read
my work.

Email engagement is the best way to steward my time and money.
My email list belongs to me—no one can take it away from me.

Notes: _____

Take action:
Begin your list of questions/concerns for when you meet with Britt.
Watch video two 😊

Email Platform/Hosting

Choosing an email hosting platform need not be intimidating. Inexpensive options are available. Join Britt to learn how to make the best choice for you and your ministry.

This video covers:

Why emailing your list through a platform is the best and legal way to contact your audience

Why tracking engagement is important

Comparing a community builder, such as Substack, with other hosting options

Why you might want to remove previous subscribers from your list

Notes: _____

Email Platform/Hosting

Main points and shifts in perspective:

Using a hosting service helps me legally engage with my email list and appear professional.

Tracking engagement helps me see who engages with which type of content.

Maintaining a smaller list of those who actually engage with me is more important than having a higher number of subscribers.

Notes: _____

Video Two:

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Create or access your profile on at least one social media platform. Record your login information.

Research platform hosting options, choose one, and sign up.

Resource links:

Getting started on Substack: <https://www.youtube.com/watch?v=o-ghiwWVps>

Getting started on Mailchimp: <https://www.youtube.com/watch?v=kfdn429lAqU>

Getting started on Kit: <https://www.youtube.com/watch?v=gej6eRSDIXs>

Getting started on Mailer Lite: https://www.youtube.com/watch?v=P9JO6KU_ZDQ

First 100 Subscribers

Every author must start somewhere with building their email list. In this video, Britt gives a step-by-step approach to building or expanding your email list.

This video covers:

- A simple technique to grow your list, even if you're starting at zero subscribers
- How to prepare your basic "ask"
- Why careful attention to detail and accuracy are important
- What to do when people say yes

Notes: _____

First 100 Subscribers

Main points and shifts in perspective:

People who know me and want to say yes, do so because they support me and my ministry.

My “ask” is an opportunity for others to partner with me to share the message God has given me.

I honor my subscriber list when I maintain their correct contact information and update them on my writing project/s.

Notes: _____

Video Three:

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Develop/customize a basic “ask” for friends and family, get their email addresses, and upload into your preferred email hosting platform.

Jumpstart your basic “ask” script with the following example:

Dear (),
I’m writing to ask a big favor. You might know I am writing/have written a book. I am in process of building my email list and am reaching out to ask if I can include you in my list of subscribers.

You’ll hear from me once or twice a month with updates on my publishing journey, and you can unsubscribe at any time.

Thanks for considering. If you’re interested, simply respond with YES and your preferred email address. God bless!

Lead Magnet

When others give you their email address, they are giving you something of value. A lead magnet is digital content you give someone in exchange for their email address. In this video, Britt explains how to create and use lead magnets to grow your email list.

This video covers:

Why using digital lead magnets is your best choice

How to create great content for your three primary audiences

How to repurpose content to create lead magnets more quickly

The most important aspect of creating a lead magnet

Notes: _____

Lead Magnet

Main points and shifts in perspective:

Giving away quality content gives me the opportunity to bless my potential audience without asking them to spend money.

Creating different lead magnets for each of my three audiences allows me to serve each audience well.

Repurposing content isn't a cop-out; it allows me to breathe new life into old work and share that content with others who might not have seen it.

Creating a professional-looking lead magnet full of great content shows my audience that I value my relationship and connection with them.

Notes: _____

Video Four:

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Create your avatar for your three audiences.

Plan and prepare your digital lead magnet/s. Save the link to share.

Resource links:

How to make ebook with reedsy.com:

<https://www.youtube.com/watch?v=LVotCtshAcs>

How to make an ebook with draft2digital.com:

<https://www.youtube.com/watch?v=FJUmg2S67AI>

Lead Magnet Delivery Platform

A lead magnet delivery platform is the bridge between the lead magnet and receiving a new email subscriber. In this lesson, Britt explores how this simple process happens.

This video covers:

- How lead magnet delivery platforms save you steps
- Comparing lead magnet platforms, options and cost
- How swaps can quickly help you build your email list

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Lead Magnet Delivery Platform

Main points and shifts in perspective:

Mastering using lead magnet delivery options can provide instant, exponential exposure for my book.

Using multiple lead magnet delivery options and incentives increases exposure even more.

Participating in a swap opportunity is one way I can build my reach while helping others share their message, too.

Notes: _____

Video Five:

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Sign up for your choice of lead magnet platforms and upload the lead magnet.

Resource links:

How to get started with Bookfunnel:

<https://www.youtube.com/watch?v=8ETRgF6mMgQ>

How to get started with Story Origin:

<https://www.youtube.com/watch?v=M8eRnX4vEGg>

How to get started with Prolific Works:

<https://www.youtube.com/watch?v=R27QNkc5LUg>

The Giveaway

While giving away a prize might seem costly, doing so can be a great way to build enthusiasm, excitement, and a sense of connection with your audience. In this video, Britt shares options for how to use this tactic to grow your email list.

This video covers:

- How allowing participants to get extra entries can increase exposure
- Using this technique to target your ideal audience
- Compare platform options and cost
- Why doing your giveaway yourself is better than doing so in a group
- Ways to publicize/highlight when the contest ends

Notes: _____

The Giveaway

Main points and shifts in perspective:

The more fun I make a giveaway or contest, the more likely my audience will participate. **Think: How can I make this fun?**

It’s better for me to do one or two a year and do them well, than to try to do one every month. **Think: Quality over quantity.**

Because people love reasons to celebrate, I need to quickly and publicly share about the contents of the prize, the winner, and getting the prize to the winner. **Think: How can I share photos and/or videos of these three elements?**

Notes: _____

Video Six:

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Sign up for and implement one or more.

Resource links:

How to get started on Rafflecopter:

<https://www.youtube.com/watch?v=qnJfEf3n2Jg>

How to get started on King Sumo:

<https://www.youtube.com/watch?v=v77AcZkLxs0>

How to get started on gleam.io:

<https://www.youtube.com/watch?v=E7uhJ-nely8>

Newsletter Tips

In this final lesson, Britt shares the complete strategy and steps he uses to help individuals and companies effectively use their email lists to build growing relationships with subscribers. This repeatable process can be customized to any author, genre, and audience.

This video covers:

- The main goal for connecting with and/or contacting your audience
- How often to connect with and/or contact your audience
- The basic components of a great email message
- The proper mindset for composing a great email message
- Using a P.S. to consistently promote your book without feeling salesy

Notes: _____

Newsletter Tips

Main points and shifts in perspective:

The emails and newsletters I send my subscribers are tools I can use to generously love and serve my audience. **Think: What does my audience want, and how can I meet that need?**

Sending messages to my subscribers doesn't mean I'm bothering them. The fact they subscribed meant they were asking to receive my content. **Think: What made this person sign up? How can I give them more of that?**

Composing a good subject line and matching content teaches my audience they can trust me to deliver quality content they want and need. **Think: What can I promise them that I can immediately deliver in the email?**

Offering a link to a video message, content download, or buy link for my book (even in a P.S.) helps my audience. **Think: How can I save my audience time and energy?**

Notes: _____

Video Seven:

Take action:

Update your list of questions and concerns to discuss with Britt during your coaching session.

Based on your three primary audiences, brainstorm 10 different email topics. Include a subject line, hook, pic, share something of value (Christ-like), lead them to a Call to Action.

Compose one complete email based on one of your topics and send it.

Contact Britt for your coaching session at
Brittmooney@gmail.com