

EMAIL GROWTH & AUTOMATION BUNDLE

Scale Your Email Business to 6 Figures and Beyond

What's Inside: ✓ Complete Automation Workflow Library

✓ Analytics Dashboard Template

✓ Community Building Framework

✓ 12-Month Implementation Roadmap

✓ Scaling Checklist & Systems

✓ Metrics Tracking Spreadsheet

✓ Leader Development Guide

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PART 1: EMAIL AUTOMATION

Automation Foundations

The 5 Pillars of Email Automation

Pillar #1: Trigger-Based Sequences

What it is: Emails sent based on specific actions

Common triggers:

- Subscribes → Welcome sequence
- Downloads lead magnet → Nurture sequence
- Clicks product link → Sales sequence
- Purchases → Customer onboarding
- No engagement 30 days → Re-engagement

Setup example:

```
IF: Subscriber downloads "Email Marketing Guide"  
THEN: Add tag "Interested in Email Marketing"  
AND: Subscribe to "Email Marketing Nurture Sequence"  
WAIT: Until sequence completes  
THEN: Move to general nurture
```

Pillar #2: Behavioral Segmentation

What it is: Automatic grouping based on actions

Segments to create:

- High engagement (opens 75%+ of emails)
- Medium engagement (opens 25-75%)
- Low engagement (opens <25%)

- Buyers (purchased any product)
- Non-buyers (subscribed 60+ days, no purchase)

Automation rules:

IF: Opens 8 of last 10 emails
THEN: Add to "Highly Engaged" segment
AND: Increase email frequency
AND: Prioritize for product launches

IF: Opens 0 of last 20 emails
THEN: Add to "Unengaged" segment
AND: Trigger re-engagement sequence

Pillar #3: Conditional Logic

What it is: IF/THEN rules that customize journeys

Example flow:

Subscriber joins list
↓
IF: Clicks "beginner content"
 THEN: Send beginner sequence
ELSE IF: Clicks "advanced content"
 THEN: Send advanced sequence
ELSE: Continue general sequence
↓
IF: Purchases Product A
 THEN: Onboard for Product A
 AND: Remove from sales sequences
 AND: After 30 days, offer Product B

Pillar #4: Time-Based Automation

Delay types:

Fixed delays:

- 2 days after subscription
- 1 week after purchase
- 30 days after last engagement

Date-based:

- Birthday emails
 - Anniversary of subscription
 - Product launch dates
 - Seasonal promotions
-

Pillar #5: Cross-Platform Integration

Key integrations:

- E-commerce platform (Shopify, WooCommerce)
- Course platform (Teachable, Kajabi)
- Landing pages (Leadpages)
- Webinar platform (Zoom, WebinarJam)
- CRM (Salesforce, HubSpot)

Example:

Purchase on Shopify
↓
Triggers email sequence
↓
Adds to customer segment
↓
Removes from prospect sequences
↓
Delivers digital product

The 6 Core Automated Sequences

Sequence #1: Welcome Sequence (7 Emails)

Trigger: New subscriber joins list

Timeline: 14 days

Email Schedule:

- Email 1: Immediate (Delivery + Welcome)
- Email 2: Day 2 (Your Story)
- Email 3: Day 4 (Quick Win)
- Email 4: Day 6 (Social Proof)

- Email 5: Day 8 (Framework)
- Email 6: Day 10 (Soft Pitch)
- Email 7: Day 14 (Transition)

Expected Results:

- 60-80% open rate Email #1
- 35-50% average open rate
- 3-8% convert to first purchase

Setup Checklist:

- Write all 7 emails
 - Set up automation trigger
 - Configure delay timings
 - Test full sequence
 - Monitor first week performance
-

Sequence #2: Nurture Sequence (Ongoing)

Trigger: Completes welcome sequence OR ongoing subscriber

Cadence: Weekly (or your chosen frequency)

Email Types (Rotate):

- Week 1: Pure value (tips, strategies)
- Week 2: Story + lesson
- Week 3: Case study
- Week 4: Value + soft product mention

Automation Setup:

IF: Completed welcome sequence

AND: Has not purchased

THEN: Subscribe to weekly nurture

Send: Every Tuesday at 10am (subscriber's timezone)

Content rotation:

- Email Pool A (Pure value) - 40%

- Email Pool B (Story) - 30%

- Email Pool C (Case study) - 20%

- Email Pool D (Soft pitch) - 10%

Sequence #3: Product Sales Sequence (10 Emails)

Trigger: Manual start (during launch) OR evergreen trigger

Timeline: 10 days

Email Schedule:

- Day 1: Cart opens
- Day 2: Methodology
- Day 3: Social proof
- Day 5: Objections
- Day 6: Behind the scenes
- Day 8: Urgency (48 hours)
- Day 10 (AM): 6 hours left
- Day 10 (PM): 1 hour left

Conditional exits:

IF: Purchases during sequence

THEN: Stop sales sequence

AND: Move to customer onboarding

Sequence #4: Re-Engagement Sequence (3 Emails)

Trigger: No opens in 30 days

Timeline: 10 days

Email Schedule:

- Day 0: "Are we still friends?"
- Day 5: Value bomb (best content)
- Day 10: Final chance

Conditional outcomes:

IF: Opens any email in sequence
THEN: Remove from unengaged segment
AND: Return to active nurture

IF: Still no opens after Email #3
THEN: Unsubscribe automatically
OR: Move to "Inactive" segment (don't email)

Expected Results:

- 5-15% re-engagement rate
 - Clean list of truly unengaged subscribers
-

Sequence #5: Customer Onboarding (5 Emails)

Trigger: Purchase completed

Timeline: 14 days

Email Schedule:

- Day 0: Welcome + access info
- Day 3: Check-in + quick start
- Day 7: First win celebration
- Day 10: Resource reminder
- Day 14: Check-in + upsell mention

Automation:

Purchase Product A



Tag: "Customer - Product A"

Remove from: All sales sequences

Add to: Product A onboarding



Day 14: Complete



IF: High satisfaction

THEN: Offer Product B (upsell)

Sequence #6: Cart Abandonment (3 Emails)

Trigger: Visits sales page but doesn't purchase

Timeline: 5 days

Email Schedule:

- 2 hours after: "Did something go wrong?"
- Day 2: Objection crusher
- Day 5: Final invitation

Tracking Setup:

Sales page link: yoursite.com/product?ref=email_day3

IF: Clicks link

AND: Doesn't purchase within 2 hours

THEN: Add tag "Cart Abandoner"

AND: Trigger abandonment sequence

Recovery Rate: 15-30% of abandoners complete purchase

Advanced Automation Workflows

Workflow #1: Interest-Based Routing

Purpose: Send content based on demonstrated interests

Setup:

Email sent with multiple content links:

- Link A: Beginner content
- Link B: Advanced content
- Link C: Tool/resource content

Tracking:

IF: Clicks Link A

THEN: Tag "Interested in Beginner Content"

AND: Send beginner-focused emails

IF: Clicks Link B

THEN: Tag "Interested in Advanced Content"

AND: Send advanced emails

IF: Clicks Link C

THEN: Tag "Interested in Tools"

AND: Send tool recommendations

Result: Highly targeted content = better engagement

Workflow #2: Multi-Product Ascension

Purpose: Automatically move customers up value ladder

Setup:

Purchase \$27 Tripwire

↓

Onboarding Sequence (5 emails)

↓

Day 14: Offer \$297 Core Product

↓

IF: Purchases Core Product

THEN: Core Onboarding (5 emails)

↓

Day 30: Offer \$997 Premium Product

↓

IF: Purchases Premium

THEN: VIP treatment

↓

ELSE: Continue nurture with occasional core product mentions

Expected Ascension:

- 20-30% of tripwire buyers → core product

- 10-20% of core buyers → premium product
-

Workflow #3: Engagement-Based Sending

Purpose: Send more to engaged subscribers, less to unengaged

Setup:

Calculate Engagement Score:

- Open = +1 point
- Click = +3 points
- Reply = +5 points
- Purchase = +10 points

IF: Score > 50 (Highly Engaged)

- THEN: Send 3x per week
- AND: First to get launches
- AND: Exclusive content

IF: Score 20-50 (Moderately Engaged)

- THEN: Send 2x per week
- AND: Standard content

IF: Score < 20 (Low Engaged)

- THEN: Send 1x per week
- AND: Only best content
- AND: Consider re-engagement

IF: Score 0 for 30 days

- THEN: Trigger re-engagement sequence
-

Workflow #4: Dynamic Segmentation

Purpose: Automatically update segments based on behavior

Rules:

DAILY CHECK:

FOR each subscriber:

Calculate: Opens last 30 days

Calculate: Clicks last 30 days

Calculate: Purchases ever

IF: Opens > 75% AND Clicks > 3

THEN: Move to "Super Fans" segment

ELSE IF: Opens 25-75% AND Clicks 1-3

THEN: Move to "Engaged" segment

ELSE IF: Opens < 25% OR Clicks 0

THEN: Move to "At Risk" segment

IF: Purchased within 90 days

THEN: Move to "Recent Customers" segment

IF: No opens 30+ days

THEN: Move to "Re-engage" segment

Platform Setup Guide

Choosing Your Automation Platform

Platform Comparison:

Feature	ConvertKit	ActiveCampaign	Drip	Klaviyo
Visual Automation	✓	✓✓✓	✓✓	✓✓
Ease of Use	✓✓✓	✓✓	✓✓	✓✓
Segmentation	✓✓	✓✓✓	✓✓✓	✓✓✓
E-commerce Focus	✓	✓✓	✓✓✓	✓✓✓
Price (1K subs)	Free	\$29/mo	\$39/mo	Free
Price (10K subs)	\$79/mo	\$125/mo	\$154/mo	\$150/mo

Recommendation:

- Beginners: ConvertKit or MailerLite
- Advanced: ActiveCampaign or Drip

- E-commerce: Klaviyo or Drip
-

30-Day Automation Setup Plan

Week 1: Foundation

- Day 1-2: Choose and sign up for platform
- Day 3-4: Domain authentication (SPF, DKIM, DMARC)
- Day 5-7: Create tag structure and segments

Week 2: Core Sequences

- Day 8-10: Build welcome sequence
- Day 11-12: Build re-engagement sequence
- Day 13-14: Build customer onboarding (if applicable)

Week 3: Advanced Workflows

- Day 15-17: Set up behavioral triggers
- Day 18-19: Create dynamic segmentation rules
- Day 20-21: Build interest-based routing

Week 4: Testing & Optimization

- Day 22-24: Test all sequences with multiple emails
 - Day 25-26: Review and fix any issues
 - Day 27-28: Set up analytics tracking
 - Day 29-30: Launch and monitor
-

Automation Optimization Framework

Monthly Automation Audit

Metrics to Review:

Sequence Performance:

- Open rates per sequence
- Click rates per sequence
- Conversion rates per sequence
- Revenue attributed to each sequence

Segment Health:

- Size of each segment
- Movement between segments

Engagement by segment

Revenue by segment

Technical Health:

Any broken automations?

Any broken links?

Any subscribers stuck in sequences?

Any delivery issues?

Quarterly Deep Optimization

What to optimize:

Q1: Subject Lines

- A/B test subject line formulas
- Implement winners across sequences

Q2: Email Copy

- Rewrite lowest-performing emails
- Test different frameworks
- Add more personalization

Q3: Timing

- Test send times
- Test delay between emails
- Test sequence length

Q4: Offers

- Test different CTAs
 - Test different product positioning
 - Test pricing mentions
-

PART 2: ANALYTICS & METRICS

The 7 Core Metrics Dashboard

Metric #1: List Growth Rate

Formula:

$$\text{List Growth Rate} = ((\text{New Subscribers} - \text{Unsubscribes}) / \text{Total Subscribers}) \times 100$$

Tracking Template:

Month	Start Count	New Subs	Unsubs	End Count	Growth Rate
Jan	1,000	200	30	1,170	17%
Feb	1,170	250	40	1,380	18%
Mar	1,380	300	50	1,630	18%

Benchmarks:

- 5-10% monthly: Healthy
- 10-20% monthly: Strong
- 20%+ monthly: Exceptional
- Negative: Serious problem

Action Triggers:

- Below 5%: Increase lead gen efforts
- Negative growth: Fix engagement/content

Metric #2: Engagement Rate

Formula:

$$\text{Engagement Rate} = ((\text{Opens} + \text{Clicks} + \text{Replies}) / \text{Emails Sent}) \times 100$$

Calculation Example:

- Sent: 1,000 emails
- Opens: 350
- Clicks: 80

- Replies: 20
- Engagement: $(350 + 80 + 20) / 1,000 \times 100 = 45\%$

Tracking Template:

Week	Emails Sent	Opens	Clicks	Replies	Engagement %
W1	1,000	350	80	20	45%
W2	1,050	378	84	18	46%
W3	1,100	374	88	22	44%

Segment by level:

- Highly engaged: 70%+
- Moderately engaged: 30-70%
- Low engaged: <30%

Metric #3: Revenue Per Subscriber (RPS)

Formula:

$$\text{RPS} = \text{Total Email Revenue} / \text{Total Subscribers}$$

Monthly Tracking:

Month	Subscribers	Email Revenue	RPS
Jan	1,000	\$5,000	\$5.00
Feb	1,200	\$7,200	\$6.00
Mar	1,500	\$9,000	\$6.00

Benchmarks:

- \$0-1/month: Needs work
- \$1-3/month: Average
- \$3-5/month: Good
- \$5-10/month: Excellent
- \$10+/month: World-class

This is your most important metric

Metric #4: Customer Lifetime Value (LTV)

Formula:

$$\text{LTV} = (\text{Average Purchase Value} \times \text{Purchase Frequency} \times \text{Customer Lifespan})$$

Example Calculation:

- Average purchase: \$297
- Purchases per year: 2
- Customer lifespan: 3 years
- LTV: $\$297 \times 2 \times 3 = \$1,782$

Tracking:

Product	Avg Purchase	Frequency/Yr	Lifespan	LTV
Tripwire	\$27	1	1 year	\$27
Core	\$297	1	2 years	\$594
Premium	\$997	1	3 years	\$2,991

Use LTV to determine:

- How much you can spend on acquisition
 - Which products to focus on
 - Where to optimize
-

Metric #5: Email Attribution Revenue

Setup Tracking:

Method 1: UTM Parameters

All email links:
`yoursite.com/page?utm_source=email&utm_medium=campaign&utm_campaign=launch_day1`

Method 2: Unique Promo Codes

Email 1: CODE10

Email 2: CODE15

Email 3: CODE20

Method 3: Dedicated Landing Pages

Email 1: yoursite.com/offer-email1

Email 2: yoursite.com/offer-email2

Monthly Tracking:

Month	Total Revenue	Email-Attributed	Attribution %
Jan	\$10,000	\$4,000	40%
Feb	\$12,000	\$5,400	45%
Mar	\$15,000	\$7,500	50%

Benchmarks:

- 20-30%: Email is working
- 30-50%: Email is primary channel
- 50%+: Email-dominated business

Metric #6: Conversion Rate

Formula:

Conversion Rate = (Conversions / Emails Delivered) × 100

By Email Type:

Email Type	Benchmark CR
Welcome sequence	3-8%
Product launch	2-5%
Webinar registration	5-15%
Free resource	10-30%

Tracking:

Sequence	Recipients	Conversions	CR %
Welcome	1,000	50	5%
Launch	1,500	45	3%
Webinar	2,000	200	10%

Metric #7: List Health Score

Formula:

$$\text{Health Score} = (\text{Engagement \%} \times 40) + (\text{Growth Rate} \times 30) + (\text{RPS} \times 30)$$

Example:

- Engagement: 45%
- Growth rate: 15%
- RPS: \$5

Calculation:

$$(45 \times 40) + (15 \times 30) + (5 \times 30) = 1,800 + 450 + 150 = 2,400 / 100 = 24$$

Benchmarks:

- 0-25: Struggling
- 26-50: Growing
- 51-75: Healthy
- 76-100: Exceptional

Analytics Dashboard Template

Weekly Dashboard (Check Monday Morning)

GROWTH:

- Total subscribers: _____
- New this week: _____

- Unsubscribed this week: _____
- Net growth: _____

ENGAGEMENT:

- Average open rate: _____%
- Average click rate: _____%
- Engagement rate: _____%

REVENUE:

- Email revenue this week: \$ _____
- Email revenue this month: \$ _____
- RPS this month: \$ _____

HEALTH:

- List health score: _____
 - Action items: _____
-

Monthly Dashboard (First of Month)

GROWTH METRICS:

- Starting subscribers: _____
- Ending subscribers: _____
- Monthly growth rate: _____%
- Top traffic source: _____

ENGAGEMENT METRICS:

- Monthly avg open rate: _____%
- Monthly avg click rate: _____%
- Highly engaged %: _____%
- Unengaged %: _____%

REVENUE METRICS:

- Total email revenue: \$ _____
- RPS: \$ _____
- Email attribution %: _____%
- Best performing sequence: _____

OPTIMIZATION NOTES:

- What worked: _____
 - What didn't: _____
 - Focus next month: _____
-

Cohort Analysis Template

What Is Cohort Analysis?

Cohort: Group of subscribers who joined in same period

Why it matters:

- Shows quality trends over time
 - Identifies if acquisition is improving
 - Predicts future revenue
-

Monthly Cohort Tracking

January 2025 Cohort (Example):

Month After Join	Active %	Avg Opens	Purchases	Revenue	RPS
Month 0 (Jan)	100%	5.0	5	\$1,500	\$15
Month 1 (Feb)	85%	4.2	3	\$900	\$9
Month 2 (Mar)	70%	3.5	2	\$600	\$6
Month 3 (Apr)	60%	3.0	2	\$600	\$6
Month 6 (Jul)	50%	2.5	1	\$300	\$3

Insights:

- Engagement drops 50% by month 6
 - Revenue highest in first month
 - LTV projection: ~\$42 per subscriber first year
-

Cohort Comparison

Compare multiple cohorts:

Cohort	Month 0 RPS	Month 3 RPS	6-Month LTV
Jan 2025	\$15	\$6	\$42
Feb 2025	\$18	\$8	\$51
Mar 2025	\$22	\$10	\$63

Analysis: Each cohort performing better → changes working

A/B Testing Framework

What to Test (Priority Order)

1. Subject Lines (Highest Impact)

- Test 2-3 variations
- Run until 1,000+ opens
- Implement winner

2. Call-to-Action

- Button vs text link
- Different copy
- Different placement

3. Email Length

- Short vs long
- Varies by audience

4. Send Time

- Day of week
 - Time of day
 - Run 4+ weeks
-

A/B Test Template

Test Setup:

Test Name: _____ **Variable:** _____ (only test ONE thing) **Hypothesis:**
If we change [variable], [metric] will improve by [amount]

Version A (Control): Description: _____

Version B (Variation): Description: _____

Success Metric: _____ **Sample Size:** _____ per version (minimum 1,000) **Duration:**
_____ days/sends

Results:

Version	Sends	Opens	OR %	Clicks	CTR %	Conversions	CR %
A							
B							

Winner: _____ **Improvement:** _____% **Next Test:** _____

Decision-Making Framework

The Data-Driven Decision Process

Step 1: Define the Question

Example: "Should I email 3x/week or 1x/week?"

Step 2: Identify Relevant Metrics

For the question above:

- Engagement rate
 - Unsubscribe rate
 - Revenue per subscriber
 - List health score
-

Step 3: Gather Data

Test both frequencies:

- Week 1-4: 1x/week
- Week 5-8: 3x/week

Track all metrics

Step 4: Analyze

Frequency	Engagement	Unsub Rate	RPS	Health Score
1x/week	42%	0.5%	\$4	45
3x/week	38%	0.8%	\$8	52

Step 5: Decide

3x/week wins: Higher RPS and health score despite slightly lower engagement

Action: Implement 3x/week permanently

PART 3: COMMUNITY BUILDING

The Duplication Model

Understanding Duplication

Traditional Model:

You → Subscribers (you teach everyone)

Duplication Model:

You → Leaders → Their Students → More Leaders

Why it matters:

- Exponential growth vs. linear
 - You can't scale teaching to 10,000 people
 - But 100 leaders can each teach 100 people = 10,000 total
-

The Leadership Pipeline

Stage 1: Subscriber

- Joins list
- Consumes content
- Engaged member

Stage 2: Super Fan

- Opens every email
- Replies regularly
- Takes action
- Gets results

Stage 3: Contributor

- Helps other members
- Shares wins
- Answers questions
- Shows leadership

Stage 4: Emerging Leader

- Consistent valuable contributions
- Creates own content
- Small following developing
- Shows teaching ability

Stage 5: Certified Leader

- Completes training
 - Building own community
 - Teaching your framework
 - Multiplying impact
-

Leader Identification System

The 5 Signs of Leadership Potential

Sign #1: Consistent Engagement

- Opens every email
- Comments regularly
- Asks thoughtful questions
- Implements what you teach

Sign #2: Results-Oriented

- Actually takes action
- Shares wins and failures
- Tracks progress
- Iterates and improves

Sign #3: Naturally Helpful

- Answers others' questions unprompted
- Shares resources
- Supports struggling members
- Celebrates others' wins

Sign #4: Content Creation Inclination

- Shares their journey publicly
- Documents process
- Building small audience
- Natural communicator

Sign #5: Aligned Values

- Embodies your principles
- Respects guidelines
- Builds with integrity
- Cares about helping others

Leader Scoring System

Automated Scoring:

Points awarded for:

- Email open: +1
- Email click: +2
- Email reply: +5
- Community post: +3
- Helping another member: +5
- Content shared: +10
- Result achieved: +20

Monthly review: Top 10% by score = leader candidates

Qualitative Assessment:

For each high-scorer, evaluate:

- Do they get results? (Y/N)
- Do they help others? (Y/N)
- Do they align with values? (Y/N)
- Do they show initiative? (Y/N)

If 4/4 = Yes → Invite to leadership track

6-Week Leadership Training Program

Week 1: Framework Mastery

Goal: Deep understanding of your methodology

Content:

- Core principles review
- Step-by-step implementation
- Common mistakes
- Advanced strategies

Assignment: Create "How I Used This Framework" case study

Week 2: Teaching Skills

Goal: Learn how to teach what they know

Content:

- Simplifying complex concepts

- Creating clear explanations
- Using stories and examples
- Handling questions

Assignment: Record 10-minute teaching video

Week 3: Content Creation

Goal: Build content around framework

Content:

- Choosing topics
- Creating value consistently
- Repurposing content
- Building audience

Assignment: Create one week of content (3-5 pieces)

Week 4: Community Building

Goal: Start and grow sub-community

Content:

- Attracting right people
- Creating engagement
- Moderating effectively
- Scaling sustainably

Assignment: Launch sub-community (even if 10 people)

Week 5: Monetization Ethics

Goal: Make money with integrity

Content:

- What to sell (and what not to)
- Pricing fairly
- Maintaining trust
- Balancing profit and service

Assignment: Design first offer

Week 6: Advanced Leadership

Goal: Leading leaders, systematic thinking

Content:

- Identifying your future leaders
- Building duplication into model
- Creating sustainability
- Measuring impact

Assignment: Create 12-month leadership roadmap

Community Infrastructure Guide

Platform Selection

Options:

Facebook Group:

- Pros: Free, familiar, built-in audience
- Cons: Don't own it, algorithm changes
- Best for: Testing community concept

Discord:

- Pros: Free, real-time chat, voice channels
- Cons: Can feel overwhelming
- Best for: Tech-savvy, active communities

Circle:

- Pros: Built for communities, great UX
- Cons: Paid (\$89+/month)
- Best for: Serious communities with budget

Mighty Networks:

- Pros: All-in-one (community + courses)
- Cons: Paid (\$41+/month)

- Best for: Complete ecosystem
-

Community Structure

Essential Spaces:

1. Welcome Area

- Introductions
- Guidelines
- Getting started

2. Content Hub

- Your latest content
- Framework resources
- Training modules

3. Discussion (by topic)

- Topic A
- Topic B
- Topic C

4. Support & Questions

- Get help
- Ask questions

5. Wins & Celebrations

- Share success
- Build momentum

6. Leader Zone (Private)

- Leadership training
 - Strategy discussions
 - Collaboration
-

Leader Resource Package

What each certified leader receives:

✓ Digital Assets

- Logo usage rights
- Branded templates
- Stock graphics
- Presentation slides

✓ Training Materials

- Framework documentation
- Teaching guides
- Video tutorials
- Workbooks

✓ Marketing Resources

- Email templates
- Social media templates
- Sales page frameworks
- Launch checklists

✓ Community Access

- Leadership circle
- Monthly strategy calls
- Annual summit

✓ Promotional Support

- Featured in your content
 - Affiliate opportunities
 - Cross-promotion
 - Guest teaching slots
-

PART 4: IMPLEMENTATION ROADMAP

12-Month Master Plan

Phase 1: Foundation (Months 1-3)

Month 1: Setting Up

Week 1: Platform setup

- Choose email platform
- Domain authentication
- Create first form

Week 2: Lead magnet creation

- Choose topic
- Create content
- Design PDF

Week 3: Landing page

- Write copy
- Design page
- Test flow

Week 4: Welcome sequence (3 emails)

- Email 1: Delivery
- Email 2: Story
- Email 3: Quick win

Month 1 Target: 30-50 subscribers

Month 2: Content & Consistency

Week 5: Complete welcome sequence

- Emails 4-7
- Test full sequence

Week 6: Content creation

- Create 4 pieces
- Optimize for lead magnet

Week 7: Traffic generation

- Publish content

Drive traffic

Week 8: First nurture emails

Write 4 value emails

Plan next 4 weeks

Month 2 Target: 100+ subscribers

Month 3: Optimization

Week 9: Landing page optimization

A/B test headlines

Improve conversion

Week 10: Content expansion

Create 4 more pieces

Repurpose content

Week 11: Copywriting practice

Write 4 better emails

Study frameworks

Week 12: Systems audit

Review metrics

Fix bottlenecks

Month 3 Target: 200-500 subscribers

Phase 1 Revenue: \$100-\$500

Phase 2: Growth (Months 4-6)

Month 4: Scaling Traffic

Week 13: Add traffic channel

Choose second source

Create channel content

Week 14: Automation setup

Basic automation

Tagging system

Week 15: Content multiplication

- 1 pillar piece
- 10 derivatives

Week 16: First tripwire

- Create \$27 offer
- Add to sequence

Month 4 Target: 500-800 subscribers, first sales

Month 5: Engagement

Week 17: Engagement audit

- Calculate rates
- Survey subscribers

Week 18: Segmentation

- Create segments
- Targeted content

Week 19: Content quality upgrade

- Upgrade top performers
- Improve emails

Week 20: Partnership outreach

- Identify 10 partners
- Pitch collaboration

Month 5 Target: 1,000-1,200 subscribers

Month 6: Product Validation

Week 21: Product research

- Survey list
- Identify gaps

Week 22: Validation

- Create waitlist
- Get 50+ signups

Week 23: Pre-sell prep

- Write sales page

Define offer

Week 24: Traffic acceleration

Execute partnerships

200+ new subscribers

Month 6 Target: 1,500-2,000 subscribers

Phase 2 Revenue: \$2,000-\$5,000

Phase 3: Monetization (Months 7-9)

Month 7: Product Creation

Week 25: Pre-sell launch

20-30 pre-sales

Collect feedback

Week 26: Create (Part 1)

First 3 modules

Week 27: Create (Part 2)

Remaining modules

Worksheets

Week 28: Delivery

Send to customers

Gather testimonials

Month 7 Target: \$5,000-\$15,000 revenue

Month 8: Public Launch

Week 29: Launch prep

Write 10 emails

Update sales page

Week 30: Pre-launch

Emails 1-4

Build anticipation

Week 31: Launch week

- Execute sequence
- 30-60 sales

Week 32: Post-launch

- Onboard customers
- Review metrics

Month 8 Target: \$10,000-\$30,000 revenue

Month 9: Evergreen

Week 33: Product optimization

- Update based on feedback

Week 34: Evergreen funnel

- Build automated sequence

Week 35: Content calendar

- Plan 90 days

Week 36: Upsell product

- Create next offer

Month 9 Target: 2,500-3,500 subscribers

Phase 3 Revenue: \$30,000-\$80,000 cumulative

Phase 4: Scaling (Months 10-12)

Month 10: Scale Revenue

Week 37: Advanced automation

- Complex workflows

Week 38: Paid traffic

- Test \$500-1,000 budget

Week 39: First hire

- VA or freelancer

Week 40: Second launch

- \$15,000-\$40,000

Month 10 Target: 4,000-5,000 subscribers

Month 11: Community

Week 41: Platform setup

- Choose and configure

Week 42: Community launch

- 100+ members

Week 43: Leader ID

- Identify 10-20 candidates

Week 44: Analytics deep dive

- Build dashboard

Month 11 Target: 6,000-7,500 subscribers

Month 12: Year-End

Week 45: Holiday promotion

- Special offer
- \$20K-\$50K

Week 46: Year review

- Testimonials
- Case studies

Week 47: Year 2 planning

- Set goals
- Budget

Week 48: Documentation

- SOPs
- Knowledge base

Month 12 Target: 8,000-10,000 subscribers

Phase 4 Revenue: \$60,000-\$140,000 cumulative

Weekly Action Checklist

Standard Operating Week

Monday: Planning (1-2 hours)

- Review last week metrics
- Set 3 priorities for this week
- Block time for key tasks
- Check roadmap alignment

Tuesday: Content Creation (3-4 hours)

- Create this week's content
- Batch if possible
- Optimize for conversion

Wednesday: Email & Engagement (2-3 hours)

- Write this week's email(s)
- Respond to replies
- Engage in community

Thursday: Traffic & Growth (2-3 hours)

- Publish content
- Promote lead magnet
- Partner outreach

Friday: Product & Monetization (2-3 hours)

- Work on product
- Customer support
- Sales optimization

Weekend: Optional

- Batch next week's content
- Learning/education
- Rest (seriously!)

Total: 10-15 hours/week

Progress Tracking Tools

Monthly Progress Tracker

Metric	Target	Actual	Status
--------	--------	--------	--------

Total Subscribers			
-------------------	--	--	--

Metric	Target	Actual	Status
Growth Rate %			
Engagement Rate %			
RPS			
Revenue			
Health Score			

Status: On Track | Needs Attention | Urgent

Quarterly Review Template

Q[#] Review - [Date]

WINS:

1. _____
2. _____
3. _____

CHALLENGES:

1. _____
2. _____
3. _____

KEY METRICS:

- Subscribers: _____ (Target: _____)
- Revenue: \$_____ (Target: \$_____)
- RPS: \$_____ (Target: \$_____)

LESSONS LEARNED:

NEXT QUARTER FOCUS:

1. _____

2. _____

3. _____

Year-End Target Calculator

Conservative Targets

By December 31:

- Subscribers: 5,000-7,000
 - Monthly Revenue: \$15,000-\$25,000
 - Annual Revenue: \$50,000-\$80,000
-

Aggressive Targets

By December 31:

- Subscribers: 10,000-15,000
 - Monthly Revenue: \$30,000-\$50,000
 - Annual Revenue: \$100,000-\$200,000
-

Custom Target Calculator

Your Starting Point:

- Current subscribers: _____
- Current monthly revenue: \$ _____

Your Growth Assumptions:

- Monthly subscriber growth: _____%
- Revenue per subscriber: \$ _____

12-Month Projection:

Month	Subscribers	Revenue	Cumulative
1		\$	\$
2		\$	\$
3		\$	\$
4		\$	\$
5		\$	\$
6		\$	\$
7		\$	\$
8		\$	\$
9		\$	\$
10		\$	\$
11		\$	\$
12		\$	\$

Year-End Totals:

- Subscribers: _____
- Annual Revenue: \$_____

Troubleshooting Guide

Problem #1: Not Getting Subscribers

Likely causes:

- Lead magnet doesn't solve urgent problem
- Landing page conversion too low
- Not enough traffic

Solutions:

1. Survey target audience for pain points
2. A/B test landing page copy

3. Double content output

Minimum standard: 50+ subscribers/month by Month 3

Problem #2: Low Email Opens

Likely causes:

- Boring subject lines
- Wrong frequency
- Not enough value

Solutions:

1. Study high-performing subject lines
2. Test frequency (3x/week vs weekly)
3. Increase value ratio (80/20)

Minimum standard: 30% open rate

Problem #3: Product Not Selling

Likely causes:

- No product-market fit
- Weak positioning
- Wrong price
- List not warmed up

Solutions:

1. Validate BEFORE building
2. Improve offer (transformation + bonuses)
3. Test price points
4. Nurture longer

Minimum standard: 2-3% conversion on launches

Problem #4: Inconsistency

Likely causes:

- No system
- Too ambitious
- No accountability

Solutions:

1. Follow roadmap (one thing at a time)
2. Block time on calendar
3. Join accountability group
4. Start smaller

Minimum standard: Whatever you commit to, do it

Problem #5: Overwhelm

Likely causes:

- Trying everything at once
- Perfectionism
- Comparing to others

Solutions:

1. Go back to current week on roadmap
2. Do ONLY that week's tasks
3. Ship before perfect
4. Focus on your progress

Remember: Everyone successful was once at your stage

CONGRATULATIONS! 🎉

You now have the complete system to:

- ✓ Automate your email marketing
- ✓ Track the metrics that matter
- ✓ Build a community of leaders
- ✓ Scale to 6 figures systematically

Year 1 is your foundation.

Year 2 is your scale.

Year 3 is your 7-figure breakthrough.

But it all starts with Week 1.

Open your calendar. Block the time. Start building.

Your email empire is waiting.

This bundle is part of the Email Marketing Mastery series.

For the complete 14-post series, visit: **[YOUR BLOG URL]**

Questions? Email: [YOUR EMAIL]

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