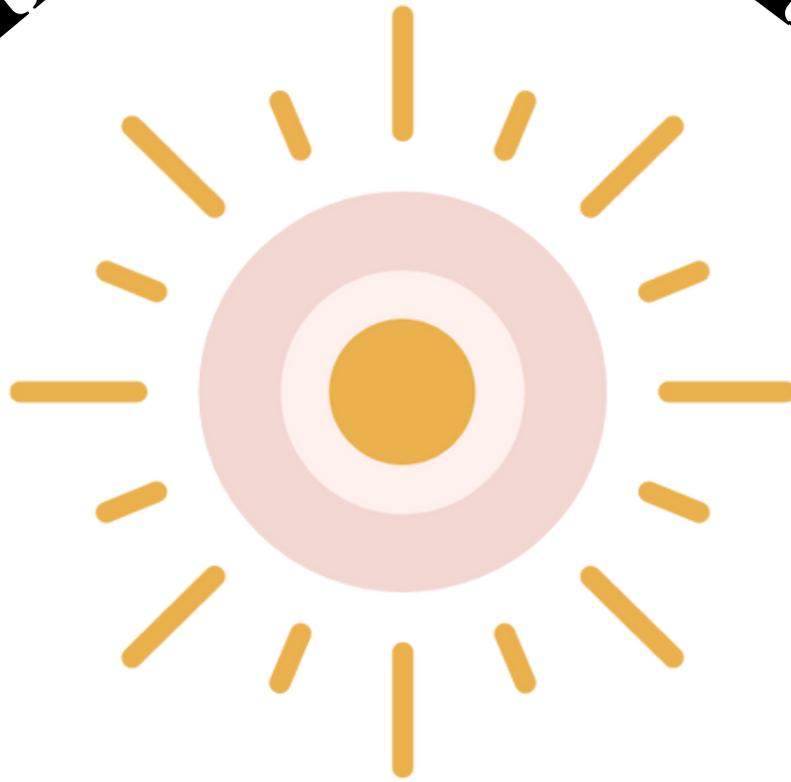


email blueprint



workbook

1. What is the main transformation you offer to readers of your blog?

2. What is something you can offer to your readers for free which will put them closer to experiencing the transformation they are after?

Keep in mind that this freebie should help them but not be the final answer.

Some ideas are: a ebook, a checklist, a template, entry into a contest etc.

Write down all your ideas.

3. Now that you have all your ideas, narrow them down to one idea that you can easily create which will definitely add value and excite your readers.

4. Create your free item. If creating an ebook or other text-based item, Canva is a great free tool for this.

5. Set up your email automation service. I recommend [MailerLite](#).

6. Create your email sequence. People who subscribe to your list should automatically receive their first email containing their freebie within a few minutes of subscribing. I suggest drawing this out on a separate piece of paper to visualize it.

7. Create the opt-in on your site which will pull your readers from your site into this email sequence. This opt-in should be visible to every person who looks at your blog.

If you purchase my ready-made Elementor Templates you will receive my proven opt-in templates built into your layout.

8. Help your readers to get closer to their transformation goals through your emails. Use this sequence to put your readers into a sales funnel.

In other words, make irresistible offers that your readers can not refuse because they know these offers are worth it for the transformation you can provide.

Here is the entire sequence in visual format. We will use the name *Mary* as our reader's name.

Mary subscribes to your email list through your opt in on your blog because she wants your free ebook on how to create the perfect smokey eye.



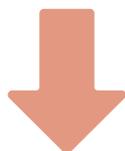
Mary automatically receive the ebook 10 minutes later. She is super excited and is able to perfectly replicate your smokey eye look before her date that evening with her new boyfriend Sam.



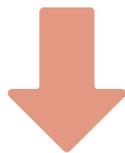
Mary is added into your email sequence and quickly opens your email when you send a guide to the best date night makeup looks two days later. She tries out one of your looks on her date the next night with Sam. Sam tells her she looks amazing.



Mary continues to read your emails and use your makeup tips over the next few weeks. Her friend keep complimenting her looks and asking her to do their makeup for dates.



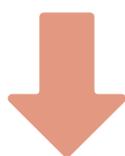
After a few weeks, Mary receives an email from you about the new course you are offering on how to do makeup professionally for weddings and events.



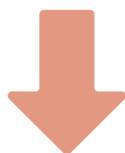
Mary is really interested because she knows she can trust you. You have already provided her with so much value for free. Plus, she has recently been thinking more about doing makeup professionally since everyone seems to love her look.



She receives a few more emails from you outlining how this course could transform her life as well as some exclusive offers if she purchases her course soon.

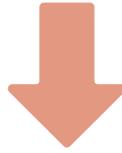


Mary decides to take the plunge and signs up for your course which then transforms her life and career.



Mary continues to receive your emails and finds value as her new business starts to grow.

A few months later you send out an email about a new course you are offering on how to expand a makeup artist business



And so on and so on and so on. Plus, now Mary loves you and may recommend your blog to her friends who then join into the sequence.

So, as you can see, creating a functioning email sequence does take initial work, but it is so worth it!

Once it is done, it does not involve much work from you and will keep your readers happy and coming back for more.