# Growing Your Email List

## WORKBOOK

# Growing Your Email List

## Email Lists are Like ATMs

Welcome to your most powerful marketing tool—your email list! This lesson dives into why email is your business's best friend and how it outshines social media every time. Let's turn your list into a money-making machine.

1.  **True or False:** Social media is more reliable than email for growing a long-term business.

    ☐ True      ☐ False

    *Hint: Think about which one changes its algorithm every 2 weeks...*

2.  **Fill in the blank:** Email marketing converts _____ times better than social media.
    *Hint: It's a LOT more than twice.*

3.  What's the difference between owning your audience vs. renting it?
    **Jot your thoughts:**

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    *Hint: If the platform can kick you out, it's not really yours.*

*"Email has an ability many channels don't: creating valuable, personal touches – at scale."*

— DAVID NEWMAN

# Email = Your Business ATM

1. **What kind of ATM are you building?**
   a. A dusty one with no money inside (ignoring email)
   b. One that dispenses gold bars (highly engaged list!)
   c. One that eats your card and locks you out (only relying on social media)

   *Hint: Go for the gold—option B!*
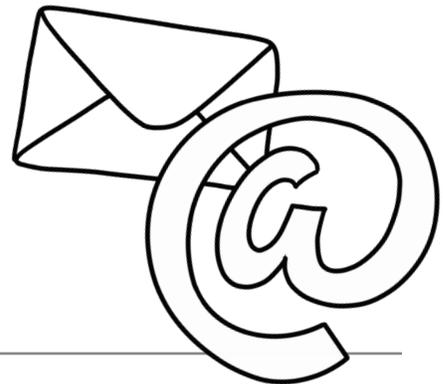
2. **What's the PIN to unlock your email ATM?**
   a. People Interested Now
   b. Passive Income Network
   c. Please Ignore Notifications

   *Hint: A! You're building a list of people ready to buy.*

3. **You need to make $1,000 fast. What do you do?**
   a. Hope a reel goes viral
   b. Email your list with a killer offer
   c. Cry and text your biz bestie

   *Hint: Email is the reliable one. Go with B.*

*Notes*

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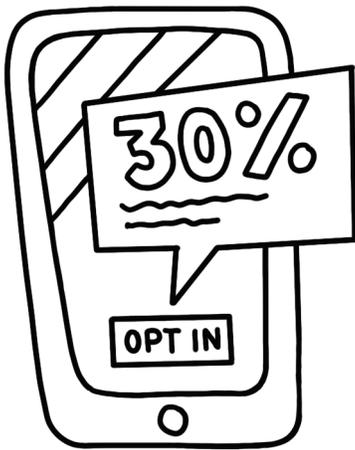**What mental blocks have you had about email marketing?**

*Examples: "It's too technical," "I don't know what to write"*

Write yours: _____

**Now reframe that belief into something empowering:**

*Example: "I'm learning step by step. I don't have to be perfect to get started."*

Your new belief: _____

# Email Providers + Opt-In Setup

Choosing your email provider and setting up your first opt-in form might sound techy, but don't worry—we're keeping it simple, strategic, and a little bit sassy. You'll walk away with a provider that fits your biz, an opt-in box that actually converts, and the know-how to connect it all to Shopify without losing your mind. Let's turn those site visitors into subscribers—and those subscribers into buyers.

## Let's Play: "Would You Rather" — Email Edition

**Pick your email marketing personality:**

Would you rather...

- ☐ Have a sleek, pop-up box with a killer offer
- ☐ Go subtle with a footer signup and FOMO appeal

Would you rather...

- ☐ Ask for just a name and email
- ☐ Ask for name, email, birthday, favorite snack, and maybe their dog's name

Would you rather...

☐ Show your opt-in 1 second after someone lands

☐ Wait 7 seconds so they can browse first

## Choose Your Fighter: Pop-Up Edition

**Which pop-up incentive would *you* click on first?**

a. "Get 20% off your first order!"

b. "Don't miss the next secret sale – join us!"

c. "Download your free printable checklist now!"

d. "No thanks, I like paying full price." (Ouch!)

**What's your email bribe?**

Write 2 bold ideas you could use as an irresistible opt-in offer for your site (freebie, discount, early access, etc.):

1. _____

2. _____

## Tech-Scared to Tech-Savvy

**On a scale from 1–5, how confident are you in setting up your opt-in form?**

1 = I break out in hives just hearing the word "embed"

5 = I'm basically a Shopify wizard

1     2     3     4     5

Circle your number and write what you'll do next to level up one notch!

_____

_____

**Fill in the blank:** A good pop-up should offer something _____ enough that customers can't resist handing over their email.

*Hint: If you were shopping, would you stop scrolling for 5% off? Or would you need something juicier?*

**True or False:** A footer opt-in form usually converts more leads than a pop-up.

☐ True      ☐ False

*Hint: Which one is louder, flashier, and harder to ignore?*

"Ah-ha!" moments:

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# How to Grow Your Email List

Building your email list isn't about going viral—it's about showing up consistently with smart, simple strategies. In this lesson, you'll explore real ways to grow your list using tools like popups, Linktree, giveaways, and freemiums that connect you with the right people (not just anyone with an inbox). Whether you're tech-savvy or just getting started, this lesson will help you turn casual clicks into loyal subscribers—without needing a million followers.

**Write down 2 bold, irresistible offers you could use for a pop-up box on your site.**
What would make someone not want to miss out?

*Hint: Think more than "5% off." Go big. What's truly valuable to your customer?*

1. _____

2. _____

## Make it Click:

**Do you already have a Linktree (or bio link tool)?**

☐ Yes      ☐ No

If yes, what links are currently on it? If no, brainstorm 3 links you'd want to include.

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*Hint: Good links to include—your store, a freebie, affiliate program, quiz, or bestseller.*

**True or False:** Adding an opt-in link to your email signature is too small to matter.

☐ True      ☐ False

*Hint: Some of your biggest fans might find you from that tiny link.*
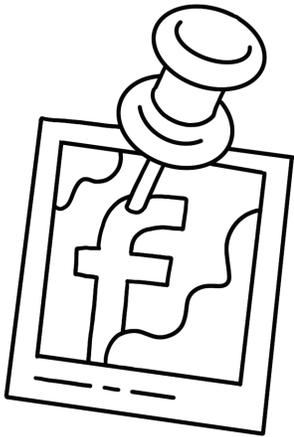
## Brainstorm Your Freemium:

**What kind of freebie would connect naturally with your product or brand?**

*(Think quiz, recipe, cheat sheet, printable, etc.)*

**Jot down at least 2 ideas:**

*Hint: "What decorating style are you?" "How to clean jewelry at home" "5 ways to style this item"*

1. _____

2. _____

## Your Pinned Post Idea:

If you had to create a Facebook pinned post today, what would the post say?

**Write a headline and a short caption idea:**

*Hint: Think of a call-to-action like "Take the quiz!" or "Get your free _____."*

_____

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## What's Your Giveaway Plan?

**Write out what product(s) you could give away in a future email-collecting giveaway.**

Then jot down 2 other brands or creators you could potentially partner with for a collab giveaway.

*Hint: Stay on-brand—don't give away something random like a gas card!*

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*"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."*

*- COLIN POWELL*

## Signature CTA Style:

**What's one sentence you could start using everywhere (Instagram bio, email footer, website) that includes a call-to-action to join your list?**

*Hint: "Get 15% off your first order!" or "Download our free XYZ guide!"*

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*Hint: Pinning a fresh post, posting your freebie, running a giveaway, or reaching out for a collab.*

*Notes*

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# Increase Email Openings

Let's be real—emailing your list is pointless if no one opens the darn thing. But the good news? You can totally boost your open rates with the right subject lines, a little curiosity, and just enough cleverness. In this lesson, we're diving into how to craft irresistible subject lines and what realistic open rates look like (spoiler: 15% is an A+ in email land). Get ready to test some headlines, steal some strategies, and make your emails the ones people *actually* click.

**True or False:** A 15% open rate on your email list means your email marketing strategy is failing.

☐ True      ☐ False

*Hint: You're thinking like a student. But in the email world, 15% is an A!*

**Think about it:** What's a subject line YOU recently opened in your inbox? What made it stand out?
*Hint: Was it funny? Personal? Did it spark curiosity or make you feel like you'd miss out?*

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**Check the box:**

Which of the following subject lines would likely perform best? *(Choose all that apply)*

☐ "Our new mug designs"

☐ "Uh-oh… don't miss this"

☐ "Your coupon is inside"

☐ "Handmade Jewelry 30% Off"
   *Hint: Look for curiosity, emotion, or that extra pop.*

**What can help increase your open rates?**

- ☐ Emojis
- ☐ Using the recipient's name
- ☐ Scarcity or urgency
- ☐ Writing paragraph-long subject lines

*Hint: If it's something you'd scroll past, your audience probably would too.*

**True or False:** Including someone's name in the subject line can make them more likely to open it.

☐ True      ☐ False

*Hint: People LOVE to hear (and see) their name—it's personal and attention-grabbing.*

**Check the box:**

Which of the following best describes what a great subject line *does*?

- ☐ Tells the reader everything in advance
- ☐ Creates curiosity or urgency
- ☐ Is a secret code only you understand
- ☐ Matches your social media bio exactly

*Hint: The goal is to get the click—not give the whole plot away.*

*"If you build a great experience, customers tell each other about that. Word of mouth is very powerful."*

– JEFF BEZOS

*Notes*

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# Increase Click Through + Email Template

Getting emails opened is only half the battle—now we want clicks. We'll break down the anatomy of a great email, how to scrub your list, when to send, and how to use strategic follow-up emails to double your revenue. Let's get clickin'!

## Match Game!

**Match the email part to what it *should* look like:**

Catchy Subject Line •     • Signed by name (yours, your dog's your team's)

Intro Story •     • Cliff-note version of your offer

Image With Link •     • A few curious, engaging sentences

P.S. •     • A picture that links to the product

Signature •     • Pull them in with curiosity or urgency

## Write it Out:

**What's a short story or moment (real or funny) you could share in an email to make your product more relatable?**
*Hint: Go beyond the product—what does it solve or make easier?*

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**Who is your ideal customer?** (Busy mom, college student, etc.)

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**When are they most likely to check email?**

*Hint: Think about their schedule—morning, lunch, evening?*

_____

**The average click-through rate on emails is around _____%.**

**But your new goal is _____% or higher.**

*Hint: School grading doesn't apply here—entrepreneur math is different!*

## Spot the Flyer:

**Which of these subject lines *feels* like a flyer and which feels like a friend?**

a. "SHOP NOW — 30% OFF SPRING SALE"
b. "The 3 words my toddler said that changed everything"
c. "Customer newsletter #4: March updates"
d. "Did I just do that? Oops..."

*Hint: Flyer = generic and polished. Friend = curious and human.*
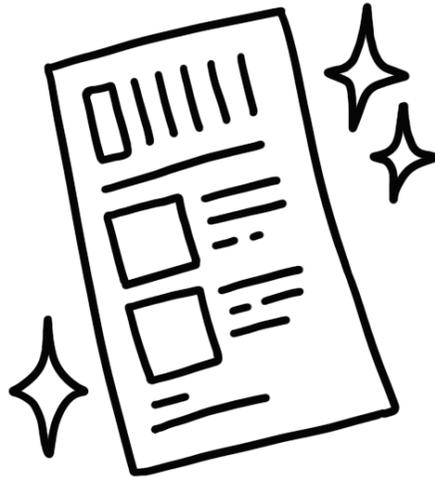
**What are 3 ways you can make your email *look* like it's from a friend, not a brand?**

*Hint: Think formatting, images, tone, and sign-off.*

1. _____

2. _____

3. _____

**What's your "PS" going to say in your next email?** Write a 1–2 sentence version that creates urgency or curiosity.

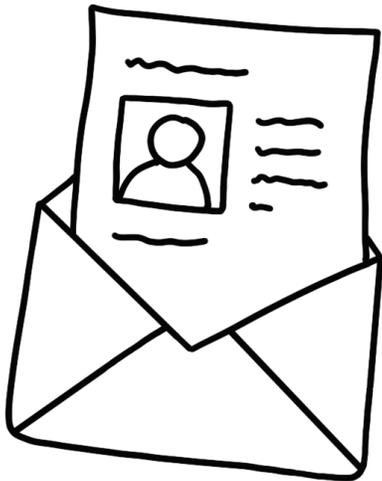*Hint: This is often the most-read part of your email!*

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*Notes*

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# Shopify Email vs. Klaviyo

## AKA: Which email buddy is right for *you* right now?

Don't stress—this lesson is not here to make you a tech wizard overnight. It's just here to help you pick the email tool that *actually* fits where you're at in your business. Shopify Email is like the friendly neighbor who helps you move in. Klaviyo is the one with all the power tools—awesome, but maybe a little much if you're still unpacking. Let's figure out who your email BFF is (for now).

**True or False:** Shopify Email gives you 10,000 emails per month for free.

☐ True       ☐ False
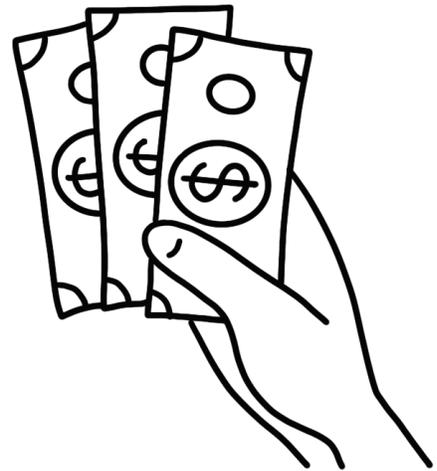
*Hint: That's a lot of emails... and they cost $0.*

*"The purpose of business is to create and keep a customer."*

– PETER DRUCKER

### Which one sounds more like you right now?

a. "I'm just starting out and want to keep things simple and low-cost."
b. "I want fancy features, deep customer data, and don't mind a learning curve."
   *Hint: This is about you and where your biz is today—not where you'll be forever.*

### What's one reason Klaviyo might be too much for a beginner?
*Hint: Think $$$ and how much tech setup it might take.*

### Your friend just started a shop and asked you which email platform to use. What would you tell them and why?
*Hint: Use what you've learned so far—budget, ease, and goals all matter!*

## Match Game!

**Draw a line between the feature and the platform that does it better:**

Simple and beginner-friendly  •          •  Shopify Email

Advanced targeting & automation  •          •  Klaviyo

Free up to 10,000 emails/month  •          •  Shopify Email

Detailed customer data insights  •          •  Klaviyo

*Hint: Think simple vs. smartypants.*

## Klaviyo Email Setup

This is your crash course in setting up Klaviyo without pulling your hair out. We're talking *just the basics*: how to connect it to your Shopify store, create your first opt-in form, and send out your first couple of campaigns. You don't need to know every single setting—you just need to take action. Let's go!

**What did you name your first campaign and who are you sending it to?**
*Hint: Pick a small, specific group if you're nervous—test before sending to everyone!*

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**Where do you want to place your first opt-in form (popup, footer, or product page)?**

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**Why?**
*Hint: Popups grab attention. Footers are more subtle. Product pages catch people when they're ready to buy.*

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**Write a quick sentence for your first welcome email subject line. Try to make it personal or fun.**

*Hint: Something like "You're officially in!" or "Welcome to the crew" can work great!*

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**What's one thing that felt easier than expected while setting up Klaviyo?**

*Hint: Celebrate that win—your brain needs the win!*

_____

**What do you want your subscribers to do after they read your first email?** (Click? Shop? Follow you?)

*Hint: Every email needs a goal. What's yours?*

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*Notes*

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# Shopify Email Setup

From setting up your domain-branded email to launching your first pop-up, Shopify makes email marketing surprisingly simple. These lessons walk you through all the basics: setup, opt-ins, automations, campaigns, and even those pesky DMARC records (don't worry, we'll make that part easy too). Whether you've never sent an email or you've just dabbled, this module will get you ready to grow your list and connect with your people.

**Multiple choice:** What's the main benefit of using Shopify Email instead of a third-party email provider like Klaviyo?

- **a.** It makes coffee for you.
- **b.** It's already integrated into your Shopify store
- **c.** You can only send one email per year
  *Hint: Think convenience!*

**Fill in the blank:** Shopify lets you send your first _____ emails for free each month.
*Hint: It's in the thousands. Big win for small shops!*

**What email address did you choose for your branded domain** (example: hello@yourstore.com)?
Hint: Keep it simple and professional—this is what customers will see!

**Where do you want your opt-in form to live?** (Homepage, popup, footer?)
*Hint: Think about when your customer is most likely to sign up.*

**True or False:** You can only create one automation in Shopify Email.

☐ True        ☐ False

*Hint: Nope. Shopify loves automating things for you.*

**What offer (if any) will you give in exchange for people opting in?**
*Hint: Think discount, freebie, or sneak peek access.*

_____

**List one idea for your first email campaign.**
*Hint: New product launch? Sale alert? Story behind your brand?*

_____

**True or False:** DMARC records help make sure your emails land in inboxes instead of spam.

☐ True        ☐ False

*Hint: It's a techy thing—but an important one!*

*"Ah-ha!" moments:*

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*"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."*

– ALBERT SCHWEITZER

## Checklist – Have You Done These?

☐ I understand why email marketing is more stable than social media—and I've committed to using it as a key part of my business growth.

☐ I've chosen my email platform (Klaviyo or Shopify Email) and feel confident it fits my current needs and budget.

☐ I connected my email provider to Shopify and tested my pop-up with a fake email to be sure it's working.

☐ I've created a bold opt-in form or pop-up with a juicy offer my audience actually wants.

☐ I planned or created a freemium (printable, quiz, etc.) or mapped out a giveaway or collab to grow my list faster.

☐ I've explored opt-in extras like email signature links, pinned Facebook posts, and Linktree to give people more ways to sign up.

☐ I've written or tested subject lines using best practices (short, personal, curiosity-driven)—and saved the 400+ headline ideas PDF!

☐ I've sent at least one email using the "friend not flyer" format—with a story, PS line, and at least three clickable links.

☐ I've scheduled one follow-up automation (like an abandoned cart or thank-you offer) and added a future list scrub date to my calendar.

☐ I feel empowered to keep going—because I know how to grow, send, and improve with every email I write.

# Top 10 Glossary Terms for Beginners in E-Commerce

1. **Open Rate** – The percentage of email recipients who open a specific email, giving insight into how engaging your subject line and sender info are.

2. **Click-Through Rate (CTR)** – The percentage of email recipients who clicked on at least one link within your email, helping you measure engagement and interest.

3. **Subject Line** – The first line of text shown in someone's inbox, designed to grab attention and convince them to open your email.

4. **Opt-In** – A process where a user willingly subscribes to your email list, usually through a form, pop-up, or freebie in exchange for their email address.

5. **Single vs. Double Opt-In** – Single opt-in adds users immediately after signup, while double opt-in requires them to confirm via email before being added to your list.

6. **Freemium** – A free resource (like a checklist, printable, or discount) offered to incentivize people to join your email list.

7. **Email Campaign** – A one-time email blast sent to your audience, often to promote a product, share updates, or drive traffic to a sale or event.

8. **Automation / Flow** – A series of emails triggered by a subscriber's action (like signing up or making a purchase) that runs automatically behind the scenes.

9. **Scrub Your List** – The process of regularly removing inactive or unengaged subscribers to improve deliverability and reduce email provider costs.

10. **Friend Format** – A simple, conversational email layout that mimics an email from a friend—no flashy graphics, just a story, a few links, and a personal tone.

*Lightbulb thoughts:*

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