# 4-Step Email List

To Convert And Connect With Your Readers

Over here we have the goal: I want to make tons of money from my online business.

And over here we have the reality: I have a website. I'm making some money, but I wouldn't call it "success" just yet.

The question you have been wrestling with for months now is, "How do I get from my reality to my goal?" Or in other words...

How do you turn your website into a real money-maker?

#### **Email Marketing Basics**

#### Step #1 Create Your Email List

- -Immediately start your free account with MallChimp
- -Select "Lists"
- -Click "Create List"

At CoSchedule, we use CampaignMonitor which is awesome if you'd like to position your email list for massive growth from the get-go.

#### Step #2. Optimize Your Website For Email Collection

Think simple and then think simpler:

- -Simple design
- -Single goal
- -Necessary features only

If you want to build a serious email list, this has to be the #1 goal of your website.

- -Immediately are anything that doesn't facilitate email signups.
  - -To collect email subscribers effectivity, you need
  - -Some form of compelling lead magnet
  - -Above-the-fold email opt-in CTA
  - -Email opt-in popup
  - -End-of-content email opt-in

#### Create A Compelling Lead Magnet

You need to be able to compet visitors to become subscribers. Have something valuable in exchange for their email addresses.

There is virtually no limit to what you can use as a Lead Magnet:

- -Restricted resource library
- -Topical e-book
- -Collection of templates



# **How To Email List Building Tips Guide For Teachers**

**Educators Progress Service** 

### **How To Email List Building Tips Guide For Teachers:**

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strategies the authors are telling new teachers that this is the norm and that being prepared to serve all students from the get go is essential I applaud them for including this emphasis in their book I believe this book will be a great resource for alternative route teachers and for all new teachers as well Mary Glenn Rinne Indiana Department of Education What Makes This Book the First of its Kind Two chapters are totally devoted to literacy development with hands on strategies and ready to use materials that will help teachers understand how to teach literacy and how to help students understand their content area textbooks Provides a strong knowledge base in inclusive education Addresses the importance of the home school connection Offers information and strategies for understanding cultural differences teaching English Language Learners Students with Special Needs and differentiating instruction for all students Practical suggestions and strategies that can be immediately implemented Alignment of teaching practices with state and national tests and standards Includes strategies for literacy teaching and learning across the curriculum About the AuthorsDr Fran Levin is the Academic Director of a Statewide Alternate Route teaching program and an associate professor of literacy She is the Editor of the New Jersey Journal of Literacy and past president of the New Jersey Reading Association Dr Mary Alice McCullough is an assistant professor of literacy and has had 25 years of experience as a secondary teacher A perfect resource for Stage I of the alternate route certification process Classroom Connect Newsletter ,2001 Homeschooler's Guide to Free Teaching AIDS - 5th State Education Journal Index and Educators' Guide to Periodicals Research Educators Progress Service, 2003-04 Strategies ,2001 An index of state education journals **Netstudy** Michael Wolff,1997 Net Study is the most complete guide to educational sites on the Web For student and teachers NetStudy provides addresses and reviews for sites in all major academic areas an essential resource for students and teachers Rhinegold Guide to Music Education, 2006 THE Journal ,1995-08 PAIS International in Print Catherine Korvin, 2003-05 This book contains bibliographic references with abstracts and subject headings to public and social policy literature and to world politics published in print and electronic formats international focus Techniques, 2000 The Hanson Guide to the Internet & Internet Databases ,2000 **Connected Newsletter** ,2003 Media Spectrum, 2002

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