LESSON 06

EMAIL MARKETING MADE SIMPLE

Build a list of people who actually want to hear from you, and send emails that feel friendly, helpful, and easy to write.

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WELCOME BACK

Your shop is set up and your social content is starting to bring people in. Now it is time to give those people a home that you own: your email list.

Social platforms can change their rules overnight. Your email list stays with you. It is the most reliable way to stay in touch with buyers, share new products, and build trust without ever showing your face.

In this lesson you will choose an email tool, create a simple freebie, write a short welcome series, and plan a weekly email you can actually keep up with.

> **A QUICK NOTE**
>
> Email laws vary by country. Always include an unsubscribe link, only email people who signed up, and check the rules where you and your subscribers live.

Warmly,

The Ghost Growth Lab team

YOUR LEARNING PATH

Here is where this lesson fits in your academy journey:

01	Find your niche	complete
02	Build your brand	complete
03	Create your first digital product	complete
04	Set up your shop & licenses	complete
05	Grow on social media	complete
06	Email marketing made simple	YOU ARE HERE
07	Your first-month action plan	
08	Track, budget & keep going	

KEEP GOING

Finished a lesson? Tick it off and keep moving. Small, steady steps beat big, rare ones every time.

WHY YOUR LIST MATTERS

An email list is a group of people who have said, "Yes, I would like to hear from you." That small yes makes them some of your warmest future buyers.

WHAT EMAIL DOES THAT SOCIAL CANNOT

- You own it. If an app shuts down or changes its feed, your list is still yours.
- It reaches people directly in their inbox, not buried in a busy feed.
- It builds a relationship over time, so a product launch feels natural, not pushy.
- It is perfect for faceless brands: your words, your tips, and your story do the work.

THE SIMPLE EMAIL PATH

1. Attract

   Social content and your shop point people to a free gift.

2. Capture

   A short sign-up page collects their first name and email.

3. Welcome

   An automatic series of emails introduces your brand and your best help.

4. Nurture

   A friendly weekly email keeps you in touch and shares value.

5. Offer

   Now and then, you share a product that solves their problem.

> **REMEMBER**
> A small list of interested people is worth far more than a big list of people who never open. Start where you are.

CHOOSE YOUR EMAIL TOOL

You need an email platform to collect sign-ups and send emails safely. Most beginners do well with a tool that has a free starter plan.

Option	Good for	Keep in mind
systeme.io	Shop, pages, and email in one place	Free plan has limits
MailerLite	Clean, simple email design	Separate from your shop
Kit (ConvertKit)	Creators and digital products	Free plan features vary
Flodesk	Pretty templates, design-focused	Paid plan only

Features and prices change often, so check each tool before you sign up. Choose one and move on. You can switch later.

YOUR SETUP CHECKLIST

- [ ] Create your account and verify your sender email address.
- [ ] Add your business details and a mailing address (required by law in many countries).
- [ ] Upload your logo and set your brand colors in the email template.
- [ ] Create one sign-up form or page.
- [ ] Send yourself a test email and check it on your phone.

YOUR FREE GIFT (LEAD MAGNET)

People rarely join a list just to "get updates." They join for something useful right now. That is your free gift, also called a lead magnet.

GREAT FREEBIE IDEAS

- A one-page checklist (for example, "10 things to do before you launch").
- A mini planner or tracker page taken from a bigger product.
- A short guide that solves one small problem quickly.
- A swipe file: captions, prompts, or templates people can copy.
- A sample of your paid product, so they can try before they buy.

> **GOOD FREEBIE RULE**
> It should solve one small problem in under ten minutes, and point naturally to your paid product as the next step.

My audience’s biggest small problem right now is:

My free gift idea (name + what it helps with):

How it leads to my paid product:

BUILD YOUR SIGN-UP PAGE

Your sign-up page (also called an opt-in page) has one job: help the right person say yes. Keep it short and clear.

1. A clear headline

   Say what they get and who it is for. Example: "The free 7-day planner for busy moms."

2. Two or three benefits

   Short bullet points that show what changes for them.

3. A picture of the freebie

   A simple mockup made in Canva looks professional.

4. A short form

   First name and email are enough. Fewer boxes mean more sign-ups.

5. A friendly button

   "Send me the planner" works better than "Submit."

6. A thank-you page

   Tell them to check their inbox, and link to your shop.

My headline:

Three benefits:

My button text:

YOUR WELCOME SERIES

A welcome series is a set of emails that sends automatically when someone joins. Write it once and it works for you every day. Five emails over about a week and a half is a great start.

Email	When	Purpose
1. Welcome	Right away	Deliver the freebie, say hello, set expectations
2. Your story	Day 2	Why your brand exists (no face needed)
3. Quick win	Day 4	A helpful tip they can use today
4. Common mistake	Day 6	Gently show what to avoid
5. Next step	Day 9	Introduce your product as the natural next step

FACELESS STORY TIP

Your story can be about the problem, not about you. "We kept seeing busy parents lose track of their week, so we built a planner that takes five minutes" is warm, real, and faceless.

WELCOME EMAIL TEMPLATES

Fill in the brackets and make them sound like you. These are starting points, not scripts.

EMAIL 1 — WELCOME

Subject: Your [freebie name] is here! / Hi [first name], welcome! Here is your [freebie]: [link]. Each week we will send you [type of help] for [your audience]. Reply and tell us: what is your biggest challenge with [topic] right now? We read every message.

EMAIL 2 — YOUR STORY

Subject: Why we started [brand name] / We kept noticing that [audience] struggle with [problem]. It was frustrating to watch, so we created [brand] to make [topic] simpler. Here is what we believe: [one or two values].

EMAIL 3 — QUICK WIN

Subject: Try this today (takes 5 minutes) / Here is one small thing that makes a big difference: [tip]. Step 1: [ ]. Step 2: [ ]. Step 3: [ ]. Let us know how it goes!

EMAIL 4 — COMMON MISTAKE

Subject: The mistake almost everyone makes with [topic] / Most people [mistake]. It is completely normal, and easy to fix. Instead, try [better approach]. Here is why it works: [reason].

EMAIL 5 — NEXT STEP

Subject: Ready for the next step? / If [freebie] helped, you will love [product]. It helps you [main result] with [what is inside]. You can grab it here: [link]. No pressure at all; we will keep sending helpful tips either way.

DRAFT YOUR WELCOME SERIES

Email 1 subject line + main message:

Email 2: my brand story in three sentences:

Email 3: my quick-win tip:

Email 4: the common mistake I will cover:

Email 5: the product I will introduce, and why it fits:

YOUR WEEKLY EMAIL

After the welcome series, send one friendly email each week. Pick the same day so it becomes a habit for you and your readers.

A SIMPLE WEEKLY FORMULA

1. Hello

   One or two warm lines. What is happening this week?

2. Help

   One tip, idea, template, or resource.

3. Nudge

   An optional mention of a product, freebie, or new post.

4. Sign-off

   A friendly close and your brand name.

IDEAS SO YOU NEVER RUN DRY

- Turn your best-performing social post into a longer email.
- Answer a question a follower or customer asked you.
- Share a "behind the scenes" look at making a product, no face required.
- Give a seasonal tip (back to school, holidays, new year).
- Round up three helpful links or tools you love.
- Share a customer review (with their permission).

> **SELLING WITHOUT FEELING SALESY**
>
> A good rule of thumb: mostly help, with an occasional offer. When you do share a product, explain the problem it solves.

SUBJECT LINES THAT GET OPENED

The subject line decides whether your email gets opened. Keep it short, clear, and curious.

Style	Example
Curious	The 5-minute habit that changed our week
Helpful	3 ways to plan meals without the stress
Direct	Your free planner is inside
Question	Is your to-do list too long?
Timely	Your fall reset checklist
Personal	We made this for you

AVOID THESE

- ALL CAPS or lots of exclamation marks!!!
- Big promises like "Get rich fast."
- Misleading subjects that do not match the email.

Five subject lines I could use:

TRACK WHAT WORKS

You do not need to be a numbers person. Check three things once a month and look for patterns.

What to check	What it tells you
Open rate	Are my subject lines and timing working?
Click rate	Is my content and call to action interesting?
Unsubscribes	Is my email a good fit? (A few are normal and healthy.)

My best email this month was about:

One thing I will try next month:

EMAIL LAUNCH CHECKLIST

- [ ] I chose one email tool and verified my sender address.
- [ ] My business mailing address is in the email footer.
- [ ] Every email has an unsubscribe link.
- [ ] My free gift is created and the download link works.
- [ ] My sign-up page is live and tested on my phone.
- [ ] My five welcome emails are written and scheduled.
- [ ] My sign-up link is in my social bio and on my shop.
- [ ] I chose my weekly email day.
- [ ] I sent a test sign-up to myself and got every email.

NEXT UP

Lesson 07 pulls everything together into your first 30 days, week by week, so you always know what to do next.



YOU DID IT.

You now have a way to stay connected with the people who love what you make. Every email builds a little more trust.

Next: Lesson 07, Your First-Month Action Plan.

QUESTIONS? WE ARE HERE.

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With you every step,
The Ghost Growth Lab team