



ConvertKit

Full-Time Employee to Full- Time Creator

WORKSHOP

THE TOP FIVE WAYS TO MONETIZE
YOUR PASSION IN LESS TIME

WELCOME!

Here's what you'll learn today

1

How top creators automate their emails to turn subscribers into customers (without being annoying)

2

The real reason email funnels work and how to create the perfect one for your business

3

The top five ways to monetize your passion in less time

TALKING POINT #1

How top creators automate their emails to turn subscribers into customers (without being annoying)

How to turn subscribers into customers without being annoying



Analyze past email performance

What emails performed the highest? (open rates, click rates, engagement)



Implement email segmentation

How are those in your audience different from each other? Where do their interests lie?



Avoid being too loud or too quiet in a subscriber's inbox

Are you over sending emails?
Are you being too pushy?



Showcase the value

Why is your content, product, or service valuable? What results will people get?



Prove your authority

Why should they listen to you?



You could even do all of the above even if you have nothing to sell yet! Your “sale” could be a survey!

Providing a survey can help you better understand your audience so you can deliver your future sale with the right message at the right time.

Survey questions

- What are you struggling with the most when it comes to [your topic]?
- What result would you want to get if I were to help you with [your topic]?
- What social media channel are you on the most?
- Who are your favorite people to follow and why?
- What blogs or websites do you read the most?
- When you have a question related to [your topic], where do you usually go online for help?

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**WHAT YOU'D ASK IN A SURVEY BASED OFF OF YOUR NICHE
AND UNIQUE VOICE:**

TALKING POINT #2

The real reason email funnels work and how to create the perfect one for your business

What's an email funnel?

A way to nurture relationships, educate your audience, or nudge a subscriber towards making a purchase

Email funnels help you...



Save time



Bring potential buyers through a smooth customer journey



Direct potential buyers to your conversion goals



Sell your products or services



Track what worked and what didn't work

BRAINSTORM

WHAT EMAIL FUNNELS YOU'D LIKE TO CREATE:

TALKING POINT #3

The top five ways to monetize your passion in less time

The top five ways include creating five funnels!

FUNNEL 1: PDF



You could offer a...

- Guide
- Checklist
- Template
- Ebook
- Case Studies
- Swipe files

And take your audience through this journey...



Subscriber joins your list to get a free PDF (checklist, guide)



At the end of the guide you share a link for your product or service



They click the link to buy your product (or service)

FUNNEL 2: FREE SAMPLE



You could offer a free sample of...

- Your book
- Your course
- Your audio files (example: an audio file of a meditation session if you're a meditation instructor)
- Your coaching service (one lesson within the coaching service)

And take your audience through this journey...



Subscriber joins your list to get a sample of what you sell



You send a few follow up emails adding value and telling them where they can get more



They buy your product (or service)

FUNNEL 3: CONSULTATION



If you're a service based business, you can offer a free consultation to discuss the value they'd receive if they "yes" to becoming your client!

And take your audience through this journey...



Subscriber fills out a form to request a consultation call



You send one automated email with a scheduler link (like Calendly)



They say yes to becoming a client

FUNNEL 4: ONLINE WORKSHOP



You could teach on...

- What you currently know in regards to your niche and how your product or service is helpful
- What you've learned in regards to your niche and how your product or service is helpful
- A specific method: What to do and how to do it

And take your audience through this journey...



Subscriber fills out a form to register for a webinar



You teach content related to your product or service then share how they can work with you more



They buy your product or service on the webinar

FUNNEL 5: ADVICE GIVER



If you haven't created anything YET, no worries!

You can still have an effective email funnel by offering free tips and advice to your email list. Free advice leads to trust, which leads to building relationships, which leads to making sales!

And take your audience through this journey...



Subscriber fills out a form to join your newsletter



You write helpful tips and advice about your topic



They buy your product when it's ready

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WHAT YOUR VERY OWN FUNNELS WOULD LOOK LIKE:

NEXT STEPS

What to do once you've finished this workshop & planned your creative business!

1

We hope you enjoyed this week's workshop!

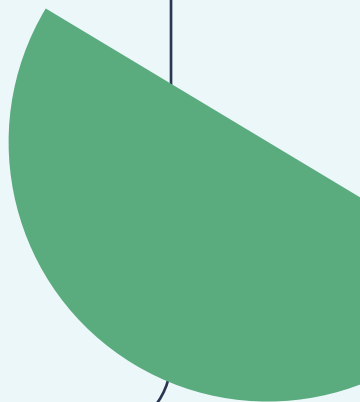
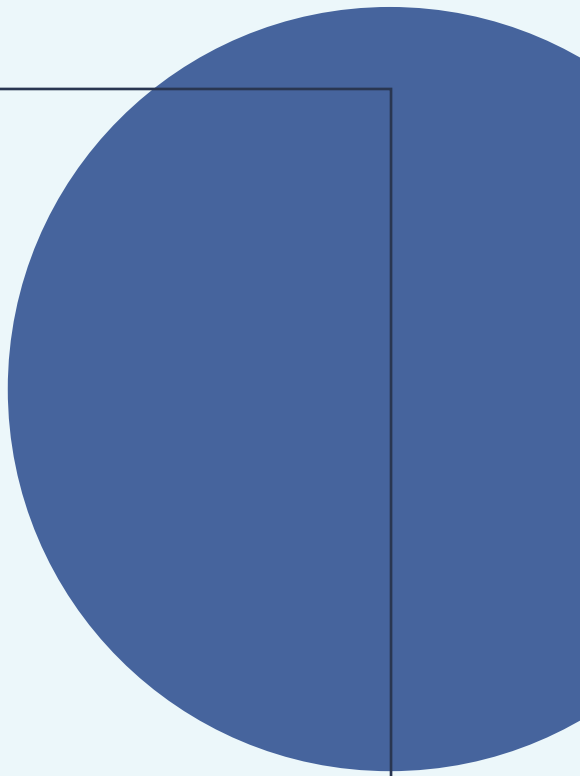
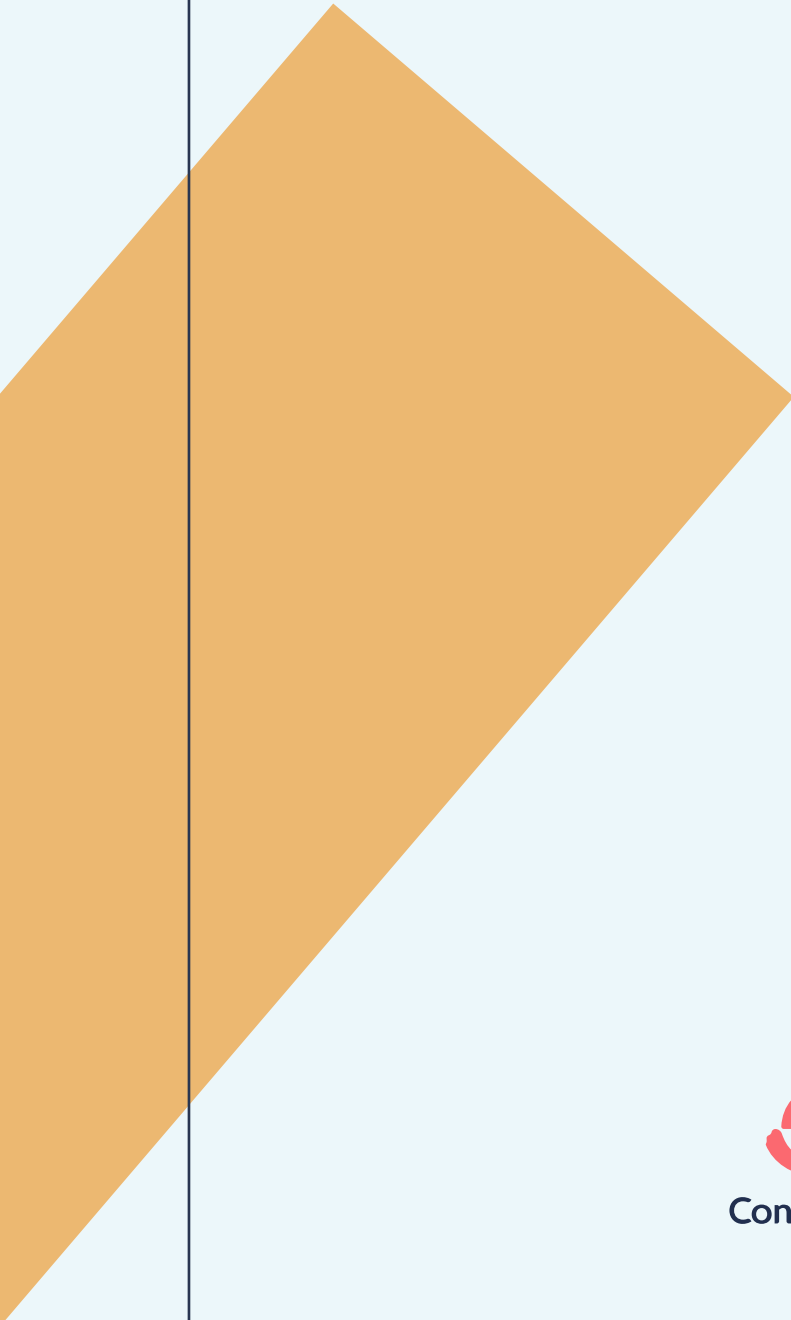
If you still have questions, please feel free to head inside the [Workshops group](#) in the ConvertKit Community to start a one-on-one conversation with me.

I check the community at least once a day on the weekdays, so I'll get back to you VERY soon!

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Want to watch more trainings?

You can register for all other [upcoming workshops here!](#)



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