



EMAIL LIST BUILDER LAB

Session 1 Workbook



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Clarify Your Audience & Message + Choose Your Email Platform

Before you build an email list...

You need to know WHO you're building it for and WHY they would join.

"If you try to talk to everyone, you connect with no one."

Your email list is not just a collection of contacts.

It's a group of people who feel like you are speaking directly to them.

Why This Matters

- Your messaging becomes clearer
- Your content becomes easier to create
- Your lead magnet becomes more effective
- Your emails actually get opened

You're not trying to reach the masses

You're trying to reach your first 50–100 right people

Key Concept: Micro Market vs. Mass Market

Most people try to market to "everyone."

Instead, focus on:

- A specific group
- With a specific problem or desire

Your Mirror Manifesto (Positioning Statement)

This is your foundation for EVERYTHING moving forward.

The Formula:

You know how [ideal audience]

wants to [goal/desire]

Well, I help [who you specifically help]

by [what you help them do]

So they can [desired result].



What Each Part Means

1. Ideal Audience Who are you talking to?

NOT:

- “everyone”
- “people”
- “business owners”

INSTEAD:

- “first-time authors”
- “mid-career professionals seeking clarity”
- “parents of middle school students”

2. Their Desire (What they WANT)

Ask:

- What are they trying to achieve?
- What do they wish was easier?
- What keeps coming up for them?

3. Their Pain (Where they’re stuck)

Ask:

- What frustrates them?
- What have they already tried?
- What keeps them up at night?

4. What You Help Them Do

NOT:

- your service
- your offer
- your program

INSTEAD:

- the transformation you create



5. Desired Result (The REAL Outcome)

Go deeper than surface-level results.

Not just: “lose weight”

But: “feel confident and in control again”

Reminder:

Your audience is not buying:

- your course
- your emails
- your lead magnet

They are buying:

- a result
- a feeling
- a transformation

The Power of Pain + Desire

Strong markets have:

1. A real problem (pain)
2. Ability to pay
3. Easy to find
4. Growing audience

The 3 Biggest Buying Motivators

- Health
- Wealth
- Relationships

Your offer likely connects to one of these—even if indirectly.



Your Marketing = A Promise

Every piece of content you create says:
“If you engage with this... something will change.”

Your job:

- Be clear about the change
- Speak to the right person
- Make the promise feel real

Features vs. Benefits

Features:

- 4 calls per month
- Worksheets
- Modules
-

Benefits:

- Clarity
- Confidence
- Direction
- Momentum

People don't buy features

They buy outcomes



Choose Your Email Platform

You do NOT need perfection here—just get started.

Your email platform should include:

1. Autoresponder - Automatically sends emails when someone signs up
2. Landing Pages - So you can collect emails (even without a website)
3. Integrations - Works with your tools (website, course platform, etc.)
4. Affordable Pricing - Many are free to start

Examples Mentioned

- Kit (formerly ConvertKit)
- Kajabi
- **MailerLite**
- Mailchimp
- ActiveCampaign

Important Reminder

You do NOT need:

- a full website
- a complex funnel
- everything figured out

You just need:

- a clear audience
- a simple message
- a way to collect emails



Your Homework (Before Session 2)

Use the following pages of this workbook to help you:

1. Define Your Ideal Audience

- Who are they?
- What are they struggling with?
- What do they want?

2. Draft Your Mirror Manifesto

Use the template:

You know how _____

wants to _____

Well, I help _____

by _____

So they can _____

3. Choose Your Email Platform

- Pick ONE
- Set up your account
- Don't overthink it

Final Encouragement

You don't need to have this perfect.

You just need:

- clarity in direction
- willingness to start
- and a specific person you want to help
-

That's how your email list begins.



MAIN PROBLEM YOU SOLVE

SUBPROBLEMS



WHAT GOALS DOES YOUR IDEAL CUSTOMER HAVE?

WHERE ARE THEY STUCK?

WHAT PROBLEMS ARE THEY EXPERIENCING?

WHAT NEEDS DO THEY HAVE?

WHAT DREAMS OR DESIRES DO THEY HAVE?

WHAT KEEPS THEM UP AT NIGHT?

WHAT'S IMPORTANT TO THEM?

WHAT IS THE END RESULT YOU PROVIDE?

WHAT PROMISE ARE YOU MAKING?

WHAT ARE YOUR PRODUCT BENEFITS?

WHAT IMPACT WILL IT HAVE?



YOU KNOW HOW _____(1)

WANTS TO _____(2)

WELL, I HELP _____(3)

_____ (4)

SO THEY CAN _____(5)

**#1 - HOW DO YOU DESCRIBE
YOUR IDEAL CUSTOMER?**

#2 YOUR CUSTOMER'S GOAL

**#3 - WHAT CHARACTERISTICS DO THEY
HAVE?**

#4 - WHAT YOU PROVIDE?

#5 THE DESIRED RESULT



[CLICK HERE TO GET STARTED WITH MAILERLITE](#)

[How To Create a MailerLite Account](#)

[Verify Your Email Domain \(where you're going to be sending emails from\)](#)

[Authenticate Your Domain](#)

[Importing Subscribers](#)

[Creating a Custom Domain \(Growing Business Or Advanced\)](#)

[CLICK HERE TO SET UP YOUR CANVA ACCOUNT](#)

NOTES:



EMAIL SERVICE PROVIDER CHECKLIST

I have an account set up with _____.

I have either verified my email domain or I have sent emails in the past.

I have authenticated my domain or confirmed it is authenticated.

I currently have _____ subscribers on my list.

My goal is to have:

_____ **subscribers in 48 days**

_____ **subscribers by July 1st**

_____ **subscribers by the end of the year**



MY LEAD MAGNET/OPT-IN RESEARCH

1. _____

WHAT I LIKED: _____

WHAT I DIDN'T LIKE: _____

2. _____

WHAT I LIKED: _____

WHAT I DIDN'T LIKE: _____

3. _____

WHAT I LIKED: _____

WHAT I DIDN'T LIKE: _____



MY LEAD MAGNET IDEAS

1. _____

2. _____

3. _____

4. _____

5. _____
