



# **EMAIL LIST BUILDER LAB**

## **Session 2 Workbook**



Presented by Sheila Davis  
SheilaRaeDavis@att.net





## KEY POINTS:

### **Your Lead Magnet = Your First Impression**

A strong lead magnet should:

- Solve a specific problem
- Deliver a quick win
- Be easy to consume
- Make them think:
- “If this is free... what would the paid offer be like?”

Examples discussed:

- Checklist (like Sandra’s)
- PDF guide
- Video or mini training
- Audio
- Webinar
- Free trial or sample

Start Simple (Then Build)

Best approach:

1. Start with a simple asset (PDF checklist/guide)
2. Then follow with a nurture email sequence

Don’t overcomplicate it at the start.

Two key reminders:

- “Done is better than perfect.”
  - If you’re not slightly embarrassed later, you waited too long
- Progress beats perfection every time.



## KEY POINTS:

### The Opt-In Process (Big Picture)

Here's the full funnel you're building:

1. Lead magnet created
2. Opt-in page (where they sign up)
3. Thank-you page (confirmation)
4. Welcome email (delivers the lead magnet)
5. Nurture sequence (5–7 emails)
6. Ongoing emails/newsletter

### Components of a High-Converting Opt-In Page

Your page should include:

1. Headline → Clear promise
2. Subheadline → Who it's for + what it is
3. Visual → Image of you or the resource
4. Benefits → What changes for them
5. Form → Name + email only
6. Credibility → Why trust you
7. Call-to-action → "Get the guide" (not "Submit")

Keep it simple. One goal: get the email address.

Reduce Friction = Increase Signups

- Ask for minimal info
- Remove distractions (no menu links)
- Make it easy to say YES

Every extra step reduces conversions.



## KEY POINTS:

### Next Steps (Homework)

#### 1. Create Your Lead Magnet

- Choose your format (PDF recommended)
- Focus on:
  - One specific problem
  - One clear outcome
  - Quick, actionable value

Don't overthink—just build version 1

#### 2. Draft Your Opt-In Page Content

You don't need to build it yet—just outline:

- Headline:
- Subheadline:
- Benefits (3–5 bullets):
- Call-to-action:
- Credibility (if any):

Think structure, not design.

#### 3. (Optional but Encouraged)

- Send your:
  - Positioning statement
  - Lead magnet idea
  - Draft lead magnet

Get feedback early → saves time later



## KEY POINTS:

### Resources for This Session:

[Creating a Privacy Policy](#)

[Canva - for setting up your lead magnet design \(great templates\).](#)

### Big Takeaway

You are not building “content.”

You are building a system that turns strangers into subscribers...  
and subscribers into clients.



**THE LEAD MAGNET I'M GOING WITH:**

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**FORMAT:**

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**THE QUICK WIN IT GIVES TO MY IDEAL AUDIENCE:**

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**HOW IT LEADS THEM TO THE NEXT STEP:**

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## **SKETCHING OUT MY OPT-IN/LANDING PAGE**

**Headline (The Promise) What will they get? Why does it matter?**

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**Subheadline (The Clarity) Who is this for, and what exactly is it?**

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**Visual (The Reinforcement) Show the guide, workshop, or YOU**

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**Benefits (The Transformation) What changes for them?**

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**What I'm asking for on the Opt-In Form:**

- Email Address (required)
- First Name
- Other (not recommended)

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## **SKETCHING OUT MY OPT-IN/LANDING PAGE (CONTINUED)**

**Credibility (The Trust) Why should they believe you?**

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**Call to Action Button (The Next Step)**

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**What Is My Clear Promise:**

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**How Am I Building Belief?**

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**How Am I Making It Easy To Say Yes?**

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