



Your Email List Starter Guide

SETTING UP YOUR EMAIL SERVICE PROVIDER

BY AMY PORTERFIELD



Well, hey there!

When it comes to starting an email list, it seems like everybody focuses on lead magnets (I'll talk more about this later, so hang tight!), and with good reason and intention. In fact, I too put a lot of emphasis on how to create your lead magnet and share it with the world.

Why?

Because it's an essential part of growing your business and attracting your ideal customer.

However, I've noticed that it's easier to focus on the sexier task of creating a lead magnet than it is to focus on it's not-so-sexy, but just as important counterpart – setting up an email service provider, so that you can use your lead magnet to grow, grow, grow your email list.

So, let's talk about it!



What In The World Is An ESP?!

First things first, what the heck is an email service provider? I'll also be calling it an "ESP" throughout this resource. And to clarify, you may also hear an ESP called "email software" or "email marketing platform." All are the same thing.

An ESP is an email platform that houses your email list and supports your email marketing efforts with tools and resources.

You use this to collect email addresses from visitors on your website. It also makes it possible for you to store and manage those email addresses and then send targeted marketing emails to specific people or groups on your list.

And Why Does This Matter?!

You may be wondering why setting up an email service provider is so important. As your business grows, you're going to need an email service provider that allows you to use email marketing seamlessly within your business.

This means you're going to want and need a platform where you can house, manage, and organize your email list. **Because email marketing is one of your most valuable assets as an online entrepreneur, with an ROI of 122%, having a platform set up that supports your strategy is important.**

Aside from that, an email service provider not only allows you to collect email addresses and connect with and nurture your current and potential customers, it also sets you up to be compliant with email marketing GDPR laws, which is mandatory these days.

Here are a few features you should consider when selecting what email software is best for you:

- ➔ **Tracking:** An easy-to-understand dashboard with metrics so you can see what's working and what isn't.
- ➔ **Templates:** These make designing your emails quick and simple.
- ➔ **Automation:** The ability to pre-schedule and prompt your email sequences becomes key as you grow your business.
- ➔ **Customer Support:** Look for an ESP with high-level service so you never feel lost, confused, or unsupported.
- ➔ **Ability to Integrate:** This allows you to connect your ESP with other social platforms and grow your email list.

How To Choose An ESP

There are dozens and dozens of email service providers out there. Ultimately, they all do the same thing: allow you to build an email list and send emails to the people on that list.

But how they go about doing this and what additional features they offer can vary greatly. To help you decide which email service provider may be best for you, I've created this pros and cons grid between two ESPs that I recommend -- Mailchimp and [ConvertKit](#).

Both offer free and paid versions.

	MAILCHIMP	CONVERTKIT
PROS	<ul style="list-style-type: none">➔ Free up to 2,000 contacts➔ Pre-made email templates➔ Easy to use➔ Ability to import contacts➔ Offers a landing page builder➔ Allows split testing on paid plans➔ Unlimited emails on paid plans➔ Offers analytics and tracking➔ Ability to automate email campaigns	<ul style="list-style-type: none">➔ Free 14-day trial (Use AmyPorterfield.com/ConvertKit to receive a free 30-day trial!)➔ Pre-made email templates➔ Easy to use➔ Ability to import contacts➔ Offers a landing page builder➔ Allows split testing➔ Unlimited emails➔ Offers analytics and tracking➔ Ability to automate email campaigns➔ Supports advanced marketing features➔ Unparalleled customer support

CONS	<ul style="list-style-type: none"> ➔ Allows duplicate emails (adds up when you pay per subscriber) ➔ Limited advanced marketing functions as your email list grows ➔ Requires a third-party integration for shopping carts ➔ Phone support only applies to paid plans 	<ul style="list-style-type: none"> ➔ Requires a third-party integration for shopping carts
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I personally recommend [ConvertKit](#) for anyone who is just starting out because it sets you up to grow seamlessly. It also minimizes tech confusion and their support team is always there to help you navigate any questions or concerns you may have.

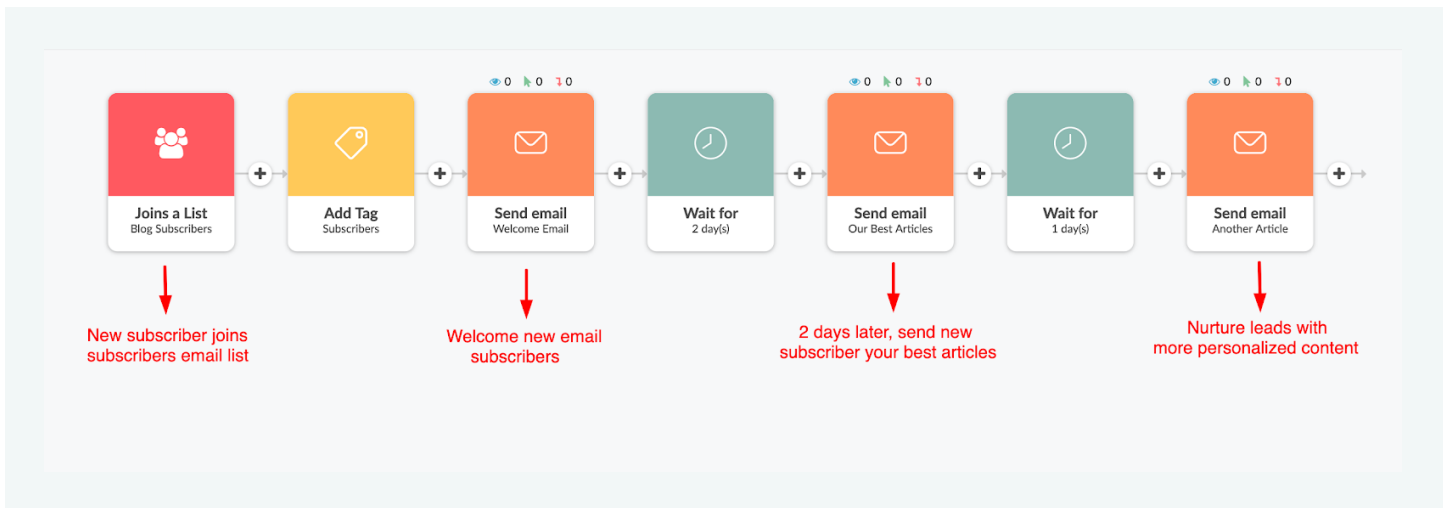
Many of my budding entrepreneurs say that this is one of the best investments they made in their business early on. (More on ConvertKit coming up!)

Your Subscriber Pathway Using An ESP

Let's take a look at what your subscriber pathway should look like using your ESP. From the moment someone gives you their email address, you want to nurture them to build a relationship and eventually convert them into a buying customer. Here's what their journey will look like!



See graph on page 6!



- ➔ **Step 1:** Post your lead magnet or opt-in page on a social media platform or on your website to entice your ideal customer to click.
- ➔ **Step 2:** Next, they'll land on your opt-in page which is simple and asks for only two things: their first name and email address. I recommend only asking for these two things. The less they have to fill out, the better.
- ➔ **Step 3:** After they've submitted their name and email, they will be integrated into your email software.
- ➔ **Step 4:** (Advanced) With most ESPs, you'll have an option to segment or tag your incoming email addresses. This is optional at first. However, as you grow your business, you'll want to consider tagging your emails so that you have more data on who is on your list and how to create messaging that speaks directly to them.
- ➔ **Step 5:** Finally, your subscriber will receive your phenomenal lead magnet via an email which would go out automatically after they opt-in.
- ➔ **Step 6:** You have two options here. If you're more advanced in your business, you might want to consider setting up an automated nurture sequence with three to seven more emails that keeps your subscribers engaged, teaches them more about you and what you offer, and nurtures them with intentional content. Or, you could simply email them each week (along with the rest of your email list) with your weekly content. This will also nurture them and build that know, like, and trust factor.

Setting Up Your Email Software with ConvertKit



As I mentioned before, I'm a big fan of [ConvertKit](#) for when you're just starting out.

Here are 4 simple and easy steps to help you get your ESP set up with ConvertKit. First and foremost, head to [ConvertKit](#) and create an account following the steps below.

4 STEPS TO BEGIN YOUR CONVERTKIT JOURNEY

Step 1: Click "Create Your Free Account!"

ConvertKit

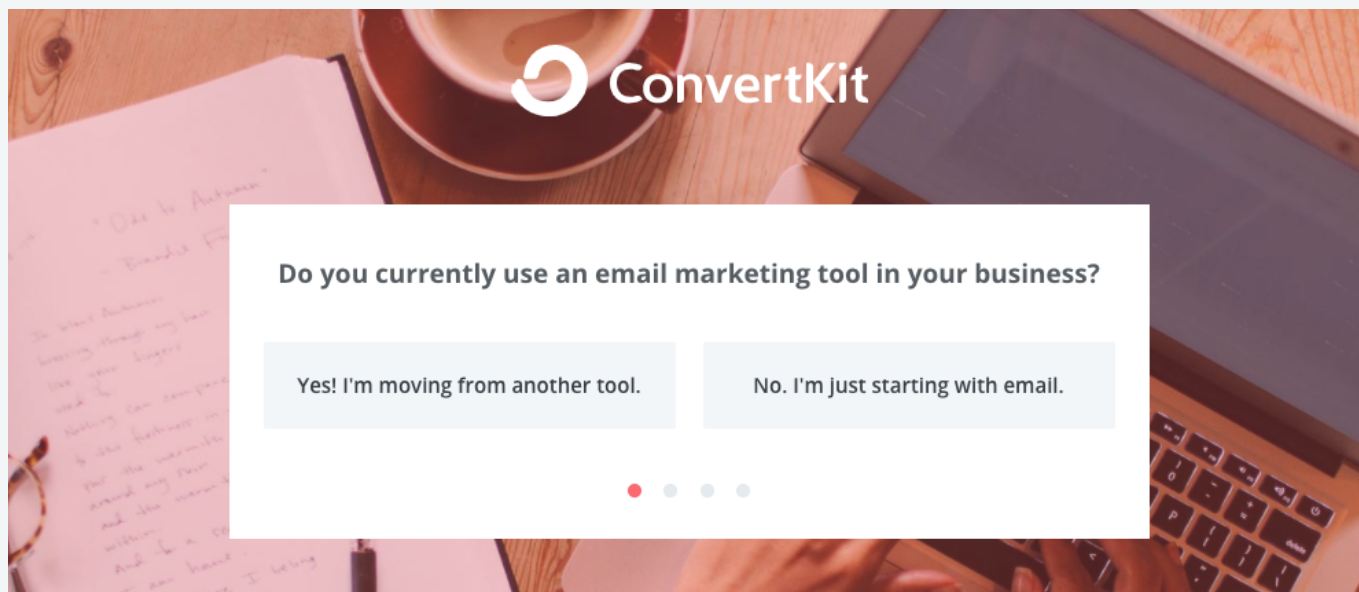
Email marketing for entrepreneurs

Create Your Free Account!

I believe in smart simplicity when it comes to the most important tools for our business and ConvertKit is a perfect example of this.

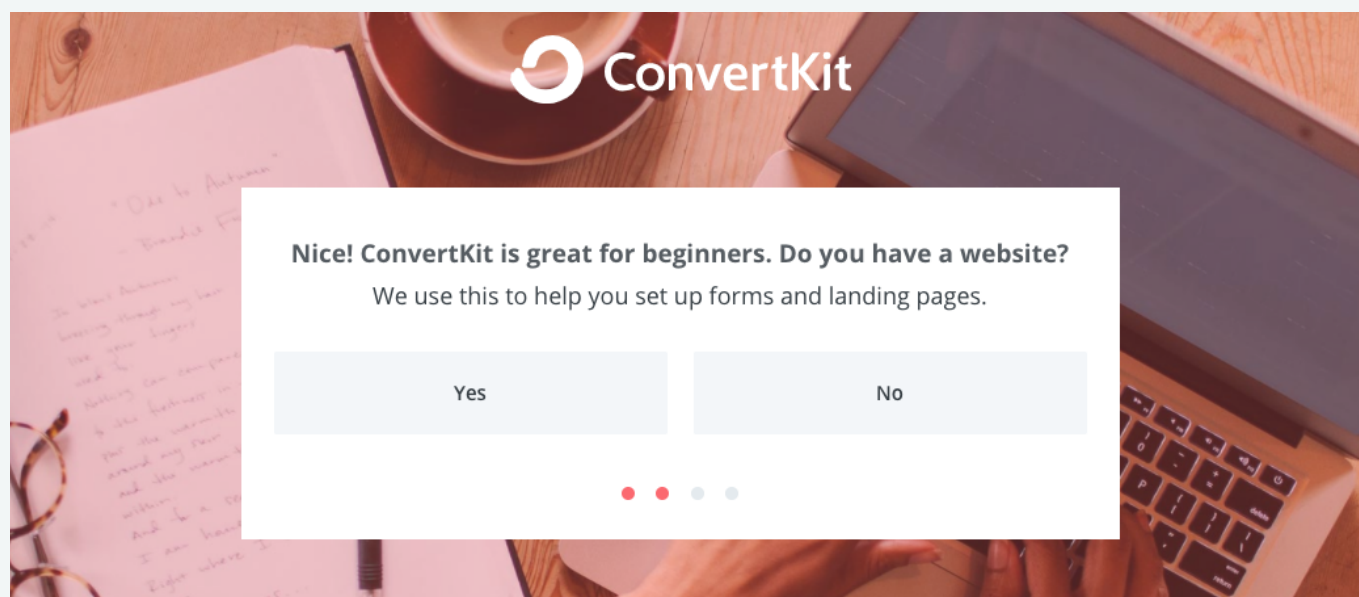
Amy Porterfield, Online Marketing Expert and Host of The Online Marketing Made Easy Podcast • amyporterfield.com

Step 2: Select whether you do or do not currently use an email marketing tool.

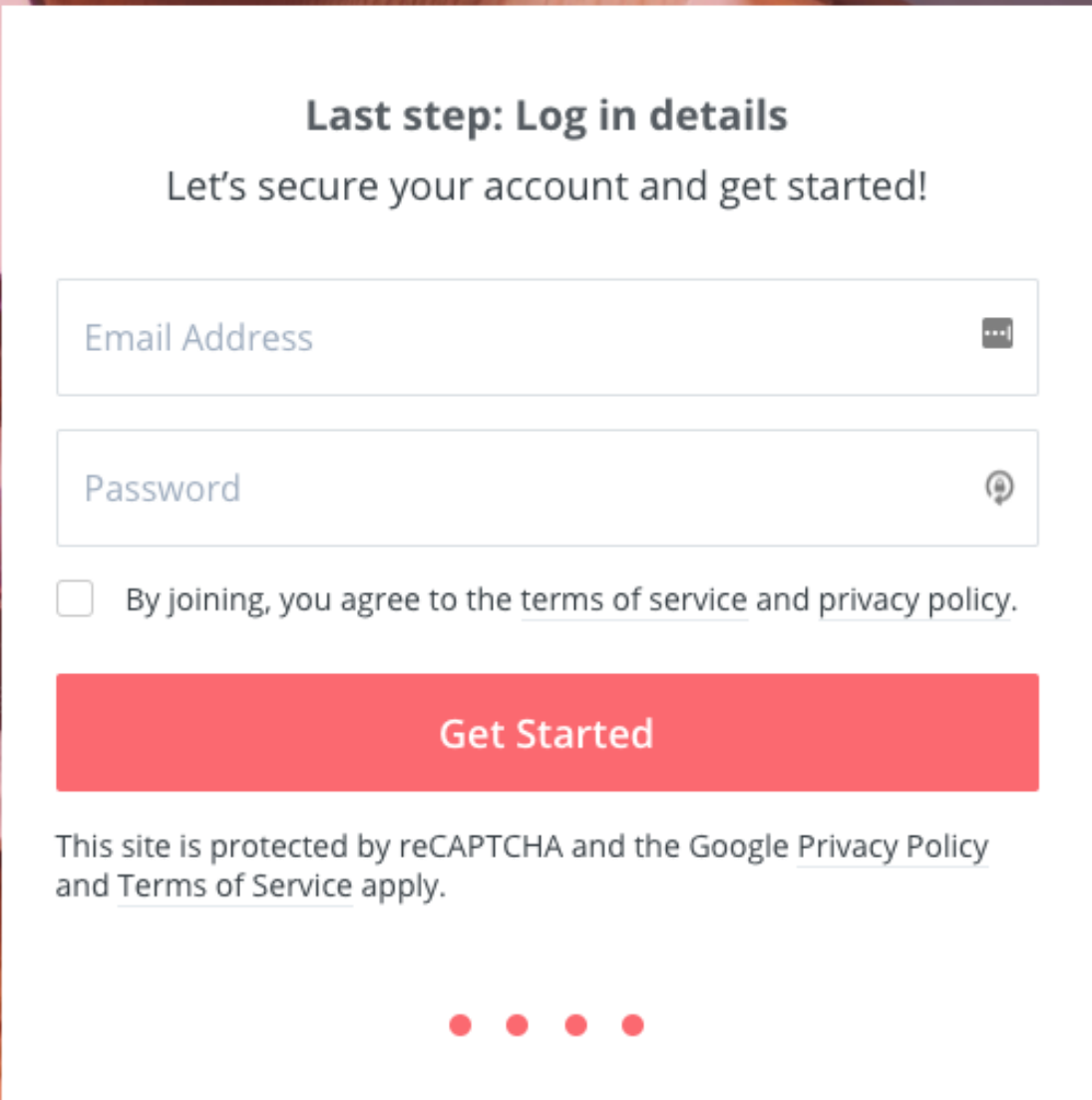


If you already have an email list and you'd like to import them into ConvertKit, [here's a step by step tutorial on how to do so](#). (Don't worry, you can do this in under 10 steps!)

Step 3: Select whether you do or do not have a website.



Step 4: Fill in your new login details. (How exciting!)



Last step: Log in details
Let's secure your account and get started!

Email Address

Password

By joining, you agree to the [terms of service](#) and [privacy policy](#).

Get Started

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

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Pop the champagne! You officially have your account. Next up, let's get you creating your very first landing page.

Before you get to that, take a moment to watch [this short video](#) which will give you the grand tour of ConvertKit and show you where everything is. Once you're done with the video, you'll be well equipped to get creating!

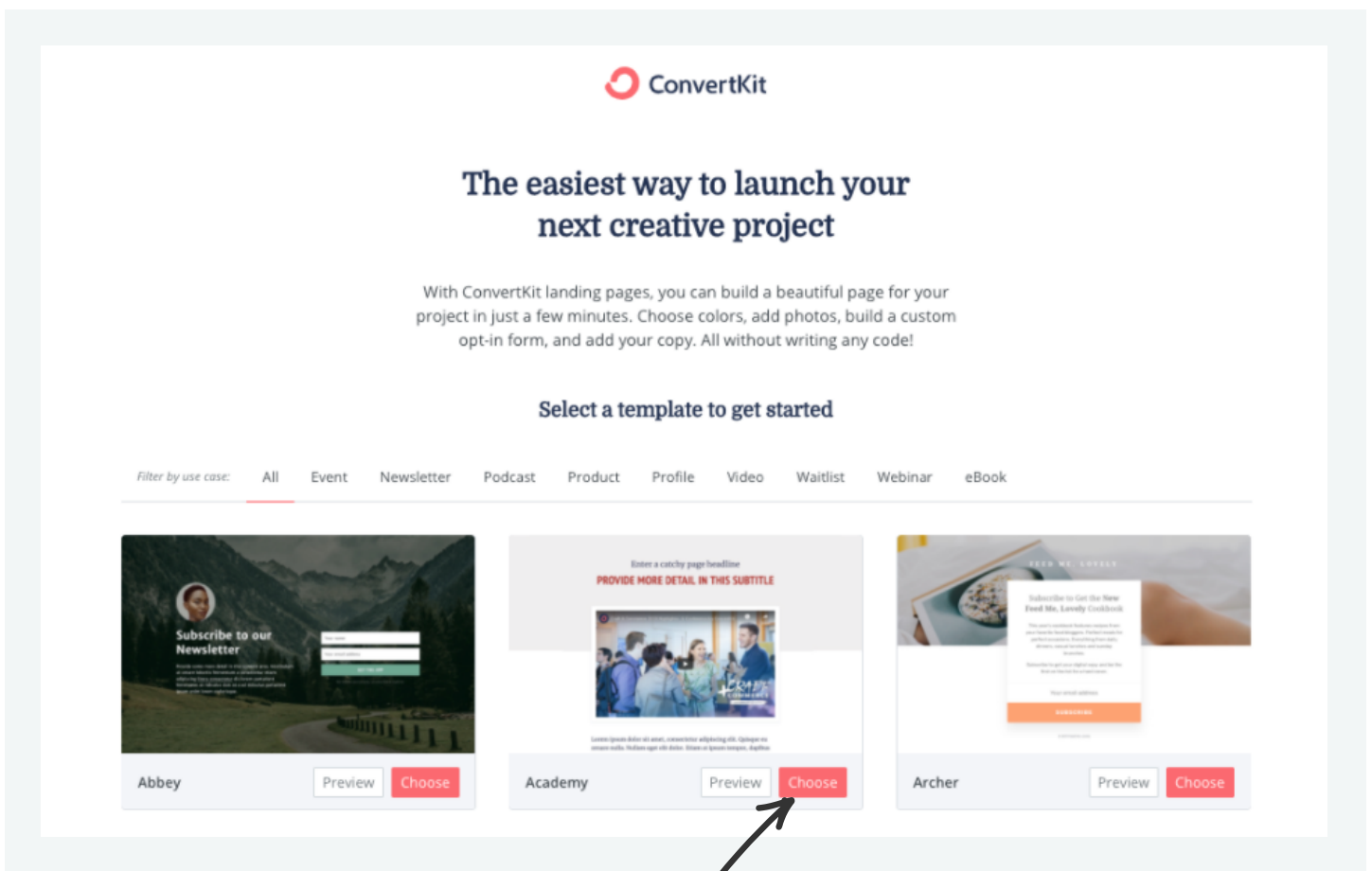
5 STEPS TO CREATE A STUNNING LANDING PAGE (SO YOU CAN START COLLECTING EMAILS!)

Let's dive into the 5 important steps to create your landing page. To be clear, your landing page -- which you'll create here through ConvertKit -- is where your subscribers will land and give you their information, as you saw in the pathway, in order for them to become a subscriber.

Step 1: Choose A Landing Page Template

Designed by world-class pros, ConvertKit's fully customizable templates are made to catch eyes and grow email lists.

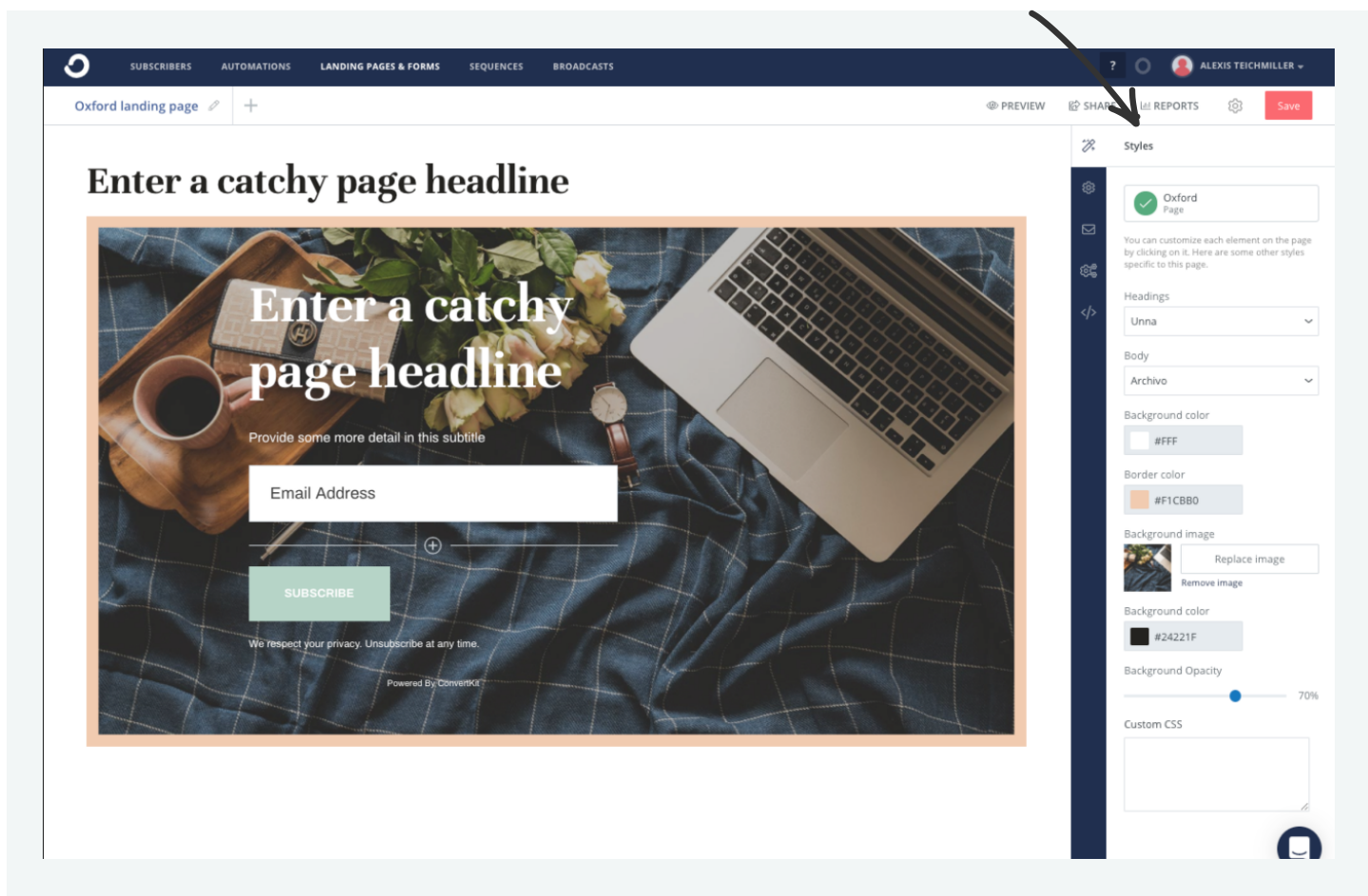
Whether you're new to landing pages or have design experience bursting out your fingertips, these landing page templates will help you get your ideas out the door in record time. Plus, there are more than 30 templates to choose from.



Step 2: Choose Your Imagery

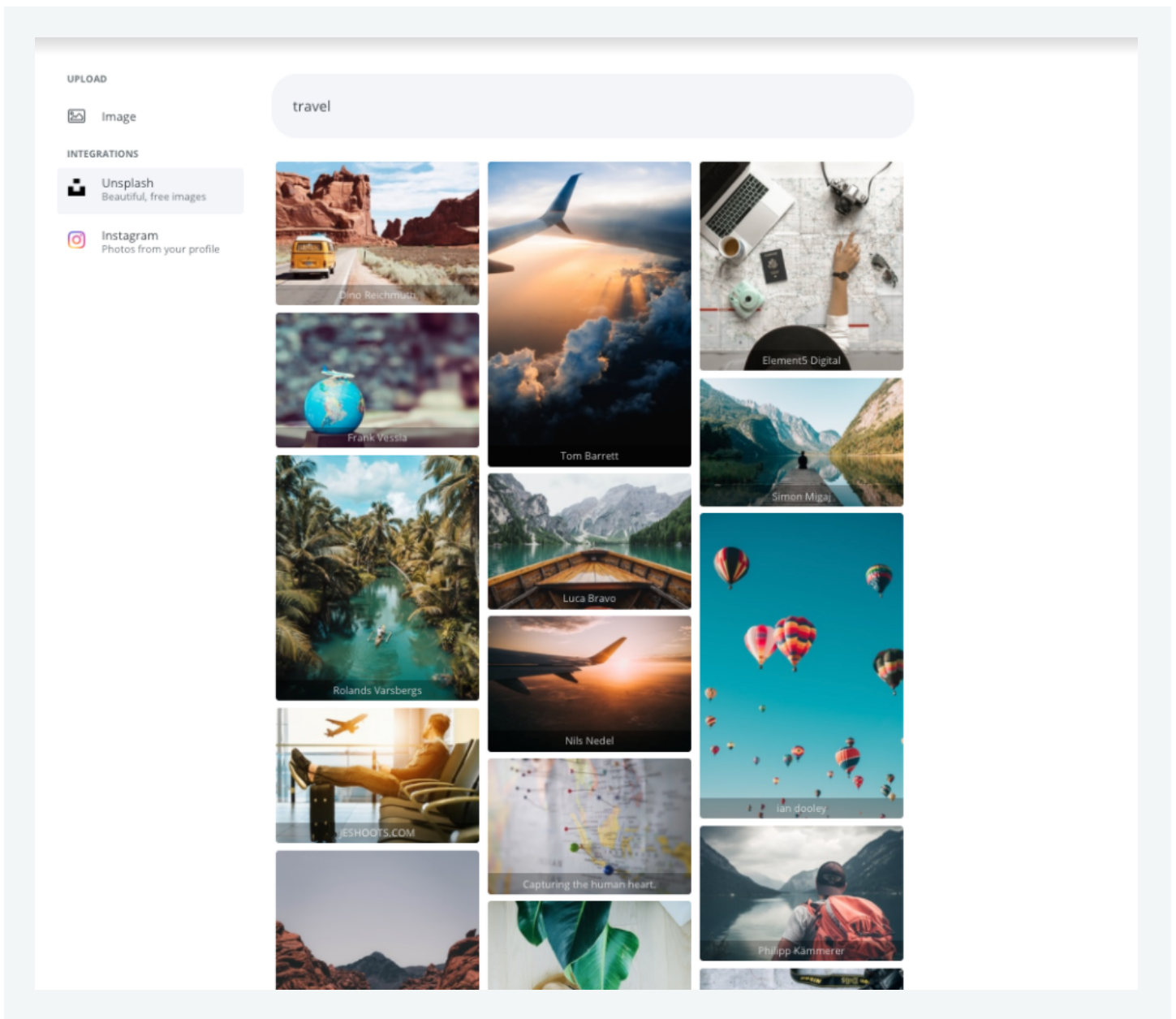
If you don't have your own images to choose from, ConvertKit has you covered! Their integration with Unsplash makes finding free, beautiful images for your landing page a one-click wonder.

Just click on the image you'd like to edit and a side panel on the left will pop open, prompting you to choose a file.



Then you'll have three options:

1. *Upload your own images*
2. *Choose from Unsplash*
3. *Connect ConvertKit with your Instagram account to use your Instagram images*



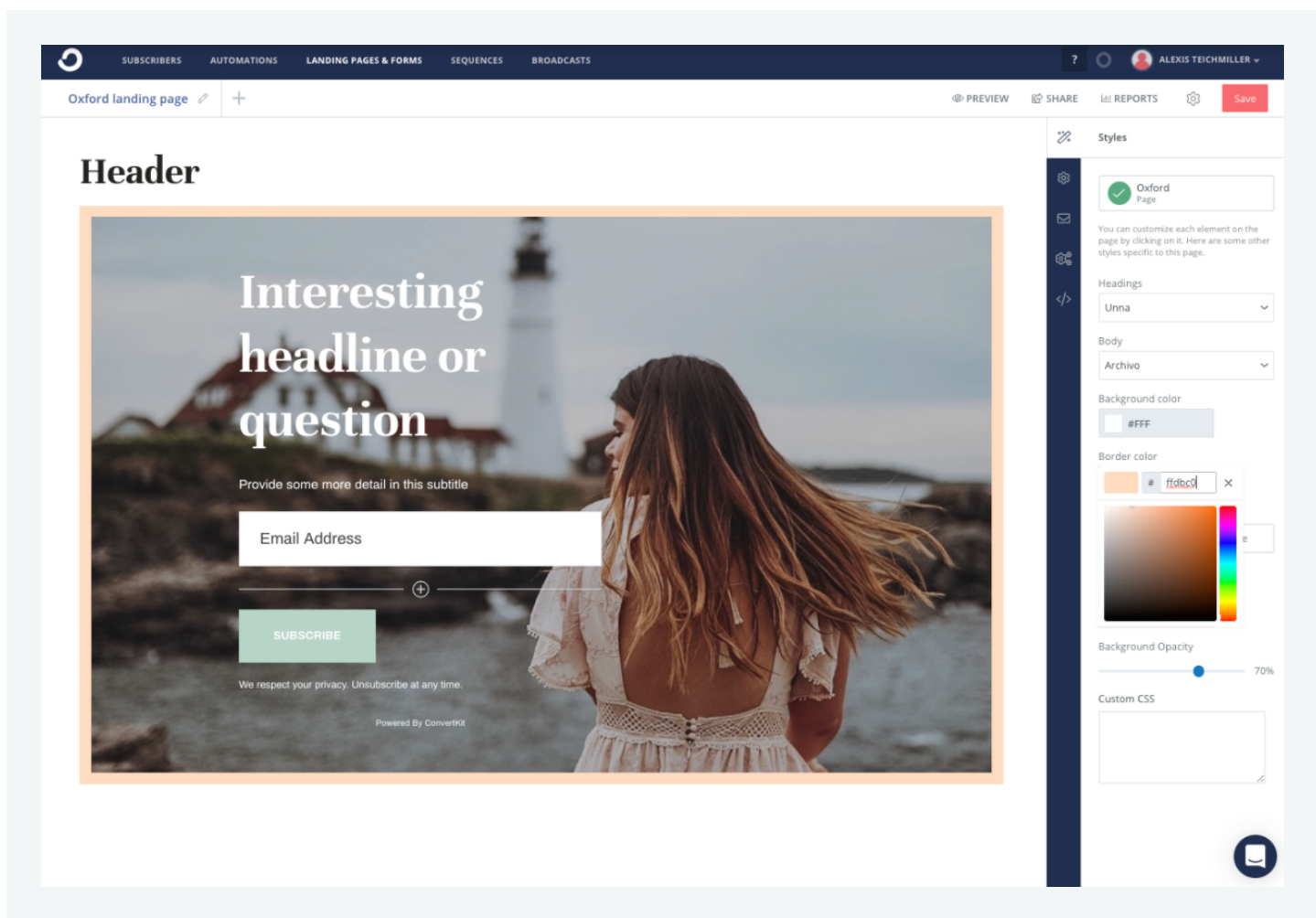
We all know a picture is worth 1,000 words. So, let's honor this sacred aspect of storytelling and marketing to get some strong conversions!

The human brain processes images 60,000 times faster than text. That means content that speaks directly to our eyes has a massive impact on what we consume.

Landing page best practice 101 is to convert ordinary visitors to engaged subscribers and customers, and visual elements will do that naturally and effectively.

Step 3: Pick Your Brand Colors

Now it's time to choose the colors for your landing page. On the right side panel, click the wand image, and you'll be able to edit the colors of your landing page.



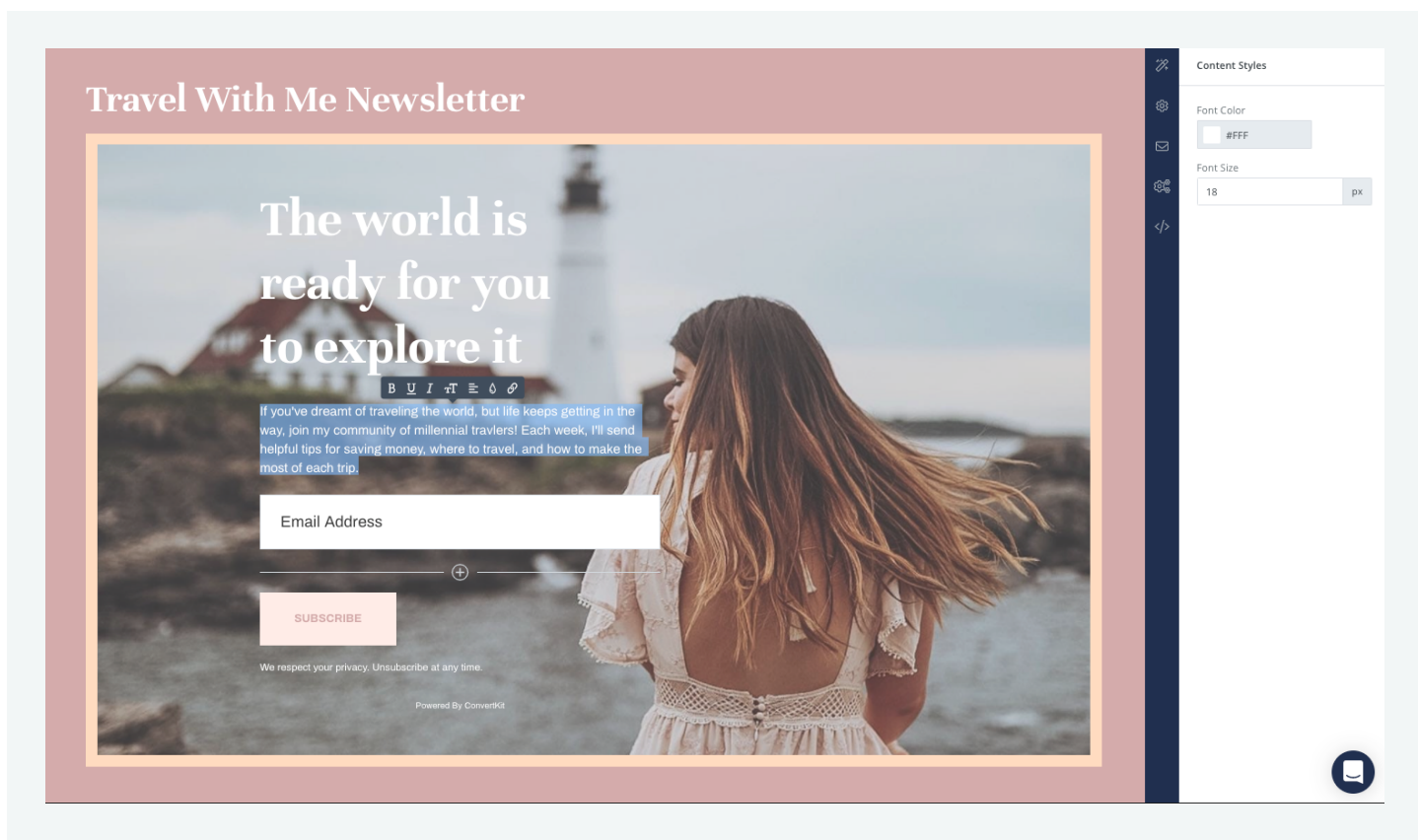
The screenshot displays a landing page editor interface. The main workspace shows a landing page titled "Oxford landing page" with a header section. The header features a large image of a woman with long hair, a headline "Interesting headline or question", a subtitle "Provide some more detail in this subtitle", an "Email Address" input field, a "SUBSCRIBE" button, and a privacy notice "We respect your privacy. Unsubscribe at any time." The page is powered by ConvertKit. On the right side, there is a "Styles" panel with a "Wand" icon. The panel shows the current style "Oxford Page" and allows customization of headings (set to "Unna"), body (set to "Archivo"), background color (set to "#FFF"), and border color (set to "#ffdbcc"). A color picker is visible for the border color, and the background opacity is set to 70%.

Step 4: Write Your Landing Page Copy

The last step before sharing your landing page is to write your copy. No matter what your goals are, your landing page copy should lead to an offer that will help you get closer to accomplishing that goal.

Click on the text you want to edit, and start writing. You can highlight the text you want to bold, italicize, hyperlink, underline, and change the color or font size.

To add a “name” field, click the “+” sign under the “Email Address” field, if you click that, a new box will be added.



When you learn how to write a great landing page, keep in mind that the copy needs to be:

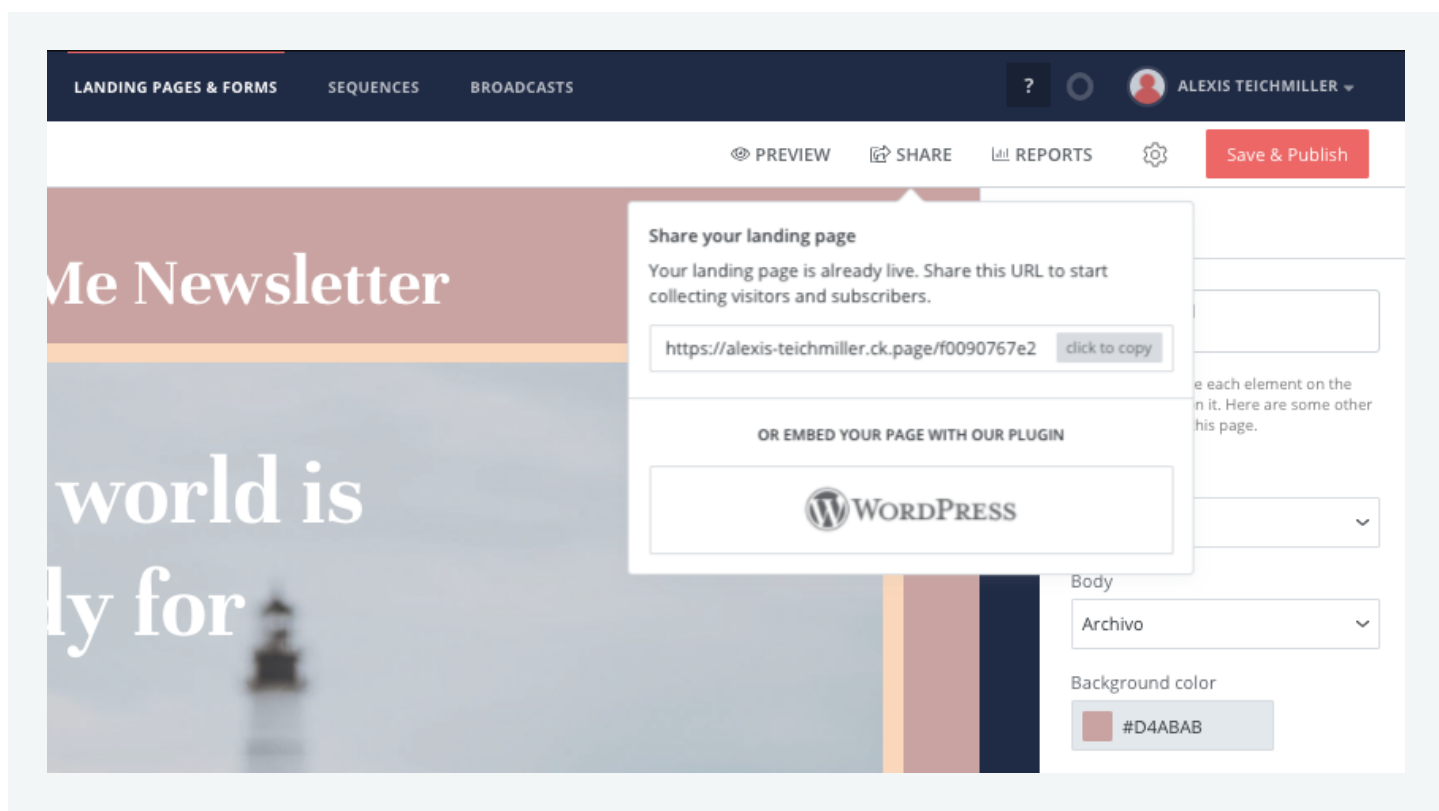
- ➔ Clear
- ➔ Concise
- ➔ Engaging
- ➔ Actionable
- ➔ Memorable

Whenever you write landing page copy, use these bullets as a checklist to make sure your copy incorporates all of these characteristics.

Step 5: Share Your Landing Page

Look at you! You built a landing page that’s going to grow your community, email list, and your business! Now, it’s time to put it out into the world.

In the top right corner, hit the Save button. Then navigate to the “Share” button on the same menu as the Save button. A box will appear containing the link to share with your community!



There you have it! Follow these 5 simple steps one by one to set up your very own landing page for your email list, or you can take it a step further, and set it up for your lead magnet.

For more advanced features, you can access their video library, “Creator Pass,” to learn how to implement things like thank you pages and incentive emails. You get access to “Creator Pass” once you have set up an account.

You're Ready To Rock Your Email List!



Take a moment and pat yourself on the back. Why? Because setting up your ESP is a big deal! In fact, it's something that stops many entrepreneurs dead in their tracks -- but not you!

And now that you've mastered your ESP, I want to invite you to take the next exciting step -- creating an irresistible lead magnet!

Don't worry, I have all the step-by-step guidance you need to get started! [Click here to listen to an episode](#) I did all about choosing the right lead magnet for your audience.

After listening to [this episode](#), you'll walk away with the know-how to put together a lead magnet that your audience will love and start growing your list!

All my best,

Amy