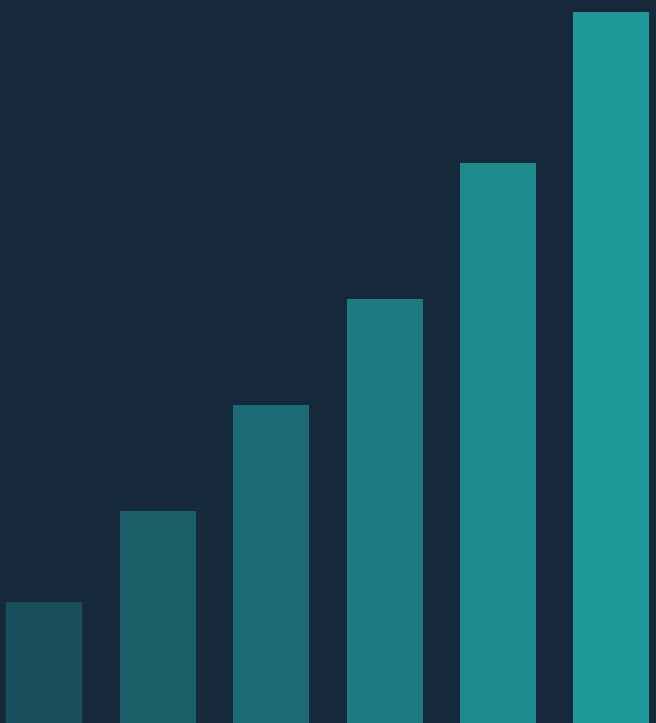
KESTON SCHOOL

SALES & MARKETING · FREE SAMPLE

Email Marketing Made Simple

Build a list, write emails people want, and sell without pushing



CHAPTER 1 + WORKBOOK SECTION

BEFORE YOU START

How to use this book

By the last page you will know how to invite the right people onto your list with clear permission, greet them with a short welcome sequence, keep a steady newsletter going, and write simple sales emails that feel helpful rather than pushy.

1. Read one chapter at a time. Each one gives you a single idea and a single action.
2. Open the Email Marketing Made Simple Workbook and complete the matching section while the chapter is fresh.
3. Do the “Try this” action within seven days. Reading changes what you know; the action changes what you do.
4. Finish with the checklist in chapter 12 and come back to it whenever you slip.

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CHAPTER 1

The List You Keep Postponing

Recognize why your email list stays small or silent, why the usual fixes fail, and what this book will and will not do.

Maya makes hand-poured candles and sells them at weekend markets and through a small online shop. Two years ago she added a signup sheet to her market table. Forty-one people wrote down their email addresses. Somewhere on her laptop there is a draft called “First newsletter!!” It has a subject line, a photo of her autumn scents and half a paragraph. She has opened it maybe a dozen times. Each time she thinks the same thing: it has been so long that writing now would feel strange. So she closes it again, and the forty-one people who asked to hear from her hear nothing.

If you have a draft like that, or a list you started and let go quiet, this book is for you.

Quiet signs of a stalled list

Very few email lists die dramatically. They fade. See which of these sound familiar:

- You have a signup form somewhere, but you are not sure anyone has used it lately.
- You send an email only when you have something to sell, and then you feel awkward about it.
- Months pass between emails, and each gap makes the next one harder to start.
- You are not sure what you are allowed to send, or to whom, so you send nothing.
- You keep meaning to “do email properly” once the website, the logo or the product line is finished.
- When you do send, you get a few unsubscribes and take it personally.
- You have no idea what your subscribers actually want from you.

None of this means you are bad at marketing. It means email has never been given a simple shape and a fixed place in your week. Without those two things, almost every list goes quiet.

Four usual fixes that fail

When people feel guilty about their list, they tend to reach for one of four fixes. Each makes sense. None lasts.

1. A bigger tool. You research email software for a weekend, compare features and pick the one with the most options. The tool is rarely the problem. A simple tool used every two weeks beats a powerful one used twice a year.

2. A grand relaunch. You plan a beautiful redesign, a new name for the newsletter and a big comeback email. It takes so much effort that you burn out after one or two sends, and the list goes quiet again.

3. Clever tricks. You read about subject line formulas, countdown timers and urgent offers. Tricks can get one open. They cannot make people glad to see your name in their inbox week after week.

4. Waiting until you are ready. You decide to start once you have more subscribers, a better product or more time. But a list grows because you use it, not before. Waiting keeps it small.

What these fixes have in common is that they treat email as a project. Email works better as a habit: small, regular and honest.

> **Key idea:** Your list does not need a bigger launch. It needs a simple shape and a steady place in your week.

What this book is and is not

This book is a practical guide for small business owners, makers, freelancers and creators who want an email list that works without taking over their life. You will learn how to invite the right people with clear permission, welcome them with a short series of emails, keep a regular newsletter going and write sales emails that feel helpful rather than pushy.

It is deliberately tool-agnostic. Every email service names its features differently and changes them often, so this book describes what to do, not which button to press. Check your own provider's current help pages for the how.

This book is independent. It is not affiliated with or endorsed by any email provider, platform or company, and it does not recommend one service over another.

It is not legal advice. Rules about consent, unsubscribes, privacy and commercial email differ from country to country and change over time. The book uses general good practice throughout, but you are responsible for the rules that apply where you and your subscribers live. Check the official guidance for your country, and talk to a qualified professional if you are unsure.

It also makes no promises about sales or income. Email is one useful channel among several. What it can give you is a direct, respectful way to stay in touch with people who asked to hear from you.

How to use this book

Each chapter covers one idea and ends with one action you can do within seven days. The workbook that comes with it has a matching section for every chapter, so you can plan, draft and track as you read.

You do not need a big list to start. You do not need a website, a brand voice or a product launch on the calendar. If you have even a handful of people who said yes to hearing from you, you have enough. If you have none yet, chapter 5 will help you get your first ones.

Read the chapters in order the first time. The early ones explain how email works and why some emails get welcomed while others get ignored. The middle chapters give you three tools. The later ones help you keep going when things are slow and turn email into a light weekly routine.

Try this

Within the next seven days, set a twenty-minute timer and take stock of where your email list stands today. Use the workbook page to note:

- Where your subscribers came from and roughly how many you have.
- When you last sent an email, and what it was about.
- Which of the quiet signs above fit you.
- Which of the four usual fixes you have tried.
- The one thing that most often stops you from sending.

Do not fix anything yet. Just look honestly. If you have an old draft like Maya's, find it and leave it open on your desktop. You will finish it soon.

Before you write another email, it helps to understand what actually makes email work, and that is where the next chapter begins.

KEY TAKEAWAYS

- A quiet list is a habit problem, not a talent problem.
- Bigger tools and clever tricks rarely fix a stalled list.
- Small, steady, permission-based emails beat occasional big efforts.

→ Workbook, section 1

01 The List You Keep Postponing

Take an honest look at where your email list stands today.

FILL IN

My list today

Question	My answer
Where subscribers came from	
Rough number of subscribers	
Date of my last email	
What it was about	

CHECKLIST

Quiet signs that fit me

- [ ] Not sure anyone uses my signup form
- [ ] I email only when selling
- [ ] Months pass between emails
- [ ] Unsure what I may send
- [ ] Waiting until everything is ready
- [ ] Unsubscribes feel personal
- [ ] No idea what subscribers want

CHECKLIST

Fixes I have tried

- [ ] A bigger tool
- [ ] A grand relaunch
- [ ] Clever tricks
- [ ] Waiting until I am ready

The one thing that most often stops me from sending:

Where is my old unfinished draft, and what was it about?

YOUR NEXT STEP

Want the whole book?

You just read chapter 1 of Email Marketing Made Simple and tried the first workbook section. The full e-book has 12 chapters, a complete workbook and a final checklist. Here is everything inside:

01 The List You Keep Postponing

02 How Email Really Works

03 The Cost of Staying Quiet

04 Earn Every Email

05 Create a Useful Free Offer

06 Write Your Welcome Sequence

07 Run a Simple Newsletter

08 Selling by Email, Case by Case

09 When Nobody Opens or Replies

10 Your Weekly Email Routine

11 A List That Grows With You

12 Mistakes & Checklist

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