



WORKBOOK 04:  
**THE MAGIC OF E-MAIL**

WITH  
**JILL SALZMAN**



In this course, you'll learn how effective e-mail marketing can be and how to do it right.

## **THIS IS HOW THE FOUNDING MOMS DOES IT!**

### **The magic of e-mail:**

- Email marketing keeps you in front of your customers.
- Start small and depending on your business brand, keep it casual and short.
- Think of the design.
- Use templates to make it easier.
- Schedule a time to write your newsletters and a time to send them out.
- As you grow, you can consider monetizing opportunities.

### **About Jill Salzman**

Jill Salzman is currently growing her third entrepreneurial venture, The Founding Moms, the world's first and only global collective of offline masterminds and online resources for mom entrepreneurs.

**Got Qs for Jill Salzman? [Let's talk about it in the FMC!](#)**

## **WHEN THINKING ABOUT E-MAIL MARKETING, ASK YOURSELF THESE QUESTIONS:**

1. What am I an expert in?
2. What do my readers most want to know about?
3. What three things of value can I share with my readers?
4. How can I specifically best help my readers?
5. What would I like to sell to my readers?
6. What extra value can I offer to convert readers into fans, and fans into customers?
7. Which companies would I most like to partner with for monetization?



