

EMAIL WITH
H.E.A.R.T.



ASSESSMENT




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Use this quick assessment to identify where your email marketing could use a little bit of love!

	YES	NO	I DON'T KNOW
BUILD:			
 I am clear about my ideal client avatar			
 I am clear about my signature offer			
 I have a lead magnet/freebie that addresses a problem my ideal client avatar has			
 I utilize an email list platform/manager			
 My system allows for single opt-in (not double opt-in) to subscribe to my lists			
 My email list platform/manager is connected to my web site/landing page			
 I have a Permission Page for my lead magnet/freebie			
 The opt-in on the Permission Page asks for name and email only (in that order)			
 I have a Fulfillment/Thank You Page for my lead magnet/freebie			
 Subscribers are redirected automatically to the Fulfillment/Thank You Page after entering their information on the Permission Page			
 I have a “welcome series” related to my lead magnet/freebie			
 My Unsubscribe page reflects my authentic voice			

	YES	NO	I DON'T KNOW
 I only add subscribers to my list with permission			
GROW:			
 I have a strategic plan for permissively adding subscribers to my list in the next 90 days			
 My lead magnet/freebie is included in my email signature			
 My lead magnet/freebie is linked on all my social media profiles			
 My lead magnet/freebie is included in all my blog posts			
NURTURE:			
 I consistently email my list at defined intervals			
 I email to all my subscribers at least 2 times per month			
 I have my email topics outlined for the next 90 days			
 I have a method/system for capturing content ideas			
 I know my average open rate and review it regularly			
 I know my average click through rate and review it regularly			
 I know my average unsubscribe rate and review it regularly			
 I know my average spam rate and review it regularly			

	YES	NO	I DON'T KNOW
 Each of my messages has only one “call to action”			
 My email messages are written in my authentic voice			
 The “from” on my emails is my name, not my company			
 My email messages are written “to” one person (my ideal client avatar)			
 I include the subscriber name at the beginning of all emails			
 I utilize a variety of “calls to action” from message to message			
 I have a structure/system for drafting and reviewing messages			
 I have a system/process for reviewing my list and removing inactive subscribers			

EVALUATION/SCORING:

Give yourself 1 point for each “yes” answer (no points for a “no” or “I don’t know”). Add up your total score then determine your category below:

- 30+ points = You are a rock star at email marketing with H.E.A.R.T.!! Congratulations on connecting with your audience authentically.
- 16 – 29 points = You’ve got a good foundation set and need to tweak a few things to truly leverage your list.
- 0 – 15 points = You’re either just getting started or you need to give your systems some love. No worries – you’ve got plenty of room to grow.

Now what??

Book an eStrategy Session with LeeAnn to review your results and map out an action plan to step into your next evolution.