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WoDiLab

EMAIL MARKETING FOUNDATIONS

Build confidence and create a simple foundation for your future email marketing.

ACTION CHECKLIST

☐ **Step 1 – Explore your thoughts about email marketing**
Think about how you currently feel about sending emails and what beliefs you may have about email marketing.

☐ **Step 2 – Identify your biggest fears**
Write down the fears that might stop you from getting started.

☐ **Step 3 – Reframe your fears**
Turn those fears into more helpful and empowering thoughts.

☐ **Step 4 – Connect your lead magnet to your future email list**
Understand how your free gift helps you start building relationships with future customers.

☐ **Step 5 – Start building your email list**
Choose one simple place where people can request your lead magnet.

Step 1 – Explore your thoughts about email marketing

Before we start using email marketing, let's understand where you are starting from.

When you hear the words "email marketing", what comes to mind?

_____

_____

_____

_____

How do you currently feel about sending emails?

☐ Excited

☐ Curious

☐ Confident

☐ Nervous

☐ Unsure

☐ Overwhelmed

☐ Other: _____

What is your biggest concern?

_____

_____

_____

Notes

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Step 2 – Identify your biggest fears

Many people have concerns before sending their first email.
Write down three fears or worries you currently have.

Fear #1

Fear #2

Fear #3

Which fear feels strongest right now?

Notes

Step 3 – Reframe your fears

A fear often becomes smaller when we look at it from a different angle.

For each fear, write a more supportive belief.

Fear #1

My fear:

A more helpful belief:

Fear #2

My fear:

A more helpful belief:

Fear #3

My fear:

_____

_____

_____

A more helpful belief:

_____

_____

_____

Examples:

Fear:
"No one will open my emails."

Reframe:
"Every open is a real person choosing to hear from me."

Fear:
"I don't know what to write."

Reframe:
"I only need a simple structure to get started."

Fear:
"I'll annoy people."

Reframe:
"The right people want to hear from me."

Notes

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_____

Step 4 – Connect your lead magnet to your future email list

Think about the lead magnet you created earlier.

What is your lead magnet?

What problem does it help solve?

Why would someone want to receive it?

What could happen after they receive it?

How does this lead magnet connect to your course or offer?

Notes

Step 5 – Start building your email list

People need a simple way to request your lead magnet.

Where could you start?

☐ Facebook post

☐ Instagram post

☐ LinkedIn post

☐ Facebook group

☐ Personal message

☐ Sign-up form

☐ Website

☐ Other: _____

Which option feels easiest for you right now?

_____

_____

What action will people take to receive your lead magnet?

_____

_____

_____

When will you set this up?

_____

_____

Your Next Action

Choose ONE place where people can request your lead magnet.

Keep it simple.

You do not need hundreds of subscribers.
You only need to create your first opportunity.

For This Session

Share one insight from this worksheet in the WoDiLab Facebook group.

For example:
• your biggest fear
• your strongest reframe
• where people can request your lead magnet

By sharing, you:
• build confidence
• stay accountable
• encourage others

Your Points

• 1 XP – Watch the lesson

• 2 XP – Complete the worksheet

Total: 3 XP

✨ Email is not about collecting addresses.

It's about building relationships, one person at a time.