

# BLOGGER BREAKTHROUGH PODCAST



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## Getting Personal: Tailoring Your Email Automations

WITH BEV FELDMAN

### ABOUT BEV

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Bev Feldman is a ConvertKit Consultant & Email Automation Strategist who believes in bringing in treating your subscribers with trust and respect. Her expertise lies in thinking big while obsessing over the tiny details that allow you to Automate with Heart. Whether you have a small-but-mighty email list in the hundreds, or are a creator with tens of thousands of subscribers, she's here to simplify & streamline your email marketing so that you can focus on your craft.



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## Blogger Breakthrough Summit Podcast Transcript

**[00:00:00.00] - Liz Stapleton**

Welcome back to the Blogger Breakthrough Summit podcast, where we share tips, tricks, and frameworks to help you streamline your blogging journey. I'm your host, Liz Stapleton, and today we have Bev Feldman with us diving deep into the wonderful world of email automation.

**[00:00:20.07] - Bev Feldman**

I actually have a five-step framework. It's a framework. It's five pillars, five email automation pillars. And the first one happens to be organized, and that's all things like tags, tags and segments. And in the case of Convert kit, also custom fields. If you're using another email marketing software, it might be groups or lists. So start by going through that. That's the first step. It's like, what tags are you using? Where could you be using them better? Which ones can you possibly get rid of? So that would be the first step. The next step is the... The next pillar is the opt-in pillar, and that's looking at what's the flow when someone signs up for your email list? For example, when I'm testing things out for my clients, I will sign up for all the freebies that I can find. So I can see what's going on as a subscriber? What's actually happening? Then I can also track it in the back-end of ConvertKit. If someone, for example, signs up for multiple freebies and I see that they're suddenly being pulled into a bunch of automations, that's something we want to look at. And then the next step is offer.

**[00:01:37.01] - Bev Feldman**

So this is then looking through what happens, where are you giving opportunities to sell your things within your emails? If it's, for example, someone signs up for your freebie, what happens next? When are you selling your things, basically? Sorry.

**[00:01:58.01] - Liz Stapleton**

I just want to add just a quick tip. If you I have a Gmail account, even if it's the one linked to your thing, you can do... So for mine, it's like hello@ elizabethstapleton.com. I do like, hello plus test1.

**[00:02:09.07] - Bev Feldman**

Yes.

**[00:02:10.02] - Liz Stapleton**

And I see what happens. And if it's not what I expect, I'm like, Hello+test2. Test 17, which I get up there when I'm doing Summit stuff, guys, because I do a lot of testing, and stuff still sometimes I don't catch it. Test one, two, three, four. So that you know what you did to make it work, versus if it's not acting how you're expecting. So I just like that is such a useful tip to be able to test things.

**[00:02:40.05] - Bev Feldman**

Yeah. And that's exactly what I do when I sign up for my client's opt-in. I'll have one I'll use a different email address for each opt-in so that in my inbox, I can track to see what

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emails are coming to each one. I'll also use one email address where I sign up for all of them as well, because I want to track each thing individually as well as What happens if I sign up for a bunch of things at once?

**[00:03:03.05] - Liz Stapleton**

Yes. And then I just every once in a while, I go in and I delete the amount of test emails I have in my conversion account.

**[00:03:09.24] - Bev Feldman**

Yes, definitely want to do that.

**[00:03:11.12] - Liz Stapleton**

It should be a lot. But it's great because then you can do things like if you want to send a broadcast, right. And no one's in that, been tagged with who you want to send it to yet because a different broadcast, I always just be like, That one. And I have a segment of test, right. So there's always something in there. So that just quick little tip there. Okay, so I'll let you, sorry. Let you get back to once you go through testing what your next pillar is.

**[00:03:41.21] - Bev Feldman**

Yeah. So the offer is on the offer. That one is actually less related to automations and cleaning things up. But the next one is the onboard automation. So what happens if someone actually buys something? Are people, are subscribers being tagged properly to identify that they purchased that thing? If they're in an automation that's promoting it, are they being pulled out of that automation? So it's basically making sure they get the information they need as well as being pulled out of anything else that wouldn't make sense at that point. And then I'll also add in this step that your emails might not actually necessarily be coming through ConvertKit. So I've worked with clients who use Kajabi and ConvertKit. So sometimes your onboarding emails happen through Kajabi or maybe if you're the example of someone booking a call, those emails might be coming through acuity or calendly. As long as that there's some way that you're onboarding your clients or people who book calls and that they're being identified within Convert kit. That's the most... Those are the two most important things. And then the last step is actually the last pillar is optimize. So that's next level.

**[00:04:55.10] - Bev Feldman**

You've cleaned everything up. Where are opportunities to really improve on the things that you already have set up?

**[00:05:02.12] - Liz Stapleton**

All right. A big thank you to all our listeners. Thank you for tuning in. And if you enjoyed today's episode, don't forget to subscribe, leave a review, and or share it with all your blogging buddies. Until next time, keep thriving and breaking through those blogging barriers. I'll see you next time where we're going to talk about how to make money your ally in your business.