



# 3 Email Marketing Mistakes to Avoid

WITH LIZ STAPLETON

## ABOUT LIZ

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Liz Stapleton is a lawyer and blogger. She is the founder and voice behind Less Debt, More Wine – a personal finance site, ElizabethStapleton.com where she helps readers understand the legal side of blogging, and founder of the Blogger Breakthrough Summit an annual virtual summit designed to help bloggers take back their time and start hitting their goals.



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[00:00:07.790] - Liz Stapleton, Host

Hey guys. Liz Stapleton here, host of the Blogger Breakthrough Summit. And this is the Blogger Breakthrough Summit podcast, where we share snippets and tips from our amazing Summit speakers at the annual Summit. Today is going to be a little bit different because every once in a while we step outside the norm of sharing snippets from the Summit and share some other information. That's what we're doing today. So today I'm going to talk about some email marketing mistakes I made and what you can do to avoid them.

[00:00:36.020] - Liz

All right, so the first mistake I want to talk about is I set up a freebie, like a content upgrade or a lead magnet and didn't deliver. If someone signed up for the freebie, they just didn't get it. It was real awkward and this was before GDPR. So obviously doing freebies and email marketing are a little bit different now. But the link to the freebie ended up being broken somehow, which means when new subscribers clicked on it, they didn't get what they were expecting, they weren't happy. Plus it was just super embarrassing.

[00:01:07.710] - Liz

So if you want to avoid it, make sure you're testing out all of your emails and automations before actually implementing them. Try opening links in incognito windows so it doesn't recognize that it's you and you can see what the actual user experience will be. But it will save you some embarrassment for sure.

[00:01:25.310] - Liz

Another mistake I made is not starting an email list in the first place. So I started blogging in 2014. Towards the end of 2014, I didn't start my email list until May 2015 and it wasn't like I had a huge site and so I probably didn't miss out on too many subscribers by waiting, but I'll never know. So start asking for people's emails now. There's tons of tools and everything that you can sign up for free. To have a free email list to certain number of subscribers. So Convert Kit, which is what I use and love, does that. I am an affiliate for them, but they have a free plan, so I'm not going to earn money for a free plan that you sign up for. So I really have no qualms and I've used lots of other service providers and I always end up back at ConvertKit.

[00:02:15.120] - Liz

Another mistake I want to talk about is just not emailing your list regularly. And I'll be honest, I slip every now and then, even today. But ideally you should be emailing your list at least like once a week, because if not, then they're going to forget who you are. And a cold email list doesn't convert well. They're not going to take the action you want them to.

[00:02:35.610] - Liz

So when you build out your blog, the sort of solution I have for this is when you build out your blog post editorial calendar. Consider also building out an email marketing editorial calendar so you always know what you're going to send your list. If you struggle with this, Liz Wilcox, who's one of our fantastic speakers. She spoke at the 2021 summit and she came back for the 2022 summit has an email marketing membership that will send you a template every week. I think last I checked it's \$9 a month. I'll have more information about that in the link in the show notes.

[00:03:06.410] - Liz

Really, I think those are the top three. If you want to see some more mistakes that I've made as well as some other mistakes made by some fairly well-known bloggers, then head to the blog post that I'll link to in the show notes. Everyone has made mistakes, so don't stress it.

[00:03:25.320] - Liz

If you do, you can recover. And I hope you'll join me next time. I'm actually going to be sharing some tips from Liz Wilcox from her session at the 2022 summit. So, I will catch you then.