

# A Contrarian Approach to Email Marketing

## 10 Point Checklist

### Ellen Finkelstein

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**"In email marketing, connect daily experiences to fundamental business principles through micro-storytelling. This transforms the mundane into a wellspring of vital lessons."**

**ELLEN FINKELSTEIN**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Share through micro-storytelling. Incorporate relatable micro-stories in my emails, connecting daily activities to relevant business principles. This establishes a personal connection with my audience.
- Enhance the readability of my emails by including a table of contents. This allows readers to quickly scan through the content and can increase engagement and interest.
- Stand out in crowded inboxes by sending daily emails. Create a consistent presence that increases my open rates and engagement.
- Maximize the value of my email newsletters by strategically promoting multiple offers. This diversifies content and caters to various interests within my audience.
- Ensure my featured swipe copy aligns with my voice and style. Edit and personalize my content to showcase my authentic voice.
- Explore leaderboards, giveaways, and summits to identify my potential Joint Venture (JV) partners. These platforms showcase businesses actively open to partnerships.
- Proactively offer to promote. When approaching potential partners, initiate relationships by offering to promote their work. This builds goodwill and establishes a foundation for future collaboration.
- Join niche-specific Facebook groups and introduce myself. Actively participate in discussions and leverage these communities to find partners with shared interests.
- Collaborate with potential partners for freebie swaps. Promote free offers to grow my email list and reach a wider audience.
- Partner with Ellen Finkelstein by sending her an email at [ellen@changetheworldmarketing.com](mailto:ellen@changetheworldmarketing.com). Also, access her [Email Course: 10 Techniques Better Email Results](#), to maximize my engagement and results.