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# HOW TO BUILD A PRE-LAUNCH EMAIL LIST

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### You'll need:

- Email marketing provider - Constant Contact, Klaviyo, Flodesk, etc... there are a bunch to choose from
- Blog or someplace on your website where your content will live. NOT a social media platform! (the content can and should be repurposed and shared on social, but it's not where it should live... you don't own it)
- A way to capture emails - Landing Page, Pop-Up, Sign up form.

### Start with your WHO and WHY

- WHO is your ideal customer / WHO will you be talking to with your content
- WHY are you talking to them
  - Obvi you want them to eventually buy from you, but what about your business
  - The WHY goes beyond the product- what is the ultimate benefit of the products
  - Rare Dirndl's WHY = help people connect with their German heritage without sacrificing their personal style.

### Begin collecting those emails!

- It's ok to start with family and friends
- Collect in person - "Oh my gosh... I'm out of business cards! If you are interested, I can add you to my email list and you'll get all the latest updates"
- Collect at vendor shows - Bring your in person customers online - gift card giveaway, etc
- Come up with an Irresistible Free Offer (IFO) aka Lead Magnet, Freebie Opt-in (something the customer will get for free when they give you their email address)
  - Checklist
  - E-Book
  - Digital Download / Swipe File
  - Quiz
  - Printable
  - Challenge
  - Toolkit
  - Coupon code
  - Guide



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- Use this Freebie to get your ideal customer onto your email list
- Put this EVERYWHERE
  - Website - multiple places
  - Pop-up
  - Facebook posts
  - Instagram bio link (or one of them in tree)
  - Blog
  - Pinterest Pins
  - Email signature

Once you start collecting emails... it's time to start engaging with your list by sending them content related to your WHY - which will eventually include your product.

Braindump topics that your ideal customer is also interested in. What else besides your products in line with your WHY that you can talk about on your blog.

Create and/or curate content around not just the product but the lifestyle of your customer that is still related to your core product and foundation of the business. Stuff you might share on social can be shared here and via email.

Get people used to hearing from you and start setting yourself up to be the expert on these topics.

Things I talk about related to my WHY

- Food & Drink
- Music
- German language
- Edelweiss
- Travel
- Styling tips
- Family heritage
- Traditional quirks

Website: <https://raredirndl.com/>

Blog <https://raredirndl.com/blogs/rare-dirndl-stories>

<http://bit.ly/dirndl-quiz> (landing page)

[http://bit.ly/rare\\_dirndl\\_quiz](http://bit.ly/rare_dirndl_quiz) (actual quiz)



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When you're ready to do the things, stay accountable and start getting consistent sales, come join [The Club](#).

*"The best part is that Jane frames everything in terms of taking ACTION. There's no reason to learn the things if you don't 'DO THE THINGS!' And that's the most valuable for me of all the amazing resources Jane has in her toolbox." - Club Member*

[Join the Club](#) and start changing your business immediately.