



# **SUPERCHARGE YOUR EMAIL LIST**

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13. How will you capture email addresses from abandoned shopping carts? What emails will you send to encourage them to complete their purchase?

- Simple reminder?
- Discount?
- Bonus?
- Scarcity?

14. Create a segment of abandoned cart email addresses and then upload that to Facebook for advertising purposes.

Date to complete:

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25. Your cold email subscribers need to be “warmed up” to you. What valuable, educational materials can you send them?

- Info about what your product or service actually does?

- Frequently asked questions about your product or service?

- Tips, tricks, and hacks that will help demonstrate your expertise?

26. Your warm subscribers need more education about their pain points. How can you educate them further about their pains and your solution?

- An invitation to watch a webinar or video?

- Case studies?

- In-depth stories?

- Whitepapers?

- Long-form educational blog posts?













