

Twitter Thread by Chase Dimond | Email Marketing Nerd



Chase Dimond | Email Marketing Nerd ■

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Email marketing is a high-income skill.

You can work freelance, in-house, or use it to grow your own business.

Learn email marketing & clients will pay you \$2-5k+/month... writing 3-5 emails a week.

Here's how to start your career as an email marketer ■

(5 Steps)

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1 Find a niche

This is the 1st step:

Finding a market to write for.

It's hard to get work as a general 'email marketer'...

...but an eComm email marketer?

Or a health email marketer?

Or - even better - a health email marketer for eComm stores?

Getting work becomes easier.

The more niche you go, the better off you'll be (especially as a beginner).

How do you choose a niche?

Ask yourself:

>What do I have experience in?

>What am I interested in?

>What niches need copywriters badly?

>Which niches can I make the most money in?

Choose wisely!

#2 Learn copywriting

You will need to learn copywriting.

(at least, very basic copy skills)

Here's what you can do:

(this is a very basic outline of how to learn copy)

- 1) Read copy books
- 2) Watch YouTube videos about copywriting
- 3) Listen to copy podcasts
- 4) Study winning ads
- 5) Handcopy classic sales letters (Optional)
- 6) Practice writing your own copy

Immerse yourself in the world of advertising.

#3 Specialize in email

Now that you have basic copy skills, you can start focusing on email.

Do the same thing you did to learn copy...

...but with email:

- 1) Read email copy books
- 2) Watch YouTube videos about email marketing
- 3) Listen to email marketing podcasts
- 4) Study great emails
- 5) Handcopy great emails (optional)
- 6) Practice writing your own emails
- 7) Take email marketing courses

As far as email marketing courses go:

My course is everything I've learned selling \$50M+ for my clients with email marketing ■ <https://t.co/rPkZAwEKuf>

#4 See what's working

Subscribe to email lists in your niche.

The more, the better.

Find big brands who email regularly.

- > How are they written?
- > How are the campaigns structured?

Do your best to keep up to date with what other businesses in your niche are doing.

#5 Learn outreach

If you want to get paid as a freelancer,

You need to find clients.

Cold email outreach is a great way to do this.

Check out [@blackhatwizardd's](#) Cold Email course here ■ <https://t.co/VAyYILFsWt>

Before you can charge brands \$2-5k+/month for email marketing...

...you need to be an intermediate or expert.

My Course is the A-Z Blueprint for Ecom email marketing.

It's everything I've learned selling \$50M+ for my clients.

Become an email expert ■■<https://t.co/rPkZAwEKuf>