Twitter Thread by 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/VAyYlLFsWt

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