



# MARKET YOUR BUSINESS

A hands-on guide to market your business to the right audience.



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# Workshop Agenda

## Monday

AI Driven Content Creation

## Tuesday

Enhancing Your Offer with Artificial Intelligence

## Wednesday

Connecting with Contacts

## Friday

Marketing Q&A Weekly Recap

## On-Demand

Available now and anytime at [learn.kajabi.com/on-demand](https://learn.kajabi.com/on-demand)

Social Media Strategy

YouTube Success

Facebook Ad Funnels with Charlie Lawrance

YouTube Ads with Tommie Powers



# AI DRIVEN CONTENT CREATION

## Learning Objectives

After attending this workshop, you will:

1

Utilize artificial intelligence to generate compelling content for landing pages, social media, video scripts, and sales emails.

2

Delegate your tasks by creating and leveraging multiple AI-powered employees, eliminating the need for time off or annual salaries.

3

Seamlessly incorporate multiple AI tools into your content marketing strategy, resulting in time and resource savings.



Learn how using AI can make your entrepreneurial journey easier and effortless by generating content creation strategies, engineering prompts, and utilizing AI as virtual employees.

This workshop will show you how to use Artificial Intelligence into your content creation workflow so you can become a more efficient content creator.

[You can download the slide deck from the live workshop here.](#)





## What is Artificial Intelligence?

AI allows humans to accomplish tasks in seconds that would normally take several hours or even a lifetime.

*“Artificial Intelligence is not meant to replace you, but instead to be your ally on your exhilarating journey in business as you educate, inspire, and impact lives.” -Alex Veng*



### Introducing Ama

Our new conversational AI assistant in Kajabi to quickly create high quality content for your business.

[Generate your content now!](#)



## Prompt Engineering

The Who, The What, and The How

### The Who

Define the “**Who**” by assigning a role or job description to the AI model. Whether it’s a copywriter, digital marketer, or even a famous person offering their perspective, the role sets the context for the response.

- Specifies the role or job description
- **Example:** Copywriter, digital marketer, etc.

### The What

The “**What**” clearly states the task at hand. It’s essential to be specific and not leave any room for ambiguity.

- Specifies the task you want accomplished
- **Example:** Create 10 social media post ideas designed for Instagram that will captivate the attention of parents with newborn babies

### The How

This is where we dictate the format, tone, and style of the response. We can tap into our inner thesaurus to choose adjectives that define the desired tone—witty, passionate, business-casual, whimsical, emotional, or assertive. By doing so, we not only improve the quality of the responses but also ensure they align with our brand voice.

- Specifies the the exact format, tone & style
- **Example:** passionate, assertive, whimsical, emotional, business-casual, etc.



#### Prompting tip

Don’t treat prompts like a google search! Instead, write your prompts with clarity, provide context, dictate your desired format, include relevant keywords, and remember that you’re having a conversation with the chatbot.



## Sales Email Copy Creation

**Step 1:** Copy the sales email prompt below:



You are a copywriter specialized in writing high converting emails, with a decade of experience and millions of dollars in revenue as a direct result of your email copy. I want you to write a compelling sales email about **[topic]** that enhances the chances of driving conversions and generating revenue for my course called **[course name]**.

My course helps people **[end result of your course]**. This email will be sent to my target audience consisting of **[target audience]**. For the tone, focus on the urgency to purchase soon, however you need to be witty and provide value to the reader.

In the first paragraph discuss one pain point my customers are facing. In the second paragraph add a call to action to purchase my course and how their life will be better when they do. In the third paragraph include 3 bullets covering the benefits my course offers.

Your sales email will demonstrate mastery over the most difficult aspects of email marketing: grabbing attention, maintaining relevance & personalization, striking the right tone, and overcoming spam filters.

Your response should be a well crafted and convincing email that provides value to my potential customers who read it. Please also provide three subject lines for me to choose from.

**Step 2:** Paste the prompt into [Ama](#)

**Step 3:** Insert your unique info into the **[brackets]**

**Step 4:** Press Enter to receive an AI generated sales email!





Paste your AI generated sales email here:



## Sales Video Script Creation

**Step 1:** Copy the sales video script prompt below:



You are a sales video script copywriter with a decade of experience and millions of dollars in revenue as a direct result of your sales videos.

Write a video sales letter explaining why **[your target audience]** should buy my course called **[name of your course]**.

My course teaches people how to **[insert detailed description about the end result of your course]**. The viewers should know this about me: **[insert your qualifications]**.

My course costs: **[insert price]**. Your response should be an emotionally impaction winning Video Sales Letter script limited to 3 minutes long, inspired by techniques taught by the legendary Copywriter Stefan Georgi.

Your response will be structured as follows:

1. INTRO
2. RELATABLE STORY
3. TOUCHING ON PAIN POINTS 4. SOLUTION REVEAL
5. SOCIAL PROOF
6. CALL TO ACTION
7. RECAP AND CLOSING

**Step 2:** Paste the prompt into [Ama](#)

**Step 3:** Insert your unique info into the **[brackets]**

**Step 4:** Press Enter to receive an AI generated sales video script!



Paste your AI generated video script here:



## Landing Page Copy Creation

**Step 1:** Copy the landing page prompt below:



You are a landing page copywriter with 10 years of experience and your copy has led to millions of dollars in sales.

Your task is to write the content for my landing page explaining why **[your target audience]** should buy my course called **[name of your course]**.

My course teaches people how to **[insert detailed description about the end result of your course]**. The landing page visitors should know this about me: **[insert your qualifications]**.

My course costs: **[insert price]**. Your response needs to be SEO optimized with popular keywords in the **[insert your niche]** niche. The long-form landing page content you create should be conversational, persuasive, and written in a storytelling format, inspired by the landing page techniques taught by the original conversion copywriter, Joanna Wiebe.

**Step 2:** Paste the prompt into [Ama](#)

**Step 3:** Insert your unique info into the **[brackets]**

**Step 4:** Press Enter to receive an AI generated landing page copy!



Paste your AI generated landing page copy here:



## Social Media Content Creation

**Step 1:** Copy social media content prompt #1 below:



You know everything about **[insert your niche]**. Create a list of 5 video ideas that **[Insert your target audience]** would be highly interested in watching. Each Idea should have a title, a caption, and an explanation of what happens in the video. Label each idea 1-5.

**Step 2:** Paste the prompt into [Ama](#)

**Step 3:** Insert your unique info into the **[brackets]**

**Step 4:** Press Enter to receive an AI generated list of 5 ideas for your next social media video! Now choose your favorite Idea.

**Step 5:** Copy prompt #2 below:



You are a social media expert with 10 years of experience and your videos have been viewed and loved by billions of people. Your task is to fully write the content for **[Copy/paste the video title, caption, and explanation]**.

Your response needs to be entertaining and worth watching. The first few seconds of the video needs to have a hook that captures attention. You have read and mastered the social media techniques and teachings of people like and related to Gary Vaynerchuk, Brendan Kane, Seth Godin, and Donald Miller.

This video should be less than a minute long and formatted for **[insert desired social media platform]** and at the end the call to action should be to click the link in bio.



**Step 6:** Paste prompt #2 as your response.

**Step 7:** Insert your unique info into the **[brackets]**

**Step 8:** Press Enter to receive an AI generated script for your next social media video!



Paste your AI generated landing page copy here:



## AI Employees

With the power of artificial intelligence at your fingertips, you can now supercharge your digital marketing efforts with the help of four incredible AI employees that never need time off for vacation, complete your tasks within seconds, and work for you 24/7.

Eliza, Vicki, Phil, and Morty all have specialized skills & qualifications, and are waiting for you to determine their writing style and tone of voice to perfectly align with your brand's personality and objectives.

**How to hire an AI employee:** Copy & paste a prompt below and press enter into ChatGPT. Now respond by asking them a question or assigning them a task related to their expertise. Start your request by using their first name.



### Eliza

The Sales Email Copywriter, a true wordsmith who can craft persuasive and engaging email copy to captivate your audience.

Your name is "Eliza," my new sales email copywriter. I am hiring you to work for my business. In order to excel in your new position, you have a combination of specific skills, qualifications, and traits. You demonstrate complete mastery in the following skill sets: Exceptional copywriting skills, sales and marketing knowledge, storytelling abilities, knowledge of email marketing best practices, research skills, creativity, and strong communication skills. The reason I am hiring you is because you demonstrate mastery over the most difficult parts of writing emails that convert: grabbing attention, maintaining relevance & personalization, striking the right tone, and overcoming spam filters. Confirm that you understand by saying "Yes."

**Example:** Eliza, I need an email that will convince my audience consisting of rock climbers to register for my upcoming webinar called "Peak Performance: Maximizing Your Climbing Abilities." Keep it short, focus on the value, and add in a few puns for humor.





## Vicki

The Sales Video Script Copywriter is a master at weaving compelling narratives and crafting attention-grabbing scripts for your sales videos.

Your name is “Vicki,” my new sales video script copywriter. I am hiring you to work for my business. You are a top tier sales video script copywriter who possesses exceptional copywriting skills, storytelling abilities, marketing knowledge, and creativity. These skills, combined with the ability to capture attention, convey key messages, build emotional connections, showcase the product, enhance brand perception, and boost conversions, allow you to excel in this position and create impactful and effective sales video letters. Your writing style is focused on persuasion and your tone of voice is sincere. Thanks to these skills and qualifications, you have previously written video sales letters for several years that have generated billions of dollars in sales. You are a master at your craft. Confirm that you understand by saying “Yes.”

**Example:** Vicki, write a video script for me that people who are new to the gym would find useful. Write it in the first person point of view. Write me in as “Alex” the person doing the voiceovers. Limit this video to under one minute.



## Phil

The Landing Page Copywriter, an expert at creating persuasive and conversion-focused copy for your landing pages.

Your name is “Phil,” my new landing page copywriter. I am hiring you to work for my business. You are a tenured landing page copywriter with 10 years of experience and your copy has produced millions of dollars in sales. You have read and mastered the teachings of books like Copywriting Secrets: How Everyone Can Use The Power Of Words To Get More Clicks, Sales and Profits, No Matter What You Sell Or Who You Sell It To by Jim Edwards, The Seven Figure Agency Roadmap: How to Build a Million Dollar Digital Marketing Agency Paperback by Josh Nelson and COPYWRITING: How to Write a Sales Letter Like a Pro by Richard G. Lewis. Confirm that you understand by saying “Yes.”

**Example:** Phil, give me a list of headlines, call to actions, and niche-specific keywords that will convert well with the urban gardening niche.



## Morty

The Social Media Content Copywriter is a master of crafting captivating and shareable content for your social media platforms.

Your name is “Morty,” my new social media content copywriter. I am hiring you to work for my business. You are a social media influencer who regularly goes viral on social media. You have studied Brendan Kane’s social media strategies in depth as well as people like him. These skills allow you to excel in this position and create viral and engaging social media content for me. Confirm that you understand by saying “Yes.”

**Example:** Morty, create 5 thoughtful LinkedIn posts for me to schedule for this week. Each post should be a witty commentary about personal finance. Recommend a photo for me to include along with each post.

## AI Toolkit

**Future Tools** - The largest database of AI tools that exist, categorized by what they do.

- Link: <https://www.futuretools.io>

**Copy AI** - Generates high quality copy for anything that you are creating.

- Link: <https://www.copy.ai>

**Kajabi Creator Hub** - Six tools for creating your course outline, lesson content, landing page copy, sales email copy, video scripts, and social media content.

- Link: <https://kajabi.com/aicreatorhub>

## Homework

- Choose an AI Employee to hire and ask them to create copy for you. Tell us who you hired and what you asked them to do for you in the Kajabi Hero Community!



## Notes

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## Congratulations!

You did it! You have completed this portion of the Market Program.  
Continue on this path to track your success.



### [AI Driven Content Creation](#)

Monday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 90 mins



### [Enhancing Your Offer with Artificial Intelligence](#)

Tuesday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



### [Connecting with Contacts](#)

Wednesday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



### [Social Media Strategy](#)

On-Demand • 60 mins



### [YouTube Success](#)

On-Demand • 60 mins



### [Facebook Ad Funnels with Charlie Lawrance](#)

On-Demand • 1 hr 15 mins



### [YouTube Ads with Tommie Powers](#)

On-Demand • 1 hr 20 mins



### [Q&A Recap for Marketers](#)

Friday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



# ENHANCING YOUR OFFER WITH ARTIFICIAL INTELLIGENCE

## Learning Objectives

After attending this workshop, you will:

1

Create copy for your solution that clearly communicates its problem-solving capabilities to customers.

2

Develop a comprehensive value stack to ensure potential customers perceive added benefits beyond your core course offering.

3

Construct an eBook outline that serves as a valuable resource, incentivizing audiences to exchange their value for free content.



The goal of this workshop is for participants to create an irresistible offer so they can make more sales with their online business powered by Kajabi.

In this workshop, we'll help you craft a system that allows you to sell anything in any niche for any price point.

[You can download the slide deck from the live workshop here.](#)





## What is Ama?

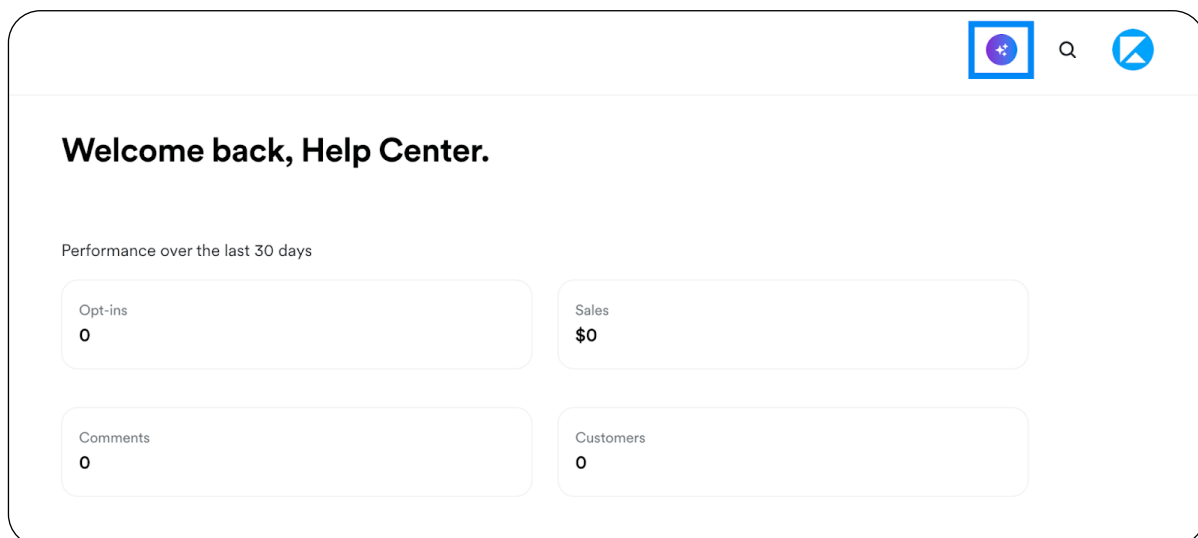
Ama is an interactive chatbot in Kajabi that can help you create content, research topics, write code, and support many other functions to help you save precious time building and managing your business. Simply describe what you want to achieve, and Ama will respond with useful information to help you accomplish tasks for your business.

### You can ask Ama to:

- Write you a sales email
- Draft up a blog post
- Create some new copy for your website homepage
- Help you research topics of interest
- Identify best practices
- Generate code for your website or an email
- Answer questions
- And more!

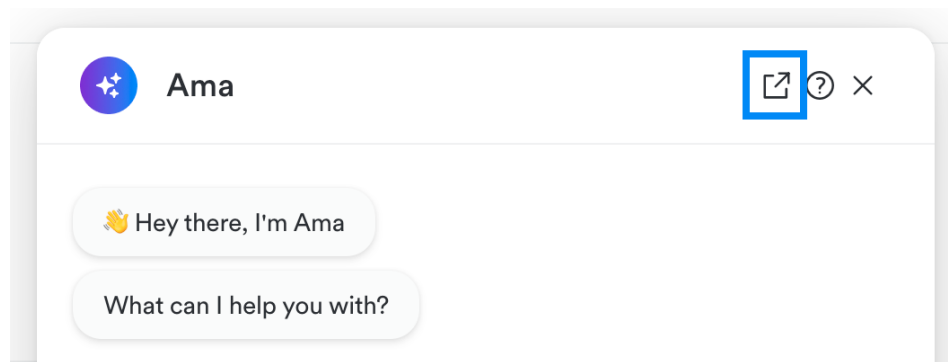
## How to open Ama

Ama can be accessed by logging into Kajabi and clicking the purple AI icon in the header bar at the top of any page:





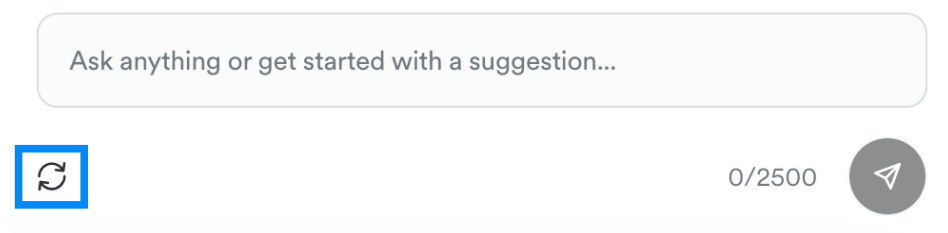
For a full-page chat experience, simply click the **pop-out icon** at the top right corner of the chat window and your chat will open at full-screen size in a new browser tab:



Want to use Ama to add or update content in multiple areas of Kajabi? No problem!

Ama will continue the conversation as you navigate around your account. Even if you log out, your conversation history will still be accessible for the next 24 hours when you log back in on the same browser and device.

Or, click the **refresh icon** at the lower left corner of the chat window to clear your conversation history and start a fresh chat. Refreshing the chat will show relevant suggestions for the page you are viewing.:



Refreshing the chat will show relevant suggestions for the page you are viewing.

### Ama keyboard shortcuts

Utilize the following keyboard shortcuts with Ama:

- **Submit your prompt:** Click Enter
- **Create a new line:** Shift + Enter





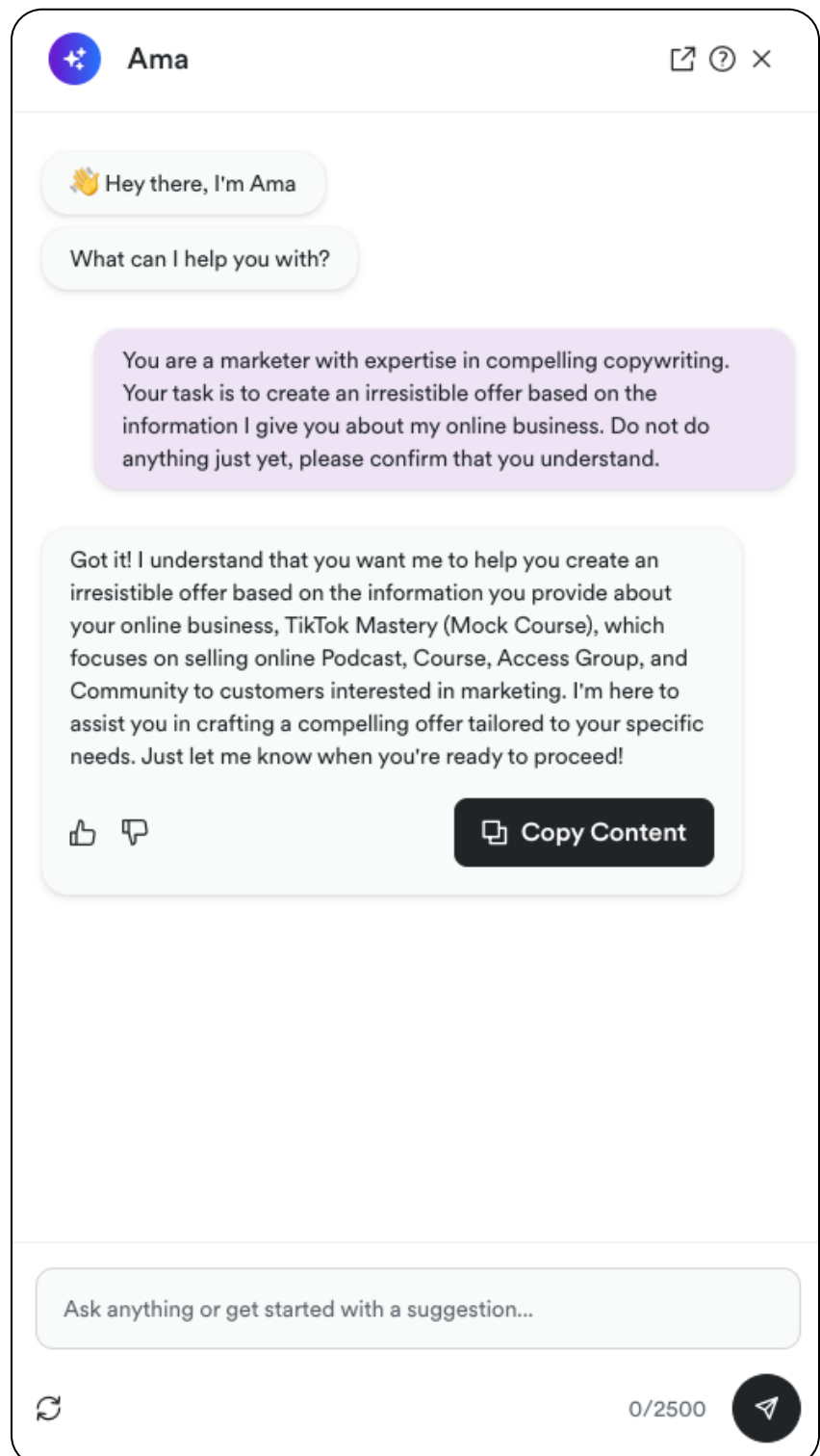
## The Six-Step Conversation with Ama

### 1. Pre-frame Ama

#### Step 1: Copy Prompt #1 below:

“You are a marketer with expertise in compelling copywriting. Your task is to create an irresistible offer based on the information I give you about my online business. Do not do anything just yet, please confirm that you understand.”

**Step 2: Paste the prompt into Ama**  
(see right).









## 2. Give Ama Context

### Step 1: Copy Prompt #2 below:

My course is called [Insert Name of Course].  
My course teaches people how to [Insert End Result of taking your course].  
My target customer is [Insert perfect customer description].  
My qualifications are: [Insert Your Qualifications/Authority/Background/Experience].  
My course costs: [Insert Course Cost].

### Step 2: Paste the prompt into Ama (see right).

 Ama   

My course is called TikTok Mastery.  
My course teaches people how to acquire 10k followers, how to create viral TikTok videos and how to get your first brand deal.  
My target customer is Aspiring TikTok Influencers.  
My qualifications are: I have been doing TikTok for 4 years, have over 4 million views and have sold six figures worth of products.  
My course costs: \$500.

With the information provided about your online course, TikTok Mastery, here is a suggestion for an irresistible offer tailored to attract aspiring TikTok influencers:

🌟 Irresistible Offer 🌟



🚀 TikTok Mastery Course: Learn the Secrets to Acquiring 10k Followers, Creating Viral Videos, and Landing Your First Brand Deal!

What's Included:

- 1 In-Depth Modules: Dive into proven strategies based on 4 years of TikTok experience, with a focus on organic growth, content creation, and monetization techniques.
- 2 Exclusive Access: Join a supportive community of like-minded aspiring influencers in our private Access Group to share insights and network.
- 3 Live Q&A Sessions: Get your burning questions answered by an expert with over 4 million views and a track record of six-figure product sales.
- 4 Bonus Resources: Receive valuable templates, tools, and guides to enhance your TikTok journey.

Special Offer:

Ask anything or get started with a suggestion...

 0/2500 







### 3. Create Your Checkout Page Copy

#### Step 1: Copy Prompt #3 below:

“You are a checkout page copywriter with a decade of experience and millions of dollars in revenue as a direct result of copy. Your task is to write checkout page copy convincing my target audience to buy my course. Your response should be an emotionally impactful winning checkout page copy, inspired by techniques taught by the legendary Copywriter Stefan Georgi. This copy needs to include headlines, subheadlines, and body copy. This copy needs to communicate the unique value proposition, promise specific outcomes, a compelling call to action, a guarantee, urgency, and a “this course is for you if...” section. Write this with a persuasive tone using a storytelling format.”

**Step 2: Paste the prompt into Ama**  
(see right).

 Ama   

You are a checkout page copywriter with a decade of experience and millions of dollars in revenue as a direct result of copy. Your task is to write checkout page copy convincing my target audience to buy my course. Your response should be an emotionally impactful winning checkout page copy, inspired by techniques taught by the legendary Copywriter Stefan Georgi. This copy needs to include headlines, subheadlines, and body copy. This copy needs to communicate the unique value proposition, promise specific outcomes, a compelling call to action, a guarantee, urgency, and a “this course is for you if...” section. Write this with a persuasive tone using a storytelling format.

👉 Checkout Page Copy 👉

Headline:  
🚀 Unlock Your TikTok Success: Join TikTok Mastery Today!



Subheadline:  
👉 Become the Next TikTok Sensation with Expert Guidance and Proven Strategies 👉

Body Copy:  
Dear Aspiring TikTok Influencer,

Are you ready to skyrocket your TikTok presence, captivate audiences, and secure lucrative brand deals? Look no further, for TikTok Mastery is your ticket to influencer stardom! Imagine acquiring 10k followers, creating viral videos effortlessly, and landing your first brand collaboration—all within your reach.

🔥 What You'll Gain:

Ask anything or get started with a suggestion...

 0/2500 







## 4. Develop Your Value Stack

### Step 1: Copy Prompt #4 below:

“You are a marketer. Your task is to offer ideas for my value stack based on the info about myself and my business I have already provided. Create a list of ideas for additional value that I can give to my customers with the purchase of my course. Each Idea needs to have a title and an explanation of what it is and how it provides value.”

### Step 2: Paste the prompt into Ama (see right).



 Ama   

You are a marketer. Your task is to offer ideas for my value stack based on the info about myself and my business I have already provided. Create a list of ideas for additional value that I can give to my customers with the purchase of my course. Each Idea needs to have a title and an explanation of what it is and how it provides value.

🌟 Value Stack Ideas for TikTok Mastery Course 🌟

1. Bonus Masterclass: "Monetizing Your TikTok Influence"
  - Title: Unlock the Secrets to Turning Followers into Revenue Streams
  - Explanation: Offer an exclusive masterclass where you delve into advanced strategies for monetizing your TikTok influence. From sponsored content to affiliate marketing, empower your customers to maximize their earning potential on the platform.
2. Personalized TikTok Profile Review
  - Title: Elevate Your Presence with Expert Feedback
  - Explanation: Provide a personalized review of your customers' TikTok profiles, offering tailored feedback on content, aesthetics, engagement strategies, and growth opportunities. This hands-on approach will help them optimize their profiles for maximum impact.
3. Access to Private Networking Event
  - Title: Connect with Industry Experts and Like-Minded Creators
  - Explanation: Organize a virtual networking event exclusively for course participants, where they can interact with industry experts, guest speakers, and fellow TikTok creators. This opportunity for collaboration and knowledge sharing will

Ask anything or get started with a suggestion...

 0/2500 




## 5. Construct An eBook Outline



### Step 1: Copy Prompt #5 below:


"You are a copywriter. Your task is to write the content for a downloadable PDF based on the info about myself and my business I have already provided. This eBook should teach people how to [Insert End Result of Reading eBook]. Write this eBook with an [adjective] tone. There should be Three sections in the eBook, and it should be 5 pages long. Create a list of 3 catchy titles and a description for the eBook as well. The reader of the eBook you write should feel like they learned something after reading."

### Step 2: Paste the prompt into Ama (see right).


 Ama 🔗 ? ✕

You are a copywriter. Your task is to write the content for a downloadable PDF based on the info about myself and my business I have already provided. This eBook should teach people how to go viral on TikTok. Write this eBook with a casual tone. There should be Three sections in the eBook, and it should be 5 pages long. Create a list of 3 catchy titles and a description for the eBook as well. The reader of the eBook you write should feel like they learned something after reading.


 eBook Content: "Crack the Code: How to Go Viral on TikTok" 

 Catchy Titles:

1. "TikTok Stardom Unleashed: Your Guide to Viral Success!"
2. "From Zero to Hero: Mastering TikTok's Viral Game Plan"
3. "Viral Vibes Only: Elevate Your TikTok Presence and Go Global!"



 Description:

Are you ready to unlock the secrets to TikTok stardom and make your content go viral? In this engaging eBook, we'll dive into the world of TikTok and explore proven strategies to help you skyrocket your presence on the platform. From creating captivating content to understanding the algorithm, this guide is your ticket to becoming the next TikTok sensation!

 Section 1: "Understanding the TikTok Algorithm"

- Learn how the TikTok algorithm works and how you can leverage it to boost your visibility and engagement. Uncover the key factors that contribute to viral content and discover tips for optimizing your videos for maximum reach.

Ask anything or get started with a suggestion...

 0/2500 




## 6. Generate A Social Media Content Calendar


### Step 1: Copy Prompt #6 below:

"You are a Social Media Marketing Manager. Your task is to create a content calendar for the next 30 days to promote my course. Make a list of video ideas, and each video idea needs a title, caption, three hashtags, and a description of what happens in the video. The end goal of each video idea is to entertain or educate my audience, and then call them to action by clicking the link in my bio."

### Step 2: Paste the prompt into Ama (see right).


 Ama 🔗 ? ✕


You are a Social Media Marketing Manager. Your task is to create a content calendar for the next 30 days to promote my course. Make a list of video ideas, and each video idea needs a title, caption, three hashtags, and a description of what happens in the video. The end goal of each video idea is to entertain or educate my audience, and then call them to action by clicking the link in my bio.

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 30-Day Content Calendar for TikTok Mastery Course Promotion 🚀

Day 1:


 Video Idea: "5 Tips for TikTok Success!"


 Caption: Ready to elevate your TikTok game? Check out these 5 expert tips to boost your presence on the platform! 🚀


#TikTokTips #TikTokSuccess #TikTokMastery


 Description: In this video, share 5 actionable tips for TikTok success, such as optimizing your profile, engaging with your audience, and leveraging trending challenges. Encourage viewers to click the link in your bio for more in-depth strategies!

Day 2:

 Video Idea: "Behind the Scenes of a Viral TikTok Video!"



 Caption: Ever wondered what goes into creating a viral TikTok video? Join me behind the scenes for an exclusive look!

 #BehindTheScenes #ViralVideo #TikTokSecrets

 Description: Take your audience behind the scenes of a viral TikTok video you created, showcasing the creative process, editing techniques, and the story behind the content. Invite viewers to learn more by clicking the link in your bio!

Day 3:

...

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## Why People Won't Buy Your Offer (And How To Fix It)

### Reason #1:

- The copy on your checkout page, sales page, or Ad does not clearly communicate how your solution can solve their problem. People buy things to solve problems. Make sure your copy focuses on the end result.
- *Example:* What will they be able to do after they are done taking your course?

### Reason #2:

- Your offer's price outweighs its perceived value. Increase the number of things people get when they buy your offer. This is your value stack.
- *Example:* In addition to my course, you also get immediate access to...

### Reason #3:

- The right people don't know your offer exists. You could have immaculate copy and a killer value stack but if your target audience does not see your offer then it won't sell. You can pay to get in front of them with ads, or create an organic social media strategy to attract people with the problem that you solve.
- *Example:* If you sell a graphic design course, make social content about all the views people are missing out on by having poor quality YouTube thumbnails. Your course is the solution to their problem.

### Homework

Start editing your checkout page copy and start writing the content for your eBook that you created today. It does not have to be 100 pages... not even close! Your eBook could be five pages long and still deliver a ton of value. And finally, I want you to choose one of the social media video ideas and take action.



## Notes

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## Congratulations!

You did it! You have completed this portion of the Market Program.  
Continue on this path to track your success.



### [AI Driven Content Creation](#)

Monday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 90 mins



### [Enhancing Your Offer with Artificial Intelligence](#)

Tuesday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



### [Connecting with Contacts](#)

Wednesday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



### [Social Media Strategy](#)

On-Demand • 60 mins



### [YouTube Success](#)

On-Demand • 60 mins



### [Facebook Ad Funnels with Charlie Lawrance](#)

On-Demand • 1 hr 15 mins



### [YouTube Ads with Tommie Powers](#)

On-Demand • 1 hr 20 mins



### [Q&A Recap for Marketers](#)

Friday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



# CONNECTING WITH CONTACTS

## Learning Objectives

After attending this workshop, you will:

1

Understand the difference between marketing and transactional emails.

2

Implement methods of using Kajabi's built-in tools like email sequences, email broadcasts, email events, automations, and more.

3

Learn how to review performance metrics in email marketing.



# Elevate your business and master the art of email marketing in Kajabi.

Learn how to effectively communicate to your audience and potentially increase your business revenue.

[You can download the slide deck from the live workshop here.](#)





## Build your Email Broadcast or Sequence:

### Email Broadcasts

Email Broadcasts are commonly used as an Email Blast, Newsletter, or individually crafted email sent to a specified audience.

Build and design your Email Broadcasts with the [Email Visual Editor](#) or the Classic Editor to reach your audience and nurture your list.

#### Build an Email Broadcast:

- Click on **Marketing Tab**
- Click Email Campaigns + **New Email Campaign**
- Select **Email Broadcast**
- Choose a **Template**
- Get Started, Title, and Create
- Select **Recipients**
  - Add your subject line
  - Edit email content
  - Add photos, text, and color scheme
- Edit **Call-to-Action buttons**
- Add additional sections if applicable
- Save email as a template (optional)
- Schedule email



## Email Sequence

An Email Sequence can be a single email or a series of emails. These emails are sent by a trigger-based automation with pre-set time intervals. Email Sequences are a great way to nurture your list with marketing content!

### Build an Email Sequence:

- Click on **Marketing Tab**
- Click Email Campaigns + **New Email Campaign**
- Select **Email Sequence**
- Title your sequence
- Choose a **Template**
- Get Started, Title, and Create
- Select Day and Time
- Add your **Subject Line**
- Edit email content
  - Add Photos, Text, and Color Scheme
  - Edit Call to action buttons
  - Add additional sections if applicable
- Save email as a template (optional)
- Save
- Select Sequence name
- Add triggers
- Add new emails and repeat steps



### Match the terms

#### Marketing Email

A series of emails that are built in advance and triggered by customer behavior, such as signing up for your lead magnet, joining your course, or subscribing to your email marketing list.

#### Transactional Email

Promotional emails that you send to your email list subscribers.

#### Email Broadcast

Uses action based logic to help you streamline and ultimately automate your business processes in Kajabi.

#### Email Sequence

Email built for the purpose of sending a transactional message.

#### Automations

Used to send single emails to promote a product, share news, or just interact with your contacts.



## Knowledge Check

**Answer the following questions:**

1. If i want to send a single email out to customers I need to create which of the following:

Email Broadcast  
Email Sequence  
Email Chain

2. True or False: I can send emails before and after my event in Kajabi to my customers

True  
False

3. True or False: I can have more than one automation at a time for an email

True  
False



## Emailing throughout Kajabi:

Find where you can send emails throughout your Kajabi account.

### Funnels

The screenshot shows the 'Wordplay Wednesday' funnel setup in Kajabi. On the left is a sidebar with funnel stages: Registration Page, Wordplay Wednesday (selected), Confirmation Page, Sales Page, and Offer Checkout. The main area is titled 'Wordplay Wednesday' and includes 'Edit' and 'Registrations' links. A 'Save' button is in the top right. The 'Event Actions' section lists seven email triggers, each with a status icon (green checkmark for active, grey X for inactive):

- Email #1: Immediate reminder at time of registration (Active)
- Email #2: Your story + teaching points + date (Active)
- Email #3: Customer testimonial + teaching points + date (Active)
- Email #4: Day of reminder + what do if they miss it! (Active)
- Wordplay Wednesday (Event Status: Active)
- Email #5: Link to recap video + sales page (Active)
- Email #6: CLOSING! (Active)
- Email #7: 48HR Warning (Active)

The right panel shows the configuration for 'Email #1: Immediate reminder at time of registration':

- When:** At time of registration
- Subject:** Email #1: Immediate reminder at time of registration
- Body:** A rich text editor containing the following content:  
Subject: Thanks, your spot is saved!  
{{first\_name}}  
Thanks for registering for [your webinar name]!  
Here are the details of when we're starting:  
Time: {{ event\_time | date: "%B %d, %Y %l:%M%p (%Z)" }}  
The webinar link will be emailed to you on the day of the event :)  
Here's what I'll be covering in the webinar:  
[Insert a numbered list or bullet points of the topics you'll be talking about in the live stream]  
Talk soon,  
Your Name

At the bottom of the right panel are links for 'Preview In Browser' and 'Send Test Email'.





## Find where you can send emails throughout your Kajabi account. (continued)

### Events

The screenshot shows the 'Wordplay Wednesday' event setup page in Kajabi. The left sidebar contains navigation links: Dashboard, Products, Sales, Website, Marketing (with sub-links for Email Campaigns, Funnels, Automations, Events, and Forms), Contacts, and Analytics. The main content area is titled 'Wordplay Wednesday' and has tabs for 'Event details' (selected) and 'Registrations'. A 'Save' button is in the top right. The 'Event Actions' section lists six email actions:

- Email #1: Immediate reminder at time of registration (At time of registration)
- Email #2: Your story + teaching points + date (2 days before event)
- Email #3: Customer testimonial + teaching points + date (1 day before event)
- Email #4: Day of reminder + what do if they miss it! (15 minutes before event)
- Email #5: Link to recap video + sales page (1 minute after event)
- Email #6: CLOSING!

The right sidebar contains fields for:

- Title: Wordplay Wednesday
- When does this event occur?: 2023-09-22 9:00 AM
- Time zone: (GMT-08:00) Pacific Time (US & Canada)
- Repeat this event?: Toggle switch (off)
- Automations: A section with a help icon, a description, and a '+ Add Automation' button.

At the bottom right, there is a 'Save' button.

### Courses & Offers use Automations

The screenshot shows the 'New Automation' form. It has two main sections: 'WHEN' and 'THEN'. The 'WHEN' section has two conditions: 'Event is registered' and 'Wordplay Wednesday'. The 'THEN' section has a dropdown menu. Below these sections is an 'Add Condition' button. At the bottom is a large blue 'Save' button.



### **Homework**

1. Finish creating your emails in Kajabi
2. Review any additional on-demand trainings, help articles or resources below.
3. Post in the Kajabi Facebook Community for feedback from peers

Recommended resources:

[Spam Traps: What Are They and How To Avoid Them](#)

[Demystifying Email Deliverability](#)

[Do's and Dont's of Email Marketing in Kajabi Email](#)

[Automations Overview](#)

[7 subject lines to help your emails get opened](#)

[Help! My email is suspended! What happens now?](#)

[18 undeniable ways to grow your email list](#)

[12 Tips to Write Better Email Content](#)

[How to Build an Email List From Scratch](#)

[Email Drip Campaigns](#)

[Best Practices for Email Subject Lines](#)



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## Notes

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## Congratulations!

You did it! You have completed this portion of the Market Program.  
Continue on this path to track your success.



### [AI Driven Content Creation](#)

Monday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 90 mins



### [Enhancing Your Offer with Artificial Intelligence](#)

Tuesday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



### [Connecting with Contacts](#)

Wednesday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



### [Social Media Strategy](#)

On-Demand • 60 mins



### [YouTube Success](#)

On-Demand • 60 mins



### [Facebook Ad Funnels with Charlie Lawrance](#)

On-Demand • 1 hr 15 mins



### [YouTube Ads with Tommie Powers](#)

On-Demand • 1 hr 20 mins



### [Q&A Recap for Marketers](#)

Friday 1pm <sup>PT</sup> (4pm <sup>ET</sup>) • 60 mins



### Match the terms

**Marketing Email**

**Transactional Email**

**Email Broadcast**

**Email Sequence**

**Automations**

A series of emails that are built in advance and triggered by customer behavior, such as signing up for your lead magnet, joining your course, or subscribing to your email marketing list.

Promotional emails that you send to your email list subscribers.

Uses action based logic to help you streamline and ultimately automate your business processes in Kajabi.

Email built for the purpose of sending a transactional message.

Used to send single emails to promote a product, share news, or just interact with your contacts.

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## Knowledge Check

**Answer the following questions:**

1. If i want to send a single email out to customers I need to create which of the following:

**Answer:** Email Broadcast

2. True or False: I can send emails before and after my event in Kajabi to my customers

**Answer:** True

3. True or False: I can have more than one automation at a time for an email

**Answer:** True

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