

Sample Email Course

This is the email course lead magnet that we produced for our own Audience Ops blog. It follows the same structure and sequence as the email course lead magnets that we produce for clients.

Each email in this 7-email sequence is dripped out over the course of about 12 days. After this sequence is complete, subscribers will start receiving live weekly newsletters promoting the latest blog post.

Email 1

Subject: [Day 1] How content brings an ROI (step by step)

John,

The way I see it, you've got two problems.

Problem #1: Content takes too much time and effort to churn out on a consistent basis. It almost doesn't seem worth it.

Problem #2: Speaking of... *Is it worth it?* You can't nail down a solid answer to that question. It's unclear how to drive an ROI from content and measure it so you know what's working and what's not.

How do I know you have these problems? They're the same challenges every founder faces when marketing their product. Hell, I faced these very same problems through the years!

That reminds me... In case we haven't met before, I'm Brian Casel. Hi :-)

What do I do? Today, I run [Audience Ops](#), where we help product companies grow their audience and customer base with our end-to-end content marketing service. Before this, I built and sold a SaaS company that was largely marketed through content and our email list. I've also built up my

own audience where I teach consultants how to productize their services (the way I did with my last two companies).

Now... Back to these problems.

The first one—getting off the “content treadmill”—will be tackled throughout this entire email course. Every lesson you receive this week will not only give you the strategies that we use at Audience Ops, but steps to implement them using proven systems.

The second one—getting an ROI from content—is what I’ll cover here in this first email. So let’s get to it!

I’ll go through this step-by-step to show you exactly how your investment in content results in a growing customer-base for your business.

It starts with your people.

Who are your people? I mean, deep down, who are they and what do they care about? I know this sounds “fluffy” but it really matters.

A deep research process is required to answer these key questions about your target customer:

- What do they do? (type of business they’re in, decision-maker’s job description)
- What are their top goals this year? (How do they define success?)
- What are their most pressing challenges right now? (What’s standing in their way?)

Look, there are tons of ways to get traffic to your site (and I’m going to share a few of the best methods later in lesson 4 of this course).

But here’s the thing:

No visitors to your site matter except for the ones you’d consider *your people*. That’s why these questions and research matter. They help you be sure you’re attracting the right people into your audience, because these are the people with the highest likelihood of becoming customers.

No more fly-by visitors.

Now that you know who you want to attract, you have to avoid the most common mistake we see companies make. They attract a bunch of traffic that includes many ideal potential customers! But then... They let them go away. Never to be seen again.

Don’t do that.

You have one chance to convert a first-time visitor into a return visitor. How? By getting them to subscribe to your email list. Without this crucial step, those visitors will “fly-by” and forget your name and brand by tomorrow.

But just asking visitors to sign up for your newsletter won't cut it. I'll share exactly how to drive email opt-ins from each and every blog post in the next lesson, so don't miss that one.

Putting the "Return" in ROI

Now let's get to the point.

You don't run a content company. You run a product company. The whole point of publishing content isn't to be the next *New York Times*. You publish content because it gets customers to buy your product.

How do you turn readers of your content into paying customers?

Follow-up. Smart, valuable, and consistent follow-up.

Your content drives email subscribers, and your email list allows you to follow up with more content. This content (which can come in the form of more blog articles or an email course) should meet the 3 criteria I listed above:

- **Smart.** Send relevant messages only when people expect them. Don't overwhelm subscribers with too many emails (for example, subscribing them to multiple lists simultaneously).
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- **Valuable.** Every email and piece of content should solve a problem for your customer. Maybe it teaches a best practice or answers a common question. Make it worth their time, because their time is valuable.
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- **Consistent.** I said don't send too many emails, but honestly, most companies don't send *enough* of them. Send them something worth reading at least once every week. Less than that, and they'll likely forget who you are.

These messages should lead up to a well-timed invitation, prompting your reader to take the logical next step toward becoming a customer (start a free trial, request a consultation, etc.).

So that's what we look for when driving ROI from content. Attract the right people in the first place, get them onto your email list, and follow up with more content that leads to the logical next step of becoming an educated, well-qualified lead for your business.

Next up: We'll do a deep dive on the whole email list-building thing. Stay tuned!

- Brian & the team at [Audience Ops](#)

P.S. - What's the biggest challenge you've faced when it comes to content at your company? Hit reply and let me know!

Email 2

Subject: [Day 2] Content marketing is not about blogging

Hey John,

Here's lesson 2 in your course about *Content Marketing on Autopilot*.

And guess what? This one comes with a bonus download (read the whole lesson first... Or scroll right to the bottom, but that's cheating!)

Question: Does your company do content marketing?

"Sure, we do. We have a blog!" ...Is what most founders would say.

Right—But is your blog and your blog alone the thing that drives traffic and leads for your business? Of course not.

Most companies simply hire a freelancer to write 1,000 words about _____, and figure the rest will magically take care of itself. It's like that old Kevin Costner movie about the baseball field: "If you write it, they will come"

Or better yet... "If you write it, they will come, and then they will BUY!"

Wouldn't that be nice :-)

Here's the reality: Blog posts are one small piece of your content marketing *system*. Without all of the other essential components, your investment in writing blog posts will go to waste.

Let's look at what it takes for a single blog post to be successful. By "successful" I mean that this post should attract the right type of person (your target customer), it should get shared, it should drive email subscriptions, and it should live on as an evergreen asset that drives new leads into your funnel month after month for a long time to come.

That's a successful blog post. Now what does it take to produce one of these?

First of all, one successful blog article isn't produced in one sitting, or even one day. We spend 3 weeks and involve multiple team members in the production of one blog article.

So let's break it down by phase:

Phase 1 starts before you even write one word. First, you have to do the deep customer research required to get the topics just right. Then you need to plan this piece of content within your larger editorial calendar.

Phase 2 is the production phase. Now is when the writing (and re-writing) happens. But it also involves a copy editor (nobody likes to read an article full of typos!), a graphic designer to create a custom title graphic and perhaps some supporting diagrams, and an assistant to line up your post in WordPress and ensure it's optimized for SEO.

Don't forget to create an extra piece of bonus content to give away in your "content upgrade" email opt-in. This is what will turn those readers into email subscribers!

Phase 3 involves the long list of promotional tasks to bring traffic to this article. Writing and sending your email newsletter. Queuing up unique social media posts. How about answering relevant questions on Quora (and linking back to your post)? And Syndicating to Medium? This is what gives a brand new post legs to find new readers.

Whew! That's a lot of work. But is that it?

After this blog post has come and gone, should you let it simply get buried in your archives? No, now is when you can leverage it other ways!

Add it to your email nurture campaigns to educate new leads before they buy your product. Run ads and retargeting campaigns to bring more traffic to the post (and into your email list).

Set it and forget it

Everything I described above is the process for just a single blog post. With a little hustle, you and your team might pull off a process like this for your first post, and maybe a second.

But how will you put it all into a system that runs predictably, week after week, producing content on autopilot?

That's where building the systems, processes, and automation comes into play.

To help you get started, I created a simple checklist covering all of the steps to producing a successful blog post from start to finish. This is very similar to the process we've built at Audience Ops when we produce posts. Of course, we have highly refined processes and a team carrying out each item on this list. But it gives you an idea for what an integrated content marketing system might look like in your company.

[Download the Blog Article Production Checklist \(PDF\)](#)

Next up: How to come up with killer topics that attract your target customers like magnets. Stay tuned for lesson 3, coming to your inbox next.

- Brian & the team at [Audience Ops](#)

P.S. - Find this email course helpful so far? Awesome! I'd really appreciate if you'd Tweet about it so others can find it helpful too. [Here's a pre-populated Tweet you can edit and send now](#)

Email 3

Subject: [Day 3] A simple framework for coming up with killer content topics

Question for you, John—

When was the last time you clicked on a banner ad?

I'm guessing it's been a while (if ever). These days, banner ads average less than a 1% click-through-rate.

< 1%.

Pretty bad.

Most people simply tune them out. After decades of exposure to banner advertisements across the Internet, we've learned to block them out of our view almost to the point that they're completely invisible.

Content is beginning to fall victim to the same trend. With more and more companies embracing content marketing, we've unfortunately begun to see more and more "Fluff".

You know what I'm talking about. Blog posts packed with buzzwordy headlines, a cheesy stock photo, and 500 words that look like they were generated by a robot, not a person.

This stuff may have worked for gaming search engines back in 2005, but those days are over. Search engines are smarter now, and they've learned to ignore "fluff" content.

More importantly—your audience is smarter too. They can sniff out a fluff content piece with one glance at the headline and ignore it like it was a flashing banner ad from the nineties. And if you're selling to businesses, this is even more true.

Making content worth their time

Remember in lesson 1 when I talked about your ROI from content marketing? Well, it works both ways.

Your audience—the people you ultimately want to attract to your product—need to see an ROI from your content. You're asking them spend their valuable time reading something you've published. The only reason they'd take you up on this is if there's something in it for them.

Your customer wants an answer to a burning question. They want a tactic they can use. A solution to a problem. They expect your content to deliver.

And if it doesn't? Then consider this an opportunity squandered. That person who clicked the link to read your post won't subscribe to your email list, won't enter your sales funnel, and probably won't return to your site.

The killer topic framework

So you know you need killer topics to attract your people and convert them to subscribers, leads and customers.

At Audience Ops, we spend just as much time (if not more) doing research and refining topics for our editorial calendars as we do on the actual writing!

When we conduct audience research, our goal is to build out our target customer profile. It is this profile that helps us define the framework for all topics going forward.

The profile consists of these 3 basic questions:

- **What is the customer's "situation"?**
On the surface, this could be their job title and description (example, Sales manager in charge of building a sales team). If they're an entrepreneur, this defines what kind of entrepreneur they are (bootstrapper, e-commerce store owner, real estate agent, web agency owner, etc.). If they're a consumer, then how would we describe that person (parent, young professional, etc.)
- **What are their big goals?**
Everyone is aiming to get from point A to point B. What is that end-goal this person has hanging over their every move? For example, it could be to double sales leads, launch a product, decrease churn, attract better clients, etc. Everyone has some goal(s) that are really important to them. What are they for this target customer?
- **What do they find challenging (or confusing)?**
When there's a goal, there's a challenge. What are the roadblocks or points of friction standing in the way of this customer achieving their goals? What are they trying to "figure out" to move closer to their goal? What questions do they seek answers to, which would help guide them closer to those goals?

Armed with this deep knowledge of the target customer, now you can begin to craft topics that speak directly to their specific challenges and aspirations, and tailor their perspective for this particular person's "situation".

I know that sounds vague. So let's get a little more concrete.

Step 1: Start by recording notes about answers to those 3 questions (and many "dig deeper" questions) I listed above. We call this our Target Customer Profile.

Step 2: Come up with 5-6 categories. These are a handful of overarching topic areas that can be explored with many individual blog posts. Each category should speak to a specific goal (or mini-goal) of the target customer.

Step 3: Come up with 10-12 ideas for specific blog article topics. These can be working titles, along with a few notes about what each article covers. The key is to focus on answering one specific question or solving a very specific problem with each article.

Get feedback

I know what you're thinking. This is a lot of work, and we haven't even started writing an article yet! That's true... And we're not done yet...

The final step is to get feedback. We review every topic list internally and collaborate to ensure that every article topic meets the specific criteria I listed above. It takes a few fresh takes to really nail the topics before they go to production.

But this effort really pays off. It will mean the difference between a "Fluff" article that gets buried in your archives and a killer topic packed with insights your customers will love, share, and subscribe to get more. That's the kind of article that brings continuous traffic and leads into your audience for a long time to come.

Next up: Traffic! In the next lesson, I'll share a few tactics you can use to get your content in front of more potential customers. Stay tuned!

- Brian & the team at [Audience Ops](#)

Email 4

Subject: [Day 4] 5 repeatable tactics to drive traffic to your content

Hey John,

It's Day 4 of your course about *Content Marketing on Autopilot*. Today, we're talking about everyone's favorite topic: Traffic!

But not just any traffic. You want to attract your people (a.k.a. people who are likely to actually buy your product). Isn't that the point of all of this?

As you know, there are lots of things that can bring big bursts of traffic to your site. For example:

- Making it to the top of Product Hunt, Hacker News or some other popular website.
- Getting covered by a high profile publication
- Having a post go viral on social media

These are great... When they happen. And when you're publishing quality topics on a consistent basis, they will.

But this course isn't about how to get a one-time spike in traffic today that will be gone tomorrow. I'm teaching you how Content Marketing can work—on Autopilot.

That means systems. In order to build a system that allows your content marketing to produce results over a long period of time, you'll need repeatable, sustainable tactics that work consistently.

In the previous lessons, I gave you the repeatable steps to producing evergreen blog articles about killer topics. Now let's talk about repeatable traffic strategies to drive more of your people to those articles.

Here we go!

Organic search optimization

Publish blog posts on a consistent weekly basis, and over time your organic search engine rankings will naturally increase.

Pro Tip -- Your readers (your target customers) come first. Before you think about keywords, focus on things that matter to them (the killer topics you developed using the framework I shared in the last lesson). Keyword optimization for search engines should be an afterthought (but still a good practice).

Guest posts and podcasts

You can submit guest articles to other blogs in your space. Start small and work your way up to bigger blogs. Be sure to link or mention your primary lead magnet to bring those audiences back to your site and into your email list. Stay tuned for more about building your primary lead magnet in the next lesson.

Pro Tip -- Focus on appearing on sites that are in your specific niche audience. Just because a site has a huge audience doesn't always mean that it's the right audience for you.

Answer questions on Quora

On Quora and other forums, you can find questions that are relevant to your content and provide thoughtful answers along with a link back to your articles.

Pro Tip -- These are great opportunities to connect directly with the people who are actively searching for answers that your content speaks to. Don't miss this!

Sponsored posts on Facebook and Twitter

When you share your latest blog posts on Facebook, you can buy sponsored posts - essentially newsfeed ads pointing traffic to those articles.

Pro Tip -- If you put a Content Upgrade on your blog posts, then you'll drive that paid traffic onto your email list, which can ultimately convert into sales (a.k.a. ROI!). More about "Content Upgrades" in the next lesson.

Retargeting ads

You can run retargeting ads to people who've visited your website or blog but haven't yet opted into your email list. Point those ads at an article that has a content upgrade email opt-in on it, or point them to your primary lead magnet.

Pro Tip -- Retargeting often works better than cold ads since you're connecting with people who've already seen you or gotten to know you.

It's worth reiterating because it's so important—Traffic is really more about quality over quantity. Yes, you want power in numbers (and building up content helps you do that at scale). But at the end of the day, 50 visitors who are highly likely to buy your product is better than 500 visitors who probably won't.

Next up: We'll round out this course with a lesson I know you care about: Converting your email subscribers into paying customers. Don't miss it!

- Brian & the team at [Audience Ops](#)

Email 5

Subject: [Day 5] Converting email subscribers to customers

OK John,

This is it. Day 5 in your course about *Content Marketing on Autopilot*. It's time to put it all into a cohesive system.

Today's lesson is all about converting your audience from casual readers, to engaged subscribers, to paying customers. This is what I call "the glue" that holds it all together.

A.K.A. Your email list.

I mentioned the importance of growing your email list through content, but today let's get more specific.

I'm going to cover 3 essential aspects of your email marketing plan that work together to move readers through your sales funnel and into buying your product.

Your Primary Lead Magnet

This is the first essential piece to your system. Your primary lead magnet is an evergreen “bundle” of content that can be promoted everywhere: Across your website and blog, run ad campaigns to it, mention it when you're a guest in front of other audiences, and funnel new subscribers to it (which I'll get into in a moment when I talk about automation).

A multi-day email course is our preferred type of primary lead magnet, because it drips educational content over a number of days. This helps your subscribers get into the habit of opening your emails and anticipating the next one, and ensures your content actually gets read.

Your primary lead magnet performs a couple of essential jobs:

- It offers a compelling incentive for new visitors to join your list.
- It educates new subscribers about key best practices relating to your space and problems that you solve.
- It concludes by presenting your product as the logical next step to implement those best practices (or solve the particular problem that led them into the sequence).

Unlike your weekly blog articles, which can cover a wider range of topics that your target customer cares about, your primary lead magnet (email course) should be tightly focused on the problem that your product solves.

However, don't feel the need to “sell” your product... yet. The emails in your course should be purely educational and teach the “why” and “what” behind the solutions to your customer's problem. Only in the final emails of the sequence should you introduce your product as the solution for “how” to best implement the solutions you've been teaching.

For example, let's say your company sells project proposal software to web agencies. Your primary lead magnet can be an email course about how to structure a proposal, when to send it, and when to follow up. These mini-lessons can lead up to a pitch for your proposal software, which makes it incredibly easy and efficient to implement those best practices for creating, sending, and following up on your proposals.

Content Upgrades

Your primary lead magnet is a good start for attracting email subscribers. But to really accelerate email list growth, you have to add more “entry points” where readers can join.

The best way to multiply the number entry points is to use the “Content Upgrades” strategy.

Here's how it works:

With every blog article you publish, you should also create an extra piece of bonus content to go with it. For example: a checklist, worksheet, or template. I like to think of it this way: The article teaches the theory behind the topic. The bonus content provides a useful tool to take action on that topic.

The bonus content is promoted within the body of the article itself, with a clear call-to-action. Clicking this CTA launches an email opt-in form where the reader can subscribe and immediately receive the bonus content.

As you can see, these Content Upgrades convert extremely well. Why? Because they offer something useful that is highly relevant to the topic that the visitor came to read about.

We produce Content Upgrades with every single blog article we publish. It's a bit more work to do each time, but it really pays off.

In fact, we built our own [WordPress plugin](#) to handle the setup of those Content Upgrades, which streamlines the process quite a bit.

Email Marketing Automation

Now that you've got your primary lead magnet in place, and your blog is on a consistent publishing schedule (adding more entry-points to your email list), what comes next?

The final piece of the puzzle is your email marketing automation. I'm talking about the lifecycle of emails, sequences, and offers that your people receive from you over many months and years of being in your audience.

This is the magic sauce that keeps a steady stream of new leads coming from the ever-growing pool of potential customers who make up your audience.

There are several workflows you can put in place—both automatic email sequences and manually triggered emails—that work in tandem. Let's dive into a few of these ideas:

- **Your weekly newsletter** — It amazes me how many companies who are actively blogging don't send those new posts to their email list! You have to stay in ongoing contact with your subscribers, consistently delivering value (a new article). Your email newsletter is the way to do that.
 - *Pro Tip* — Only send your email newsletter to people who are not currently in the middle of your email course campaign or any other multi-day campaign. You don't want to overwhelm them with emails during those weeks. A simple tagging protocol should be set up for this.
- **Evergreen newsletters** — Here's an idea you can implement after you have a few months worth of quality blog posts published. Set up an automated sequence of weekly

“newsletters”, promoting those evergreen blog posts to recent subscribers to your list. Then only send your “live” newsletters to those who’ve completed this ~2-month sequence of evergreen newsletters. This is a great way to drive continuous traffic back to those old posts.

- *Pro Tip* — Carefully select which blog articles to include in this evergreen newsletters sequence. Only include the ones that have performed the best (high open and click-through rates, high social sharing, etc.).
- **Funneling into your email course** — As I said earlier, your primary lead magnet (your email course) should be designed to lead new subscribers into your product. But what if your subscribers didn’t sign up directly for that course? Perhaps they came in through a Content Upgrade, or a webinar registration, or something else. Set up an automated workflow approximately 1 week after they join your list that prompts those subscribers to join your email course with one-click.
 - *Pro Tip* — Segment this automation so only those who haven’t seen your email course yet (and haven’t bought anything yet) see this offer.
- **Tagging customers** — Be sure to tag your customers once they buy from you. This way you can exclude them from any offers to buy your product.
 - *Pro Tip* — You can also create content specifically tailored to paying customers to help them be successful with your product, or encourage them to recommend it. These articles and email sequences can be targeted only at those who’ve been tagged ‘Customer’.

By the way, wondering which email marketing tool you should use? At Audience Ops, we recommend Drip since it offers all of the automation capabilities I mentioned above. Mailchimp is a good option as well if you’re just starting out.

Whew! That’s a lot of info! Don’t worry, I don’t expect you to implement everything overnight. It takes time. But the sooner you begin building these content assets into your business, the sooner you’ll begin to see results.

What’s next?

Tomorrow, I’m going to follow up with some brief information about what we do at Audience Ops (I’ll share some behind-the-scenes stuff that many readers have been asking about).

- Brian & the team at [Audience Ops](#)

P.S. - Did you find this course helpful? If so, there are 2 things you can do right now:

1. Hit reply on this email and let me know! What helped? What's unclear?
2. Share this course with others. [Here's a handy Tweet](#) that you can edit and send right now.

Email 6

Subject: Prevent content burnout with Audience Ops

John,

I was burned out.

Not many people know this, but I almost threw in the towel on my entire business.

I was trying to build my SaaS, work on the product, support customers, make sales calls, and write weekly blog articles and promote them.

I felt like I was a hamster running on a wheel that was going nowhere.

It finally occurred to me that I had to delegate and build systems around the things that were working so that I could focus my time on growing my business.

So that's what I did.

I hired a writer to write my weekly blog posts. Then I delegated the management of our email newsletter. And our social media promotion. Even the process for coming up with new topics to write about.

Building that content marketing machine—which ran completely without me—is what enabled me to grow that SaaS business and ultimately sell it for a 6-figure exit.

When I showed other founders this content marketing system I had built for my SaaS, I heard the same response over and over again:

“Can you help me build the same thing in my business?”

And that's what led me to start [Audience Ops](#).

End-to-End Content Marketing

I started Audience Ops to give founders a dedicated service that they plug right into their business and get their content marketing up and firing on all cylinders.

*“Every time I sit down to write a blog post, I get overwhelmed by how much other stuff I should be focusing on right now... **And then nothing gets done!**”*

...Is what my fellow founders have told me.

So I built Audience Ops not simply as a writing service for hire, but as an end-to-end content marketing solution.

We cover all of the bases for you:

- We come up with the topics
- We write killer blog posts
- We promote your content

...All focused on the goal of growing your email list, bringing you more leads, and growing your customer-base.

Meet Your Content Marketing Team

For a fraction of the cost of hiring one full-time employee, Audience Ops gives you a dedicated team powered by highly refined systems for doing content right.

Here's what that looks like:

- Content strategists conduct founder and customer research interviews, then build lists of topics to form your editorial calendar.
- Highly skilled US-based writers draft killer articles that resonate with your people.
- A copy editor proofreads every post and makes improvements.
- A designer crafts a custom graphic and diagrams to give every article a visual aesthetic that matches your brand.
- An assistant sets up the article in WordPress and schedules it for publishing.

So... Is that it?

Nope. We're just getting started...

- A project manager sends you a preview of every article a week before it's published.
- Our writer crafts a personalized email newsletter for every post, which we schedule and send out for you.

- Our writer creates a series of unique Tweets and Facebook posts to promote each article (again, all queued up for you).
- And we'll syndicate to Medium too!

"I've heard enough. What's the next step?"

Ready to get going? Let's talk!

[Click here to schedule a consultation »](#)

There's One More Thing...

Well, two more things... But they're both about *growing your email list*.

One More Thing #1 — I told you about how a primary lead magnet—your email course—helps you educate and lead new subscribers to your product.

Well, we create your primary email course. A well-researched educational “knowledge bomb” followed by a well-timed, optimized offer for your product. We'll set it all up in your email autoresponder too.

One More Thing #2 — I mentioned Content Upgrades, which dramatically increase email opt-ins by offering unique bonus content with your articles.

Well, we do those for you too. In fact, we create a new content upgrade for every single blog post we publish on your blog. And we'll set up the email opt-in, the autoresponse email, and subscriber tagging too (using our custom-built plugin). All included with every. single. post.

We Love Working With Product People

Here's what Josh from KickoffLabs had to say about working with Audience Ops:

"Our organic search traffic has increased 32% since we started working with Audience Ops. But the biggest benefit for me has been freeing up my time to focus on our core product. The quality of the content has been great too, and some articles have been breakout hits with our customers."

Sound like we could be a fit? Let's talk!

[Click here to schedule a consultation »](#)

- Brian & the team at [Audience Ops](#)

P.S. - I should also mention: We don't work with everyone. B2B software companies are the best fit for Audience Ops, but we also work with digital agencies, other products and services on a case-by-case basis.

We also schedule our pipeline of new clients to carefully manage our availability.

The best way to see if we're a fit, and to check availability would be to [request a consultation today »](#)

Email 7

Subject: Questions and answers about Audience Ops

Hey John,

Here's a quick follow up to share some answers to common questions I hear from founders when they're considering using Audience Ops to power their content marketing.

If you have some other questions, don't hesitate to hit reply on this email. Ask me anything :-)

Or, [request a consultation and let's talk »](#)

Now onto the answers...

How does Audience Ops write in my "voice"?

It's true that nobody knows your customers and your space better than you. That's why the very first thing we do in our kickoff call is an in-depth interview with you to pick your brain about your product and everything you've learned about your customers up until now.

From there, our writing team huddles and comes up with a list of well-researched topics that your customers will be eager to read about. Then we present those to you for your feedback, and continue this research-topics-feedback cycle throughout our engagement.

Will we get to give feedback and ideas about content?

Of course, and we encourage it! That being said—Audience Ops is built to allow you to be as "hands off" or "hands on" as you want to be.

Every week, your account manager will email you the link to preview next week's post, along with the newsletter we've drafted for it. You'll have a week to give us any feedback or revisions before the

post goes live. Every month, you'll receive our monthly report which looks back at the performance from the past month, but also provides you with the list of upcoming topics we'll be publishing next.

What if I already have an in-house marketing person?

Great! In fact, many of our clients have an in-house person who we work directly with every week. These clients rely on us to provide structure, a publishing schedule, and extra resources to work in collaboration with their in-house team.

We also have clients who outsource their entire content marketing effort to Audience Ops, with little to no "managing" (after all, that's why we do what we do - to relieve you of the burden of publishing content on a consistent basis).

Can we upgrade or downgrade our plan later?

Yup :-). Simply send us an email and we can increase or decrease the frequency of content for your account. Since we've already done our upfront research and planning, we'll be able to immediately ramp up (or down) your publishing scheduling.

If you're looking to go beyond what our normal plans offer by publishing twice per week instead of once, for example, we can double-up your plan (at a discount).

Which email marketing tool should we use in order for you to manage it for us?

The tool that we use and highly recommend to all of our clients is Drip (getdrip.com). It has very powerful automation capabilities, and we specialize in setting up your Drip account with optimal settings, tagging, and automation flows. We can also handle your migration to Drip and get you set up (Included with our plans at no additional charge).

But if you're using Mailchimp and don't plan to switch, we can work with that too!

What kind of results can I expect?

Organic search engine traffic, referral traffic, and traffic from social media should all increase steadily as you publish more and more content. Typically, we see noticeable increases in these numbers within 3-6 months of starting a consistent publishing and promotion schedule, and really pick up in the 6-12 month range as your content begins to see a farther reach.

Don't forget, the content pieces we publish for your company are long term assets, which bring long term benefits. Every new article or email course we create for you adds another entry-point for both traffic and email subscribers, which add up and keep your audience growing consistently over time. With the right automated nurture campaigns, your audience will convert to leads for your business, and that's what we see with our clients within a few months of working together.

But most of all—our clients tell us again and again—the biggest benefit of working with Audience Ops is the freedom they regain when they're not burdened by churning out articles, newsletters, and

promoting content every week. We work with busy founders who have better ways to spend their time, like working on products and growing their company.

How soon can we start publishing content?

From the time you start to the first article's publish-date is typically 4 weeks. If we're creating an email course lead magnet, then this is typically "launch-ready" within 4-6 weeks.

The first few weeks are spent conducting interviews, developing your topics internally, and starting our initial drafts and outlines, all done with your feedback and notes at every step.

How do we get started?

[Click here to schedule a consultation »](#)

After a brief chat—assuming we're a good fit—we'll send you a link to open your account. From there, we'll immediately schedule your kickoff call and begin our research process for your audience.

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Here's what Richard Felix, founder of Stunning, a B2B SaaS tool, had to say about Audience Ops:

"I recommend Audience Ops to any SaaS founder who wants to build their audience with high quality content on a regular basis. They've delivered articles that our customers love, and freed us up to focus on improving our product."

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Have any other questions? Hit reply on this email. I'm here to help :-)

Talk soon,

- Brian & the team at [Audience Ops](#)