# *Teri Hutcheon Email Marketing Course: LESSON 5*

**Content Strategy**

Go back to lesson 2 and copy your ideal audience here:

**Now, what solutions do you have for that audience? What topics do you want to communicate to them over 3-6 months?**



**Keep going if you have more! Remember, specific emails are better than long, dense, information-overloaded one!**

**Now, number the topics in order of priority that you want to communicate. This will start to outline your email marketing sequence!**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

**Pick one of your top 3 topics and let’s build an outline for that email!**

1. **What’s the topic?**
2. **What is the struggle involved with it?**
3. **What are the top few products/services that you offer to help with that topic?**
4. **How does your product/service help solve the struggle? What do they need to understand to realize it’s a *solution* to the struggle?**
5. **What steps do you want peopel to take once they understand the solution? (e.g. click here to learn more, reply and tell me…, go here to shop, etc.)**
6. **What roadblocks will they have to buying your product/service? How will you overcome that?**

Great! Now you have a blueprint to outline of your emails!