

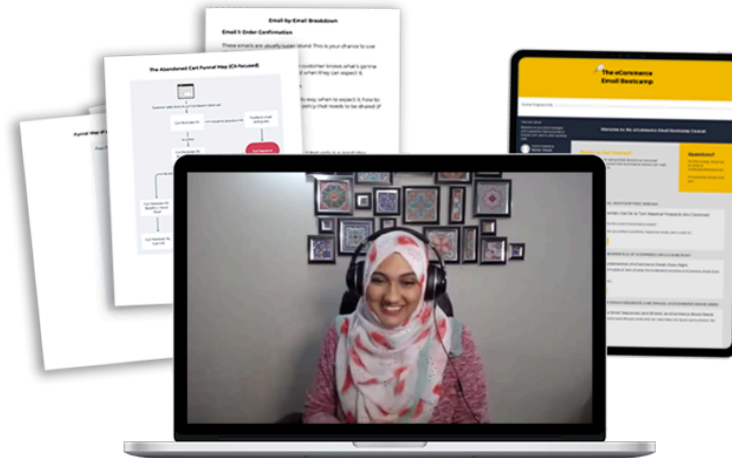


Course Curriculum

A training program for ambitious copywriters and marketers who want to shorten their learning curve and break into the world of ecommerce emails with rock-solid strategy skills and copywriting know-how.

By Samar Owais

Course Curriculum



Here's what you get when you enroll in the eCommerce Email Bootcamp:

[Workshop 1: Fundamentals of eCommerce Emails Done Right](#)

[Workshop 2: The Email Sequences \(and Emails\) An eCommerce Business Needs](#)

[Workshop 3: How to Write Copy for eCommerce Emails \(and Wireframe Them\)](#)

[Workshop 4: How to Audit an Email Sequence](#)

[Workshop 5: Ins and Outs of eCommerce Email Strategy](#)

[Workshop 6: Client Deliverables](#)

[Bonus Masterclass: A-Z of Running an eCommerce Email Project like a Pro](#)

[Even More Bonuses!](#)

[Strategy Brainstorming Session \(x 2\)](#)

[LIVE Monthly Q&A Calls](#)

[Guest Masterclasses by Leading Copywriting and Business Experts](#)

[\[NEW\] EEBC Certification](#)

[Recap: What's included in the eCommerce Email Bootcamp](#)

The eCommerce Email Bootcamp

Ready to enroll? Visit <https://emailsdoneright.com/eebc/>

Workshop I:

Fundamentals of eCommerce Emails Done Right

In this workshop, you'll learn the fundamental principles of eCommerce emails done right.

Principles that - when followed

- Will make creating eCommerce email strategies incredibly easy
- Will make WRITING eCommerce emails incredibly simple
- Will make getting big wins for your eCommerce clients a near certainty

Follow these principles, and you'll never screw up a client project badly enough that you'll have to redo everything - or question whether you even know as much about eCommerce emails as you think.

Templates, Samples, and Resources

A list of my favorite resources to learn from, including:

- Podcasts,
- Books and in-depth articles,
- Free courses, and
- Newsletters
- And more

Workshop 2:

The Email Sequences (and Emails) An eCommerce Business Needs

Every eCommerce brand needs lifecycle emails that turn subscribers into buyers and those buyers into loyal customers.

In this workshop, you'll find out:

- The 12 email sequences every eCommerce brand needs
- The 7 common types of stand-alone emails every brand needs
- How and where each of these fit in an email conversion funnel (and what that funnel looks like)

And so much more!

Workshop Handouts:

1. **Workshop slide deck** ← For any time you want to flip through the material quickly
2. **eCommerce Email Conversion Funnel**, a.k.a. The Lifecycle Email Journey Map ← The flowchart that'll help you see how every email sequence is connected, identify email gaps, and optimize the email experience.

3. **Welcome Flow - Email-by-Email Breakdown** ← Pull this document up anytime you're writing a Welcome flow for a brand.
4. **Abandoned Cart - Email-by-Email Breakdown** ← Pull this document up anytime you're writing an Abandoned Cart flow for a brand.
5. **Post-Purchase - Email-by-Email Breakdown** ← Pull this document up anytime you're writing a Post-Purchase flow for a brand.
6. **Discount Offer - Email-by-Email Breakdown** ← Pull this document up anytime you're writing a discount flow for a brand.
7. **Cliffs Notes of Workshop 2** ← Keep this handy to give yourself a refresher whenever you need to.

Workshop 3:

How to Write Copy for eCommerce Emails (and Wireframe Them)

This is the workshop where I solve the mystery of creating eCommerce emails that sell like the great toilet paper rush of 2020.

You'll find out:

- The 4 common types of emails eCommerce brands send
- The 7 components of eCommerce emails
- The basics of basic email wireframing

Workshop Handouts:

1. **Workshop slide deck** ← For anytime you need to review the material quickly
2. **Subject Lines + Preview Text Swipe File** ← Examples from the trenches of my own client work.

The best part? Instead of randomly collecting subject lines, I've organized them by flow. You won't just see the subject lines for a welcome email - you'll see subject lines and preview texts for ALL the emails in a brand's welcome flow.

3. **Email Wireframe Template** ← This is the starting point of every ecommerce email you'll ever write.
4. **eCommerce Email Copy Guide** ← Your Cliffs Notes to this workshop's material.
5. **[Sample] Blume's Post-Purchase Emails** ← These emails weren't done by me, but they've long been in my swipe file. Going through these emails will show you how they were plotted and how a post-purchase flow can create an incredible customer experience.
6. **[Sample] Haute Hijab's Post Purchase Emails** ← While Haute Hijab has been a client of mine, this flow wasn't created by me. Nonetheless, I saved it up because it's a masterclass in using a post-purchase flow to build a stronger connection with your customers.
7. **[Sample] Bull & Cleaver's Welcome Flow** ← This is a small, family-owned brand I created the welcome flow for. They had restrictions that only allowed for five welcome emails. Even though my welcome flows are typically much longer, this is a good example of how much you can do with just 5 emails.

Workshop 4:

How to Audit an Email Sequence

Running an audit will be a walk in the park with this workshop that'll show you:

- Why audits are essential and important for brands (and YOU!).
- How to start with a 15-minute heuristic audit (and how to position this!).
- A 17-point audit checklist and what to check in each section.
- How to avoid scope creep AND still sell audits.

Workshop Handouts:

1. **Workshop slide deck** ← For any time you want to flip through the material quickly
2. **17-Point Audit Checklist** ← This is your starting point. This checklist includes everything you need to check when doing an email audit for a brand.
3. **[Template] Email Conversion Audit Report** ← Once you do an audit, you need to package it up in a report to present your findings. Use this template to beat the blank page syndrome or the "I'm not a designer" jitters.

(**PLUS** 2 surprise resources that will help you audit any brand's entire email marketing program like a seasoned pro.)

Workshop 5:

Ins and Outs of eCommerce Email Strategy

This info-packed workshop will give you skills to map out and present an entire email marketing strategy confidently:

- 21 questions to ask in a strategy call for instant authority + credibility.
- How to put together an email strategy and present it to the client.
- Things to keep in mind when creating strategies for clients.

Workshop Handouts:

1. **eCommerce Email Strategy Questionnaire** ← Use this questionnaire on your email strategy calls.
2. **[Template] Email Conversion Strategy Report** ← Use this template as a starting point for your own reports. Feel free to edit and adapt them to fit your design aesthetics, brand colors, etc.
3. **[Bonus Template] VoC & Messaging Insights Report** ← Sometimes, when you recommend a massive strategy shift to a brand, you have to go the extra mile to support your recommendations/argument for change with evidence. For email marketers, that evidence comes in the form of customer research and the messaging insights we gain from that research.

Workshop 6:

Client Deliverables

This 40-60 minutes workshop will give you the confidence to present your work like a pro with:

- “Samar-stamped” client-ready templates to help you create ecommerce brand profiles, storyboard your emails, and deliver them.
- A 12-page Client Project Questionnaire to make onboarding ecommerce clients both painless and data-rich.
- Handouts to help you organize your VoC data.

Workshop Handouts:

1. **eCommerce Email Project Questionnaire:** Know exactly what to ask clients so you have excellent insights into their brand, voice, and more!
2. **eCommerce Brand Profile Template:** Organize client info into an easy-to-use brand profile.
3. **Email Wireframe Template:** Help clients see exactly what each email in a sequence will include so they’re on board.
4. **Email Copy Delivery Doc:** Handover finished email copy assets, wireframed and ready-to-go with this template.

And more!

Bonus Masterclass

A-Z of Running an eCommerce Email Project Like a Pro

(Only included in the full Bootcamp experience)

This is an over-the-shoulder walkthrough of how Samar runs her email projects from start to finish.

From discovery call and project proposal to audit, strategy, email delivery, and everything in between.

This workshop takes everything you learned in Workshop 6, and organizes it into a step-by-step plan for running an ecommerce project.

It's got Samar's current project process and includes more resources than Workshop 6.

In this bonus workshop, you'll see:

1. **Email Project Proposal [Sample]** ← Use this to create/design your own proposal. Mine is created in BetterProposals but you can create one in Google Docs, Canva, or any other tool you're more comfortable with. The important thing is to follow the structure.

2. **Project Kick-off Call Slide Deck for Past Client [Sample]** ← Use this slide deck to run your next project kick-off call.
 3. **Document of Truth [Template]** ← How I make sure that everyone remains on the same page and nothing falls through the cracks, no matter how big a team I'm working with.
 4. **Email Conversion Audit Report [Template]** ← Turn your findings from the audit you did using the checklist from Workshop 4 into a formal report with this template.
 5. **Email Conversion Strategy Report [Template]** ← Sometimes, you have to formalize your email strategy into a formal report. That's when this template comes handy. Also included in Workshop 5 handouts.
 6. **Email Sequence Map** ← Visual representation of your email plan.
 7. **Email Storyboard [Template]** ← is your ace-in-the-hole to getting your emails approved before you write a single word of copy.
 8. **Email Copy Delivery Document [Template]** ← Also included in Workshop 3 handouts.
 9. **Email Performance Tracker [Template]** ← This is crucial for retainer agreements. At the start of every month, you'll need to report to the client a snapshot of how your emails performed. This email performance
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tracker will get you started on the right track.

10. **Email Project Workflow Checklist** ← Use this checklist for your next email project. Use it as a starting point. Take what works for you and change or adapt what doesn't (depending on your services, work style, etc.)

11. **Bonus: Discovery Call Secrets Checklist** ← Have this handy the next time you're on a discovery call.

12. **Bonus: Email Project Questionnaire** ← Use this questionnaire during the client onboarding process. It'll help get you all the information you need about the brand's business, customers, product, tone & voice, and available resources.

This bonus workshop is the perfect complement to Workshop 6: Client Deliverables.

While workshop 6 shows you all the different types of client deliverables you could need, this bonus workshop walks you through MY email projects.

You learn how I run a discovery call, how I send proposals, how I manage teams of 18+ people and how I keep everything organized (and everyone on the same page) when working on bigger projects.

Even More Bonuses!

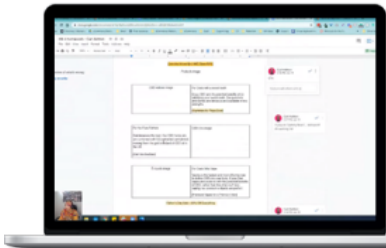
Strategy Brainstorming Session (x 2)



Since strategy is at the heart of the eCommerce Email Bootcamp, it made sense to dedicate TWO sessions to it.

The email strategy brainstorming session will test your strategy skills and train you to solve tricky email problems without second-guessing your email skills.

LIVE Monthly Q&A Calls

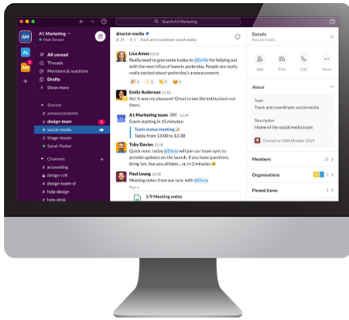


Every month, we'll get together for a live Q&A call with Samar.

Spend the month watching the workshop and doing the email challenges. Show up on our monthly Q&A calls to bridge the gap between theory and practice.

Get answers to your burning email questions in real time!

Slack Community Access with Weekly Office Hours



Get invited to the EEBC Alumni Slack group.

Every week, Samar will hold Office Hours where you can get your email challenges reviewed, your questions answered, personalized business advice, and more!

PLUS...You'll connect with your fellow Bootcampers. Get to know other ecommerce copywriters so you can strategize, swap ideas, and support each other.

Guest Masterclasses by Leading Copywriting and Business Experts



Cold Pitch Masterclass by Amy Posner

Discover how to use cold pitches to land dream clients. Amy Posner brings her creative genius and her legendary marketing prowess so you can sign clients without breaking into a cold sweat!



Repurposing Your Content Painlessly Masterclass by Prerna Malik

In this LIVE training, you'll learn Prerna's rinse-and-repeat process for turning one piece of content into 7 (or more!) so you aren't constantly creating more content to build authority.

If there's one workshop that takes the stress out of building your authority, it's this one!

Walk away with a content marketing plan in just 60 minutes.



Acing Sales Calls by Amy Posner

If there's one person in the industry who's an expert on closing clients, it's Amy Posner. This masterclass teaches you how to wow leads, close clients, and get them excited about working with you.



How to Nail Your New Niche Masterclass by Eman Ismail

EEBC grad, Eman Ismail, shares her well-kept and much-tested secrets to help you explode on the scene in a new niche.



eCommerce Messaging Playbook Masterclass by Ami Williamson

Understand the core elements of messaging, conducting competition analysis and presenting your findings using Ami's handy Messaging Playbook template.

[NEW] EEBC Certification

Graduate from the eCommerce Email Bootcamp and become a certified ecommerce email strategist.

If you:

1. Watch all the workshops,
2. Complete the email challenges given at the end of each workshop within the deadline,
3. Get your work reviewed by me during Office Hours AND
4. Get a passing grade...

You'll receive the EEBC certification.



Recap: What's included in the eCommerce Email Bootcamp

- 6 ecommerce email workshops + 1 Bonus masterclass w/ Samar.
- Email challenges to fill the gap between theory and implementation.
- 25+ templates, handouts, and resources to set up your systems FAST!
- 5 Guest expert masterclasses to learn advanced biz-building strategies.
- 2 Email Strategy Brainstorming Sessions to test how well your email strategy skills are developing.
- Slack community with weekly OFFICE HOURS.
- LIVE monthly Q&A calls for EEBC alumni.
- Certification.
- Samar as your trainer, mentor, and advisor.

[Sign up for the eCommerce Email Bootcamp and become a certified email strategist!](https://emailsdoneright.com/eebc/)