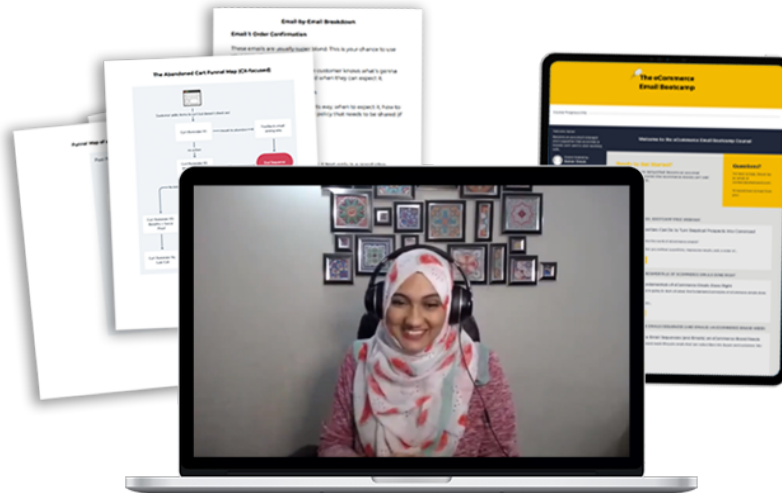


# Course Curriculum



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! Strategy Brainstorming Sessions x 2](#)

[LIVE Q&A Sessions](#)

[Slack Community Access](#)

[Recorded Masterclasses by the Best of the Best](#)

[Recorded Guest Expert Sessions](#)

[Recap: What You Get with Your Bootcamp Enrolment](#)

## Workshop 1:

# Fundamentals of eCommerce Emails Done Right

In this tactical workshop, you'll learn:

- The *10 key principles* that'll give you the confidence to call yourself a "strategist".
- *How* to use these principles to make writing eCommerce emails so much easier.
- Exactly *what* to do so you can help your clients get those big wins.

### Videos:

- eCommerce Email Bootcamp Workshop 1
- Session 1 Q&A

## Workshop 2:

# The Email Sequences (and Emails) An eCommerce Business Needs

This 60-90 minute workshop will equip you with:

- The FOUR questions you need to ask *before* writing a single eCommerce email.
- 12 email sequences (*including* a non-traditional abandoned cart sequence!) that an eCommerce brand needs.
- 7 standalone emails that every eCom brand should have.
- Samar's Proprietary eCommerce Email Conversion Funnel.

### Workshop Handouts:

- **The eCom Sequences Summary:** A ready reckoner with a summary of all the sequences you'll learn + strategic recommendations + recommended # of emails in each sequence.
- **The eCom Funnel Maps Library:** An email-by-email breakdown (including what to say in each email!) of the four key email flows.
- **eCommerce Email Customer Journey Map:** Start strong with my customer journey map that outlines exactly how each sequence fits into the customer journey.

### Videos:

- eCommerce Email Bootcamp Workshop 2
- Session 2 Q&A

### Workshop 3:

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

This info-packed workshop teaches you:

- How to write emails that sell like toilet paper in a pandemic.
- 12 email sequences (*including* a non-traditional abandoned cart sequence!) that an eCommerce brand needs.
- The 7 copy components of EVERY eCommerce email.
- Samar's best (and easy!) technique to wireframe emails.

### Workshop Handouts:

- **Subject line + Preview Text Examples:** Taken straight from the trenches of my business
- **eCommerce Email Copy Guide:** Write your eCom emails with confidence. Not caffeinated confusion.
- **eCommerce Email Wireframe Template:** Present your emails like a pro.
- **eCommerce Email Notion Swipe File:** Examples of emails, pop-ups, and more

### Videos:

- eCommerce Email Bootcamp Workshop 3
- Session 3 Q&A

## 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 eCom 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:

- **Audit checklist:** Print out this 17-point audit checklist so you can quickly and painlessly run eCom email marketing audits.
- **Email Audit Report Template:** Present your audit like a pro with this customizable template.

### Video:

- eCommerce Email Bootcamp Workshop 1
- Session 1 Q&A

## 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 tangible questions to ask when starting with a strategy call for instant authority and credibility.
- Insight into how to create your email strategy guiding philosophy and then make informed decisions.
- Know-how to distill the info you glean from the calls to create your email strategy.
- The 3 questions you need to ask when designing the email journey to ensure your strategy has NO holes.

### Workshop Handouts:

- **Email Conversion Strategy Report Template:** Blow clients away with your email strategy using my easy-to-use, customizable template.
- **VoC and Messaging Report Template:** Help your clients sell themselves on your services with this ready-to-use Voice-of-Customer and Messaging Report template.

### Video:

- eCommerce Email Bootcamp Workshop 1
- Session 1 Q&A

## 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 your eCom client both painless and data-rich.
- Handouts to help you organize your VoC data.

### Workshop Handouts:

- **eCommerce Email Project/Client Questionnaire:** Know exactly what to ask clients so you have excellent insights into their brand, voice, and more!
- **eCommerce Brand Profile Template:** Organize client info into an easy-to-use brand profile.
- **eCommerce Email Wireframe Template:** Help clients see exactly what each email in a sequence will include so they're on board.
- **Email Copy Delivery Template:** Handover finished email copy assets, wireframed and ready-to-go with this template.
- **Raw VoC Data Doc Sample:** This data doc sample will show how to organize your raw VoC data so it's easy to use when writing your copy.

### Video:

- eCommerce Email Bootcamp Workshop 1
- Session 1 Q&A

## BONUS!

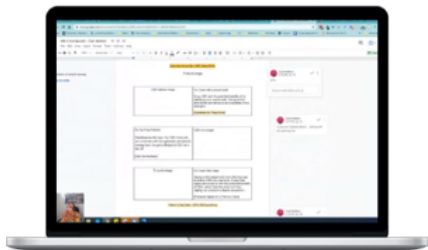
### Strategy Brainstorming Session (x 2)



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

The LIVE email strategy brainstorming session test your strategy skills and train you to solve tricky email problems without.

### LIVE Q&A Sessions



**Every Workshop week will be followed by a LIVE Q&A week.**

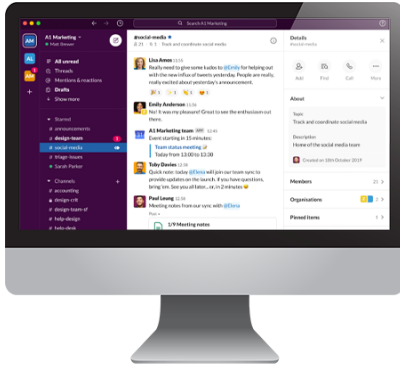
You'll never be left waiting an entire month for a Q&A call. My goal is to make this as painless and effective for you to do as possible.

Spend the week attending the workshop and going through the content. Show up next week with your questions.

Get answers, real-time!



# Slack Community Access



**Get 2x weekly OFFICE HOURS with yours truly right here in our private Slack community.**

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

## BONUS!

# Masterclasses by Leading Copywriting 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.



### **Cold Pitch Critiques by Amy Posner**

Get TWO of your cold pitch emails critiqued by Amy Posner, the client whisperer herself. No more winging it when pitching clients. Confidently fill your client pipeline for 2023 and beyond.



### **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.

## Recorded Guest Expert Sessions



### **SMS Marketing for eCommerce Brands by Joanna Weibe**

A recorded workshop with the legend herself. All about leveraging the power of SMS marketing and giving clients a better ROI



### **Personalizing eCommerce Emails with Quizzes by Chanti Zak**

In this Q&A style workshop, you'll learn the ABCs of an ecommerce quiz funnel from the Queen of Quizzes herself.



### **Creating the Perfect eCommerce Email Copywriter-Designer Partnership with Megan Boshuyzen**

Master the art of working with designers without losing sleep so your copy looks the way it should.

# Recap: What You Get with Your Bootcamp Enrolment

- 6 workshops taught LIVE so you can learn what's working right NOW in the world of eCommerce.
- 6 Q&A Sessions to remove any doubts or confusion.
- 16 templates + handouts to set up your systems FAST!
- 7 guest expert sessions so you can learn advanced business-building strategies.
- 2x cold pitch critiques by Amy Posner to help you land those dream clients.
- Slack access with 2x weekly OFFICE HOURS and an opportunity to connect with your fellow Bootcampers and grow together.