WHY EMAIL IS MORE POWERFUL THAN SOCIAL MEDIA FOR PROMOTING YOUR WORK AND GENERATING INCOME

ROBERT KAPLINSKY

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robertkaplinsky.com

@robertkaplinsky

WANT THE RESOURCES?

Download them at

robertkaplinsky.com/powerful

GOALS

- ❑ WHY DO I NEED AN EMAIL LIST?
- ❑ WHY WOULD PEOPLE JOIN MY EMAIL LIST?
- ❑ HOW DOES THE TECHNOLOGY WORK?
- ❑ HOW DO I GET THEM TO BUY FROM ME?
- ❑ HOW DO I CONTINUE TO GROW?

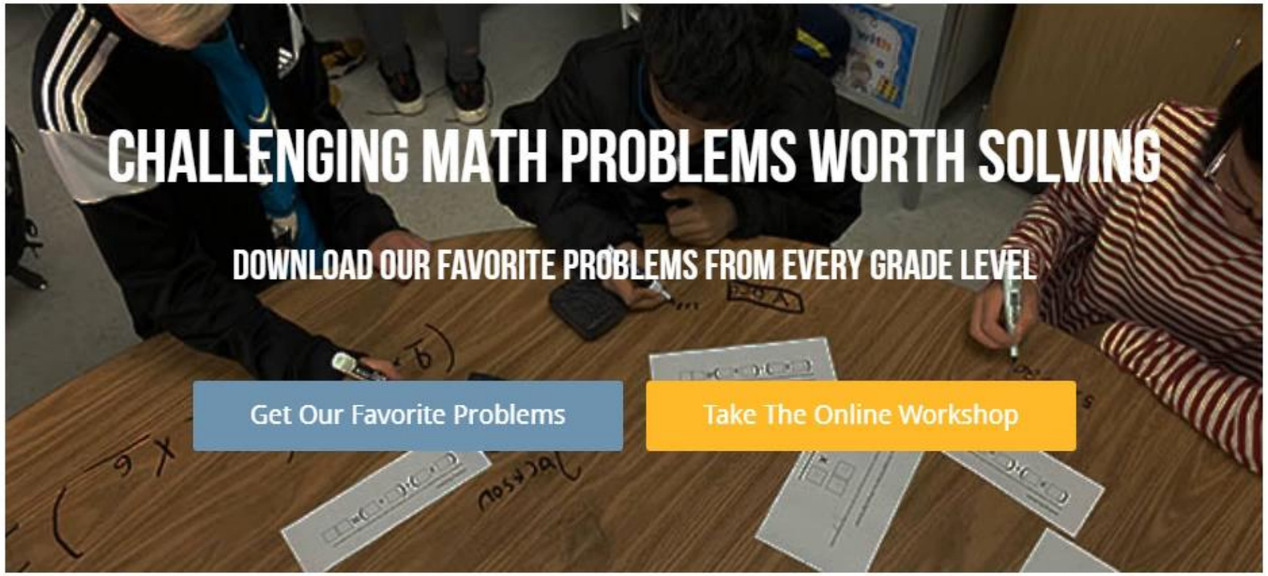
Get them
to join.

Nurture them.
Pitch them.

OPEN MIDDLE

Take The Online Workshop

Home | Kinder | 1st Gr | 2nd Gr | 3rd Gr | 4th Gr | 5th Gr | 6th Gr | 7th Gr | 8th Gr | High School | About | Submit | English



WANT GOOGLE SLIDE VERSIONS OF ALL PROBLEMS?

HERE'S OUR GROWING COLLECTION

Search

OPEN MIDDLE STICKERS

Get an Open Middle sticker

BROWSE BY COMMON CORE STATE STANDARDS

Select Category

OPEN MIDDLE WORKSHEET

English (student version)

English (document camera version)

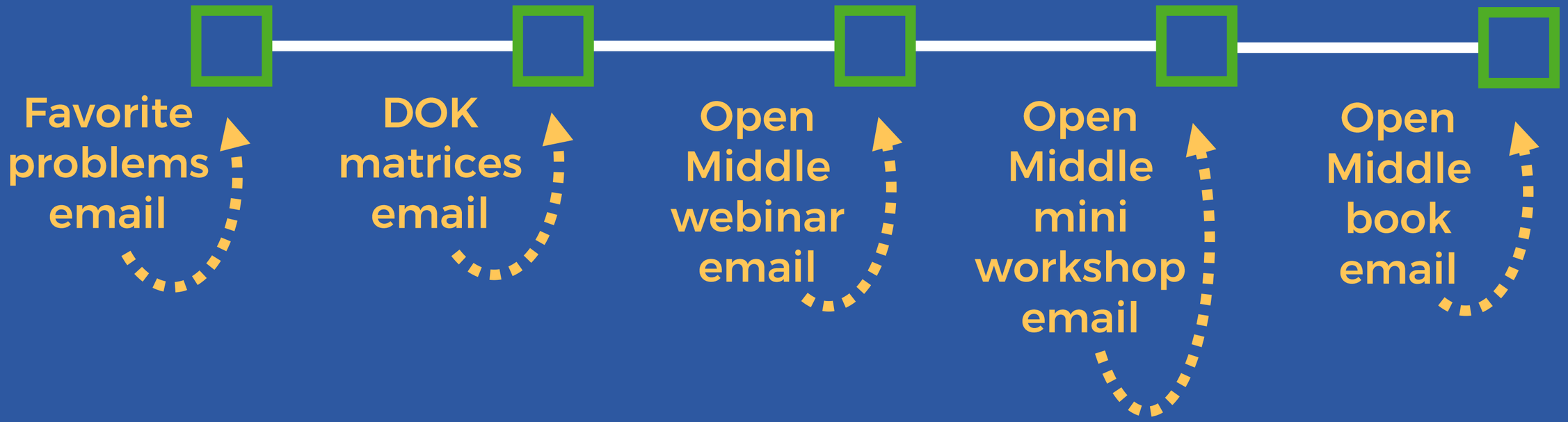
English (Google Doc version)

French (student version)

French (document camera version)

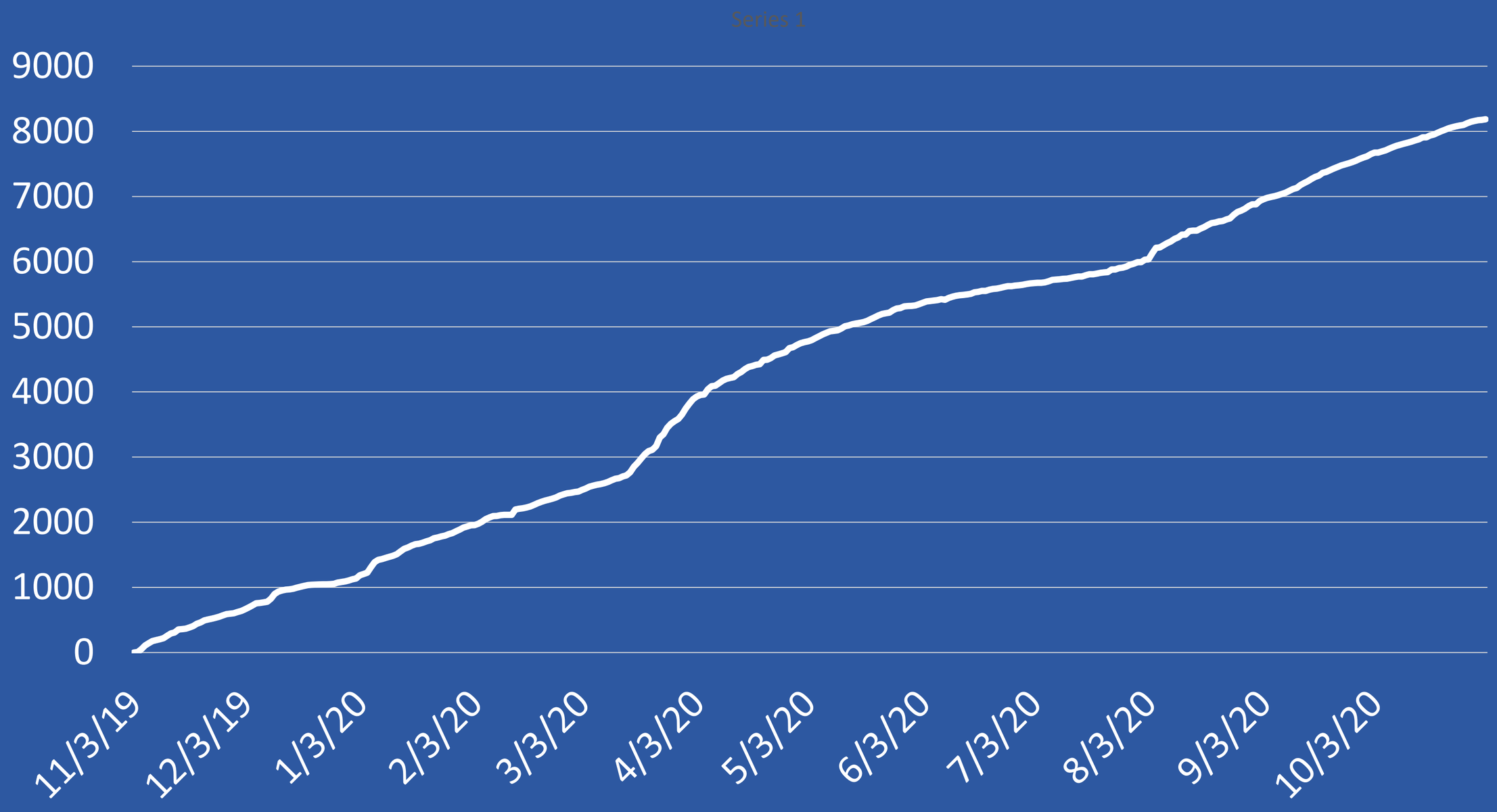
French (Google Doc version)

OPEN MIDDLE EMAIL SEQUENCE



THE DATA

- An average of 682 people sign up each month.


Series 1
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
11/3/19
12/3/19
1/3/20
2/3/20
3/3/20
4/3/20
5/3/20
6/3/20
7/3/20
8/3/20
9/3/20
10/3/20

THE DATA

- An average of 682 people sign up each month.
- About 0.5% take my mini workshop
- That generates about $130 each month.

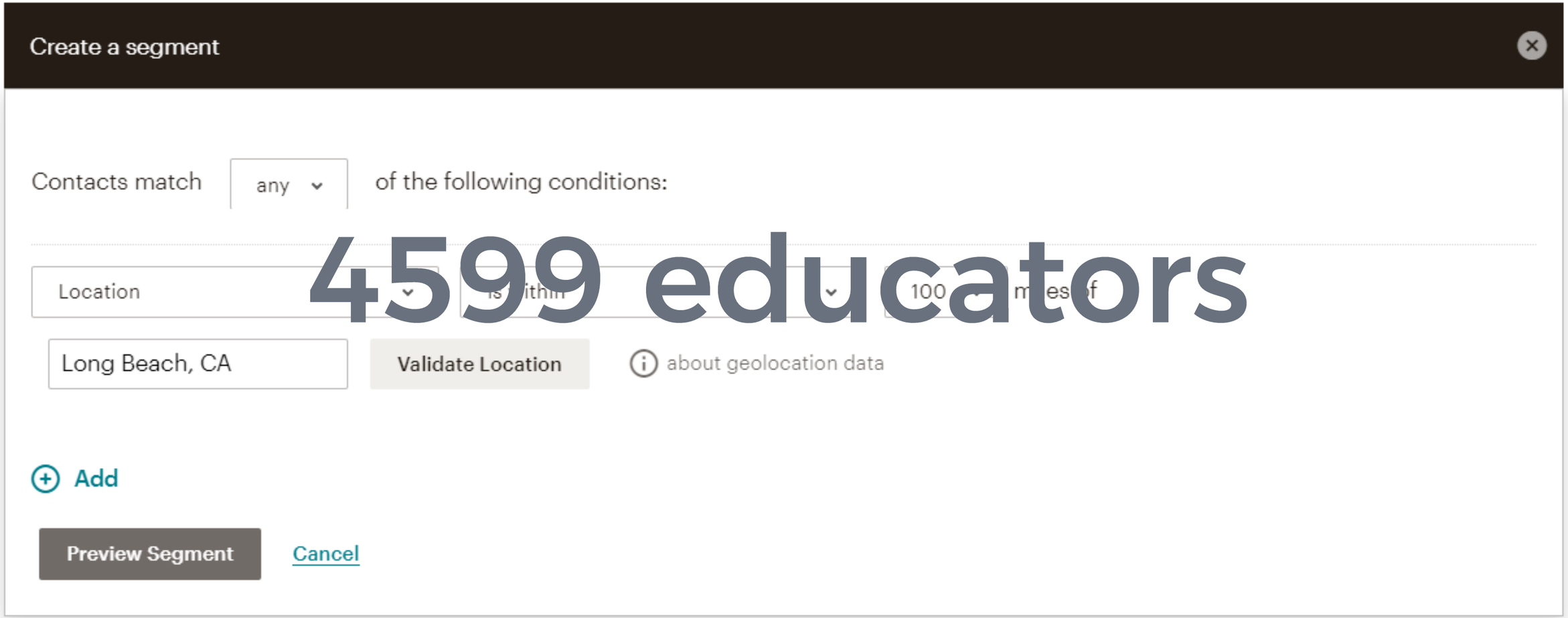
EMAIL FUNNEL USES

- Boosting conference / webinar attendance
- Promoting your book and products
- Affiliate marketing
- Promoting online workshops
- Promoting in person workshops

$#####

vs

60/40 split


Create a segment
Contacts match
any
of the following conditions:
4599 educators
Location
100
Long Beach, CA
Validate Location
about geolocation data
Add
Preview Segment
Cancel

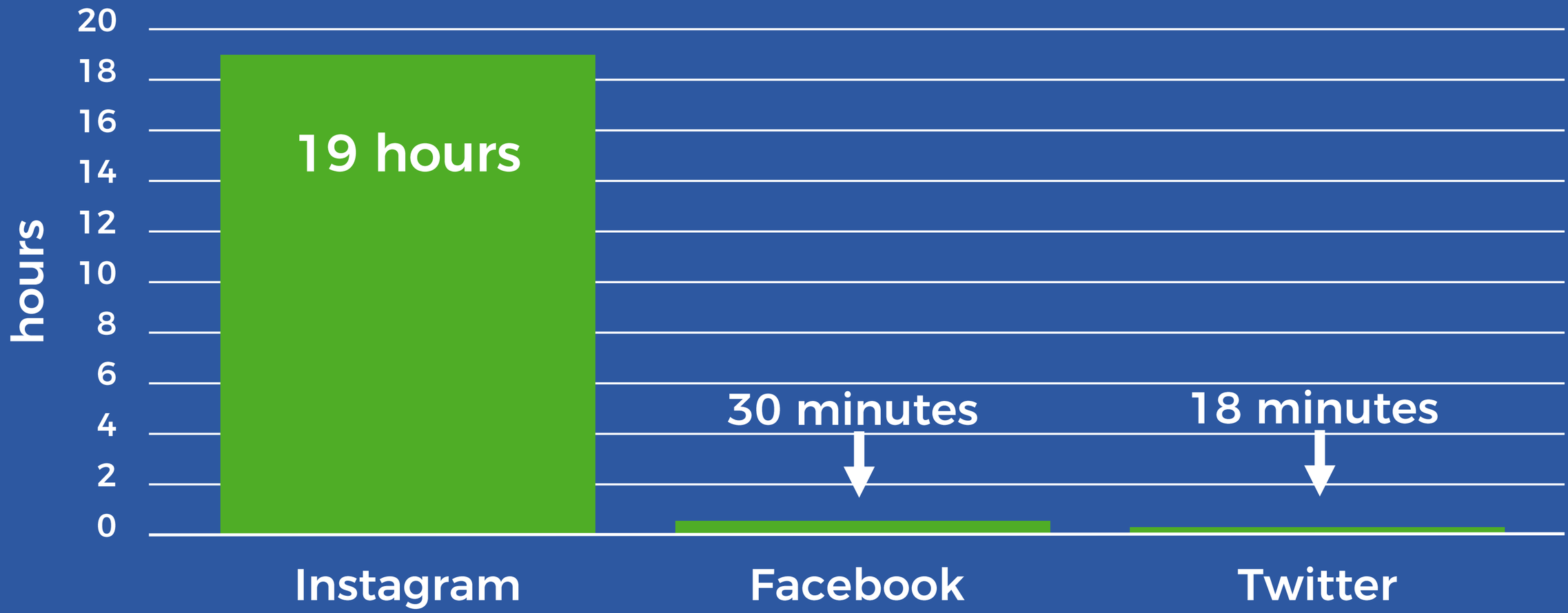
THE RESULTS

- $225 a person
- More than 100 people showed up
- Earned more than $15,000 for a day

POTENTIAL OBJECTIONS

- I prefer to just use social media.

SOCIAL MEDIA HALF LIFE



Sources: epipheo.com, wiselytics.com, moz.com, simplymeasured.com

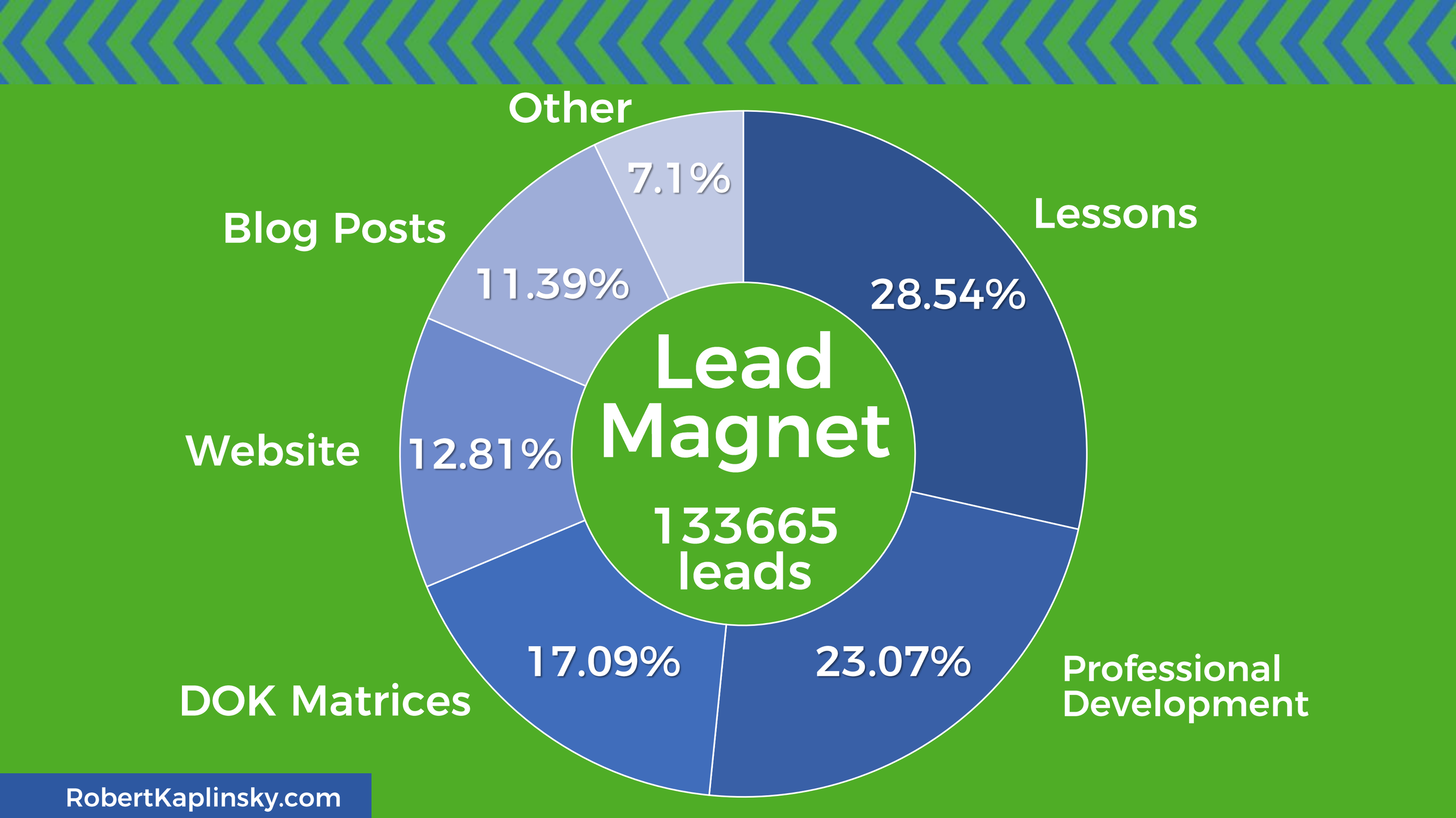
RobertKaplinsky.com

POTENTIAL OBJECTIONS

- I prefer to just use social media.
- It feels too salesy.
- I don’t like self-promotion.
- I don’t know what to share and what to sell.

GOALS

- [x] WHY DO I NEED AN EMAIL LIST?
- [ ] WHY WOULD PEOPLE JOIN MY EMAIL LIST?
- [ ] HOW DOES THE TECHNOLOGY WORK?
- [ ] HOW DO I GET THEM TO BUY FROM ME?
- [ ] HOW DO I CONTINUE TO GROW?


Other
7.1%
Blog Posts
11.39%
Website
12.81%
DOK Matrices
17.09%
Professional Development
23.07%
Lessons
28.54%
Lead Magnet
133665 leads

WHAT'S A GOOD LEAD MAGNET?

1. Eye-catching headline

"How-To" Headlines

THE OLDIE BUT GOODIE THAT NEVER FAILS

- How to [Blank]
- How to Be [Desirable Quality]
- How to [Blank] Without [Objectionable Action]
- How to [Blank] and [Blank]
- How to [Do Something] in 5 Minutes
- How to [Do Something] Like a Boss

List Headlines

BITE-SIZED CONTENT THAT READERS ADORE

- 7 Ways to [Do Something]
- 13 Ways to [Do Something] When [Situation]
- (The) Top 10 [Blank]
- 7 Steps to [Objective]
- 7 Tips For [Objective]
- 7 [Adjective] Facts [Person/Audience] Should Know
- 7 Quotes from/by [Famous Person] That Will [Desired Result]

WHAT A GOOD LEAD MAGNET?

1. Eye-catching headline
2. Resource they can immediately use

RESOURCE EXAMPLES

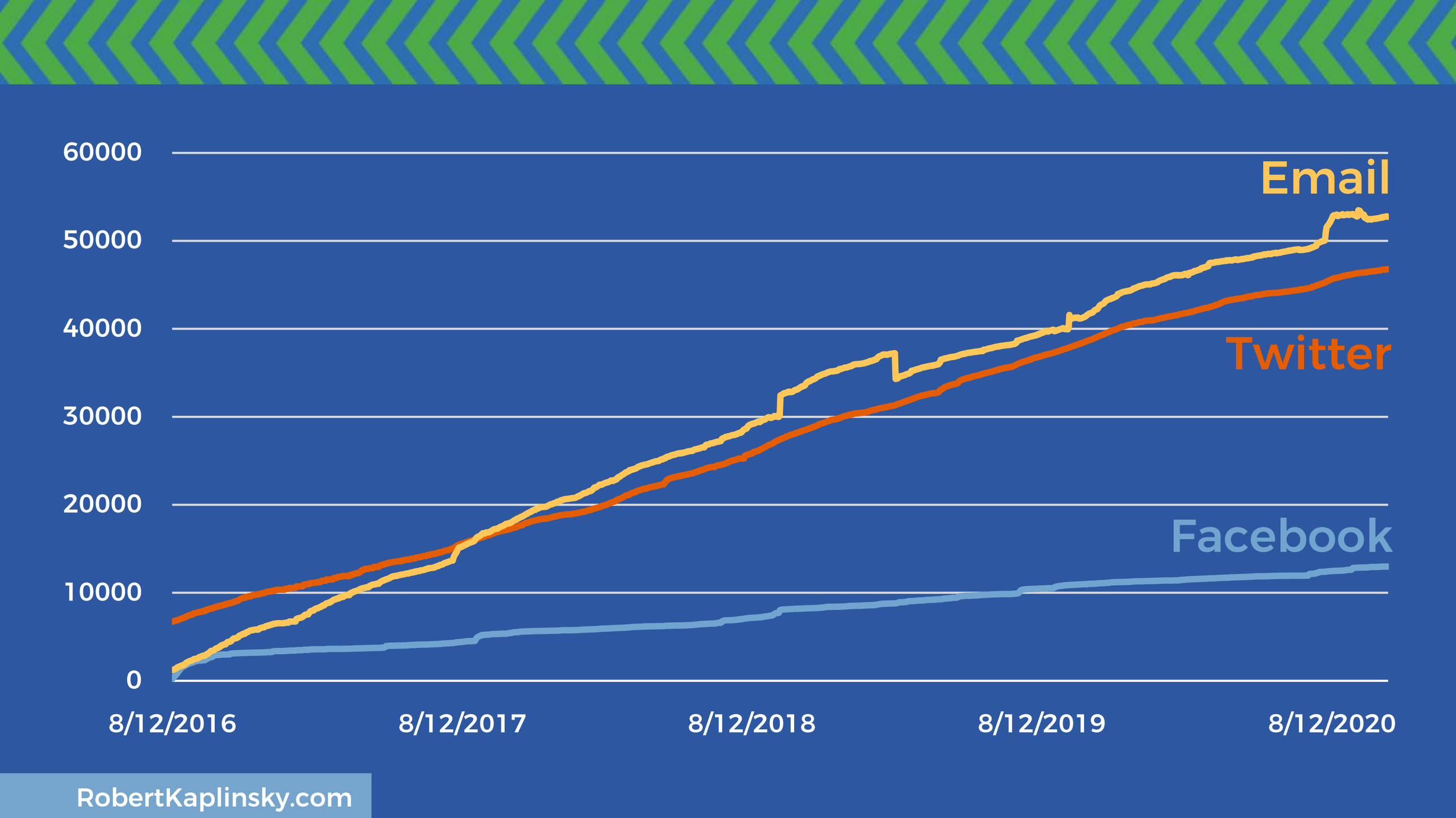
- Lessons teachers can use with students
- Posters teachers can print out for their room
- Charts admin can share with colleagues
- Videos leaders can use in their PD

WHAT A GOOD LEAD MAGNET?

1. Eye-catching headline
2. Resource they can immediately use
3. Aspirin for their headache

ASPIRIN EXAMPLES

- Readable versions of the Common Core SMP
- Professional development content
- Something to inspire colleagues
- The resources from my presentations


60000
50000
40000
30000
20000
10000
0
Email
Twitter
Facebook
8/12/2016
8/12/2017
8/12/2018
8/12/2019
8/12/2020

WHERE TO SHARE LEAD MAGNETS

- Social media
- Professional development
- Articles
- Podcasts
- Websites
- Books
- Conferences

ACKNOWLEDGING OUR THOUGHTS

- Mixed emotions about the work
- Wishing you had started earlier
- Impostor syndrome

GOALS

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- [ ] HOW DO I CONTINUE TO GROW?

Get them to media.

Capture email address

Nurture them. Email Pitch them.

SOCIAL MEDIA SCHEDULER

- Must be able to upload and schedule.
- I use MeetEdgar.
- Major alternatives include Buffer and Hootsuite.
- Search for “social media scheduler” for other companies.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9am							
10am							
11am							
12pm							

Stop your "throwing spaghetti" strategy and let an expert octopus step in.

Edgar Lite

$19/mo

For freelancers, side hustlers, and growing brands

Start Your 7-Day Free Trial

- **Unlimited** scheduled posts
- **3** social accounts
- **10** automatically recurring time slots per week
- **4** content categories

Edgar

$49/mo

For entrepreneurs and small businesses

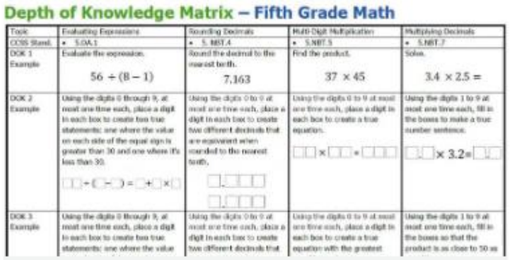
Start Your 7-Day Free Trial

- **Unlimited** scheduled posts
- **25** social accounts
- **1,000** automatically recurring time slots per week
- **Unlimited** customizable content categories

CAPTURE EMAIL ADDRESSES

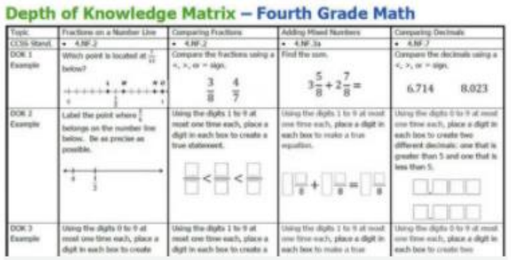
- I use Leadpages.
- Search for “Leadpages alternatives” for other companies.
- May be able to use your email provider.

Tag Archives: Open Middle Math Depth of Knowledge Matrix



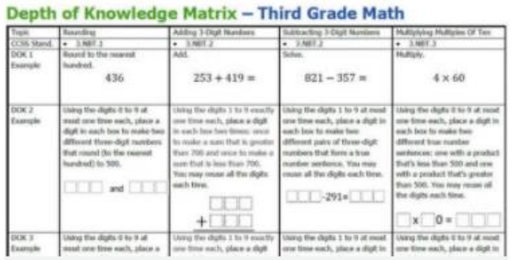
Depth of Knowledge Matrix – 5th Grade

Pedagogy • December 17, 2019 • 2 Comments



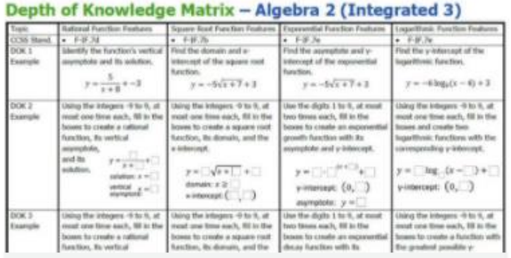
Depth of Knowledge Matrix – 4th Grade

Pedagogy • December 10, 2019 • Leave a comment



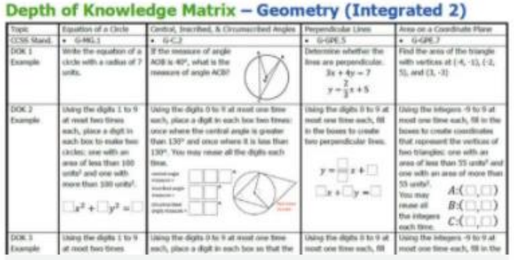
Depth of Knowledge Matrix – 3rd Grade

Pedagogy • December 3, 2019 • Leave a comment



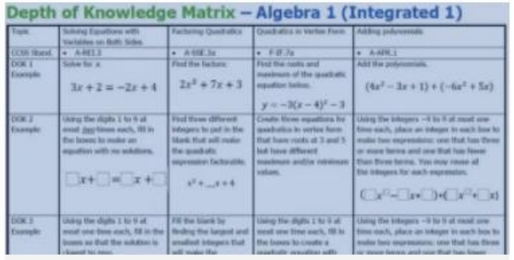
Depth of Knowledge Matrix – Algebra 2

Pedagogy • November 26, 2019 • 4 Comments



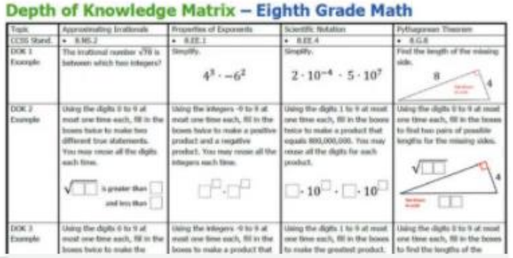
Depth of Knowledge Matrix – Geometry

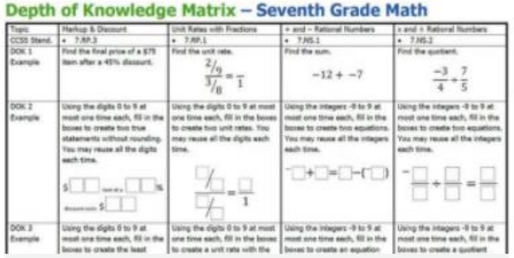
Pedagogy • November 19, 2019 • Leave a comment

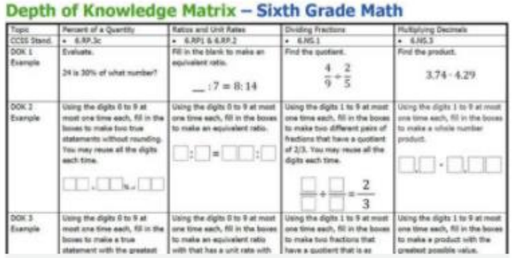


Depth of Knowledge Matrix – Algebra 1

Pedagogy • November 12, 2019 • Leave a comment







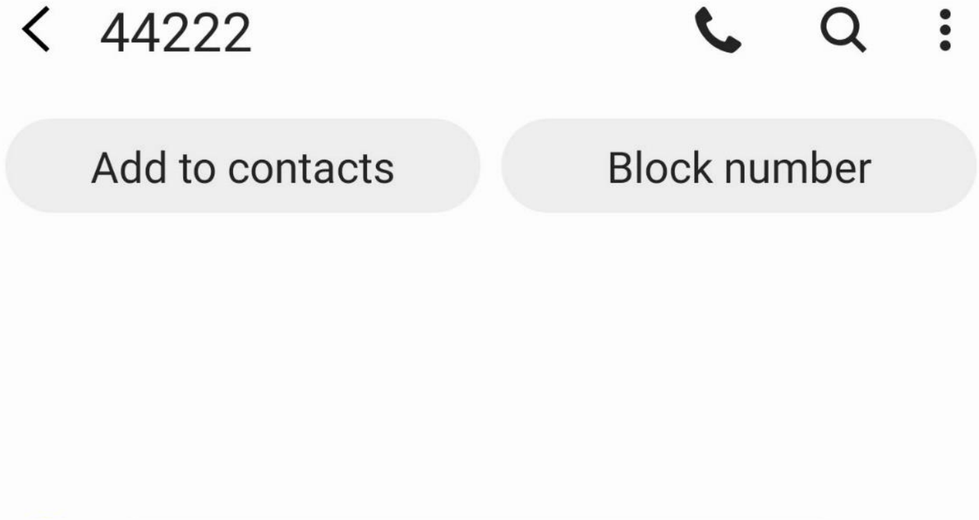
Open Middle Math - Book Resources

Thank you so much for reading my book and wanting to download the free resources including:

- Open Middle worksheet
- Open Middle problem matrices
- Student Strategy Tracker templates
- Open Middle problems
- My presentation on using Open Middle problems

Click on the button below to enter your information and I'll send you all the resources. I'll also send you an email every Tuesday during the school year with tips and ideas you can use in your classroom.

Take me to the resources!


44222
Add to contacts
Block number

LEADPAGES PRICING

Try Leadpages Risk-Free Today

Discover why more than 40,000 small business owners choose Leadpages.
Select a plan to get started with your free 14-day trial.

Monthly Annual

ADVANCED

$199 / Month

billed annually

Start Free Trial

- Up to 50 Sites
- Landing Pages, Pop-Ups, Alert Bars
- Unlimited Traffic & Leads
- Free Custom Domain* with annual purchase
- Free Hosting
- Mobile-Responsive Templates

MOST POPULAR

PRO

$48 / Month

billed annually

Start Free Trial

- 3 Sites
- Landing Pages, Pop-Ups, Alert Bars
- Unlimited Traffic & Leads
- Free Custom Domain* with annual purchase
- Free Hosting
- Mobile-Responsive Templates

STANDARD

$25 / Month

billed annually

Start Free Trial

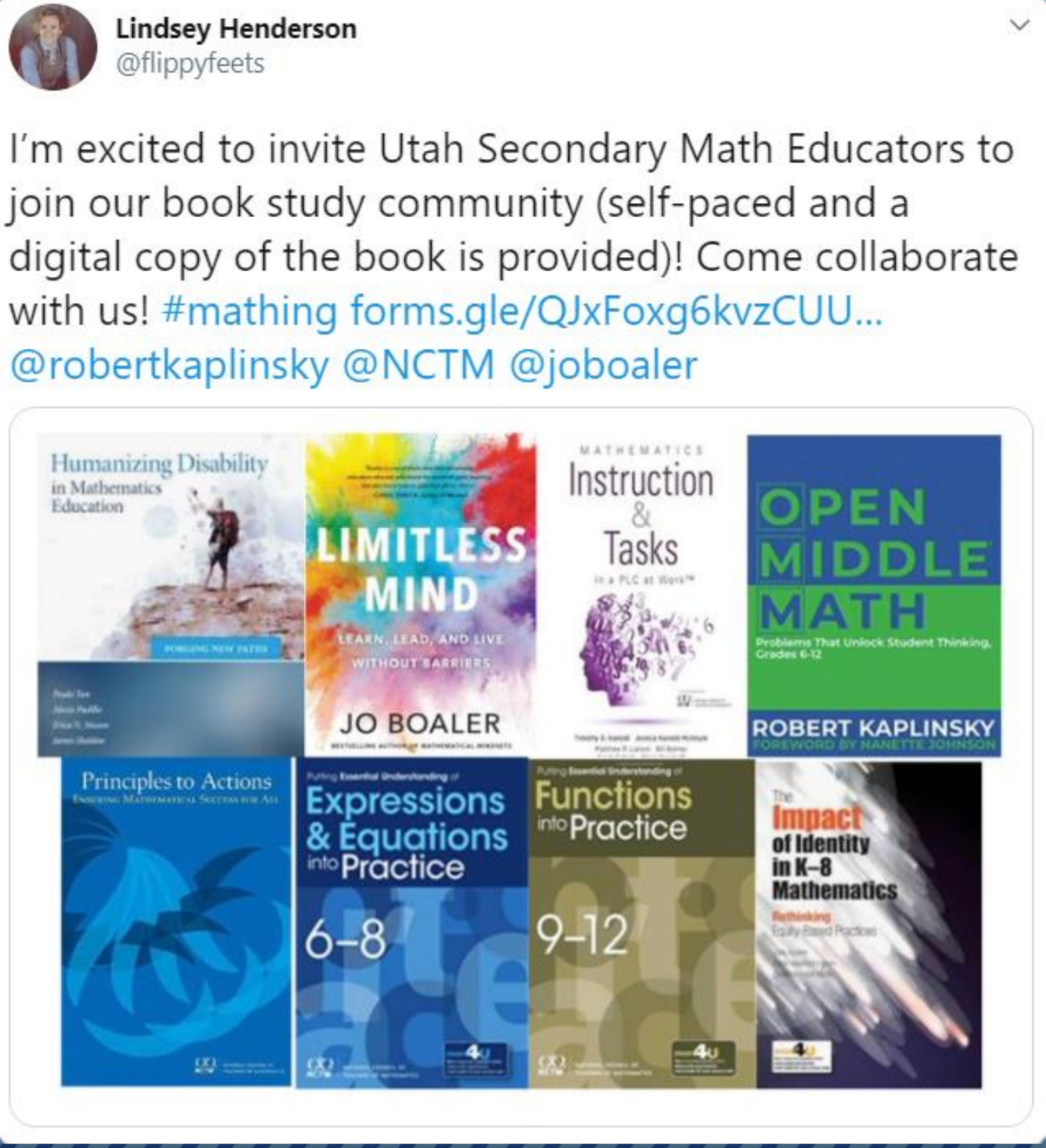
- 1 Site
- Landing Pages, Pop-Ups, Alert Bars
- Unlimited Traffic & Leads
- Free Custom Domain* with annual purchase
- Free Hosting
- Mobile-Responsive Templates

STORE AND USE EMAIL

- Dozens of options.
- I use MailChimp.
- Virtually all will allow you to send individual emails and automations.
- Major alternatives include ConvertKit, Infusionsoft, and Constant Contact.

EMAIL OPTIONS

- Single timely emails


Lindsey Henderson
@flippyfeets
I'm excited to invite Utah Secondary Math Educators to join our book study community (self-paced and a digital copy of the book is provided)! Come collaborate with us! #mathing forms.gle/QJxFoxg6kvzCUU...
@robertkaplinsky @NCTM @joboaler
Humanizing Disability in Mathematics Education
LIMITLESS MIND
LEARN, LEAD, AND LIVE WITHOUT BARRIERS
JO BOALER
MATHEMATICS
Instruction & Tasks
OPEN MIDDLE MATH
Problems That Unlock Student Thinking, Grades 6-12
ROBERT KAPLINSKY
FOREWORD BY NANETTE JOHNSON
Principles to Actions
Expressions & Equations into Practice
6–8
Functions into Practice
9–12
The Impact of Identity in K–8 Mathematics
Rethinking Equity-Based Practices

Contacts match all of the following conditions:

Zip Code (optional) | is greater than | 83999

AND

Zip Code (optional) | is less than | 85000

Add

Preview Segment Cancel

473 educators

EMAIL OPTIONS

- Single timely emails
- Automated evergreen emails

Open Middle Autoresponder Series

Edit Settings | Pause All Emails

Audience name
Open Middle (8,033 subscribers) Add Contacts | Remove Contacts

*To edit an email in your automation, click **Pause & Edit**. To edit multiple emails, click **Pause All Emails**.*

Here are our favorite Open Middle problems

Trigger: Immediately after subscribed contacts join your audience
Schedule: Every day, all day
Filter by segment or tag: None
Post-send action: None

0	8,403	66.0%	50.0%
Queue	Recipients	Open rate	Click rate

Pause & Edit

Premium

Advanced features for pros who need more customization.

Starting at
$299
/month

Select

Calculate your cost

200,000+ contacts
Unlimited audiences

Everything in Standard, plus:

- Advanced Segmentation
- Multivariate Testing
- Comparative Reporting
- Unlimited Seats & Role-Based Access
- Phone Support

Mailchimp Recommends

Standard

Data-driven automation and optimization tools for businesses that want to grow faster.

Starting at
$14.99
/month

Select

Calculate your cost

Up to 100,000 contacts
5 audiences included

Everything in Essentials, plus:

- Customer Journey Builder + Branching Points New
- Send Time Optimization
- Behavioral Targeting
- Custom Templates
- Dynamic Content New

Essentials

Great for email-only senders who want around-the-clock support.

Starting at
$9.99
/month

Select

Calculate your cost

Up to 50,000 contacts
3 audiences included

Everything in Free, plus:

- All Email Templates
- Multi-Step Journeys
- Custom Branding
- A/B Testing
- 24/7 Email & Chat Support

Free

All the multi-channel tools you need to build your business and grow your audience.

$0
/month

Get Started

Up to 2,000 contacts
1 audience included

Everything you get with Free:

- Marketing CRM
- Creative Assistant Beta
- Website Builder New
- Mailchimp Domain
- Forms & Landing Pages

GOALS

- [x] WHY DO I NEED AN EMAIL LIST?
- [x] WHY WOULD PEOPLE JOIN MY EMAIL LIST?
- [x] HOW DOES THE TECHNOLOGY WORK?
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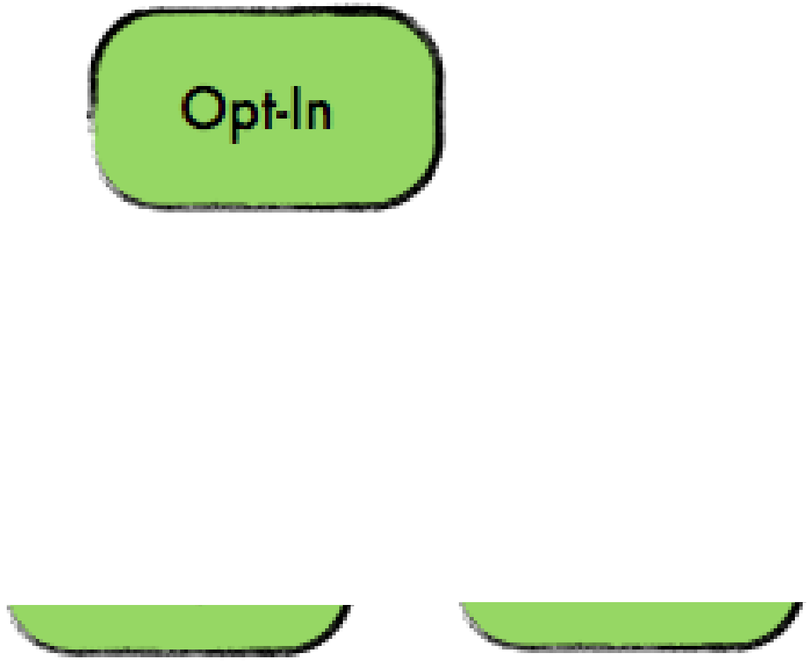


Source: Pat Flynn at smartpassiveincome.com/autoresponder-series

WHAT YOU NEED TO KNOW

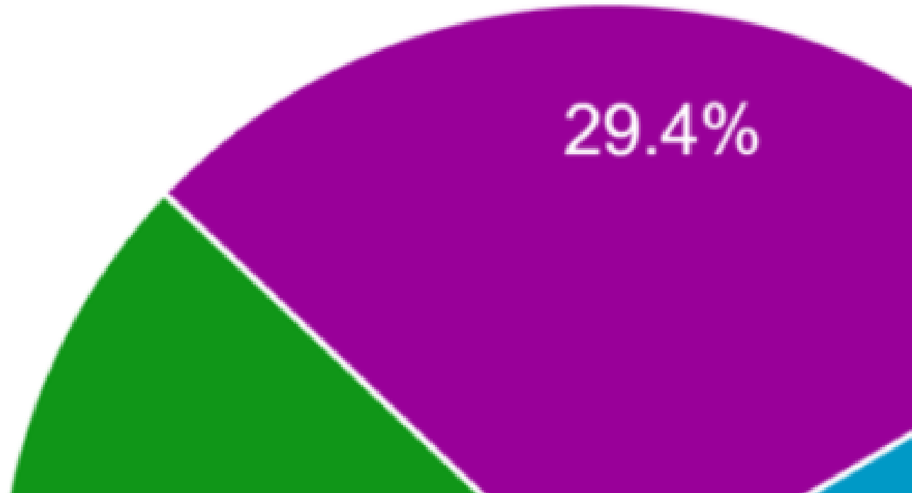
- Unsubscribing is not bad
- Automated emails versus timely newsletters
- Thoughts on writing enticing emails

Robert Kaplinsky

Hi Jason.

If your job includes training other educators, then this is an email you don't want to miss. I'll begin with a question: if you had a two-day training for educators and it could be on any two consecutive days of the week, which would be the best two? Which would be the worst?

I surveyed 153 eductors and asked them about their preferences. The pie chart below shows their results.



WHAT YOU NEED TO KNOW

- Unsubscribing is not bad
- Automated emails versus timely newsletters
- Thoughts on writing enticing emails
- Click and open rates

Robert Kaplinsky Automation (1-100)

Switch report

Workflow overview

14527	3735893
Subscribers who have completed	Emails sent

Open rate 28.6%

Audience average	**28.9%**
Industry average (Education and Training)	**15.5%**

Click rate 5.1%

Audience average	**5.1%**
Industry average (Education and Training)	**1.7%**

1,064,071	188,254	21,852	5,048
Opened	Clicked	Bounced	Unsubscribed

GOALS

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WHAT COMES NEXT?

Action	Do Now	Start Planning	Maybe	Don't Do
Create something that generates passive income		✓		
Switch to all the programs I use				✓
Pick an email provider		✓		
Pick a lead generator software		✓		
Create lead magnets	✓			
Track social media & email data			✓	
Integrate the lead magnets into your website		✓		

Robert Kaplinsky

Ed Consultants Lab® Online Workshop

MODULE 1: HOW DO I GET STARTED?

- How do I become an educational consultant?
- What kind of consulting work is right for me?
- How do I get others to see me as a thought leader?
- Do I really need things like a business license, fictitious business name statement, business entity (such as an LLC or corporation), federal tax ID, business bank account, business credit card, business insurance, etc.?

MODULE 2: HOW DO I GROW MY BUSINESS?

- How do I find clients?
- How do I develop my brand?
- What do I need on my website?
- How do I take advantage of social media?
- How do I build my audience?
- How do I turn my audience into fans?

MODULE 3: HOW DO I NEGOTIATE WITH CLIENTS?

- How do we decide what I'll do?
- How much should I charge?
- How do I consult internationally?
- How do I earn more money in less time?
- Why is a contract absolutely necessary?
- Who do I turn to when I need help?

MODULE 4: HOW DO I PREPARE FOR SUCCESS?

- How can I be knowledgeable without being a know-it-all?
- How do I make amazing presentations?
- How do I exceed my clients' expectations?

MODULE 5: HOW DO I TAKE CARE OF MYSELF?

- How do I transition from not being a consultant to a part-time consultant?
- How do I transition from part-time to full-time consultant?
- How do I work smarter, not harder?
- What happens when I feel like a fake?
- How do I balance working for others and making time to create something new?

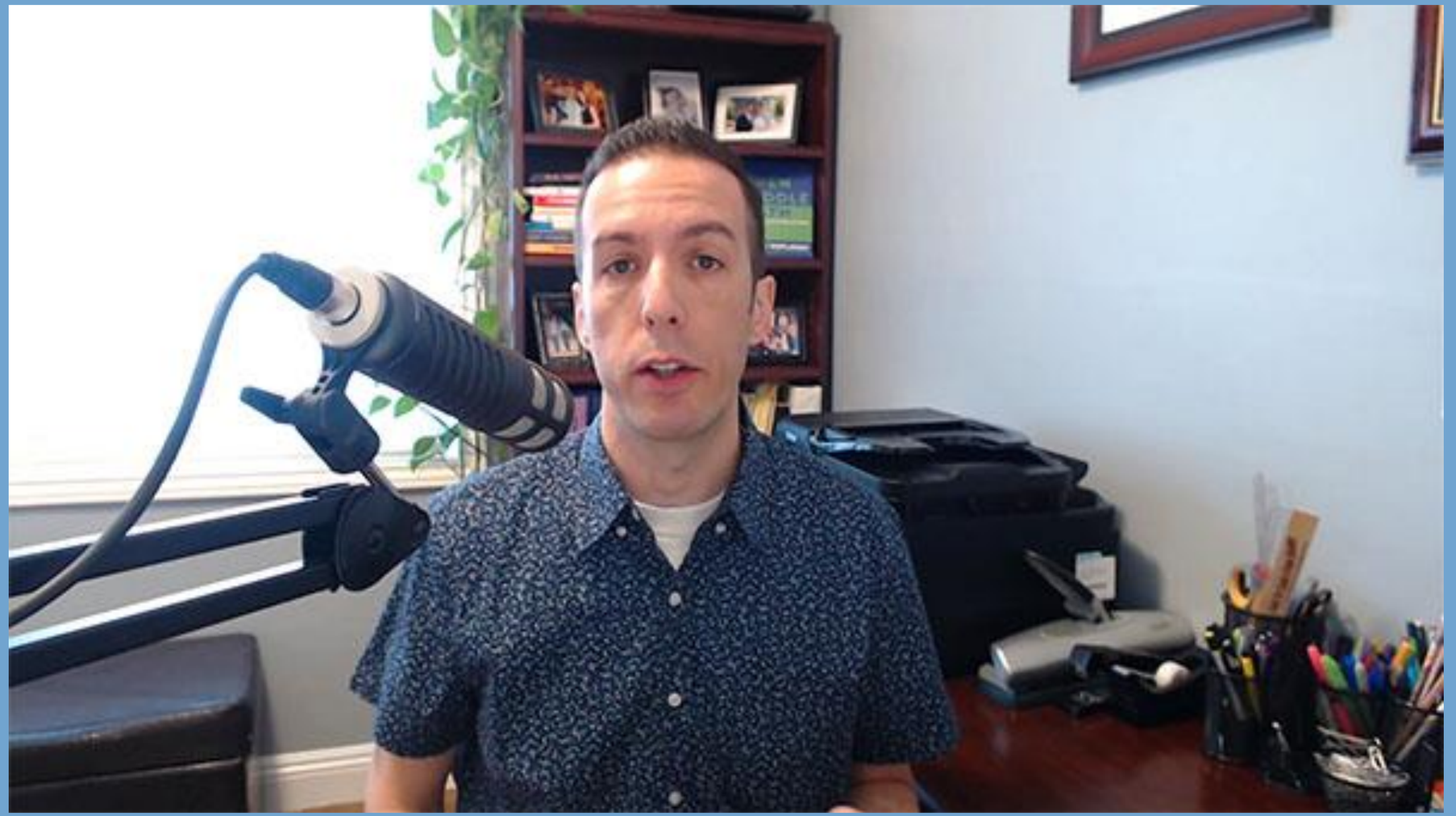
MODULE 6: HOW DO I WORK TOWARDS LONG TERM GOALS?

- How do I surround myself with people rooting for me?
- How do I know what to spend my time on?
- What happens when I want to change the kinds of work I do?
- How do I generate other kids of consulting revenue?
- How has the pandemic changed educational consulting?

BONUS: Contract Example

LOGO HERE

RobertKaplinsky.com



BONUS:
Live
Question &
Answer
Chat on
3/15/21 at
5 pm PDT

ED CONSULTANTS LAB DETAILS

- 6-week of content but access for 16 weeks.
- The first 10 people to register get access for all of 2021.
- Costs $997
- Registration closes on February 5, 2021.

I keep waiting for someone else to recognize how brilliant I am and elevate me. But I need to elevate my damn self.

SHELBY STRONG

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WANT THE RESOURCES?

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robertkaplinsky.com/ecl