

Email marketing for partners

How to build a list of people who want to hear from you, write the four sequences that turn a subscriber into a client, split the list so each person gets the right email, pick a tool, stay legal, and read the four numbers that matter.

Email is the only channel where you own the audience. TikTok can change its algorithm, Telegram can restrict your account, a Discord server can be deleted. An email list is a file on your computer. Every other channel in this academy feeds it: the link page button, the free checklist, the "message me START" reply. Build the list for a year and you have something that pays every month without you posting anything.

It is also the channel with the strictest rules, because a sent email is a legal act in most countries. This guide takes that seriously from the first section.

What you will learn

- Why email has the highest return of any partner channel, and why it is slow
- How to build a list: the lead magnet, the opt in page, and funnels from every other channel
- The four sequences: welcome, nurture, conversion, reactivation, with the emails written
- Segmentation: three ways to split the list so the right person gets the right email
- Subject lines and calls to action that get opened and clicked
- Tools: four to choose from, free tiers first
- Compliance: opt in, unsubscribe, GDPR and the lines you never write
- The four numbers, top tips, do this not that, and key takeaways

Why email

What email gives you	Why it matters for a partner
You own it	No platform can take your list away or hide your message
It converts	An email to someone who asked for it is read by 30 to 40 percent and clicked by 2 to 5 percent. No social post comes close
It is cheap	Free up to a thousand subscribers on most tools. A few dollars a month after
It compounds	A subscriber from month one is still reading in month twelve
It automates	The welcome sequence runs itself. Write it once, it works for every new subscriber forever
It is slow	The first hundred subscribers take months. Nobody searches for your newsletter. Every subscriber comes from another channel

Email is the back end of your partner business, not the front. The front is TikTok, Telegram, a blog, outreach. Each of them ends with "get the free checklist", and the checklist is how they join the list.

Building the list

The lead magnet

A lead magnet is the free thing someone gets for their email address. It has to be worth an email address, which means specific and immediately useful.

Works	Does not work
"The 5 checks before any trade" one page PDF	"Subscribe to my newsletter"
"Position size calculator" spreadsheet	"Free trading tips"
"The first week trading plan"	"Updates and offers"
"Lesson one of the free course, by email"	A 50 page ebook nobody reads
"My trade journal template"	Anything that promises money

One lead magnet, one page, one problem solved. Make it in an afternoon. The branded image library has the template for the cover.

The opt in page

One page: a headline that names the thing, two lines on who it is for, the email box, a button, and the honest line underneath. No menu, no links out. Your link page can host it, or the email tool's own landing page builder (every tool below has one).

The 5 checks before any trade

One page. The five questions I answer before I enter anything. Free, by email.

[Email box] [Send me the checklist]

I email once a week. Unsubscribe any time. Trading is high risk and most people lose money. I partner with the platform I use.

Funnels from every other channel

Channel	The line	Where it points
TikTok, Reels, Shorts	"The checklist is in my link in bio"	Link page button to the opt in page
Telegram channel	"Message me START" or a pinned link	Opt in page, or you send it by hand and add them with permission
Blog, SEO	A box at the end of every post	Opt in page
Pinterest	The pin links to the opt in page	Opt in page
Outreach DM	"I will send you the checklist, what is your email?"	You add them by hand, with their permission in writing
Discord	#how-to-start step two	Opt in page

The rule on adding people by hand: only if they asked for the thing and gave the address for that purpose. A WhatsApp contact is not a subscriber. A customer of your other business is not a subscriber. Someone who typed "yes send it" is.

The four sequences

A sequence is a series of emails that sends itself, one after another, when someone joins. Four sequences cover the whole life of a subscriber. Write them once.

1. Welcome (days 0 to 7, five emails)

The job: deliver the thing, introduce yourself, teach one thing, set the rhythm.

Day	Subject	Body
0	Here is your checklist	The link to the PDF. Two lines on who you are. "Reply and tell me: have you traded before?"
1	Why I started	Your story in 150 words, the honest version with the losing part. One line: "I email once a week, usually Sunday."
3	The mistake that cost me a month	One lesson. Risk per trade or the stop loss. Nothing to click but a reply
5	What I actually use	Your setup, a screenshot, one true reason. The platform link, the partner line, the risk line. "Start with the demo."
7	Your first week	The first week plan. "If you want to go through it together, reply with one word: READY."

2. Nurture (weekly, forever)

The job: stay useful so they keep opening. One email a week, same day. The rhythm is the product.

Week	Type	Example
1	Lesson	"What a candle is actually telling you"
2	Honest result	"I lost on this one. Here is why. Screenshot. Risk line."
3	Lesson	"Position size, the formula"
4	Real life or Q&A	"Three questions from replies this month, answered"

Every nurture email ends with one line: reply, or the free course, or the platform in the pinned PS. Never all three.

3. Conversion (triggered, three emails)

The job: the ask, once, well. Triggered when someone clicks the platform link, finishes the course, or replies READY.

Email	Subject	Body
1	The demo first	"Before any real money: the demo. Same platform, fake money, twenty trades with a stop. My link, partner line, risk line."
2, three days later	What I would do in your first week	The first week plan, specific. "When you have opened an account, reply and I send the week two plan."
3, seven days later	One honest thing	"Most people lose money at first. That is why the course and the demo come first. If you are ready: link. If not, keep reading the weekly email, there is no rush."

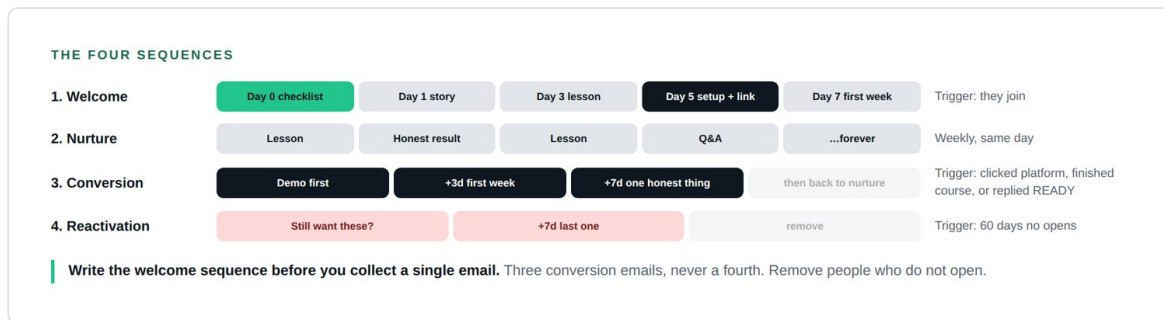
Three emails, then back to nurture. Never a fourth ask.

4. Reactivation (triggered, two emails)

The job: wake up people who stopped opening. Triggered after 60 days of no opens.

Email	Subject	Body
1	Still want these?	"You have not opened in two months. One click to stay, or ignore this and I remove you next week."
2, seven days later	Last one	"Removing you tomorrow unless you click. No hard feelings." Then remove them

Removing people who do not open is how the rest of your list keeps landing in the inbox.



The four sequences and what triggers each one.

Segmentation

Segmentation is splitting the list so each person gets the email that fits them. Three splits are enough.

Split by	Segments	How you know	What changes
Interest	Never traded / trades now	The reply to "have you traded before?" in email 1, or which lead magnet they took	Beginners get the course path. Traders get the setup and conditions emails
Engagement	Opens every email / sometimes / never	The tool tracks it	Active get the conversion sequence. Never get reactivation
Lifecycle	Subscriber / finished course / opened account / funded	They tell you, or the course tool tells you	Funded clients get the monthly setup email and campaign news, not the beginner lessons

Set up the interest split on day one. Add the others in month two.

Subject lines and calls to action

Subject lines. Under 50 characters. Plain words. The thing the email is about, as you would say it to a friend. Test two versions on every send once you have 500 subscribers.

Opens	Does not open
"I lost on this one"	"Weekly market update #14"
"The mistake that cost me a month"	"URGENT: limited time offer"
"Have you traded before?"	"Newsletter"
"What I actually use"	"Exclusive VIP access inside"
"Your first week"	Anything with 🚀 or 💰

Calls to action. One per email. A plain sentence, not a button that shouts.

Works	Does not
"Reply with one word: READY"	"CLICK HERE NOW"
"The demo is here, start there"	"Sign up today"
"Lesson one is 12 minutes, here"	"Don't miss out"

Tools

Tool	Free tier	Paid from	Best for
MailerLite	1,000 subscribers, automation included	About 10 USD a month	Most partners. Simple, sequences on the free plan
Beehiiv	2,500 subscribers	About 40 USD a month	Partners who want the newsletter to look like a publication, with referral features
Brevo	300 emails a day, unlimited contacts	About 25 USD a month	Partners who also want SMS and WhatsApp in one tool
Kit (formerly ConvertKit)	10,000 subscribers, limited automation	About 30 USD a month	Creators who already sell a course or product
Mailchimp	500 contacts	About 13 USD a month	Only if you already use it

Pick MailerLite unless you have a reason not to. Spend the first hour on the welcome sequence, not on the design.

Compliance

This section is the one that keeps you in business.

Rule	What it means in practice
Opt in only	Every address on the list typed itself in or said yes in writing. No bought lists, no scraped lists, no "I had their email from before"
Double opt in	Turn it on in the tool. The subscriber confirms by clicking. Fewer subscribers, far better delivery and a legal record
Unsubscribe in every email	The tool adds it. Never remove it. Honour it the same day
Your real name and a postal address	Required by CAN-SPAM (US) and most other laws. A PO box is fine
GDPR (EU and UK subscribers)	Say what you will send and how often at sign up, keep the record of consent, delete anyone who asks
No money promises	Not in the subject, not in the body, not in the PS. "I made X" is a rule break and in most countries illegal
The risk line	In the welcome email, in every conversion email, in the footer of everything
The partner line	Next to every platform link
Financial promotion rules	Some countries restrict individuals promoting trading platforms by email. You are responsible for knowing yours

Sending one email to a list you did not build with permission is the fastest way to a blocked domain and a fine. There is no version of this that is worth it.

The four numbers

Number	What is normal	If it is low
Open rate	30 to 45 percent for a small, permission based list	Subject lines. Or the list has people who did not really opt in
Click rate	2 to 6 percent	The call to action is unclear, or there are too many
Reply rate	1 to 3 percent on emails that ask a question	You are not asking questions
Unsubscribe rate	Under 0.5 percent per send	Too many asks, or an audience that did not expect what you send

Look at them monthly. Write down two: list size and open rate. If the list grows and opens hold above 30 percent, everything is working.

Top tips for email

- 1. One lead magnet, one page, one problem.** The five checks checklist beats a 50 page ebook every time.
- 2. Write the welcome sequence before you collect a single email.** The first five emails are the most read you will ever send.
- 3. One email a week, same day, forever.** The rhythm is what keeps opens high.
- 4. Ask "have you traded before?" in email one and split the list on the answer.** It is the only segmentation you need in month one.
- 5. Three conversion emails, then back to teaching.** A fourth ask costs you more subscribers than it earns clients.
- 6. Remove people who do not open.** A smaller list that opens lands in the inbox. A big list that does not goes to spam.
- 7. Double opt in, from day one.** It is the legal record and the deliverability fix in one setting.
- 8. Reply to every reply, personally.** A reply is a lead. Email is outreach with a list.

Do this, not that

Do this	Not that
Specific one page lead magnet	"Subscribe to my newsletter"
Double opt in	Adding contacts by hand
Welcome sequence written first	Design first, emails later
One email a week	Daily, then nothing for a month
Three conversion emails	An ask in every email
Plain subject lines	Emojis and "urgent"
Risk line and partner line in every conversion email	Risk line in the footer only
Remove non openers	Keep everyone forever

Key takeaways

- Email is the only audience you own, the highest converting channel, and the slowest to build. Every other channel feeds it.
- One lead magnet, one opt in page, one line at the end of everything you post.
- Four sequences: welcome (5 emails), nurture (weekly), conversion (3 emails, triggered), reactivation (2 emails, then remove).
- Split the list by "have you traded before?" on day one.
- Opt in only, double opt in, unsubscribe honoured, real name and address, no money promises, risk line and partner line. There is no exception that is worth it.

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