

Newest Article and Newest Experiment



In my last email I gave you the links to all the articles I've been writing about email marketing, and I promised that a few more articles would be coming out. The newest article is [Email Marketing - What do Frequency and Deliverability Mean?](#) In it you'll find out about how often to send your emails and how to figure out if they are actually getting delivered, along with some other email marketing tips. Here's where to find the article:
confidentmarketer.com/email-marketing-basics.

I'll have one more article for you on this topic and I'll be sure to let you know when it's ready for you.

If you know me very well you know that I am always saying "All business is an experiment." For the past month or so I've been experimenting with pre-designed templates for Canva by Sarah Young, whose business is Biz Template Babe. Here's my own affiliate link to her site:
confidentmarketer.com/canvatemplates.

I was a little hesitant at first since Canva has a pot load of

NEWEST ARTICLES AND NEWEST EXPERIMENT



templates you can use anyway. First, I downloaded a set of free templates, and then I realized how easy it was to use Sarah's templates and ALWAYS be on brand. Plus, she has many videos that teach the use of Canva - she is a ninja for sure. So I dipped my toe in and bought her set of ebook templates. And then I went whole hog and bought every template set she has.

You can use her templates, which are sold in sets, for everything! Instagram. Facebook. Youtube. Pinterest. Email Marketing. Ebooks. Lead magnets. Webinar Slides. In fact, I just finished up a set of webinar slides for a presentation I'm doing for a travel company. It was super-fast and super-easy to brand to the travel

company's colors. What I liked at the first was that I didn't have to buy the whole thing, I could buy just the set I wanted - like for Instagram, let's say. And although I am a long-time Canva user, I've watched a few of Sarah's training videos and learned things I didn't even know.

If you or your team members are using Canva you might take a look at Biz Template Babe. My affiliate link again is confidentmarketer.com/canvatemplates. It's a business experiment that has turned out totally worth it for me.

This week I had a great time leading my Declutter for Fall workshop. If you know that you need to take inventory of the things you use to run the back end of your business, and you want to simplify, you can work with me for an hour and we'll figure out how to declutter from programs and software you aren't using, and figure out what you need the most. Go to confidentmarketer.com/one-and-done.

To your sweet success,

Sue Painter

PS Please email me (sue@confidentmarketer.com) and let me know if the email marketing articles have been helpful for you. Thanks!