A step-by-step guide to turning your email list into revenue

How to build an offer, launch it, and turn it into a system that keeps selling



A product on its own won't sell itself. It needs a system around it.

This guide walks you through that whole system of building a launch that generates interest before you ask for any purchases and a follow-up that keeps working on those who don't buy right away.

Wherever you're starting from, you'll find your next step here:

- [x] You have an idea but haven't built anything yet
- [x] You're already selling somewhere else and want it connected to your list
- [x] You've launched before, but the funnel didn't convert the way you hoped
- [x] You're still growing your list and want the system ready when you are

What's ahead

01 **Get something to sell**
(build or connect it)

02 **Build the launch**

03 **Follow up**

04 **Bonus: grow your list**

Kit

01

Get something to sell

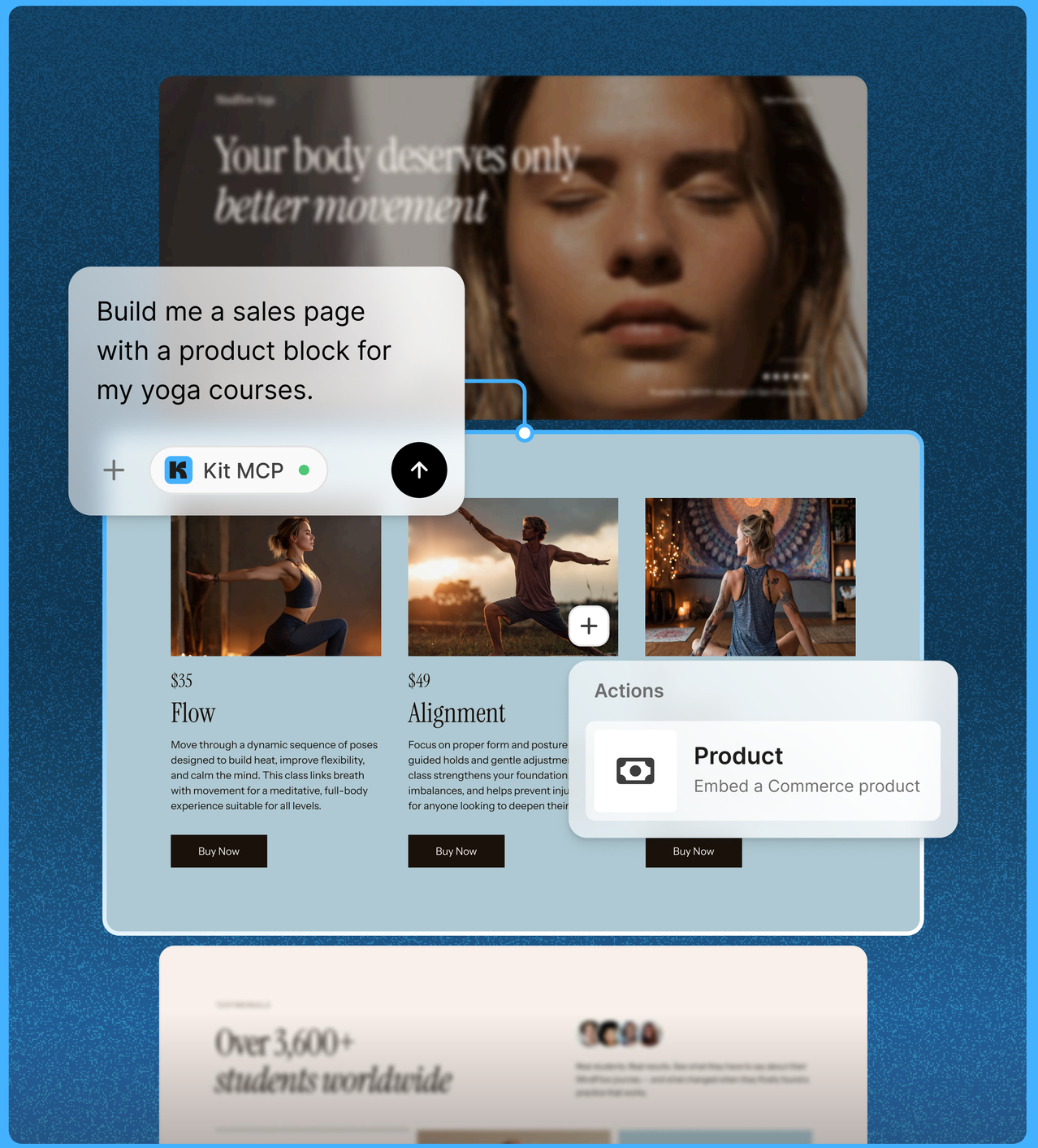
You already know more about what your list wants than you may think. This is your starting point.

Build and sell your product in Kit

Use this 3-step process to use your list to help source product ideas.

1. Look at what subscribers reply to, ask about, or click on to help inform what you build
2. Create a product in Kit with a low-ticket offer. A $10–$50 ebook, template pack, or short coaching session is a fast way to gauge interest.
3. Start testing your offer and getting feedback from your most loyal fans.

> **Tip:** Your first version doesn't need to be polished. It needs to exist. Anything you can put a price on and put in front of people immediately teaches you more than another month of planning would. Remember, the goal is getting something live and testable quickly.



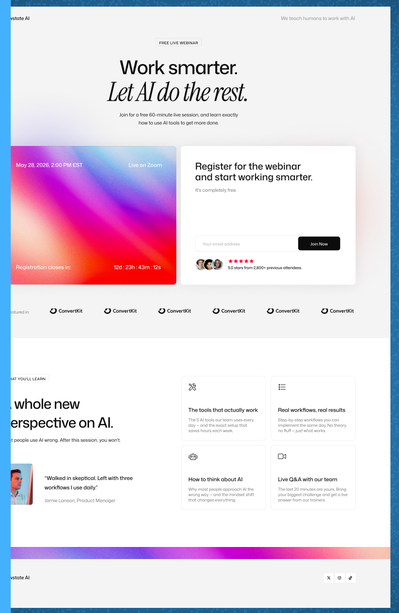
In action:

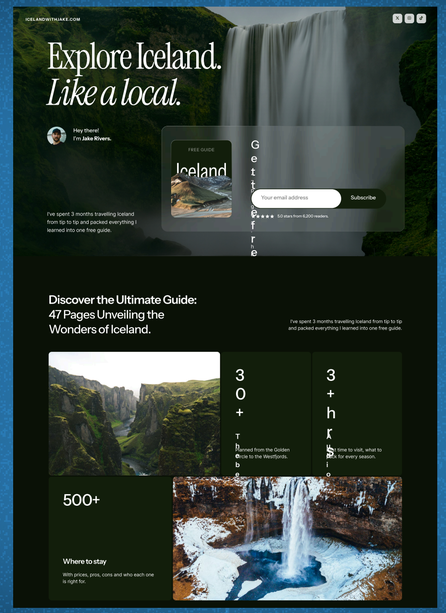
Before you build your product, test the offer. This is what Dan Mall, founder of Design System University and Make More Money does for every new launch.

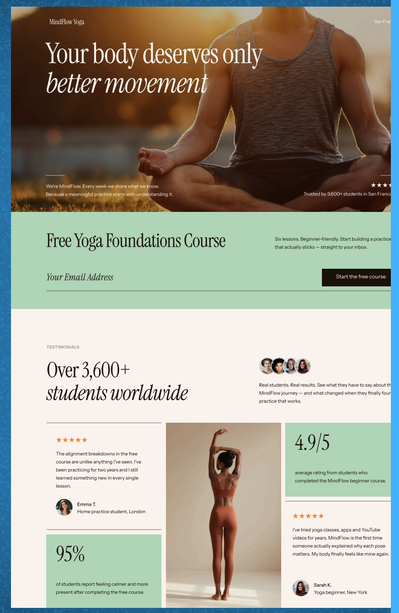
> **“The first thing we do whenever we're trying to test a new offer is we build a Kit landing page.”**

Dan's team can test messaging, pricing, and positioning in an afternoon with an offer and landing page alone.

New offer



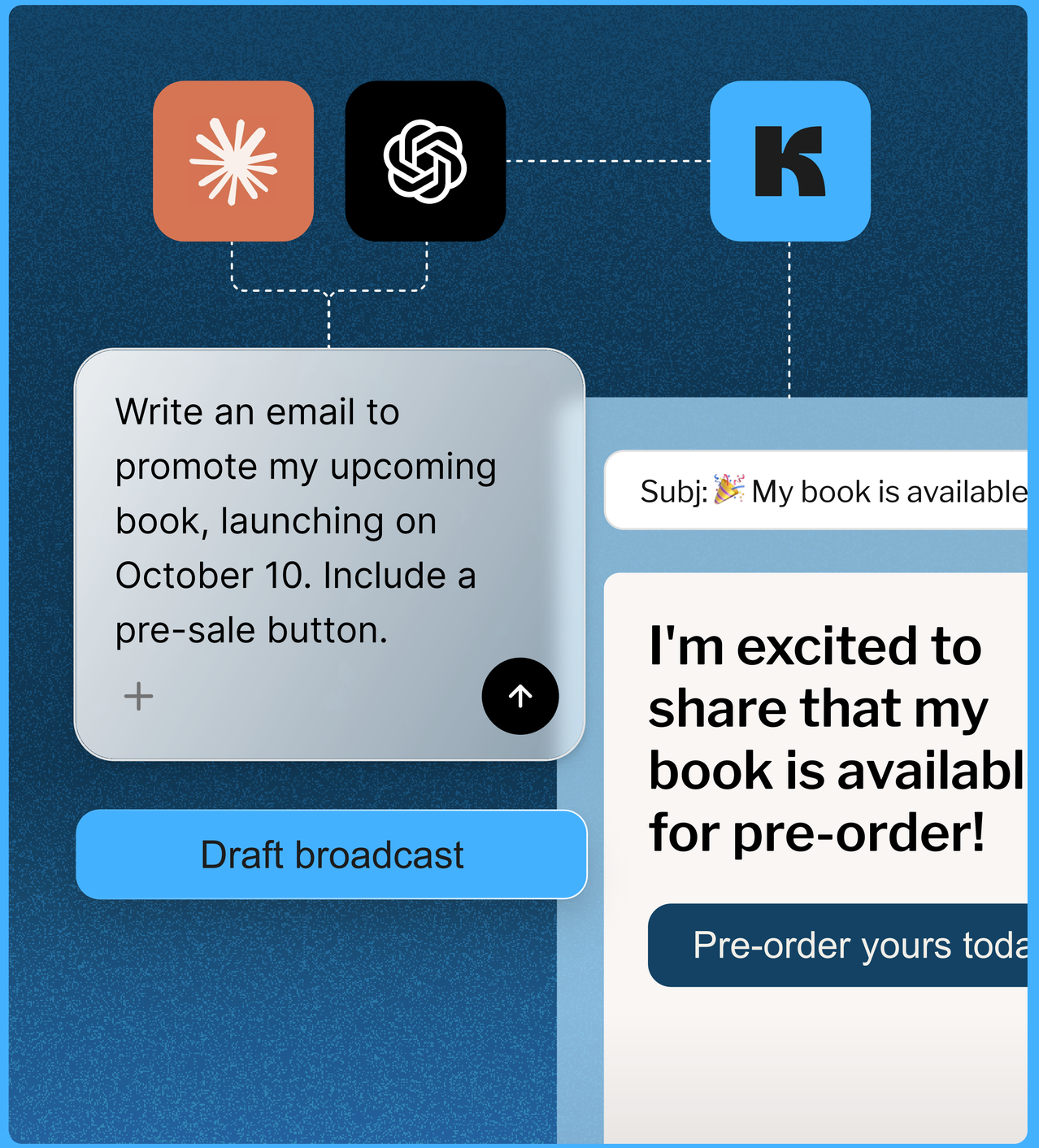




Create a landing page

How to do this in Kit:

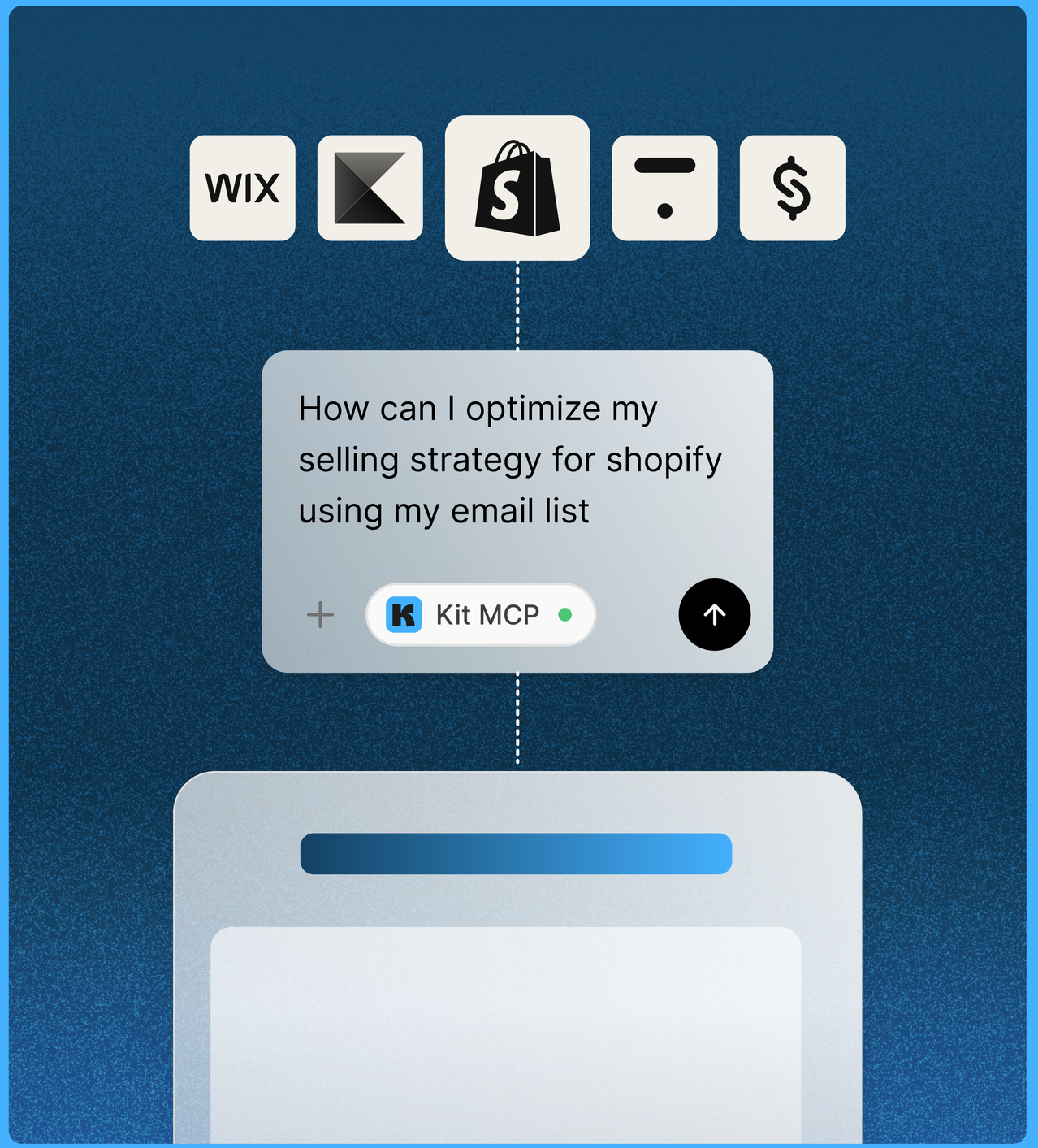
1. Connect Kit to Claude or ChatGPT with the Kit MCP to pull the emails that have received the most replies, opens, and clicks to understand your starting product
2. Use the Kit MCP to build a landing page for you directly in Kit before you build the product behind it
3. Add a Kit Commerce product once you know what you're selling—a digital download, a course, a coaching call, or short guide
4. Add an upsell at checkout once your first version is live



Connect what you already sell

If you're selling somewhere else like Shopify, Wix, Stan Store, Kajabi, or Thinkific, you can simply connect it to Kit.

1. Once connected, see exactly what subscribers purchased across all your tools directly in Kit. No manual tagging.
2. The sale happens on your existing platform and Kit sees it the moment it does.



How to do this in Kit:

1. Install the Shopify, Wix, Stan Store, Kajabi, or Thinkific app from the Kit App Store
2. Connect your store so purchases automatically tag the buyer in Kit
2. Once the MCP is connected, you can ask Claude about how to maximize your revenue across your channels, so you can optimize how you're selling across tools

In action:

Food by Maria leans on Kit to run more than just her email business. She sells directly through Kit as well. Because Kit is connected to her Shopify store, every email she sends promoting her products—her cookbook, olive oil, honey, app—comes back with clean conversion data. “You get that really nice email that just puts it all in one place,” she says. “You get updates from Kit like, ‘You sold this much this month,’ and you get the Kit analytics alongside the Shopify data.

The result:

One view of your whole business, instead of switching between a store dashboard and an email dashboard to piece it together.



Kit

02

Build the launch

A product without a launch strategy is just an opportunity sitting there. Here's the system that gets people to your produce and gets them to buy once they arrive.

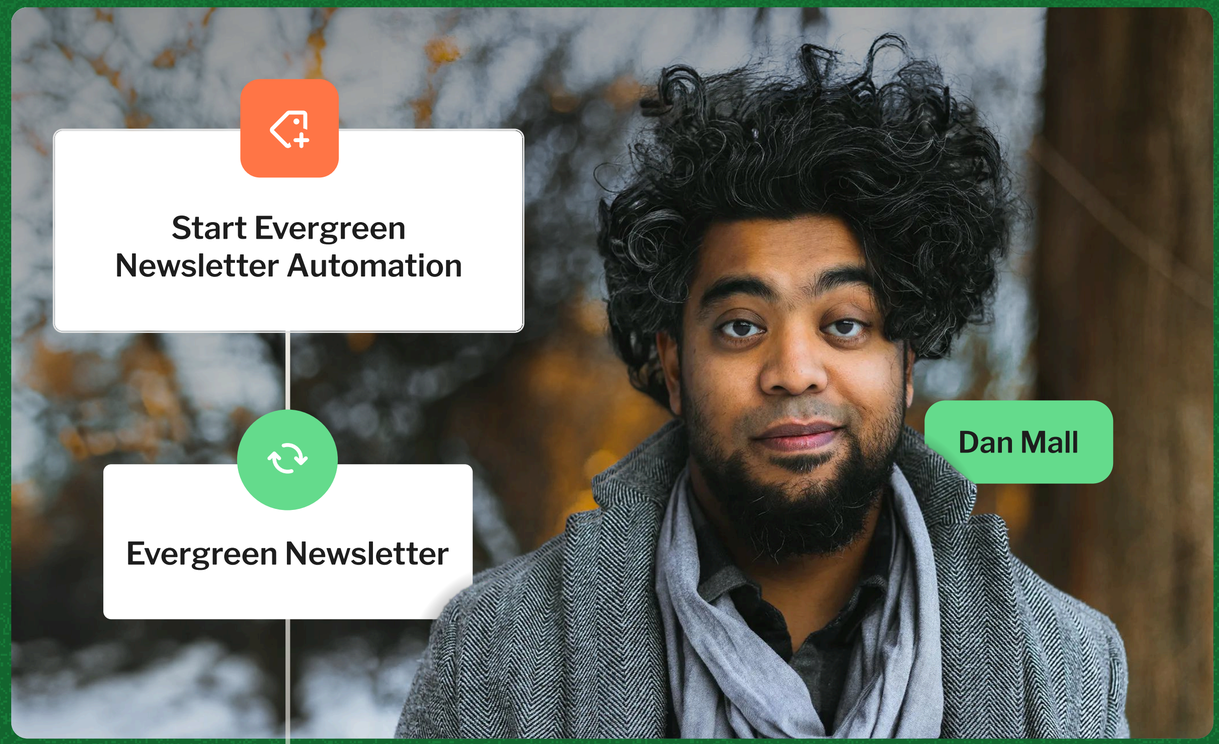
The hook

Don't announce a launch the day it goes live. Start talking about what's coming 6 to 8 weeks ahead of time, with regular updates and teasers as the date gets closer.

How to do this in Kit:

1. Map out your announcement timeline before you write a single sales email.
2. Plan what you'll reveal each week to build anticipation, and set the sequence up in Visual Automations so it runs on schedule.

Automation to try: Evergreen Newsletter →



Dan Mall treats every launch like a dinner party—you don't send the invite the night of.

"It takes seven times for people to hear your message and really let it sink in."

The waitlist

Before you pitch anything, let people raise their hand. Send an early email that says, in effect: something's coming, click here if you want to know more.

How to do this in Kit:

1. Create a tag like "Interested in [your offer]."
2. Add a link to your warm-up email and set a rule so clicking it adds the tag automatically.
3. When you launch, segment your send so that group hears from you first.

Automation to try: Waitlist →



Jessica Beacom, founder of The Real Food Dietitians uses this to separate her most interested subscribers from everyone else weeks before she opens sales. On launch day, that tagged group gets a personal note first, ahead of the rest of her list.



$19.00

6-Week Real Food Menu (Volume 2)

Sometimes deciding what to make for dinner is the hardest decision to make. We created these weekly menus to relieve that end-of-day stress.

Here's what you get in this 65-page resource:

- **6 Weeks of Healthy Menus** - easy high-protein dinners you'll love, plus make-ahead lunches & breakfasts. 36 recipes total!
- **Done-For-You Grocery Lists** - a new weekly grocery list with easy-to-find ingredients
- **New** - exclusive recipes included every week
- **Quick** - make-ahead recipes for weekend meal preps
- **Gluten-Free** - most recipes are naturally gluten free or can be easily modified to be

Get it now!

Open the cart

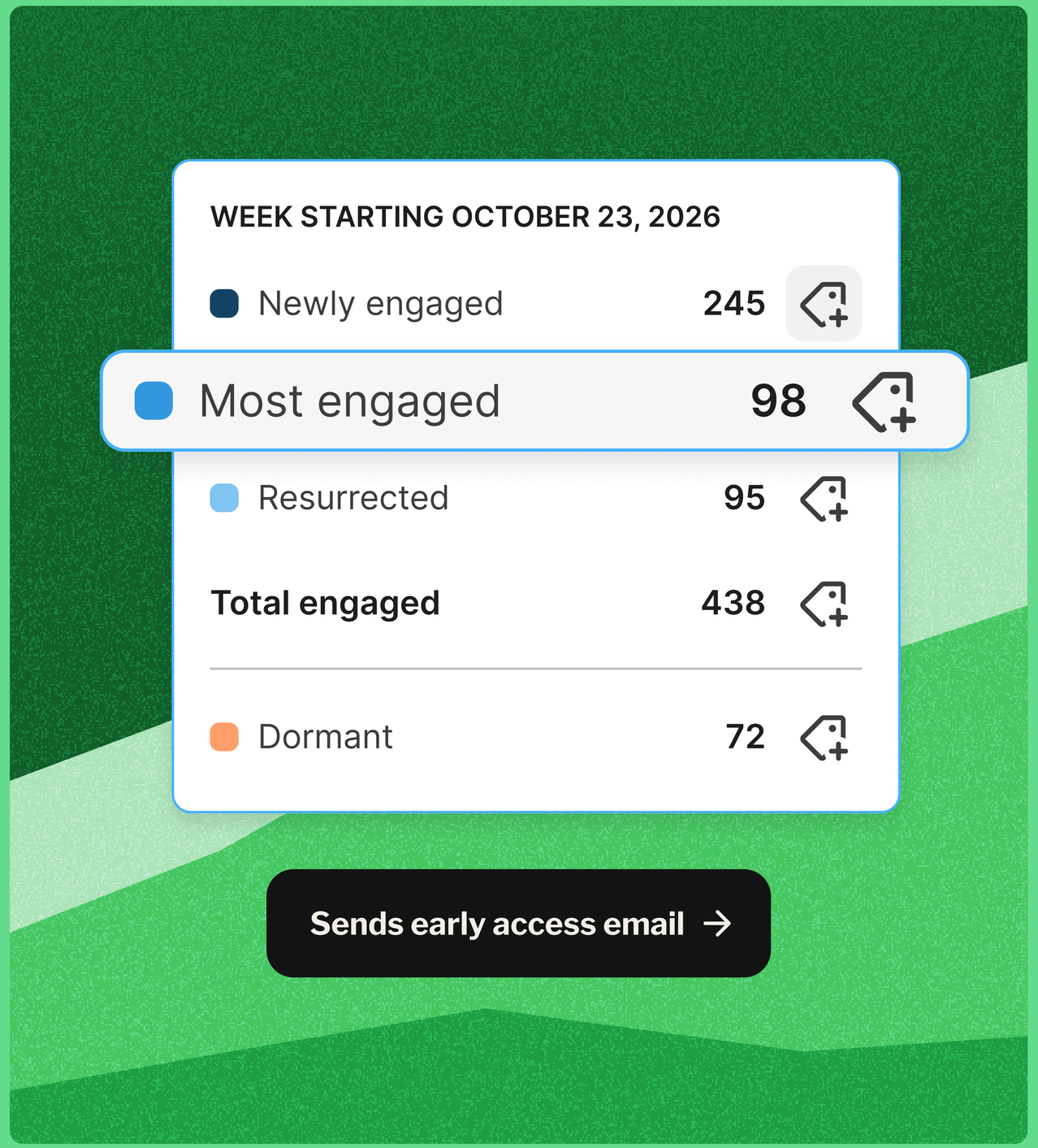
Give your most engaged subscribers access before anyone else. A link in one of your updates lets people self-identify. Click it, and you're in the early group instead of waiting for the general open.

How to do this in Kit:

1. Add a link trigger to your update emails that tags anyone who clicks as VIP.
2. When you open sales, send to VIPs first.
3. Send to your full list once the general window opens.

VIPs get better pricing and get to buy before the offer opens to everyone else, which rewards the subscribers who've stuck with your emails all along.

Automation to try: VIP early access →



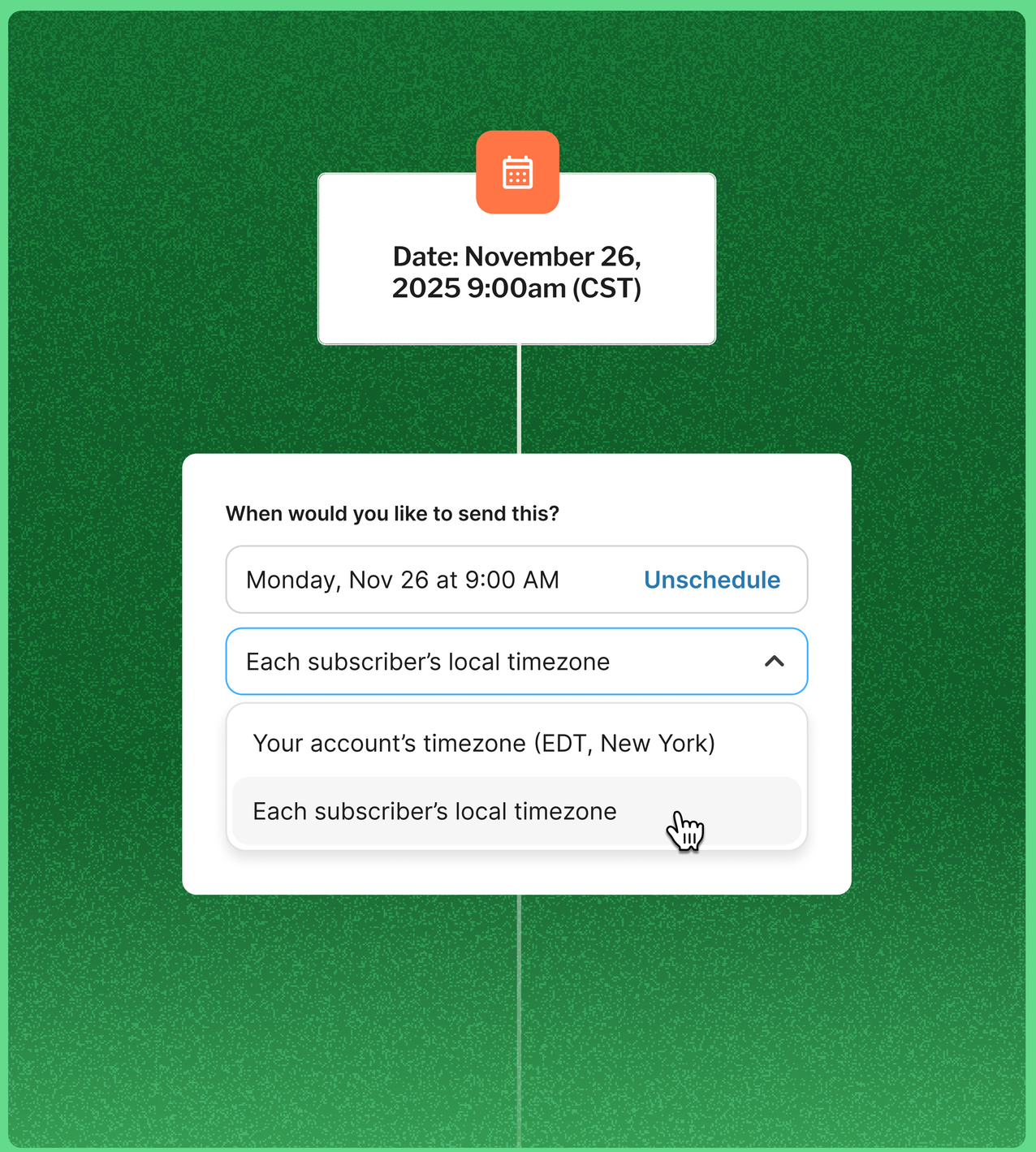
The deadline

Every offer needs a real end date because an offer that never closes rarely gets acted on. Set the date, build toward it, and let it close cleanly when it arrives.

How to do this in Kit:

1. Tag your launch list, set a date-based automation for when the offer opens, and send teaser emails building up to it.
2. When the deadline hits, close the offer and stop sending it.

Automation to try: Scarcity countdown launch →



Limited spots

A deadline creates urgency. A cap creates exclusivity — limit the number of spots, seats, or bundles available, and say so upfront. It gives people a reason to decide now instead of "later."

How to do this in Kit:

1. Set up a landing page for each offer.
2. Build the email sequence for each one in advance.
3. Tag purchasers so they stop seeing the pitch once they've bought.

Tip: if you're connected to Kit MCP, you can ask your AI tool to build the sequence for you — a warm-up email for each week leading up to your deadline, ending on the date you set.

Automation to try: Upsell control → Product sales →



Gemma Bonham-Carter, an online business strategist who teaches more than 19K students, builds hype 3 to 4 weeks out by announcing what she's about to sell so people can plan for it. Then she runs a five-day campaign with five different offers, each available for only 24 hours before the next one takes its place.

Kit

03

Follow up

Most of your list won't buy the first time you ask, but Kit allows you to pitch non-buyers strategically.

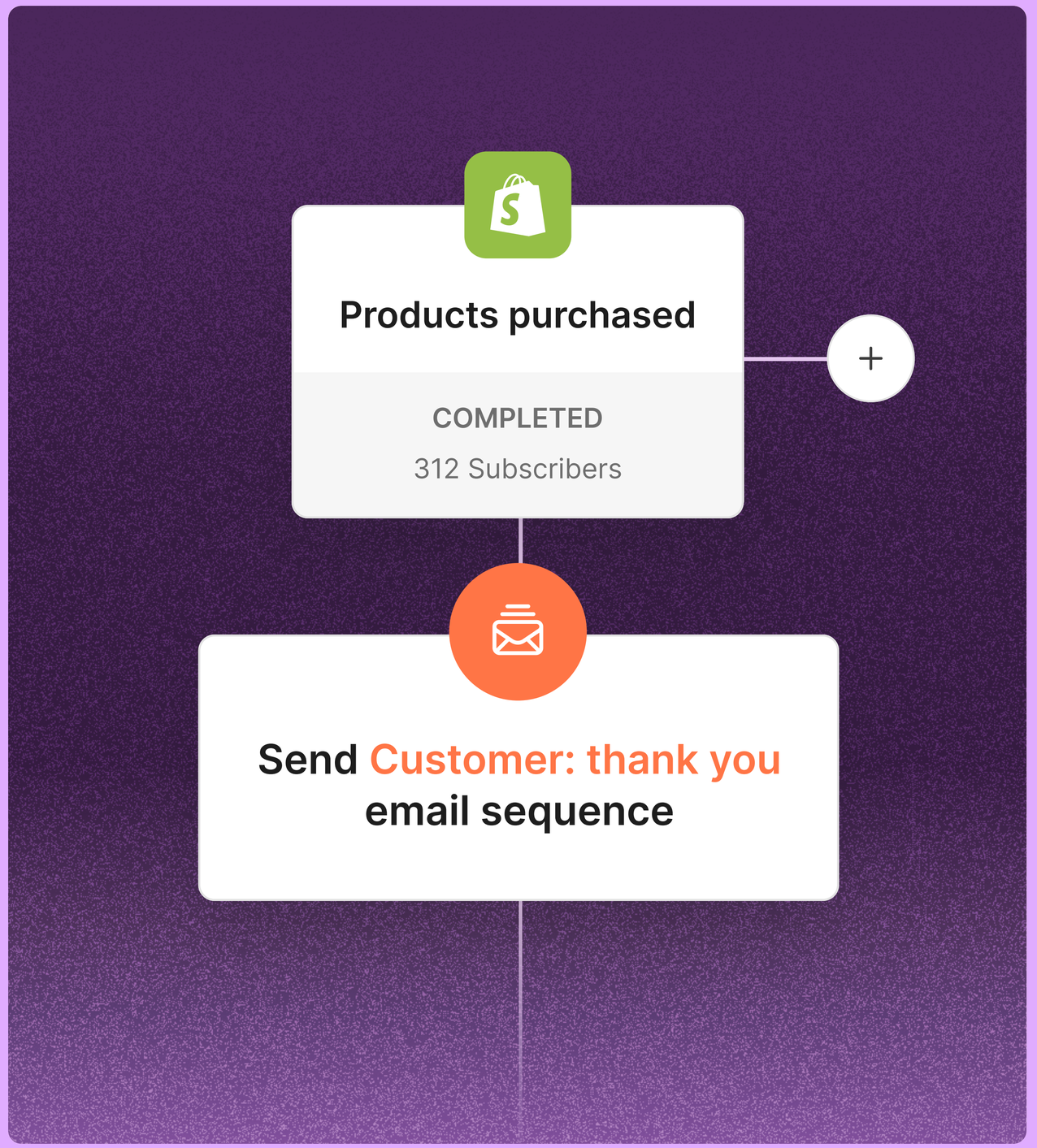
Follow up with the people who don't buy

Most of your list won't buy the first time you ask. That's not a failed launch, it's just where most people are.

The moment someone purchases, Kit can tag them as a buyer and split your list automatically:

Buyers go into an onboarding sequence that welcomes them and sets up their next step

Everyone else goes into a nurture sequence instead of just dropping out of the conversation.



In action:

Non-buyers don't need the same pitch again. They need the same offer in a different shape.

Gemma Bonham-Carter calls hers a "forever funnel" consisting of 12 to 15 emails, one every 2 weeks, that repackage her main offer as a casual guide, then a webinar, then a sales call, running quietly alongside whatever she's currently promoting. Most people won't buy the first time they see an offer, which is where a nurture sequence earns its keep.

one twist turned her $4K promo into $20K



I was poking around online the other day because I *thought* I remembered one of my students sharing her Black Friday results last year.

So I searched her name and "Black Friday in a Box"… and boom, there it was.

A full, 20-minute breakdown of how she made $20,013 during Black Friday.

I clicked and ended up watching the entire thing.

*(also, when a student does an unprompted video testimonial about **your program**? best feeling ever).*

Stephanie used to make $4-6K on a typical flash sale.

But when she used our Black Friday strategy? Over $20k.

No new products. No new audience. No viral moment.

Just a smarter plan.

She sold a mixture of a course bundle, a $17 mini offer, and her signature program.

She also layered in upsells + order bumps that added another $4k in revenue.

Oh and her Facebook ads? She spent $286 — only targeting warm audiences (email list, IG followers, past buyers) — and made $3,853 from those ads alone.

That's a 13.4x return. 🤯

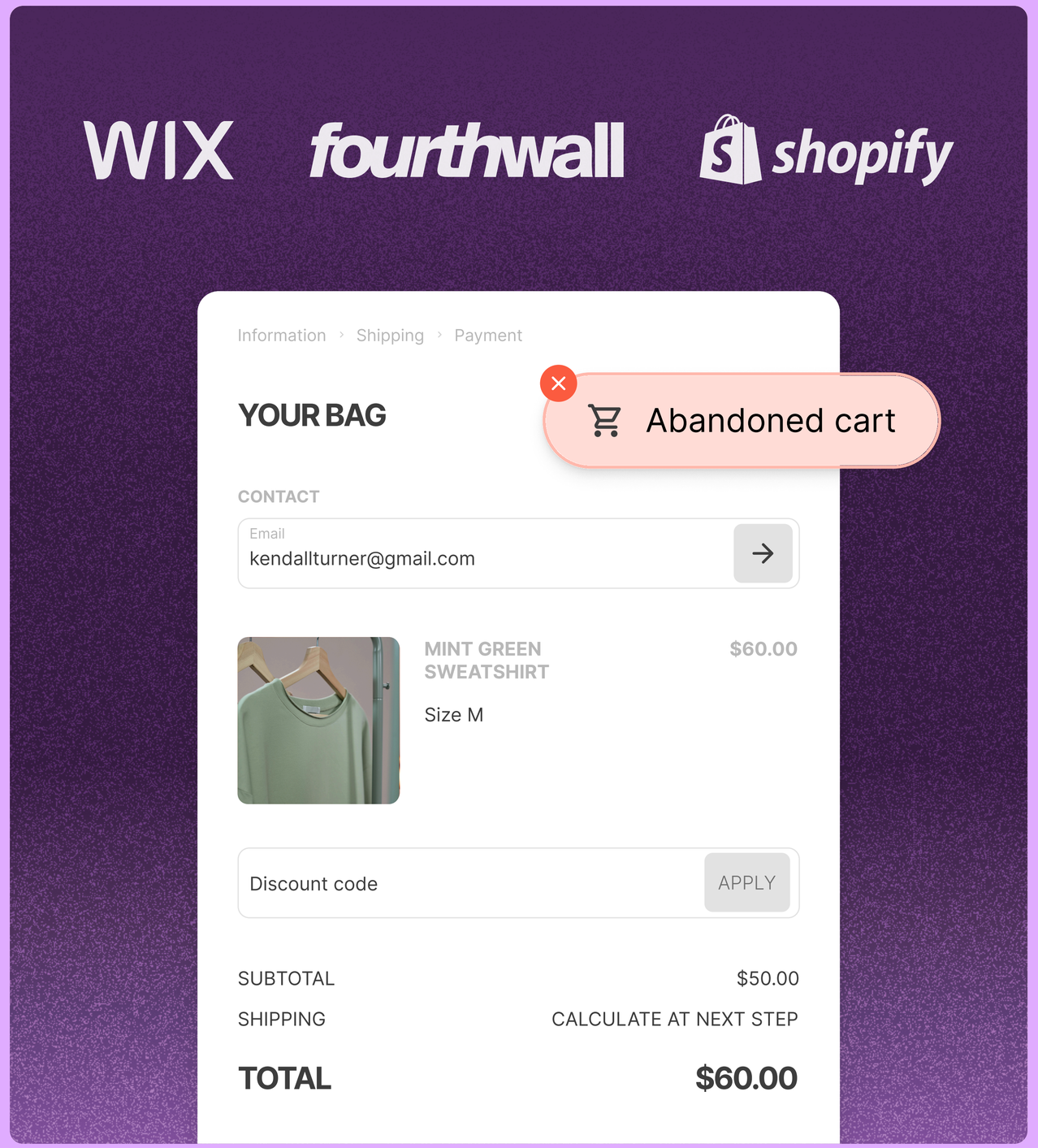
But what really stood out was how well she *prepped*.

Recover abandoned cart shoppers

If you're selling through a connected Shopify, Fourthwall, or Wix store, Kit can catch that too.

1. The moment someone adds something to their cart and leaves, Kit sends a personalized follow-up with the exact product, price, and a link straight back to checkout.
2. Kit then tags them as recovered or lost so you can see what it's worth.

> **Tip:** Automated recovery emails like this bring in up to 3 times more revenue than a generic broadcast. (Available on the Creator and Pro plans.)

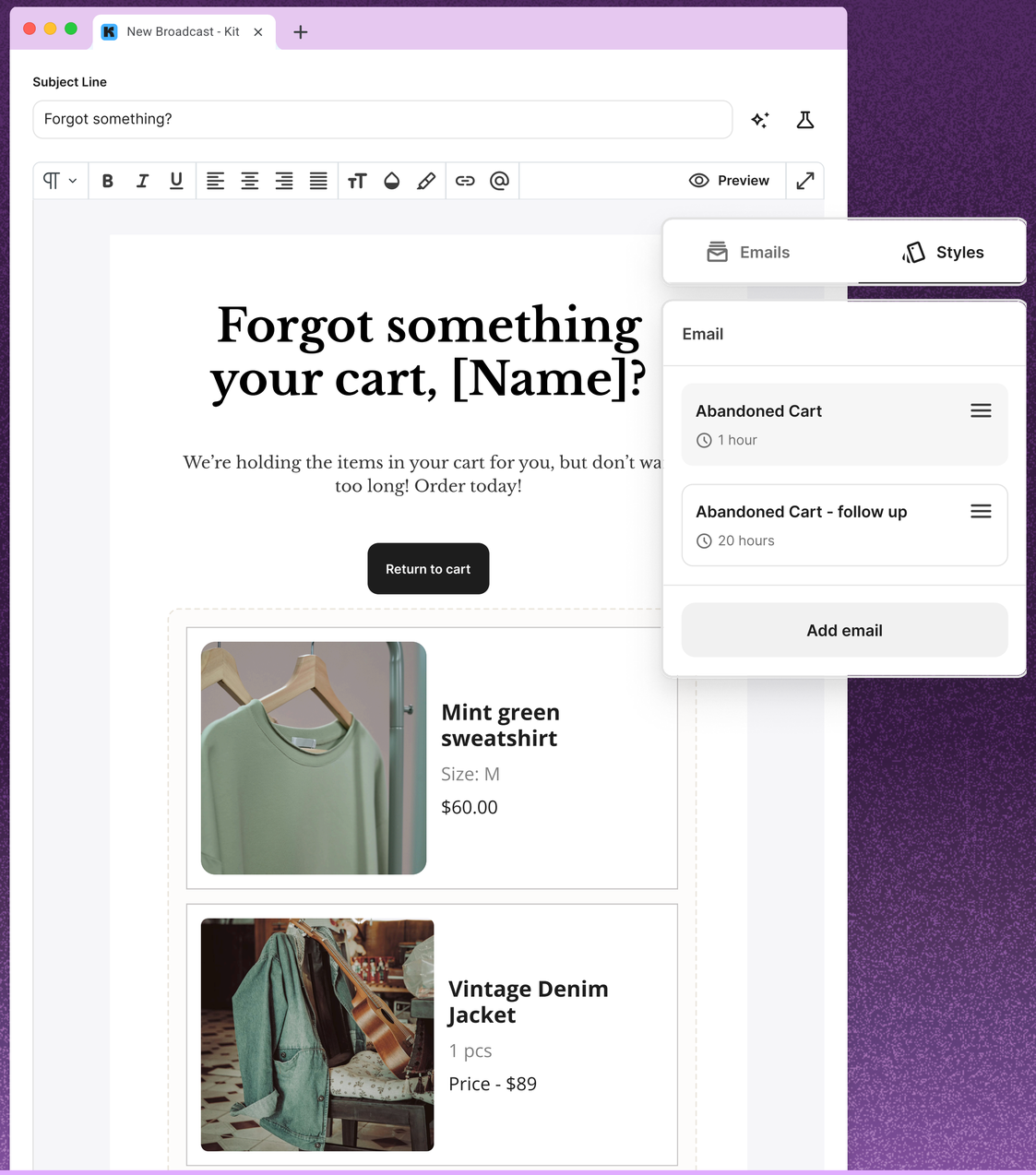


How to do this in Kit:

1. Create a purchase tag that fires automatically when someone buys
2. Build two sequences off that tag split: onboarding for buyers, nurture for everyone else
3. Turn on Abandoned Checkout for your connected Shopify, Fourthwall, or Wix store
4. Repackage your offer in a new format every couple of weeks for the non-buyer sequence, rather than repeating the same pitch

In action:

Dan builds opt-out opportunities into his emails—click here if you're interested, click here to skip—and tags subscribers based on which they choose. The moment someone purchases, they're removed from any pitch sequence still running for that offer, so buyers never get sold something they already own.



Kit

04

Bonus

Growing the list you're about to monetize. Everything before assumes you've got a list to sell to. If you're still building yours, start here.

Growing the list you're about to monetize

Connect Manychat to Kit, and a comment or DM on Instagram can trigger the whole thing automatically: the follower gets tagged, added to your list, and sent a lead magnet, without you doing anything by hand.

In action:

When someone downloads a free template through an Instagram DM, Kit creator Gannon Meyer's ManyChat delivers it instantly, then follows up five minutes later with a question like "What are you hoping to achieve with this template?" The answer tags the subscriber in Kit by their stated goal, so everything they get afterward is personalized to it.



Gannon Meyer

Manychat automation

I'll send you the ebook. Do you also want to join my email list, where I share more guides and tips?

Yes please

Just the ebook

Share your email below, and I'll send the lead magnet your way!

How to do this in Kit:

1. Install the Manychat app from the Kit App Store and connect it to your Instagram account
2. Set up a Visual Automation with a link trigger that tags anyone who comments a keyword or downloads your lead magnet, then adds them to your list
3. Follow the tag with an open-ended question a few minutes later, and use the reply to tag subscribers by what they actually want
4. Add a rule for a personal follow-up (an email or voice note) if someone hasn't bought within 48 hours

Automation to try: Manychat lead magnet delivery →

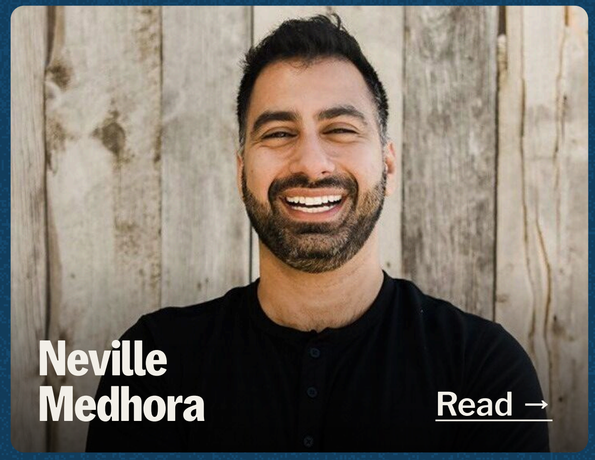


Everything you need is already in Kit

A landing page and checkout for whatever you're selling. Automations that handle the launch sequence, the tag split, and the follow-up. One dashboard where you can see revenue from Kit Commerce and any connected store, side by side.

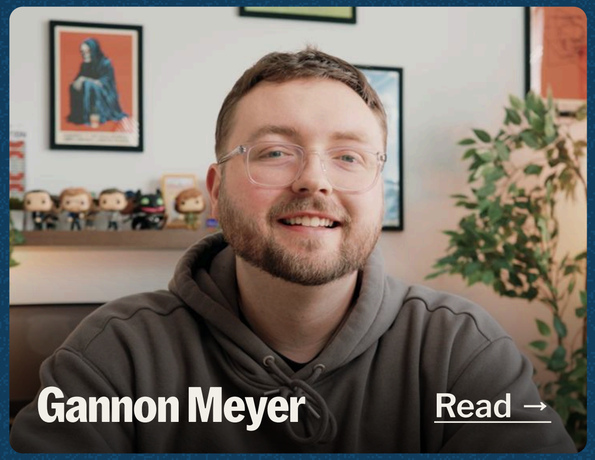
Pick one section from this guide and set it up this week.

Start selling in Kit









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