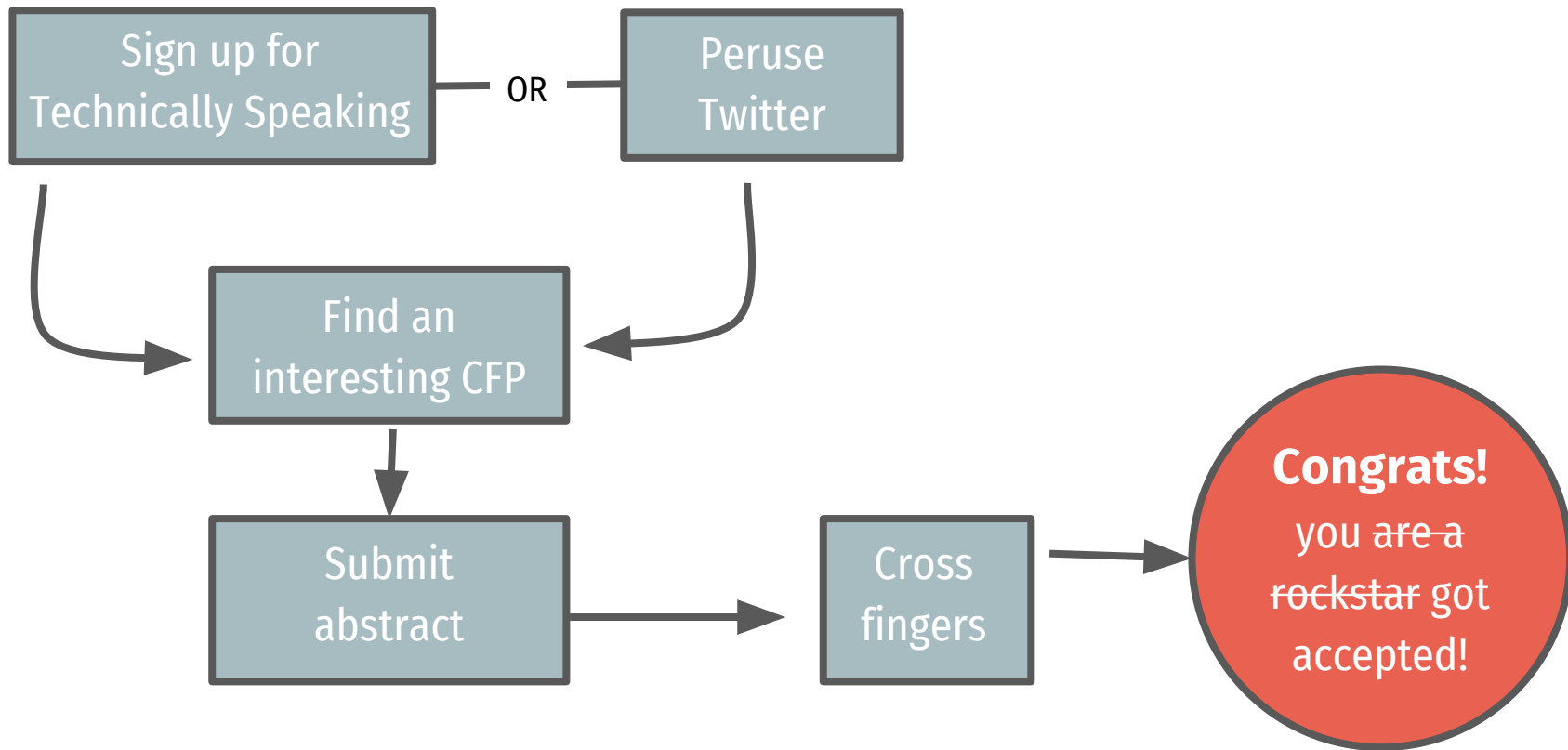


# Ditch the Blog: Using Email to Build Your Authority

Sophia Le  
Write/Speak/Code 2017  
@ImSophiaLe



# Getting into Conferences is Simpler than You Think



# 3 Ways a Conference Talk Can Influence Your Career



Meet new people



Share your knowledge



Start a new business  
or side project.

## Results



## Pros



## Cons



Additional followers  
on Twitter

Easy, conversational,

Noisy, distracting, can  
be directionless

More readers to your  
blog

Explain complex topics  
in a long-form format,  
interactive.

If you're not writing  
regularly, your  
readership wanes.

Increase in sales to  
your product or  
service

A clear cut goal that  
works in tandem with  
your personal branding.

Conference goers don't  
like to be sold to.

# What Conference Speakers Ought to Know About Collecting Emails



Talks on machine learning at Ruby conferences

173 email subscribers from a LaunchRock list

Published book

*Thoughtful Machine Learning in Ruby*

# What Conference Speakers Ought to Know About Collecting Emails



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173 email subscribers from a LaunchRock list

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**But then, silence.**



What do I write?

How many  
emails is  
acceptable?

How often do I  
write without  
annoying people?

# Introducing the email drip campaign

An automated series of emails that automatically send when someone signs up from your conference talk.



# Now You Can Hook Your Audience...and Keep Them Coming Back For More



# **The String of Pearls formula:**

**Assemble details and string them together in a long line, one after another.  
Each "pearl" is complete in some way, but when you string all the pearls together, their persuasive power becomes overwhelming.**

## In an article:

11 Leadership Lessons  
We Learned at Rocky  
Mountain Ruby 2016.

## On a webpage:

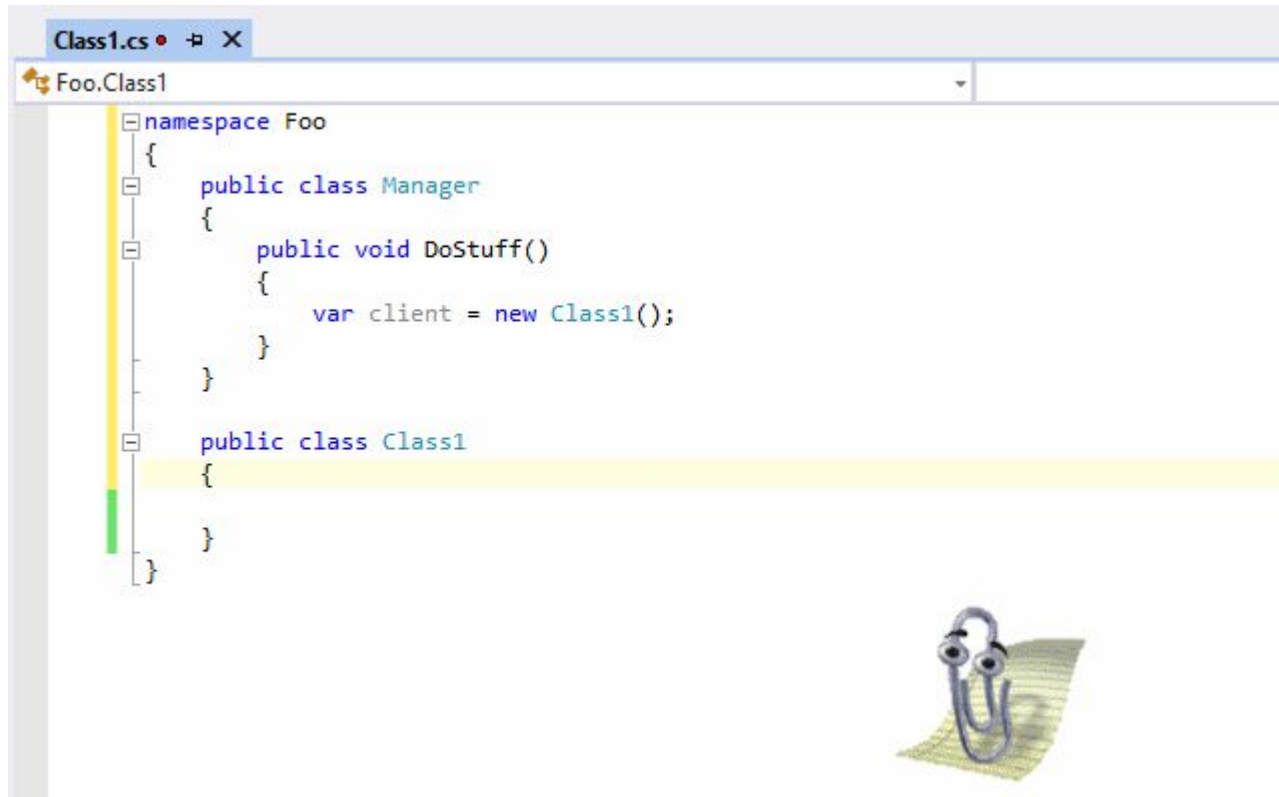
Collaborate anywhere  
from your iPhone

- Apple Design Award.
- AppStore "Best New App"
- 203 5-star Reviews.

## In a book:

99 Bottles of  
Object-Oriented  
Programming.

**Let's pretend you just left Microsoft.  
Your latest project was building a  
progress bar.**



You gave a conference talk on your experiences at Microsoft, and now people keep asking you how to build one for their product onboarding flow.

# 5 Things You Need to Know Before Building a Progress Bar

50% Complete



# The First Email

## The Welcome Email

### The Email Persuasion Welcome Formula

**P**

**Personalize It**

Greet them with  
their first name

+

**A**

**Affirm Their  
Concerns  
or Desires**

Show your users  
you understand  
their problem

+

**A**

**Assist Them**

Offer specific  
help to solve  
their problems

+

**C**

**Call Them  
to Action**

Make it clear what  
the next step is to  
get assistance

# 5 Things You Need to Know Before Building a Progress Bar






More

## ▼ Inbox

1-5 of 5

<input type="checkbox"/>		Jane Doe	How to build a progress bar (without frustrating your users)	Feb 19
<input type="checkbox"/>		Jane Doe	FYI... Here's What You Should Know About Endowed Progress	Feb 18
<input type="checkbox"/>		Jane Doe	Static vs. dynamic? That is the question	Feb 17
<input type="checkbox"/>		Jane Doe	Why progress bars need cancellations	Feb 16
<input type="checkbox"/>		Jane Doe	"How long will this take?"	Feb 15



# The Last Email

“So, what’s next?”

## Possible Goals

- Grow your social media following.
- Distribute your blog posts.
- Send a newsletter.
- Nurture a lead.

Hi, Machine learning algorithms need data.

You can load your own data from CSV files but when you are getting started with machine learning in **Python** you should practice on standard machine learning datasets.

Your task for today's lesson is to get comfortable loading data into **Python** and to find and load standard machine learning datasets.

There are many excellent standard machine learning datasets in CSV format that you can download and practice with on the [UCI machine learning repository](#).

1. Practice loading CSV files into **Python** using the [CSV.reader\(\)](#) function in the standard library.
2. Practice loading CSV files using NumPy and the [numpy.loadtxt\(\)](#) function.
3. Practice loading CSV files using Pandas and the [pandas.read\\_csv\(\)](#) function.


To get you started below is a snippet that will load the Pima Indians onset of diabetes dataset using Pandas directly from the UCI Machine Learning Repository.

```
# Load CSV using Pandas from URL
from pandas import read_csv
url = "https://goo.gl/vhm1eU"
names = ['preg', 'plas', 'pres', 'skin', 'test', 'mass', 'pedi',
         'age', 'class']
data = read_csv(url, names=names)
print(data.shape)
```

In the next lesson, you will calculate descriptive statistics for your data in **Python**.

**Jason**

P.S. Take the next step and make fast progress in [Machine Learning Mastery With Python](#).



One email out of a series of lessons on getting started with machine learning with Python

# Machine Learning with Python Mini-Course

**If your topic of choice is too complex,  
you can embellish your email drip  
campaign with...**

If there's anything you should remember about machine learning, it's this.

**Don't go at it alone. Always involve your team in any machine learning project you do.**

Because there's nothing worse than completing a project...and watching your company scrap it because no one could maintain the code without you.

Here's a tip, Sophia. There are 4 types of people needed to create a first-class machine learning project. Let's find out who they are.

- Matt



Link to a video tutorial  
(or a blog post)

**“ It can be hard to get all that knowledge you've acquired out of your head and into written form. You could hire someone to write your email drip campaign but you still want it to sound like yourself. ”**

**~Suzan Bond, career/business coach to  
Sandi Metz & founder of Bet On Yourself**

# 8 Steps to Crafting Your Email Drip campaign

- ❑ Decide on your topic
- ❑ Break it up into pieces, using the String of Pearls Formula.
- ❑ Determine your goal for your email drip campaign.
- ❑ Write your welcome email.
- ❑ Draft your topics. Decide if they can be self-contained in email or need external links.
- ❑ Write your “What’s Next” email.
- ❑ Set up an opt-in form.
- ❑ Share on your website or with your next conference audience!

# Downloadable checklist + resources

[sophiale.com/wsc2017](https://sophiale.com/wsc2017)