

Build & Sell with Email Lists

How to Use ChatGPT to
Grow, Nurture, and Profit
from Your Audience



Andy Delgado
2025

ChatGPT for Side Hustles Series

Build & Sell with Email Lists

How to Use ChatGPT to Grow, Nurture, and Profit from Your Audience

by **Andy Delgado**

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Series Note — The ChatGPT for Side Hustles Series

This book is part of the **ChatGPT for Side Hustles Series**, a collection of practical, easy-to-read guides that show you how to use AI and smart systems to earn more online. Each book builds on the next, walking you from ideas to implementation.

Other titles in the series include:

- *ChatGPT for Side Hustles and Online Income*
- *ChatGPT Masterclass: The Art of Prompting for Marketers*
- *20 Ways to Earn Money with ChatGPT*
- *Build & Sell with Email Lists (and more coming soon!)*

Each title is written in Andy Delgado's signature plain-English style — approachable, honest, and built for readers who want to save time, work smarter, and create real income with modern tools.

Visit **go.AndyDelgado.com/books** to explore the full series and download free companion resources.



Introduction — Why Your Email List Is Your Most Valuable Asset

When people ask me what the most powerful tool in online marketing is, I always give the same answer — your email list.

It's not the newest social media app, or the latest AI trend. It's your list.

Why? Because your list belongs to you. You don't have to fight algorithms or worry about your account getting suspended. You don't "rent" your audience from a platform — you *own* the relationship. When you send an email, you're stepping directly into someone's personal inbox — the same place where they talk to their friends, family, and coworkers. That's a privilege few businesses fully appreciate.

I learned that lesson the hard way. Years ago, I built a small online following on a social platform that suddenly changed its rules. Overnight, my reach disappeared. The people who wanted to hear from me couldn't — until I started using email. With a small but loyal list, I rebuilt that connection. Even a few dozen subscribers who trusted me were worth more than thousands of "followers" I couldn't reach.

This book is about helping you create that kind of relationship — one email at a time.

You don't need a big list to make a big difference. You just need to write like a real person, show up consistently, and use smart systems that let you stay personal even as you grow. That's where ChatGPT comes in.

ChatGPT is more than a writing tool. Used right, it's like having a marketing assistant who helps you plan, draft, and organize your messages — all while keeping your voice front and center. You'll use it to brainstorm lead magnets, write subject lines, create nurture sequences, and even draft re-engagement messages. It doesn't replace you — it helps you show up more often, with less effort.

In the pages ahead, you'll learn how to:

- **Build** your list with the right tools and irresistible lead magnets.
- **Nurture** your subscribers with genuine, story-driven messages that build trust.
- **Sell** naturally, using simple frameworks that feel like conversation, not pressure.
- **Automate** your system so it runs while you focus on bigger goals.
- **Protect deliverability** so your emails actually *reach* the inbox — not the spam folder.

You'll also find **ready-to-use ChatGPT prompts, checklists**, and practical **deliverability tips** you can apply right away.

And if you've read my earlier books — *ChatGPT for Side Hustles and Online Income*, *ChatGPT Masterclass*, or *20 Ways to Earn with ChatGPT* — this guide builds on what you already know. If those books showed you how to start and scale online income, this one shows you how to *keep* it growing through the power of your inbox.

By the end, you'll have a complete system — from opt-in to automation — designed to grow relationships, not just a list.

So grab your coffee, open a new ChatGPT chat, and get ready to build the most valuable business asset you'll ever own: your audience's trust.



Chapter 1 — Start with the Foundation

Why You Need a List (Even a Small One)

If you've been building an online business for a while, you've probably heard the phrase "*the money's in the list.*"

It's true — but not for the reason most people think.

The real value isn't in the number of subscribers you have. It's in the **relationship** you build with them. A list of 200 people who open, click, and reply is worth more than 20,000 who ignore every message.

Your email list is your **direct line** to your audience — no middleman, no algorithm, no limits. It's the one marketing channel you fully control.

Social media can help people discover you, but email is how they **get to know, like, and trust you.**

Why a Small List Can Be a Big Win

When I started my first list, I had fewer than 50 subscribers. I almost didn't bother sending emails — it felt too small to matter. But that small list became the first group of people to buy my ebook, download my guides, and share them with friends.

They weren't just subscribers. They were my *test group, cheerleaders, and early customers.*

Think of your list as your community. Even if it starts with ten names, those ten people can teach you what works, what doesn't, and what they need next.

ChatGPT can help you communicate with them faster — but you'll supply the human touch.

Deliverability Starts with Trust

Before we dive into writing emails, it's important to make sure they actually *arrive*. Deliverability is simply the ability of your emails to land in someone's inbox instead of their spam folder.

Many marketers focus on writing or design — but **none of that matters if your message never gets delivered.**

Here's how to start strong:

1. Use a Professional Domain Email

Don't send from Gmail or Yahoo. Use an address like yourname@yourdomain.com. This tells email providers you're a real business, not a spammer.

2. Authenticate Your Domain

Ask your email platform (or your web host) to help you set up **SPF, DKIM, and DMARC** records. Think of these as ID badges that prove your emails are legitimate.

(Example definition you'll include in the glossary: SPF/DKIM/DMARC are security tools that verify your messages come from you, not a scammer pretending to be you.)

3. Send to People Who Asked to Hear from You

Never buy or rent an email list. Those people didn't consent, and they'll mark you as spam. Build your list organically — from people who download your guide, sign up for your newsletter, or take part in a giveaway you host.

4. Start Simple

The first message you send should be mostly text — no fancy graphics, no heavy images, and no multiple links. That plain-text welcome email sets your "sender reputation." It tells inboxes, *"This is a human, not a mass marketer."*

5. Ask Subscribers to Whitelist You

Include a line like:

"To make sure you get every tip and bonus I send, add my email address to your contacts or safe list."

It's a small step that can make a big difference in inbox placement.

The Secret to a Strong Foundation: Consistency

Email providers like Gmail and Outlook monitor your sending habits. If you send erratically — one day a burst of emails, then nothing for weeks — it signals inconsistency.

Instead, start with a rhythm you can sustain. Even one email every week builds trust faster than five in a row followed by silence.

Deliverability improves when you're consistent, because people begin to **expect** to hear from you.

ChatGPT for the Foundation Stage

Here are a few example prompts you can use as you begin:

Prompt 1 – Define Your Audience and Goal

“You are a small business marketing coach. Help me describe my ideal subscriber — their main goal, biggest frustration, and what kind of free resource would convince them to join my email list.”

Prompt 2 – Create a Warm Welcome Email

“Write a short, friendly plain-text welcome email for new subscribers. Include a thank-you message, a download link, and a line asking them to add my email address to their contacts.”

Prompt 3 – Check Deliverability

“Review this email for any spam-trigger words or formatting issues that might affect deliverability. Suggest improvements.”

Common Myths About Email Lists

Myth 1: You need thousands of subscribers to make sales. Reality: You need *trust*, not volume. A small, responsive list can generate steady income.

Myth 2: Fancy designs work best. Reality: Images and templates can look great, but text-based messages usually land in more inboxes and feel more personal.

Myth 3: It's all about selling. Reality: It's about relationships. You earn the right to sell by consistently helping first.

Quick Deliverability Checklist

Step	Action	Why It Matters
1	Use your domain email	Builds credibility
2	Authenticate with SPF/DKIM/DMARC	Verifies sender identity
3	Send plain-text first email	Improves initial inbox placement
4	Include whitelist instructions	Keeps future emails out of spam
5	Be consistent	Builds positive sender reputation

Key Takeaways

- Your email list is your most valuable marketing asset.
- Deliverability is built on trust, consistency, and good setup.
- Always write like a human — AI can assist, but you create connection.
- A small, engaged list beats a massive, silent one every time.

Next, in **Chapter 2**, we'll create the irresistible *lead magnet* that helps people join your list — and we'll use ChatGPT to do most of the brainstorming for you.

Conclusion — The Power of the Inbox

Serve First. Sell Second. Grow Always.

If you've made it this far, you've built something powerful — not just an email list, but a system that can grow with you for years to come.

You've learned how to attract subscribers the right way, welcome them warmly, nurture relationships, make authentic offers, and automate your system so it runs even while you sleep.

But more importantly, you've learned what most marketers never do: **email isn't about numbers — it's about people.**

Every open, every click, every reply represents a real person who trusted you enough to let you into their inbox. That's something worth protecting.

Your Inbox Is a Relationship Builder

The inbox is the most personal space in online marketing. It's where people read messages from friends, family, and coworkers — and now, from you.

That means every email you send is a chance to show up as someone who cares, not just someone who sells.

The most profitable lists are built on three simple habits:

1. **Consistency** — Show up regularly, even when you're not selling.
2. **Clarity** — Make every email easy to read, simple to act on.
3. **Connection** — Invite replies, feedback, and stories.

These three habits build a strong sender reputation and an even stronger community.

ChatGPT: Your 24/7 Assistant, Not Your Replacement

If there's one tool that can multiply your efforts, it's ChatGPT — but remember, it doesn't replace you. You're the heart behind every message.

Use AI for brainstorming, outlining, and repurposing, but let *your stories, your lessons, and your heart* drive the message.

Your readers subscribed to hear from *you*. ChatGPT just helps you show up more consistently, more creatively, and with less stress.

Deliverability = Dependability

When you follow the practices in this book — plain-text welcomes, asking for replies, keeping your list clean, and sending real value — you’ll notice something wonderful: Your emails stop “marketing” and start *connecting*.

Your open rates rise because people look forward to your name in their inbox. Your click rates rise because your links feel like invitations, not interruptions. And your income rises because you’ve earned it — by serving first.

Keep the Conversation Going

I’d love to see what you create using what you’ve learned here.

When you build your first funnel, write your first welcome email, or design your first lead magnet, **send me the link** — I really do read them. You can reach me at **go.AndyDelgado.com**, or just reply to one of my newsletters.

Who knows — your story might end up inspiring someone else in a future email.

Final Thought

“Don’t count subscribers. Serve them — and the income will follow.” — *Andy Delgado*

Every message you send has the power to brighten someone’s day, teach them something new, or help them move one step closer to their goals.

That’s what real marketing is about — not tricks or algorithms, but **honest communication** that builds trust, one email at a time.

Now go build, nurture, and grow — and remember, your best email is always the next one you send.

Next Step: Download the printable checklists and **Deliverability Cheat Sheet** in the appendix, and start implementing what you've learned today.



About the Author

Andy Delgado is an IT specialist, entrepreneur, and writer who has helped small businesses grow through technology, automation, and practical marketing for more than two decades.

After serving in the U.S. Army, Andy worked in everything from construction and restaurant kitchens to network design and computer security — experiences that taught him the value of efficiency and integrity in every project.



He founded **Apollos Development**, where he and his team build websites, SaaS tools, and marketing systems that make business easier for everyday entrepreneurs.

When he's not working, Andy enjoys hiking with his family, fishing or sitting by a lake, pond, or stream, and spending time with his grandangels.

Find more tools, guides, and resources at **go.AndyDelgado.com**