Soulpreneur Success Mastermind (SSM) Group Calls

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**SUMMARY KEYWORDS**

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Welcome to your bonus call on email and email, copy and creative copy with our guest expert, Rob 40. A, you go 40 or 40? A How do you 48? Yeah, I did study French for five

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years. That's about the extent of my friends right there. We in silicon. The other piece,

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I know, is totally off topic. But just because it's amazes me. So I have this one, I stay for friendship five years, like a long, long, long time ago, six years. So I have this one phrase that I've perfected, which is J, sweetie, J, Su, J, sweetie. lephone. Se C's. CSR may have kind of forgotten it. Now. It basically is I studied French for six years, but it was one of the 20 years ago, and I forgotten most of it. And I used to be able to say that perfectly. And now I realize I haven't said it and so on. But it would backfire. Because I would say that so perfectly, then the person thing would be like, Oh, no, you actually speak pretty well. I'm like, No, no, that's, that's awesome. It's all about communication. Yeah. So um, so yeah, let's get started. So I invited Rob, because you know, this whole thing of like, being able to write effectively in a in an engaging way, whether it's emails or on your website, or all these things is super, super, super important to scale, it makes a huge difference. And so I wanted to bring in, you know, an expert that this is his field of expertise, to get you guys kind of a training on a specific thing that you would find really useful. Okay. So, um, I mean, honestly, with no further ado, just, you know, take it right. Up to kind of present and also answer questions. Yeah. You know, tell us a little bit more about your background and stuff. But let's, let's get started.

01:53

Sure. Fantastic. And thank you for having me. I'm really excited to be here. Teaching is one of my favorite things. So I'd love to just come in and show up and answer questions and, and get the downs or you could sit me down one. Yep. I'm not gonna talk about this stuff for hours. But, you know, we'll keep it to 90 minutes for you guys today. I can't I after the six hour workshop. But what I would like to know from folks that are here, from the three of you, and and also and if you have questions is tell me some things that you questions you have about email or writing content, because I'll make sure we I have a presentation for you. And I want to take lots of questions. But if you have specific right now you're like, I can't see I'm writing email to stinks. Get that out now. Because I want to try to help you with that. So anybody have anything they want to jump in with on that? Don't be shy.

02:43

On Yes, so formal and so devoid of personality and charm that it's disgusting. Okay. It can be used, it just, it sounds like a form letter.

02:56

Okay. And I can tell you're, you wouldn't be any fun at all to hang out with so. Okay, so we'll, we'll try to get into that a little bit. Okay, awesome. Susan, or Gwen, do you have anything that top of mine that sticks out? It's okay, if you don't, we're gonna have questions along the way. But I'd love to hear something if you got it. And when I always hear from people is like, I'm a terrible writer, I don't know how to write anything. So that is something we will get into a little bit. I give you some tricks for that too, as well. Some templates and things. Alright, well, we'll just jump into it then. And if you guys have questions you want to rate you know, it's hard for me to see the chat once I open this thing, but just shout out or and just tell me what's going on. And, you know, we'll deal with them as we go along. Let me just make sure I open the right thing here. Yesterday, I did a talk and I set the call up incorrectly, so that I had to let everybody in as they were going along. So I'm doing a presentation and everyone's like, click click great grateful that I'm not running the show I have and as the tech side today. So today we're going to talk about, you know, writing emails and writing other kinds of copy and a little bit of focus on growing and maintaining your email lists. Because that is important too, as business owners and practitioners that you guys are. So this is me, this is my pre COVID Wait, thank you. So I'm sticking with this picture, sticking with this one as long as it lasts. So Michael, who is a coach, I'm a content marketing coach. So my goal is to help coaches and consultants and solopreneurs take the mystery out of marketing. I feel like there's it's such a like ooh, I don't really understand marketing or marketing is dirty or marketing has to cost a lot of money. So I think there's lots of myths around what marketing is so I come in and help people to you know, write better contents, use their email so that they can get you know more leads on their email list and eventually make more sales or book more clients and you know, to really create relationships with people People that they have the potential to work with. So today we're going to talk about, you know, we'll cover as much stuff as you guys have questions about, but some of the basics, we're going to talk about why building a list is important. Even if you're not selling anything, but just one on one coaching, if that's your, that's your jam, right now, still gonna recommend you build an email list because I think that is important. What kind of pieces do you need to get into place to really, you know, make this work and make it easier for you to have a subscriber list. So different kinds of emails that you can send, you know, there's different there's like a welcome sequence, there's kind of, like, let's get you indoctrinated into my community sort of sequence. There is a you know, so there's different types of things that we can talk about and different sorts of emails, you know, you have probably antigen, a lot of stuff about more on the sales, and she's an expert on now. But what do you do between that stuff? How do you nurture your list? How do you really grow your audience and get them to be to open your emails and interact with you. And we'll talk about you know, how you can start today, if you don't have an email list, yet. There is no shame in that. But there was no day like today to get started on the I listened to zillions of podcasts. And so many entrepreneurs have listened to have said, you know, what's the one thing I wish I had done differently, I wish I'd start building an email list at the beginning of my business, rather than waiting for something, you know, some magical time along the way that it would be, you know, behoove me to do that. So and we'll talk about some healthy email habits to how to maintain your list, give them a gauge and some good do's and don'ts in the email world.

06:34

So why build a list? Right? Why collect this thing of names and people? And you know, why isn't such a big deal? Well, if you meet people who are interested in you missing at a networking event, or online, at a workshop, or anyplace, and they're interested in what you have to say, but they're not ready, right on the spot to say, hey, I want to become a client with you. Well, how do you keep in touch with them, so it's great to have an email, so you can stay top of mind when they are ready to hire someone like you. So cinema might not be ready. So we want to keep those potential clients, you know, we want to get them into our loving arms of our email list and take care of them. And, and communicate with them. Help stay top of mind. And emails are great, because, you know, the you hear people say email is dead and doesn't really work. And but that's not really true. You know, there's lots and lots of noise. And there's all kinds of new, shiny things that people get excited about using social media. And those are all great tools. But people still open emails and still read them. So the open rates have gone down over the years, but people still, when it lands in their inbox, they have to make a decision. Do they just delete it? Do they open it? Do they read it? Do they interact with it, so they're going to touch it in some way, as opposed to, you know, an Instagram post or a Facebook thing that could be whizzing by or they might miss completely, because they're not online at that time, or they haven't been on Instagram for three days. You also don't have to worry about algorithms changing, you know, you hear people say, Oh, I was getting 300 people looking at my posts every day. And now it's gone down to two, because those platforms are always changing, who sees what based on what data, but also they change it based on who's paying for it. So that can be difficult to compete with, sometimes online. So if you have them on your email list, you don't need to worry about them, because you can email them again and again, and not have to worry about you know, whether they're online or did something change with the platform, especially recently, there have been a lot of changes with you know, apple, and you know, if you're on your phone, you have to give permission for things to follow you around the internet. So that's the burden of trying to sort of figure that out how do I you know, pay for my Facebook ads and make all that stuff work. So I think email building an email list is the simplest way to grow an audience of people who are either interested right now or interested potentially down the line in your products and your services. And also, it's, it's cheap, right, once you have a platform that you run this from whether it be something basic like MailChimp, which you can start using for free, or something even more fancy, like Infusionsoft, which may cost you, you know, 100 bucks a month, but it does a lot of other things. You can send as many emails, you don't get charged for each one of them where you know, on other platforms, every time somebody clicks on your thing, or goes to your website, it's you know, it's costing you money. So email still is a really great investment because it's very inexpensive to use. And I like tools that are inexpensive to use. So I like to use money for other stuff that makes me happy or reinvested in my business elsewhere and doing stuff for clients. So it's a cool thing to use, despite what you hear about email being dead. It's not we've not had the funeral yet, so just hang on to that.

09:49

So what else does email What can I help you do? You know? Well, the biggest thing I think about email besides you know making offers is that it really can provide value You know, I always as a coach want to come from a place of service. And I imagine a lot of you too as energy healers, and the that's the thing, you're, you're coming from place of service you want to help people, you. So I think that email is can do the same thing. And then providing value, and giving people solutions to and helping them solve problems. That's one important thing I think email really can do. Another thing is, is that you're establishing trust with people, you know, maybe you met someone, and you had a great conversation with them. And then you don't talk to them for six months. With email, if you're showing up, you're, they're getting to see you little bits and pieces of you, and hopefully, your personality they're going to talk about, so it's valuable, and that they're, you're establishing trust with somebody they're getting to know like and trust you, which then makes them want to work with you at some point, because they trust you. You're getting friendly, you are developing a relationship, I would go hear me say this a lot that I emails are about developing relationships with people. It's not about talking at people, we're not broadcasting at them. We are trying to get them to interact with our content, and ask questions and see what's going on. And also, you know, you're giving those people a chance to know you, but you get to know them as well by what did they open? What did they respond to? Who wrote back and said this was really great, or really helpful. So those are the kinds of things that email can help you to. And also you are training your subscribers, right with sending regular emails that are providing value, you're getting them used to you showing up in your inbox and their inbox there. They're like, Oh, yeah, on Friday, I'm gonna get my email from, you know, from an or from, you know, whoever they get used to them. So they get used to opening them and reading them and consuming them, and they won't read them all. But what that does is it gets them conditioned to you showing up and then when you do have something to offer, that's a sale, they're really ready to open it and receive it. They may not necessarily but they're going to open it at least give it a shot and consider it. So those are some really great things that EMA can help you do. But then, you know, we get into the world of well, what kinds of emails should we send, and we could talk about this or six hours, if we wanted to, maybe that's going to be my first workshop, a six hour email class. So you know, one of the great, most important things you can do is welcome emails. If you are, you know, starting with a new clients, let's say, you know, what are the things that you send them in the beginning to make them feel that they weren't just a number that they didn't just sign up for something, it's a transaction transaction, you know, it may be it's, you know, details about like, when we're going to work together, or you know, how to show up, or if you're coaching somebody, you know, what's the agreement, like, there can be stages to this, to make them feel welcome and part of your community, and to feel like, Okay, I've got everything under control, I understand what I'm going to be doing with what I signed up for. Another thing are, we know what they call, you know, welcome sequences, or nurture sequences. And these are things if you're using something like MailChimp or ConvertKit, where you can program stuff, you can also do it manually, too. But you couldn't, while people do some programming, where people get a series of emails, once they sign up for your email list, so they're generated automatically when someone gets on board. And again, that's a nice way to welcome people to your community. And tell them a little bit more about you and find out you know, what they're struggling with, and give them value, give value give value. metric emails are the things that you may send, you know, once a week, once every two weeks in between other types of emails, to educate, entertain, and inspire your folks and to engage with them again. And then of course, there are the offer emails, or the invite emails, you're got a workshop coming up, or you have a new program, you're launching, or you're doing a webinar or a talk. So those are kinds of announcements. And those could could involve selling, or they could just be, you know, free offers to come and do things.

13:56

So what are the tools you need to have in place, if you're going to be doing something where you want some automation in this, it's there are a couple pieces you need to have in place. Actually, this four, one, which probably a lot of you already have is some type of email service provider or a CRM. This is something that is the database where all your names can go, names and email addresses can go. The second thing is an opt in page or what they call a landing page. Now, this isn't 100% necessary, you can use the only page on your website to do this. And I'll show you some pictures of how to make that work. But it's a little bit, it's nice to have a landing page. And what that is, is a page where the only thing somebody can do is sign up for what you're giving away. There aren't any other choices. And what that does is it rents them from getting distracted like oh, I went to your website to sign up for you know, a free session and all of a sudden I got distracted by looking at your videos or reading your blog posts. So landing pages really focuses people attention but the one singular goal of getting them onto your list. The third thing is what they call a lead magnet or something free. So I'll get more into this, but it's something that you give away, it's like a bribe to get someone to subscribe to your list. Because, you know, I'm gonna date myself here, I remember when AOL first came out, and it was really exciting to get email announcing, and I'm so happy. And now, people are getting dozens and dozens of emails every day. So nobody wants another newsletter or another email. But if you're willing to give me something that it's going to help me solve our problem, then Okay, I'll give you my email address. So we want to provide this is the first step of providing value to somebody that we want to have as part of our lists. And I'll dig into this a little bit more. And then of course, if you're using something like MailChimp, you can put together a little welcome sequence, which I'll dive into a little bit later on.

15:52

So let's talk about email programs and sort of the CRM world now I know some of you use the CETA, which you believe you can't, you can program like one email at a time, but you can't really schedule like a whole sequence. So some of that you can these some of these things that you can do manually, you can, you know, set them up to go one at a time. But if you've got something like, you know, MailChimp, which is free, I think for the first 1000 subscribers, you know, some of these other things like ConvertKit, or AWeber, they're all very similar and have very price ranges. So you know, do what works for you I, in the world of technology, find the simplest thing to use, I use ConvertKit, which I do pay for $29 a month for, because it didn't have a lot of extra things, it didn't have a lot of extra graphics, and like add ons and tricks, you know, tied to Facebook, it just does the thing I needed to do, which is send email and put subscribers in the right place and keep track of my list and those types of things. So there's you can use whatever is going to work for you, but things you should look for, if it has the ability to do an autoresponder so that way you can automate, if someone signs up for your list, they automatically get a thank you or get their lead magnet delivered. It's great if it has the ability to schedule emails, no one wants to like me right in the email that has to go out at 11am at 1055. And sticking it in there, you want to be able to do some of this in advance so that when you're busy, you can still be sending out emails because you've got them lined up and ready to go. If it has the ability to do sequences of any sort, like you do multiple things in a row, that's great. What they call tagging, that's when you can put labels on subscribers. So if let's say you have an opt in page, you can they can be tagged with, oh, I downloaded your free guide to you know, make me a million dollars in 10 minutes, you can put labels on them. So if you ever want to send an email to part of your list, you know, or people that say who attend to this specific workshop, you can put that label on them as well. So you can not send the same thing to everybody, if you've got different parts of an audience all on the same list. And a lot of them to MailChimp does this ConvertKit does this have landing pages built in as part of the program, so you don't need anything separate a lot of time that's included as part of it. So it makes it really, that's a great bonus, if it can come with the software as well, if not, there are other ways to do it. And I'll talk about that a little bit. But so it's really great to use an email program because you don't want to be sending emails to hundreds of people from you know, your Gmail accounts, because that is the fastest way to get the, you know, you labeled as spam or blocked or those kinds of things. So it's if you're going to send an email or to or to like a group of five people, that's okay. But you want to get away from using your address to send bulk emails, you want to use one of these programs to do it. But also to you want people to be able to unsubscribe, I have a dentist friend who sends out a thing about his blog every week. And he does it from his email program. And I can't stop him from sending to me because he's sending them from this regular email address. So I just play along and like open it, and then I delete it. But that's actually illegal to be doing a violates, you know, the spam acts. So you really need to have a way for people if they really don't want to hear from you. They need to be able to unsubscribe themselves easily. And also, if you're using regular email address, you don't have the ability to schedule things or have any kind of sequences really prepared. So it's good for announcing, like up to 10 people have got a workshop coming up. And it's not something you want to be using your regular address for everyday thing. Now, that doesn't mean you know, doesn't say it's from your regular address you're just not sending out in Gmail or Outlook or Yahoo or those kinds of things. You're using this using one of these programs to do that. So let's talk about this whole concept of landing pages. So again, a landing page, they call them opt in pages. So this is the spot where you know people can register Your list they get onto your email list. Now, I recommend for a lot of people, they do something that is set you want to have on your website, but separate from your website. Again, it gives somebody just one choice. So let's say you were, you know, doing a talk someplace or doing a workshop and you said, Hey, I'd love for you to opt in to my, you know, my email list, you give them the address of this one page that they can go to, because then that's the only choice they have. Don't worry, they'll find you. Otherwise, if they want to work with, you know, it's never people like, what should I send them to my website, because I want them to do this. And that, the first thing you want them to do is get on your list, because then you can talk to them, and then invite them to other things and invite them to your homepage.

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Again, a lot of email service providers provide this feature. So if you can get something where it's built in, that's great, it's easier technology, you understand that already. And you don't need to pay for anything additional. But if you want to you can, I use something called lead pages, I've been using it for years. And it's basically a drag and drop builder to build these types of pages. And I'll show you an example of one. So they're really easy to do. You can also then, you know, make your own custom domain names for them. So if you're on a podcast, you're not going to go to you know, go to my lead page.net slash season slash, you know, my awesome free thing, you could set up a URL. So it says, hey, go to, you know, my awesome download calm, and you can direct it towards one of these landing pages. So it's great to say on the podcast, he's redoing a talk, it makes it really easy to give out that URL in an email, it doesn't matter if you can disguise it. But if you're doing those kinds of things, it's nice to have. Click Funnels, that's really I don't use it. It's like too much superpower for what I do. But that's another service that sort of takes the lead pages to the next level. And you can use it to sell products and upsell and down sell and those kinds of things. So that is an option. That's not for a lot. That's not for everybody. So if you're gonna go with a separate thing, I like something like me pages, that's one of my favorites. So I want to show you an example This is so weird picture. But this is part of my website, where I want to show you an example of how you can add this to your homepage. So all I did Oops, sorry, was put a little, you know, I've got a giveaway this giveaway, this little guide. And below it, I just invite people, hey, do you want to get this guide and be subscribed to my list? You know, here's the first name, here's the address, sign up, keep the questions you asked to a minimum, you know, first, you know, if I could get everything I would like the first name and their last name and you know, their email address and the phone number. But the more questions you ask somebody when they're signing up, the more they're like, Oh, I don't know if I want to give that information. So keep it really easy, keep it tough first name and keep an email address. Because you know, you don't that other stuff you could get later if you really needed it. But you don't really need it right now, because you're just going to be emailing people. So this is a great way to put it on your homepage, I actually have this, this little sidebar on almost every page on my website, which is only like eight pages long. So that way, if anybody's on a different page, they can still sign up for the listing, I want to come back to my homepage. So just keep it simple, you know, tell them what they're gonna get. And here's how to sign up. This is this slide is an example of a screenshot from one of my lead pages. And this is a guy that giveaway it's called create fast nurture emails. So it tells you about what you're going to get, you know what it includes the problem it solves, the only thing you can do is click this one button, and then it pops up and you sign up. So it keeps you from getting distracted about other things like I have videos on my website or me speaking I look great, I've got a strong sequined jacket, but I don't want you watching that you first come to my website, I want you signed up so I send people here. So this is a lead page example. And you can do this similar thing. MailChimp does these convert kits so you so don't feel that you have to pay for something extra all your if you're using MailChimp right now, that's a great place to stay until then you can do a lot with that.

24:12

So okay, we've got a service that we picked out, we are going to get a landing page now we need to create something that entices people to want to sign up. Again, I probably don't really need another email in my inbox. So we know how do we solve this problem. So we create what's called a lead magnet. So this is where you give something of value. Now I want to stress that something of value that the potential subscriber wants. Now things that are, you know, they what they do is they kind of solve a specific problem or you make a specific promise. You know, this is the, you know, the ultimate checklist that you'll need to make the best videos at home and it's got a checklist of maybe tools or podcast tools or something, or it's a guide, like you know how to, you know, lose 10 pounds in the next month without giving up chocolate like so you want to have a solid problem and give something of value, things that are not valued to us, but not necessarily to someone who doesn't know us, or things like, Oh, well have a 30 minute, you know, consultation? Well, I don't know yet. I haven't even gotten onto your email list. I don't know if I want a 30 minute consultation with you yet. So I don't have any value to place on that. It doesn't necessarily help me solve a problem or do something. So things that are great are, you know, PDFs that are checklists, guides, templates for something, you know, resources, workbooks, things that are easily consumable. And you know, not unlike your 17 hour masterclass is not a great lead magnet, even though it's worth a lot of money, probably, because what's going to happen is someone's going to download it, and then they're never going to use it because there'll be overload, they're just be overwhelmed. So things that are short, you know, you can do like a little mini class, if you're gonna do something like that, I would suggest it's something that you can consume in under an hour. So you want to keep it short. But, you know, I read a lot about what kinds of lead magnets are good, and the things that people can download the PDFs and stuff, are the ones that seem to perform the best. And a lot of tests I've read about So, you know, keep it short, keep it easy and keep but make it valuable. But you can also do like audio files, like if you do meditation, you know, to help you, you know, let's say relax, at the end of the day, that could be a great audio file for your audience to download. And that's consumable. And you know, probably it's not that long, 15 minutes, half an hour, those kinds of things. So don't

26:50

Hey, can I say something real quick? Yes, type of healer. So for example, you know, for the motion Kabaddi people, you could have something that's more like, you know, something like 1010, or like a sort of a checklist thing, like 10 questions to ask you out to find out whether or not you have a heart wall. Right. So since that's the thing that people think, right, so it'd be, it'd be like, it'd be something like you teaching them something about themselves. People love learning about themselves, right?

27:19

Like, yes, they do, I think, yeah, there's all that stuff, like on Facebook, it's like, you know, click here to find out what kind of Dragon you'd be like to find out what kind of Dragon

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so you get anything that's like, that's going to help them do like a little assessment of themselves. And it gives you the opportunity to educate them. And I just wanted to throw that in. Because I think for the type of work that we do, that can be one of the things that's like, it's pretty juicy. And yeah.

27:50

No, that's great, that it's perfect. I was trying to come up with the I couldn't think of what would be appropriate for the script. But that's awesome. Yeah, things I can do. I love that. I want to be on the dragon I can be I want to steal that it's my business.

28:05

Facebook all the time. And you're like, you know, it's like, what would you be? What kind of this? Would you be? Right? Yes. You just can't wait, you're like, I want to know. So you click on it, even though you know, somebody is getting your marketing information.

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Right. But because that's what that's exactly excites you. And it doesn't necessarily solve a problem, but it does give you something that you want to know about. So, yeah,

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that's a really good example, like 10 signs that you might have, you may have a heart wall or something about like to find out if you're, you know, ways that trapped emotions may be affecting you and you know, calling you back, you know, are trapped emotions holding you back in your, you know, in your love life or in your success, you know, find out find out how to find out that kind of thing.

28:48

Yeah. Oh, that's great. That's fantastic. Um, the other thing I would say about this, too, is don't overcomplicate it, right. Like, it may be a thing that you come up with your first one, and you kind of test it out, see how it works, you may not get the right thing for your audience the very first time. So experiment, maybe you make a couple of these and try them out and see which ones resonate with people or because if you're, you know, using these programs, a lot of times you can go and look and see who went to the page, but then didn't actually sign up. You can see how many people did those things. So you'll get a feel for what is working and what isn't, but don't don't overcomplicate it don't make this the thing that keeps you from doing email at all. So don't let that hold you up. This is I want to show you this is an example of one I have I showed you the landing page for it, where it's create fast, nurture emails, learn five formulas that will help you create engaging content, even if you think you're not a great writer. So this has done very well for me because it solves a problem of people who are like, I don't know how to write emails, but I want to get it done quickly. It takes me three hours to write an email, and you're gonna give me a template. I'm in So I so it helps somebody accomplish something. So that's just another example of how to you know, what to target. What does somebody do? There is no this, I will tell you I made in Canva, which is time consuming, it's easy. They have templates and things. But it takes a while. But the, the easiest way, if you've never made one of these is a sub website I love. It's called attract.io. It's free to use. And they have three different kinds of templates. Now, they're very basic, it's like, do you want to read cover a blue cover or a green cover or kind of thing. But they are set up to if you want to do something with the checklist style, they've got a template, you basically fill it in, and you're done. If you want to do more of a guide, they have another template for that, if you want to do like a little thing that's got like a little bit of teaching, they have a guide for that. So I would definitely check it out. Because it's completely free, you can download it, you can send people the link directly from attract. So it makes it really, really easy to not have an excuse to make one of these. So check that out. And, and this is the larger picture. This is their lead magnet for their company because they're attracting people, but it is free to use. And you can always unsubscribe from their emails if you don't want to get them.

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So let's talk about welcoming people into your community, right, we've got our page set up, got kind of a lead magnet, we've got, you know, a way for them to sign up for a thing. So let's get them on board. Let's get them let's get them in and make them feel like they're part of the community. So you can do this automated and if you have the ability to do I suggest you do because it'll make your life a bazillion times easier. So you know, Well, welcome sequence is a series of you can do three to five emails or more that really welcome them in. It also delivers whatever your free thing is. And it sets the expectations about what they can expect us as subscribers, we're going to tell them, hey, you're on my list, now you got your free thing, that's great. You're here's what you can expect, you know, what kinds of emails are beginning for me, or you can even tell them how often you'll be emailing them. So this is just a rough guide of the kinds of emails you can send. And don't be daunted by the fact that it says five and a half emails, they're there, they're pretty quick to put together. So the email point five really is, you know, the subscriber confirms their email address. That's the that's the first thing they get an email and I would suggest you do this. There are you know, I will back up again, technical for two seconds, there's single opt ins with a call and double opt in. Single opt in is when someone goes and signs up, and then automatically they're on your list and there's nothing else for them to do. Double opt in is when someone signs up, and then they get this confirm your email address. They click on the button. And then they have confirmed that yes, I want to receive emails from you know, robber and whoever. So you a lot of you see a lot of people do single emails, opt ins, because there is less resistance to doing it right, you have to worry about what did someone get the next email. And if they click the thing, it's so it's, it builds your list faster. But in my opinion, it doesn't build as good a list because you because it's something people just put their email address and stuff where you can get spam email addresses that way. So by double opting in, it's making sure it's going to the person who said they wanted it, and they're confirming that they wanted it. So I think a lot of the services provide both, and you can turn it off the double opt in, but I suggest that you leave them on because it just makes for a better, higher quality email list. So the first email automatically goes confirm scriber email address, but and then the real first email is delivers whatever you promised that they would get. And then the next couple, you can sort of spread out, I do mine, you get one a day for the first five days, you're on my email list. So in the second one I get, it's really tell subscribers a little bit more about me, you know, I make some jokes like about oh, you know, I was kind of rude. I just sent you this free thing. And I didn't even say hello, or introduce myself. So I told them some funny facts about myself like I how I like baking. And you know, I've lived in New York for 26 years, those kinds of things. And I invite them to say, hey, I want to learn more about you, too. So tell me what you've got going on or what's cool. I recently I got an email from someone that said, I talked to unicorns. I said, Okay, great. I'm not sure how to help you with that. But that sounds awesome. So it's just gives them a chance to interact with you. And you can learn a little bit about them. And also invite them to say, Hey, you know, what have you got? What are your big problems that you've got going on? Or how, how can I be of service to you? What do you need from me? How can I add value to your life? The third email can then be, you know, you can provide a couple of action steps on something that hopefully resonates with them. So whatever it is that you teach, or how you help people, maybe you give them a couple of action steps to do and then say, you know, go off and do this, and let me know how That works for you. Followed by, if you've got another resource, if you got something else, give them great, I give away those templates. And then later on, I give them another just quick checklist for places to find ideas for articles. So if you don't have another resource, that's fine, you can sort of skip over that one, and go to the fifth one, where you invite them to have a conversation with you, you know, maybe if you do introductory sessions for free, or consultations, or whatever that is, you open the door for them to reach out to you and you know, and get a dialogue going book a time to talk. So that's kind of like the easy, you know, intro get them into your world, tell them about you learn some about them and give them some value. And then, and then after that, they can just go into your regular, whatever, you're going to send emails from that, but you've given them a chance to really beyond the free thing to get to know you because they could have, they could have got your free thing, and they may not have even opened it yet. So these emails, also remind them Oh, yeah, I got that free thing from rob a couple days ago, I need to make sure I go back and read that or consume that.

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So if you can do this with you're doing something manual with like, let's say you're onboarding a new a new clients that you're working with. So you know, these are something you can have pre written, and then you just be and paste them from, like your Word document into, you know, whatever using for emails. So you want to welcome them again, and let them know what they can expect, like what's you know, do they need to prepare for, you know, working with you, if you're coaching somebody, you know, maybe there's an agreement, or you have to collect payments. So those can be emails combined together? deliver what do they need to do to prep, like deliver an assignment and before we meet, you know, make sure you've taken some time to think about these things. And then a reminder, you know, day before and the day of or great or even just the day before, it's good to start thinking about Oh, yeah, I have this appointment coming up with so and so. So that's another way to sort of well, without doing a, you know, official sequence, you could write these four or five emails out and have them ready to copy, paste. So it's less thinking when you bring on a new client. So start building your email list. This is one of those questions I get all the time you're like, I don't know how to get people onto my email list, you probably have more resources at your disposal than your than you're even aware of. So, you know, one of the biggest things to do is to ask people, if they want to join, ask people, you know, say, Hey, you know, if you got any kind of social media presence, or spend social media, ask people on LinkedIn, if people don't want to, they'll just say no, so no, no offense, move on to the next person. So ask people, use your website, you know, I showed you how to how to have all the signup thing on your website. So you know, use use that as a resource for people to sign up for your email signature, this is one that goes that people don't use it. And it's awesome real estate, like if you're sending emails, just day to day to people put that in their signature, say, hey, you want to get my awesome guide to, you know, whatever it is, you know, click here to sign up for my, my email list. So use your signature as a great place that real estate as a place to get people to sign up. Also, even if the person who gets it isn't interested, maybe they format for forward your email to someone else. You're not you know, conversation with several people, maybe it gets forwarded around so they use that space. your social media profiles are a great thing to do. You know, using the cover pages, like on Facebook or LinkedIn, to ask people they am I've got this, you know, great checklist, here's how you can get it. So use that real estate, don't waste with, you know, a picture of your kids or like a blue background or your favorite color, like use it to help people get people onto your list. Every time you go to vote right now, probably most of you are doing virtual events. But if you go to virtual events, or in person events, again, ask people say, hey, I've got this awesome, you know, email list where I talk about X, Y, and Z Would you like to start getting in that? If you do any kind of speaking, whether it's in person, you do a podcast, you're a guest in like a workshop or a Facebook Live, have that be part of the thing. Don't just do a podcast appearances because you want to just share your message. That's awesome. We want to do that. But you want to make sure you ask the host Hey, I've got this thing I like to give away as Okay, I mentioned that so get their permission, and then mention it on the podcast and you can get more subscribers. If you have people who that you're friendly with who you are worked with a similar client base, but you don't necessarily but not that you do the same thing. You know, ask to do some Kind of lead magnet swap, say, hey, if you've got this great, great free giveaway, I'll email my list about it if you would do the same with my thing. So you can you can cross over audiences because you're not competing. So find people that are work with a similar client base, but you don't compete with directly and trade those kinds of things to get more subscribers. And also a little more on the fancy end, there are a lot of events where they do summits like that are virtual, or they have a bunch of speakers, all you know, pre record talks, and they all get the opportunity to give their lead magnets away. Or giveaway events, people get together in a group. And they all promote every all the gifts that people have to give away. So those are options to but the first couple, start using your email signature, start using your social media, start using those link those pages, those background images as a way to start gathering emails from people give you a couple of pictures here, this is a screenshot of my personal

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Facebook page. So that is the cover page. So in the cover page, I say, Hey, I got this thing. And here's where to get it, you know, and I made this graphic in Canva, with just their own tools, nothing super fancy. If you've got a business page, you're gonna actually have a button on that where it says Edit cover photo, you can actually have that be the like, subscribe, or go to my you know, whatever I think it says think it says subscribe, so you can actually point the arrow to that. So I did the exact same thing with this on Twitter. And on LinkedIn. And most of the time on Instagram, my bio has the link that goes to this thing as well as I'm doing some kind of event. So you know, because people can't put links in Instagram and to post but you can certainly have one in your bio. And if your goal is to build up a subscriber list, that's a great place to use that real estate's also in my email signature, and this is a sample of a two real simple constant Monrad 40, content marketing coach. And here's the line I use for people. And here's where they can get it. And they just click on that. So again, using using the spaces you have, it doesn't you don't have to start spending lots of money or doing crazy things to build an email list, you just need to take advantage of, Hey, where are people seeing me? Where am I showing up and give them the chance to opt in to your list. So another type of email that I mentioned the beginning are what we call value emails or nurture emails. So these are the email you know, got somebody in your list, you're you're you're humming along, your list is growing, you're doing cool stuff. And then it becomes Okay, now what do I do, they've gone through my welcome sequence, it's like, okay, now I need to, I need to put the rubber on the road together. And you know, it's attraction here and start building this relationship. So nurture emails, you know, you send these to your list on a regular basis. And again, they inspire the educate, they entertain, you get them to hopefully interact to now, I will answer the what is the regular basis. Now, this is different for everybody? Well, I'll tell you what a regular basis is not sending one email every six months, that is not a regular basis. That is the I didn't feel like it for six months, and oh, I better send one now. I will tell you what the COVID I started getting lots of emails from people I hadn't heard from in six months, because suddenly all their, their all their speaking gigs and things disappeared. So they were they were shopping in my wallet, they wanted some money. So those people I just didn't unsubscribe from instantly, because I just didn't want to hear from them. Unless they were going to provide some kind of value. So show up regularly, that could be once a month, if that's if that's where you are right now. That's the bandwidth you have, that's great. Twice a month is better once a week is even better for these kinds of emails. But don't be hard on yourself. find what works for you now and make a schedule and stick to it. Right, it's much better to show up on a regular basis than it is to just show up when you feel like it. So you know, schedule that kind of out and stick to what you know you can accomplish. Because these are really designed to help you build relationships with people. And they are not sales pitches, but we're going to add what they call calls to action, we're going to ask the readers questions again. And to give them the opportunity to get you know, some some advice or some guidance and to interact with you. That's also great on the side of in terms of your deliverability right, if you have people opening these emails and then responding to them, that make that just the you know, the email world, okay, they want these emails, they like them. So they're going to have a much higher chance of always showing up in the inbox rather than going to spam or some other place. So I will So then the next question module always asked me is, Well, Rob, I have no idea what to write about. I have you know, where do I get ideas from? I mean, I you know, I don't know So, I always like to call people that say that's when you have lots of ideas, you just haven't figured out how to put them on paper. Yeah. So, but if you are really stuck, there's lots and lots and lots of great places to get ideas. I mean, obviously, you have an idea of who would like you to use your services. So you probably know some things about them or have an inkling about what they would like to hear about. So we go foraging, right? Ask your audience, if you've got any kind of list of all, you can start asking people, what do you want to hear from me? What do you want to hear about? If you don't have a list at all, ask in groups that you're a part of ask on social media, say, Hey, I'm my newsletter is getting going, I'm going to start doing emails, what would you like to hear about in you know, in this in this field, so ask them,

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use good, the good, I like to call the Google machine, ask the Google machine start typing in. And as you start typing, it's going to give you suggestions based on what you're typing in. So if you have an idea about, oh, I might want to talk about this, go to Google and start typing in, they'll give you ideas, give you suggestions. And you can do the same thing. And sites like Pinterest, too. It's not just about amount, obviously, you can find ideas from the content that's on there. But Same thing with a search bar, it's going to make suggestions for you about what people are looking for. Amazon is a great place to do this in terms of looking through books. So you know, I like to go and look through marketing books and books about email. If you use the look inside feature, a lot of times you can see the table of contents. So it gives you can give you like 10 topics in the table of contents that are part of a book. And those could all be ideas for you to write to your subscribers. Also, I like to read reviews, especially like the not so good reviews, because it'll tell you what's missing, like, I read this awesome book about, you know, email marketing, and they didn't talk about this at all. So maybe that's something you can use as an idea to for your subscribers. Cora calm is a great resource that is free to use. They have all kinds of different topics on there. And people are always posting questions. And you know, they have experts to answer or just, you know, everyday people can answer questions, too. So that's a, you can sort of sign up for things that you want to hear about. And they'll even send you alerts too, as well. So that's a great place to see what are people talking about, and what questions you may have. And I like to use unusual holidays, people laugh at me for this. But you know, like things like national donut day, you know, sibling day, if you do a little Google search for like unusual holidays, you'll come up with, you know, these kinds of things. But this could be something fun to use, and then tie it into your audience or, or tell a story about it. It so you know, don't be afraid to get creative with the stuff. It is not about, you know, we want to convey information and add value. But you also want to enjoy writing and stuff and you want your audience to enjoy reading it so approachable with a little bit of sense of lightness and sort of, you know, okay, how do I, you know, I'm, I'm a health coach, how do I tie national donut day until you know what I'm talking about. So use those, you know, have a good time with the stuff. Also, seasonal events, you know, like first day of fall, the tax day, Black Friday coming up, you know, maybe there's something around the feeling of these events, like tax day creates a lot of anxiety for people. So maybe that's an issue that you address, you know, in, in an email you send to your folks and how to help them with that. Reddit calm is similar to Korra. But a little bit more of a wild beast a little bit more. I would say it's a little less user friendly in terms of the way it looks. But it's a great place. Again, people go and ask questions and start topic threads. So use those look through those to sort of see, you know, what you can find and what questions people have and what's not being answered very well or what can you answer even better, or just adapt it for your own audience? blogs that exists on your topics? Again, read the comments, what are people saying about this article? What did they respond to? And what questions are still lingering? And how can you address that in your own in your own writing?

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Facebook groups and LinkedIn groups are great, go through the comments, go through the discussion threads, but go through that, again, the comments as well. What are people saying about this stuff? And what are they still asking? You know, social media, again, you know, any other maybe not outside of a group but who, who in your world is asking questions about what's going on. If you have a lot of friends in a particular industry, maybe there's some questions you can mind from them about, you know what to write in, that will be relevant for your audience. Search hashtags, if you use Twitter, you know, like the hashtag topics. You can do that in Instagram as well see what people are writing about and use that as inspiration for your own stuff. And one of my all time favorite websites to get IDs from is this one called answer the public.com, I'm going to show you a screenshot of this, it used to have this really cranky looking old man. But if you didn't type in something within like the first 10 seconds of being on the website, he'd start scowling at you and typing a squirt, and like just kind of, you know, waiting for you to do something. But this is a website where this is a sorry, a bad screenshot, because my very small laptop, I typed in email marketing with what I typed in. And what it does is it generates this graphic with all these different types of questions in the world, you know, based around that topic. So if you're, if you sort of have a general idea about what you might like to talk about, this is a great place to go and type that in. And you're going to get literally hundreds of answers of questions or ways to approach a topic that you may never have thought of that setup. So it's called answer the public COMM And it is free to use they have a subscription to it, I'm not really sure why you would need that. I've never needed to use that. So just use the free version on the site. And it's pretty amazing. It's pretty powerful. And it's kind of fun, too. So let's talk about a couple, let me get I'm gonna give you some examples of, you know, how do you find what to write about? And how do we write it. So there's some things that I like to do I have, this is one of my like, sort of easy peasy formats I like to use from time to time. And I like to call it the inspirational email where you take something, some piece of advice that you give, or somebody maybe like something you might say to a client or something you're working with, and turn it into an email. So you can make a little visual quote, I did this on canva.com, which is free to use. And I just use one of their free templates, because I'm, I'm a graphic design hack. I spent 10 years in the greeting card, and gift industry. But yeah, I my design skills leave a lot to be desired. So when you stuff like this, so it looks good. And, you know, Tuesday tips, I have one personalized subscribe to us. They only ever send me emails like this unless they're selling something I, you know, I wish they sent me more stuff. But they only send this kind of email where they basically have a little bit of inspiration, they ask a question, and then they sort of, you know, wrap it up. And then they asked me a question at the end say, Hey, you know, what are you going to do based on this piece of advice I just gave you. So in this example, I do say this to clients, the best marketing plan is the one that you're actually going to execute, doesn't matter how shiny or awesome or new or whatever, if you're not going to commit to doing it, it doesn't matter how good it is. So I challenge my readers to say, hey, well, so what are you going to do to market your business this week, hit reply, and let me know. So I get them to try to interact with me. And you know, I, you know, I, I have 1000s of people on my email list, and I maybe get like two replies, every time I send out this email. So don't worry about being overloaded with hundreds of emails, every time we do this, you'll get like one or two people that respond. So it's a great way to write a very short email, look at this email, it's 1234 or five sentences. But it adds value, it's giving somebody a little bit of piece of advice, and maybe inspiring them to take action this week. So that's one way to really keep your emails short, and get them done, do something that's kind of fun. Um, I will also mention in terms of graphics, try to really limit the number of graphics you put in any of your emails, the more graphics you put, the more likely you're going to get flagged as spam. So I usually go by the one graphic per email rule. So if you've got a header of your brand at the top, that's your one graphic for the email. So just be aware of that don't and also to remember that a lot of people read these things on their phone or tablet like smaller devices. So your big giant picture of something has taken up a lot of real estate, and may take a long time to download on my phone. So I may never get to your email, because I may have given up because I'm waiting for this graphic to show up. So limited to one graphic for email.

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Another kind of cool thing to do that I think are fun, or what I call resource emails. And this is where you offer people resources that are going to help them and you can do all kinds of things they don't it's not necessarily about something you teach, or you're selling. It is like this example, I recommended five business books. And I gave people the links, and I told them a little about why it was I thought they wouldn't enjoy them why it would be important to read. And you know, then I asked them at the end say hey, what, um, you know, what, sorry? What did this resonate with you these resources, or do you have something insane that I haven't read yet? I'd love to hear about it. So I'm giving people value. I'm giving them resources that they can go and use and find on their own. And then I'm giving them again, another invitation to interact with Which, you know, just helps build good community, I think

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probably the one a lot of folks that go when they think of, you know, writing this kind of stuff is, is about teaching, you have a lot of knowledge, you want to teach stuff. And it's great to do in these kinds of emails if you keep it short. So we're not running again, for the New York Times, we're writing to, you know, give value and encourage interaction. So if you're going to do a teaching email, this is something you can come up with. And this is the blurb of it, the bulk of it comes with like three to five points that you want to teach around a topic. So you do a little introduction, maybe you tell a story, you tie it into something personal that happened. So you find a way to make it relatable. And then you come up with like three to five points, and you write just a couple of sentences about each point you want to make. And then something like this, you use, you know, bolds, so that people can sort of scan through it easily. And you want to do short paragraphs, you don't want to do paragraphs that are 25 sentences long, because when I open that, it's like a wall of text, it's almost intimidating for me to look at. So, you know, keep three to five points, keep the short, little bit of learning, and then you know, try to find a way to get them to interact with you again, you know, did you did this article help? What tricks Do you use in this vein, you know, so as always trying to be asking questions to encourage engagement with people. And if you're going to write emails with the teaching thing, I say to people, right, the middle first, so a lot of people get stuck on writing emails, and they start you know, as as Maria von Trapp said, start the very beginning, it's a very good place to start. It is totally not when you write these kinds of emails, you want to start in the middle. So if you know you want to teach something to your audience, then start with the three to five points, write those down, get those done. And that's like, Okay, I got the I got the the meat of my article done, it's going to be much easier to then go back and say, Okay, now how do I tie this up? And how do I how do I want to introduce this, what's happening that I can sort of bring into this world to make this all fit together. And then the also the title becomes easier to because you've already got the points written. So even just something simple, like using a number, like five actions to take, if you're feeling unstuck, we you know, you can belabor headlines forever in a day. But this is a great trick to use. If you're doing something with teaching points, and it's got five things in it. Use that number, it's easiest way to come up with a title, or ask people questions, too. I love to ask people questions in that challenge them in the subject, line two. So those are kind of two ways you can really get that done. But start with the middle meaty portion first, even though I love me some summary of entre. Okay, so let's talk about some healthy habits of using email. So I would say let's start with a few don'ts. Don't add people to your list. without permission. This is the number one way to irritate people. I have been to summer I live in New York City, I've been to so many networking events where I got home. And then like two days later, I'm getting emails from people that I just said, hey, yeah, we should like set up a time to talk sometime. And they're already they're emailing me on their email list. So you don't want that you don't want to be that person. But also, it doesn't help you in the end. Again, this is about having quality people who want to hear from you on your list, not just how many people can I get on my list. Um, don't spam people, I can't imagine the energy healers being in this vein. But don't send seven emails a day to people like one at the most, because people are going to unsubscribe, so don't overdo it with the emails. And also, again, I mentioned at the beginning, don't send bulk emails from your own personal address that where people don't have the option to unsubscribe from it, that just that's irritating as well, just, it's not a good practice to get into. But do you know, look at your list, as your list starts growing, you know, every 90 days, you should be able to sort of sort by who hasn't opened emails in a certain period of time, go through and look at that. Because over time, what happens is that the more people you have on your list that aren't opening, it affects the open rates of people who actually want to get it these, you know, email service providers kind of monitor that stuff. So if you've got someone that's been on your list for three months, and they haven't opened your last seven emails, it's time to sort of reach out to them separately and ask them to say, hey, do you still want to be on the list and you know, have them maybe re opt in, or, you know, just give them the opportunity to say I want to be on the list and if they don't respond to stuff, then I would get them off your list and unsubscribe them. Again, that's going to improve your open rates that people open emails also improves your deliverability as well. So do be sure that you're always adding value to these emails, sales emails, those add value because you're offering somebody a product that you think that they need, you know, nurture, emails, all this stuff, find a way to add value, it doesn't have to be huge, it can be small, but make sure that you're not just talking at people. Again, make them easy to read you short paragraphs, use bold in places where it's appropriate. So people can sort of have some visual breno breaking up like big giant walls of text are very daunting to read and emails, I think, show up regularly, you know, whatever that is for you. And not once every six months does not count, and show your personality. So this is one of those things that I have heard many people say to that they have trouble doing that, because they don't want to offend people, or they don't think it's the right thing to do. This is your world that you're building, this is your community. And you need to show up with all the awesome things and all your foibles, if you spell stuff wrong from time to time, you know what that's, that's what I'm gonna do kids, that's what's gonna happen. So don't don't sweat it, you know, I sent one email recently, and I spelled like the Beatles wrong, like in a group and I had somebody proofread it for me, and they didn't catch it. And somebody wrote back, he still feels wrong, Okay, thanks, have a great day, like they weren't even upset, they just want to point it out to me. So come with all of you all the good things that make you you and your personality, bring that to your emails, and how you know, have a way to find a way to have fun with the suit, enjoy it. Because this is a big part of your business can be a big part of your business, if you want it to be in terms of growing your community. Again, keep this stuff kind of to three to 500 words, that's a really good goal. So I mean, if you if you set a goal for yourself of like, you know, every day, I'm going to spend 15 minutes, and I'm going to write 202 interesting words, and maybe you know, we're just gonna run about, we just sit down and write down what comes out. If you commit to doing that for a couple of weeks, you're going to develop some great habits about showing up and writing. But also, you're going to then get some ideas going and be like, Hey, this is what he wasn't half bad, I can take this and I can use this for my next email that I'm going to send out. So try to develop habits of getting in the practice of writing, you know, on a daily basis, or every couple of days. So it just, it doesn't feel like such a big deal. When you sit down to write an email, it's something you've just become more accustomed to doing. Again, break up the so it's easier to read. And always remember that your goal is to sort of inspire and educate and motivate and get them engaged. Again, it's all about relationships, I think that is so important to remember. And again, be adding value to people. I think that your own inbox, I have a friend that says shop in your own closet, he's wondering COVID like, Oh, I don't need to do stuff, I just how this goes I haven't worn in six months. So I stole that from him to adapt to shop in your own email inbox. If you subscribe, I'm sure we all do subscribe to other people. What are they sending out? Right? What did their emails look like? What What do you respond to what looks good to you? Or looks a little janky? Or is too difficult to read? Or you know, what topics are they talking about? So use that as inspiration and keep a file of those things. Keep a follow up emails that inspire you also do the same thing with headlines. If you see some great email from somebody, recently, they'd say the headline was what I learned in a Starbucks bathroom? Like, why

1:03:38

had to open the email? Because it's like, Okay, what, and there was a very, you know, he's a very funny guy. And it was a very, it was a great business lesson inside. But what what do you take notice of what you respond to what resonates with you what feels good, what gets you to really want to open that stuff, and keep a file of those two, not to steal them, but to use them as inspiration for constructing your own. We don't really want to, we don't wanna be ripping off people's work, but we can use it as inspiration to create our own. If you struggle with writing, that, you know, don't let that be the obstacle to getting stuff written. Find a way to do it. Because if I sat you down and said, Okay, let's talk about x, y and z, you probably could go on about it for a half an hour or something related to your business. So if so if that's how you work, then record it, you know, do do a video, do some audio stuff, and then transcribe it. otter.ai is a great website to use for that. And if you don't do too much, I forget what the limit is, but you can use it for free. And then to have like a monthly subscription, it's like $8, so it's pretty inexpensive to use. Now it doesn't make your transcriptions perfect because it uses machine transcription. So you will have to clean it up a little bit. But if you you know, it's better than staring at a blank screen for three hours, right? So just get it out of you however it is you need. Do and then get it into an email? Um, you know, and always sort of keep your audience in mind who, who's going to read this? What do they need? And how can I serve them in the writing of these emails in writing this copy. And again, show up consistently, whatever that means to you. Just set your mind to it, set a schedule, and and make it happen, make a commitment to your subscribers. And the final pieces, remember that done is way better than perfect. We're not writing the next Pulitzer Prize winning novel, we are writing a 300 word email. So don't let perfection be the enemy of getting it done. So, you know, if you're not already, start building your email list, find a way to do it. If you're not ready to jump into a CRM program, then start a Google Sheet and say, You know what, in the next month, I'm going to be committed to using a CRM. But right now I'm going to collect email addresses from people I know and say, Hey, do you want to be on my list? This is starting very soon. So find a way to start it, get it going, grow it, and start using it for your business. And that brings us that's it. That's all I got. So I want to take questions from all of you. A lot, right?

1:06:23

What question yeah, but what do you guys see in this? What What questions do you have to take in lots of notes? Yeah, I saw lots of notebooks, flurrying and stuff. So when I'm a New Yorker, I talk fast, I'm sorry. And so I just want to make sure you can ask questions about specific stuff that Rob talked about. You can also ask questions and more about like, Okay, this is what I have so far. Like, this is where I am right now, in terms of email and email last, you know, what's the most important? What do you think's the most important next thing for me? Like, that might be also a really great kind of question, right? Yeah,

1:06:59

definitely. Yeah. So what do you guys got? I say something. Sure. I'm sorry, I'm

1:07:08

not on film. I'm dealing with a whole bunch of stuff this morning. But I've been listening. And Rob, I just really wanted to thank you for being so engaging, and so entertaining. And this is really me President, I really enjoyed it, even though I'm going on. And the biggest point I got was starting from the middle with writing an email, because I'm the one that's sits there in front of the blank screen. And just I mean, I, you know, I've over edited before I've even started, so yeah, I've been there. So I appreciate that. And there was a lot of stuff that I already knew, but a lot of stuff that I learned, too. So thanks again.

1:07:52

Yeah, you're very welcome. I'm glad that you enjoyed it. And we got some good takeaways from it. So thank you. And I'll throw this to like I did this thing I gave away for free. And if you want to see how this works, this address on the screen, I can toss it in chat, too, is a giveaway? No. Yeah, this will be this is one of Rob's freebies, right? Yeah. And you can see how the sequence you can I give you permission to beg, borrow steal from emails you get for me, you can use them. But this is some I sort of touched on some of the types of emails, and this freebie actually lays out templates that you can use to sort of make this process go faster, like for the changing email, or the you know, the inspirational email, so if you want to grab that,

1:08:35

yeah. And so he basically you'll see, you know, from you know, you'll get his free me, you'll get signed up for his list, obviously, you can, you know, stay subscribed, unsubscribe, depending on what makes sense for you. Exactly, what I recommend is definitely stay subscribed, at least for a while, and you may Yeah, because you're gonna keep getting serve, you're gonna keep seeing what, you know, what Rob is sending out works, because this is his area of expertise, right? So you can learn a lot from seeing, you'll see what by subscribing for that you're gonna get his welcome nurture sequence, because you're, that's what you're signing up for. So you can see and you can see what about that really works for you, you know, what, what, you know, if there's, there could be things that you would want to do differently, right? So it's always good to subscribe to other people and kind of and learn from many people do, including sometimes learning what you don't want. Because it's just there. It's a very different kind of business. Right? And it's, yeah, that that something would be like, yeah, that's, that doesn't work for me, but this does.

1:09:36

Right. And that's going back to like setting your JIRA and inbox to and what other people are doing because yeah, I think that you made a great point is finding out what you don't like is almost as important to finding out what you do like because then you're going to avoid those kinds of kinds of things and make sure that you don't do that with your own list. Claudia, I want to know how I'm gonna put you on the spot and know if there's more questions I can help you with in terms of using your own voice or, you know, making your personality come through more in your emails.

1:10:11

Yeah, I was, I was thinking about that when you were talking about different ways to use your personality and let it come through. And I think that that's kind of a maybe it's a block, maybe I'm kind of hide, you know, an insecurity who I am. And I need to just kind of not be afraid of Shawn lane.

1:10:37

Yeah, and maybe just, maybe you do that very slowly, you just start experimenting with this is the thing about no matter how many experts you talk to, nobody has all the answers and all this email stuff works, we just all know a lot of things. So nobody can say to you, this is gonna exactly work for you. You need to figure that out on your own. But again, you're the personality, right? Like, I want to work with you because I like Claudia, or I know stuff about Claudia, or, you know, Claudia has seven cats. And so do I like I feel connected to her. So you never know what's going to resonate with people. Sometimes it's the things you least expect. So maybe just start dipping your toe into the water of showing a little bit of at a time revealing some things about what you've got going on. But that's what makes people want to work with you, as opposed to somebody else that may do something very similar is I want some Claudia as part of this, I enjoy her I, I feel connected, I feel like engaged with her. And so I want to hire her.

1:11:39

I think that would probably help a lot with the relatability would help. Like I've had people read my email, and they said, you know, this is interesting, but nobody likes to be pitched to. And so it's coming across like that, like a pitch. Okay, instead of instead of just a real person. Yeah, too formal, too stiff,

1:12:03

too. And so maybe that would be a thing to try with speaking a couple of them out and see if you get a different result. to experiment with just down whatever you're going to write about and just, you know, freeform, talk it out and record it and see what that comes out like and then how if you don't want to have a transcribe, maybe you just transcribe it yourself and say, Oh, this part was really good. I was really and so it could be a connection to just being the brain to your fingers, that there's a filter and a filter is going on in there. So find another way to just experiment with it. And maybe you do some videos that you don't show to people, you just turn on your camera, and just and just talk and see what happens and see what you get from it. Because I can't imagine you tape a video. And that would sound like the emails are describing. So maybe it's better to reverse engineer them.

1:12:52

Now, when we practice yesterday, in that we practice with people, and I explained what it was that I wanted to do for my group class. The the person that I was talking with said, You should make a video of that and put it on your email. Because it came across as me instead of just words.

1:13:14

Yeah. And that's something I didn't talk about in this too. But there are services you can use, like loom where you can include an email in the video. So maybe you do some of that. Maybe you tape a tape, listen to me, how old am I? on your record? I don't have tapes anymore. you record it. And you include that as part of your email. But maybe you're right, just a short introduction to you read a little introduction with a little bit of a look a little bit of value and say, hey, I want to hear the rest of this column, click on this link and watch the video so that way, you're not having to write the whole thing as an email just writing a little piece of it. Right? That's a great, yeah, cuz then you're showing up, and then you're not you're showing your personality. And then you're also doing a little bit of less writing. Yeah, yeah.

1:14:01

Yeah. And I just want to say I think my sat and this gets into what Rob was talking about before, it's like, if the only email they get from you for months, is in fact, offering Southern something that doesn't land as well as if they also have gotten emails that are just, you know, acknowledging them, teaching them something, you know, opening something up for them, you know, all those things, right? So it also has to be the context of the overall communication. Like, I can't think of it, it's like, think about it like conversations, right? If there's someone where every conversation you have with them, the only thing they do is try to sell you something you don't really want to talk to, even if you like what you do, right. But if it's if that's they, they engage with you, they're interested in you they have interesting things to say they ask you call questions, you enjoy talking with them. And sometimes in there, they also say like, Oh, well, you know, this since you said you were interested, you might want to be interested in my program, then that makes sense, right? So it's something context. Conversation essentially.

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Yeah, having right on, spot on. Is that does that help? That helps a lot. Thanks. Yeah, sure. Excellent. Happy to happy to do that to brainstorm. I'm going anything from you any questions or anything or anything? I can zoom in on for you. You're muted. You're on mute. I'm sorry. Not really, I'm not there yet. Okay. Okay. Okay. Very beginning here. So that's great. That's a perfect place to start. Because now you've got tools to sort of set it up the right way. But, you know, again, if you're not really there yet, okay, that's cool. But think about even just start collecting email addresses for people, you know, and say, Hey, in the next month or two, I might have an email list. Would you like to get on it? And people would say yes or no. And you can just then when you're ready, you just sort of pop them in and you can get remember that email us. You said you wanted to be on? I'm ready. Here I am. Read Me. So just start that habit start started getting in that habit of asking people to say hey, do you want to participate in my community? You know, even if that's all you can do right now start there, I would say

1:16:14

I just say in terms of I know you're feeling like building a list, but you do you have clients, right? If you work with you and so even as simple as if you haven't already created a welcome email to kind of take what that would that's like a really simple place to start. It's like they're already are on your list in the sense that they're their clients, right? And just being like, Okay, well, what what my mind I want to include in a welcome email and and then maybe like me, and then after that set, then maybe a little bit later you add, how about a second email? That's a little bit of a nurture thing? Because you have acuity I think you can set up Can you set up a campaign like that in acuity where it's multiple emails, I think, I think you can and acuity, Susan uses acuity. And I think she does that. But she also uses MailChimp. So it may, she might, I know acuity can will talk to MailChimp, though you can sync them together. So it's like that's so even if you're not thinking about the whole, like, the freebie thing and the building and all that if you're feeling like I'm not really ready for that, what you're ready for is nurturing your clients. Right? And like maybe, like, occasionally, like re engaging with them and stuff. So that might be some of the stuff that would be just, it's a, like a kind of appropriate for exactly where you are. Right? And then see where that takes you.

1:17:32

Yeah, yeah, start where you are. That's, I always tell people that it's like Don't, don't you know, and, and don't compare what other people are doing to what you've got going on. Like they you know, how long it took them to get to that, oh, I've got all these things perfectly lined up in a row. I mean, this, this didn't just happen in one day. For me, this was an evolution of like, Okay, well, that thing didn't work. And that one, I think, is terrible. And I don't, you know, I switched from MailChimp to another thing. And so I had to experiment a little bit myself. So, you know, go with go with what you got, start where you are, and just, you know, take even just small steps to get it going and nurture people is I think, a really great idea for man. Yeah. Yeah. And do you have any questions?

1:18:17

I'm not sure what the question is, but I did get some ideas. And I, I need to, like my set of basic freebie. is I think I only have, like, kind of a two email, like, as a confirmation, an email a few days later, that basically says, you know, you know, reminds them that they got it, but have, you know, essentially, have you used it yet, like, because, you know, that reminder that this is, and with some, I think I have like maybe some testimonials or something. And then they just go right into my master email list. And I was thinking like, yeah, I might want to do a little bit more a nurture just from that initial thing, you know, at least have a third kind of thing. So it's like, oh, yeah, I think I need to look at ways to do that.

1:19:08

Yeah, I think I think it helps with longevity of people saying on just not get me You always have people who sign up for the free thing and then they just they got what they wanted, and they jump off the next time. Like that's, uh, you know, I tell people to think of this as an ebb and flow like your email list is not like you're not building a house. We're like the ocean like you know, it comes up a little bit and then maybe pulls back a little bit and then goes a little bit further and then goes back a little bit email lists are kind of like that to come in and out. But you know, one of the first emails people get after they get the freebie for me It says, I make a joke because my bad like, no, it was in such a hurry to get to see you. I didn't even introduce myself and that's really rude. And people I get responses ago. Oh, that's okay. I downloaded your thing yesterday. So they are even on automatic it's so it's a lovely waiting.

1:19:54

I have this one sequence that I mean, I i'm not i can't say too much about ourselves. Because it's fairly recent, but there's one where it's like a giveaway I participated in a couple times. And unlike most giveaways, usually when you participate in a giveaway that you get, so people who join your list who opted in for your thing that you were doing in the giveaway, this giveaway, anyone who's, you know, participating, like doing giving something gets the whole list of every Oh, dropping it off. And they're told that multiple times. But still, I was like, I just it feels kind of weird, like how they're going to get so many emails, right. So what I opted to do for just those people, I don't put them in my master initially. And I wrote it for the first email and the subject line was, well, this is awkward. Like, I think they're gonna open that. And then I said, like, Hi, and this is why this is awkward. Usually, I'm only emailing someone, because they specifically asked for me to do that right for this, but you were part of this thing. And in my mind, that means you might have gotten like, so many emails from so many people. And I'm just like, that seems like icky. So let's just start over. Let's that doesn't mean, this couldn't be like a beautiful thing. But let's start over, let me tell you a little bit about me. And you decide, you know, and then you decide whether you want to stay on my list. Right? So I mean, this sort of an example of like, that's my personality, right? It's just Yeah, like, it's a little weird. just acknowledge that. And I, you know, this is what I do. And this is how I help. And this is the thing, and if that sounds like it's good for you, then I actually can, I said that I have a couple of good things. And I invited them to give them a like, another gift. And, you know, like, invited them to join us as a group. So, you know, it's just like, you can do that. Like, like, if you're feeling like, it's weird, then it's pay, like, you may feel weird for them, too. So like, one of the things you can do is just call it what it is, though. Like, I don't know about you. But Baba bah. Right? Yeah.

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I think that's great. I think that's such a smart idea. To do that. And again, it's it's fun, and it is us, it's your personality to you. Because you want people to sign on for that. They're not just signing on for the information. They're signing on for your for you as well, as part of, you know, again, there's millions of people who do what we do. I'm you can find lots of Rob 40 days, but you'll never find another Rob 48 you know, like, who shows up and this goofy? And you know, like, it's all teeth and like that's, there's only one of me, though. All right, great. Awesome.

1:22:31

All right, any other last minute questions? I'll put the recording later, since you know, to processes and stuff.

1:22:37

Okay. And I'll just put my email address in there too. If you guys think of like you got you hang up and you're like, oh, shoot, I should ask Rob that question. Just you know, in the subject line, just remind me that Where are you? So I know who you are. That you saw me today when your group? And I'll get back to you right as soon as I can. But I'm happy to answer questions. Anytime. Well, maybe not at midnight when I'm sleeping. But any other time I'm anytime I'm awake. I'm open to answer questions. All right, great. All right. Well, thank you guys for having me today. And and especially appreciate and and I met a few months ago, and I always have a good time chatting with her. So thank you for having me today. It's been an honor to be a part of your group. And I hope you guys all get lots of great benefit from this. Thank you. It's been wonderful.

1:23:26

I will put it on make sure that people watch the recording and have access to the email entierro to login.

1:23:33

opt in for you. Okay. Awesome. Thank you. Thank you. All right. See you guys later. All right. Have a good weekend, everybody.