



AUGUST TOPIC

# CONTENT

**How to Write Fast, Effective Emails...Even When You Don't Know What to Say**

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## **What's in the packet:**

1. Exercise- Worksheets: Create 5 Potential Emails Handout:
2. Handout: 3 Important Lessons to Make Your Email Marketing
3. Handout: 52 Weeks of Email Marketing - a Strategy Cheat Sheet
4. Link to the calendar spreadsheet



## Step 1: Ask these questions to open up the conversation

1. When you hear the words “email marketing” what do you think about?
2. How many email sequences do you think you should have in place right now?
3. How many of you feel you can create effective emails?
4. How do you find your muse to write?
5. How much time does it take you to write an email? And, how could you shorten that time?
6. How do you determine what content should go in your emails and how and when to send those emails?
7. How many of you would like to get faster and more effective at writing emails without doing any studying or spending time developing new skills?

## Step 2: Use the “5 Potential Emails” handout, and the steps below as content creation suggestions

First, read the following paragraph:

Here’s a little known secret: even copywriters are afraid of blank white computer screens. No matter how long a person has been producing content, figuring out how to start, and making sure the content flows naturally can be overwhelming. Over the years, copywriters develop their own little tricks to increase productivity when they sit down to write. Today, you’ll learn a few of those tricks.

Then, work through the exercises using these steps:

Have attendees pair up and take 3 minutes to talk about what they do. They should talk for the entire 3 minutes without stopping. In the space provided on the SPEAKERS worksheet, their partner should write down phrases and/or sentences that would work well in an email. Then have the partners switch roles and the other person should speak for 3 minutes.

Have attendees determine the #1 question they get asked by their prospects and write it down. Then, have them write the answer as an email.

Have the attendees write down their favorite testimonial from their website. Now have them (in email format), tell the story behind the testimonial.

Each user should create an analogy about something they have seen in the world and how it relates to the problems their customers and prospects are facing.

Allow users time to think of something they might get really worked up about - that relates to the needs of their prospects.

## **Step 3: Use the remaining time to practice writing fast but effective emails**

1. From all the qualities, choose several that best reflect YOU.
2. Now choose ONE. This ONE is the PRIMARY BRAND PROMISE. A Brand Promise is the primary promise you make to your clients about the kind of experience s/he will receive when working with you.
3. You can use this Brand Promise or your longer list to:
  - a. Write compelling copy
  - b. Create a list of core values
  - c. Come up with names for products and services
  - d. Add flavor to your Facebook posts, emails, etc.
  - e. When someone says, “So, tell me about yourself”, just think of one of these adjectives and a time it showed up strongly in your life and tell them that story. (Works great for job interviews and first dates.)

# 5 Potential Emails Worksheet

## Email Exercise #1: Record Yourself

Speak for 3 minutes about your business. Have a partner write down, on this paper, words, phrases, or sentences they hear that would work well in an email.

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Sample content produced through this exercise:

“In my role as a coach, I’ve had the great privilege of helping hundreds of families. And it’s the most incredible experience to see parents and children who have struggled to connect for years finally come together.

But sometimes, individuals decide to pass on our services. Instead of letting us help them get out of the court system for good and reconnect with their children, they falsely believe:

- This can’t last forever
- She/he wouldn’t do anything to hurt the children
- My kids will come around when they’re ready

The list could go on and on. These are the lies hurting, desperate parents tell themselves simply to survive the day to day exhaustion...”

## Email Exercise #2: Answer a Question

Write down a list of questions frequently asked by your prospects:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Using one of the questions, see if you can “answer” that question in the form of an email. Here is a template to get you started:

Recently, a customer of ours reached out with a specific concern. As I was writing my reply to him, I figured...if he had concerns, maybe there were others who were curious about the same thing. So I’m using this email to answer his question...but for everyone.

What he asked me was this: <question goes here>.”

Because this is not the first time I’ve been asked this question, I can only guess you might have a similar question. Today, I wanted to answer that question for you.

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### Email Exercise #3: Tell the Story Behind a Testimonial

From your website or archives, find a testimonial that has a really great story behind it. Write the testimonial down here:

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Write down the story behind the testimonial using the following template to help you:

I was adding more testimonials to our website the other day, when one in particular caught my eye. It’s a testimonial from <name of person>, and this is what he/she had to say:

<Testimonial Here>

It’s a great testimonial, but what you read is only a tiny piece of the story. Today, I want to share more of <person’s name> story with you.

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## Email Exercise #4: Write an Analogy

If you're sitting in front of your computer, waiting for inspiration to hit...give up. Just look around you, and you will easily find an analogy you can share with your prospects and customers. Talk about the lessons your kids taught you yesterday, as it applies to your customers and prospects. Did you witness something in nature that might be applicable to the challenges your prospects and customers are going through? Write about it.

Use the following template to get started:

Today, as I was <what you were doing, ie watching your daughters have a tea party>, I couldn't help but think how similar this was to the challenges you're experiencing.

<Write the analogy>.

You've been on my mind a lot lately (as evidenced by this analogy). You see, what I really want for you is <something about how your products or services help them.>

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As this template is a little "rough", here is an example of what it might like:

"Today, as I was watching my 4-year-old's soccer game, I couldn't help but think about how similar this was to the challenges you're facing.

You've got 20 little boys, running around on the field, not really sure what's going on. The only clear thought in their heads is, "I've got to kick the ball. Everybody expects me to kick the ball." So they chase the ball. And maybe they'll even get a chance to kick it.

At the end of the "game", they get their juice box and snack and everybody goes home.

Fighting depression is a little bit like a 4-year-old's soccer game. Your head is foggy. You're not really sure what's going on. But everybody's yelling at you to kick the ball. So, out of guilt, you get up and start running. Maybe you'll even get a chance to kick that ball. But ultimately, what do you accomplish?

Not much.

You've been on my mind a lot lately (as evidenced by this analogy). You see, what I really want for you is a chance to get back into the game of life. As real game. But you can't do that until you've got some skills and training to make you a competitor again."

## Email Exercise #5: Go on a Rant

Undoubtedly, your emails are calm, professional, and clearly organized. But what would happen if you switched that tone entirely and expressed some serious annoyance, even anger, on behalf of your contacts?

Make a list of things you could "get upset" about:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Now write about one of those ideas using the following template:

I have to admit, I'm a little fired up today.

<Why are you angry?>

<How will your anger help your prospects and customers?>

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Once again, this template is a little rough. So here is an example of how it works:

“I have to admit, I’m a little fired up today.

Yesterday, I was in the grocery store, standing in the checkout line when a mother and her little boy got in line behind me. The boy was maybe 6 or 7 years old, but he looked like he was nearing 100 lbs.

Now, to be perfectly clear, I think chubby kids are absolutely adorable. Unfortunately, as a nutrition specialist, I know that chubby kids tend to suffer more serious health issues than their peers. And chubbiness in childhood tends to follow them into their adult lives.

So, why was I so angry? Because the kid asked his mom for one of the treats grocery stores strategically place at the checkout.

His mom’s response was, “No! Do you want to stay fat?”

Whoa...just whoa! First of all, that kind of negative talk is never going to help this child find healthy ways to eat. It’s only going to give him a complex about his weight. Second of all, I looked in the woman’s cart and saw potato chips, soda, and all kinds of processed food. Does she really think her son is overweight because he eats a candy bar once in awhile?!

It’s time to have real conversations about nutrition...”

# 3 Important Lessons to Make Your Email Marketing More Effective

“Did I do it right? Is it a good email?”

If you're new to email marketing, or taking it seriously for the first time, you have, no doubt, asked someone these very questions. As an entrepreneur, you know your time and resources are limited. So, you need to make sure that everything you do is done right.

However, when it come to email marketing, there is no standard. What might work for one industry won't work for another. And you may be surprised at the responses you get from emails you thought were less than perfect.

As you write your emails, try to stay relaxed and keep these 3 ideas in mind:

## #1 Your Email Marketing Should Be An Extension of You

The purpose of email marketing is to communicate with them in person. So why is it that business owners feel their emails need to be “professional”. And you can interpret “professional” to mean stodgy.

If asked, you'd undoubtedly say that many of your clients come to you because they like you, because you had a great

connection. If that's true, then the personality that your clients came to know and trust should shine forth in your emails.

What would you say if your prospect was standing right in front of you? Would you say:

“Parent training is an important component and generalization of these skills outside of the clinic setting.”

Or...

“It's important for parents to learn what we do here at the clinic so you can practice at home.”

Email marketing will always be a challenge if you're trying to sound different than the person you are. And ironically, “professional” writing is always a turn-off to your reader. Be you and you'll have a lot more success.

## #2 One Email Will Not Make Or Break You

Email marketing is a process. The whole point of email marketing is to build the relationship. It takes time and it takes a whole lot of emails to build solid relationships with your contacts.

That's why, it's okay to email when you don't even have anything to say. “Hey, how are you?” with no agenda attached is a perfectly fine email to send. In fact, it might go a long way in helping build trust, because what you're saying is “you were

on my mind.” Nothing more.

On the flip side, sending out a “bad” email is okay, too. People will forgive you. Sure, there will always be that one person who emails you back just to let you know you have a typo. But for the most part, people are forgiving. Did you forget to include the link...it will be okay. Did the person accidentally get 2 identical emails because you made an error in your Infusionsoft account? That’s okay too.

One of the absolute best open rates for emails comes from subject lines that included the word “oops”.

### **#3 Enjoy What You’re Doing**

If you hate writing emails, your contacts are going to hate opening them. Whether you realize it or not, your feelings get conveyed in your word choice, the length of your sentences, how you sign off, etc.

The best copywriting training in the world won’t make you a great communicator if you spend all your time second guessing whether to use “Regards” or “Have a Nice Day” as your sign off. When you can finally shed the notion that you’re doing something “wrong”, you can start to communicate more effectively. Your emails will feel lighter, become naturally more persuasive, and be more interesting to read.

As an Infusionsoft user, writing emails should be second nature to you - because you’ve got a lot of emails to write. When you learn to truly embrace the opportunity to just connect with people, your effectiveness as a marketer increases dramatically.

Segmenting your list, finding your target market, and improving your open and click rates, that will all come with time. For now, learn to value the communication that is at your disposal. Learn to love email marketing and the rest will follow.

## 52 Weeks of Email Marketing: A Strategy Cheat Sheet for Following Up with Prospects

When it comes to “frequency”, “content”, and other email marketing questions, there really is no standard. Several of the “experts” email as often as twice a day. While others, you won’t hear from for a month or more. It’s entirely up to you - the business owner - to make the judgment calls on when to email your prospects and customers.

Now, having said that, there are still people who would just like to have a plan. So here is a possible plan - a sort of content calendar to work as a guide in your email marketing efforts.

Here is your cheat sheet for **following up with your prospects**:

Email Order	When to Send	Content
Email 1	Day 1	If someone just opted in to your list, be sure to deliver whatever they opted in for.  If you are “cold emailing” or following up with someone you met at an event, tell them why you’re emailing them and have them “take action” as an indication they want to be marketed to.
Email 2	Day 3	Remind the person why you’re reaching out to them (ie they opted-in to receive something from you, you met them at a recent event).  Talk about why you think you can help them with a challenge they’re facing.  Ask what questions they have for you.
Email 3	Day 6	Think of the #1 reason people don’t move forward with your services or make a purchase. Use this email to preemptively overcome the objection. The most common “objections” to any purchase are: no money, no time, sounds too good to be true.  Ask the person to give you a try.
Email 4	Day 10	Think of the #2 reason people don’t move forward with your services or make a purchase. Use this email to preemptively overcome the objection.  Ask the person to give you a try.
Email 5	Day 15	Think of the #3 reason people don’t move forward with your services or make a purchase. Use this email to preemptively overcome the objection.  Ask the person to give you a try, or buy, etc.

Email 6	Day 21	<p>If the prospect was “hot”, you’re about to lose them. This email needs to be very aggressive. You can either: 1) remind them of all the reasons you’re amazing and include a strong call to action to buy, or 2) come up with a highly discounted offer to convince fence sitters to move forward.</p> <p>Note: If you’re using an offer for this email, make sure you include a “deadline”, and follow up in a day or two reminding them of that deadline.</p>
Email 7	Day 25	<p>This is your “consolation” email. The person didn’t take action. Say that. Say something like, “I’m a little surprised you didn’t take me up on my offer. However, you obviously have your reasons for not moving forward right now.”</p> <p>Then, inform your prospect that you would like to continue following up with them. Then tell them all the content you plan to send them. Stuff like: educational emails about your industry, special offers and opportunities, invites to webinars, etc.</p> <p>Also let them know they are welcome to reach out to you at any time.</p>

From here on out, you’re going to email your prospects once a week. It doesn’t matter what day or time, but you may want to try different days and times to see what works best for you.

Also, do your best to keep things fresh. The moment someone thinks they know what your email is going to say is the moment they mentally check out.

Switch things up frequently. And here’s how you’re going to do that:

The columns below are “types” of emails. Beneath the column is the guide for when to send what type of email. You get to decide what content you want to include for that email “type”. Here are some content suggestions:

<b>A</b> <b>Promos and Special Offers</b>	<b>B</b> <b>Relationship Builders</b>	<b>C</b> <b>“Proof” Emails</b>	<b>D</b> <b>Educational Emails</b>	<b>E</b> <b>Prospect-centric Emails</b>
Holiday promo	Why you started this business	Case study	Link to webinar replays or videos	Just “checking in”
Fire sale	How you use your own products and/or services	“Got an email from a customer and wanted to share it with you”	A List (ie 10 things you should know before buying a house)	“How can I help you overcome your challenges?”
Webinar invite	Video of your office or employees	Endorsement from an “expert”	Link to an article you read that you thought they’d appreciate	“Can I use you as a case study?”
Event invite	A rant: one thing that bugs you the most (as it relates to helping your prospects, ie when copywriters charge \$200 to write a single email)	Why so-and-so just signed up with you	Link to one of your blog posts	Survey: what’s holding you back?
Free consultation	The best experience you ever had as a business owner	Link to a video testimonial	A list of your favorite books - as relates to your industry	“What don’t you know about your challenges?” (Offer to write an email or a blog post regarding their response.)
Free trial	Charities you’re involved in and why	Link to an article or Press Release in which you were featured	The worst situations you’ve ever seen - as relates to your industry, ie The 10 worst	Seasonally based tips (ie, how to make it through the holidays when you’ve recently been through a

			plumbing situations you ever had to fix	divorce)
Discontinuing product sale	Share an experience you've had lately - that reaffirmed your decision to be in your industry	Talk about your certifications and education	Debunk the myths from your industry	Invite to a Facebook group or user group, etc.
New product launch	Take a stand against an issue - as it relates to your industry - like car dealers opposing higher tariffs on cars or teachers reacting to Common Core	Share statistics of your success	Answer a question about your business that you get frequently asked	
Invite to join you on social media	Your biggest flaws - as relates to your industry and how you overcome them (ie the nutritionist who's addicted to ice cream)	Talk about how many years of experience you have and what you've learned in that time	The secrets others in your industry won't share	
Sign up as an affiliate			Offer an ebook or free report you've already created	

Now that you have some ideas of the content you can send, you can get back to creating your content calendar. Before finishing, open an actual calendar. Sometimes, you're given the choice about what "type" of email to write. If the date falls near a holiday, it would make sense to run a promo.

Another thing to keep in mind...if it's a week you plan to run a promo, you'll probably want to run a series of 3 emails (all in the same week). You offer the discount (or whatever) in the first email. Reminder your contacts about it in the second email. And tell them it's their last chance to buy in the third email. It's okay to run multiple emails as you won't be doing this often.

<b>Email Order</b>	<b>When to Send</b>	<b>Content</b>
Email 8	Day 32	(D) Educational Content
Email 9	Day 39	(E) Prospect-centric Email
Email 10	Day 46	(C) Proof Email
Email 11	Day 53	(B) Relationship Builder
Email 12	Day 60	(A) Promos and Offers
Email 13	Day 67	(B) Relationship Builder or (D) Educational Content
Email 14	Day 74	(D) Educational Content
Email 15	Day 81	(C) Proof Email
Email 16	Day 89	(A) Promos and Offers or (E) Prospect-centric Email
Email 17	Day 96	(B) Relationship Builder
Email 18	Day 103	(D) Educational Content or (C) Proof Email
Email 19	Day 110	(A) Promos and Offers
Email 20	Day 117	(E) Prospect-centric Email
Email 21	Day 124	(D) Educational Content
Email 22	Day 131	(B) Relationship Builder or (C) Proof Email
Email 23	Day 138	(D) Educational Content

Email 24	Day 145	(A) Promos and Offers
Email 25	Day 152	(C) Proof Email
Email 26	Day 159	List Scrubbing Campaign - you can move this a week ahead or a week behind if you're right on top of a major holiday. But you really need contacts who want to hear from you. Send contacts (who haven't responded to anything from you lately) an email asking if they're still interested in hearing from you. You can offer something for them to take advantage of to show their interest. Those who don't respond - you should probably stop emailing them. Consider sending them a direct mail campaign.
Email 27	Day 166	(E) Prospect-centric Email
Email 28	Day 173	(B) Relationship Builder - Include a strong call to action here - like a free consultation.
Email 29	Day 180	(A) Promos and Offers or (D) Educational Content
Email 30	Day 187	(C) Proof Email
Email 31	Day 194	(B) Relationship Builder
Email 32	Day 201	(E) Prospect-centric Email or (D) Educational Content
Email 33	Day 208	(A) Promos and Offers
Email 34	Day 215	(B) Relationship Builder or (C) Proof
Email 35	Day 222	(D) Educational Content
Email 36	Day 229	(E) Prospect-centric Email
Email 37	Day 236	(A) Promos and Offers
Email 38	Day 244	(B) Relationship Builder

Email 39	Day 251	(D) Educational Content or (C) Proof
Email 40	Day 258	(E) Prospect-centric Email
Email 41	Day 265	(A) Promos and Offers
Email 42	Day 272	(B) Relationship Builder or (C) Proof
Email 43	Day 279	(A) Promos and Offers
Email 44	Day 286	(E) Prospect-centric Email
Email 45	Day 293	(B) Relationship Builder or (C) Proof
Email 46	Day 300	(D) Educational Content
Email 47	Day 307	(D) Educational Content
Email 48	Day 314	(A) Promos and Offers
Email 49	Day 321	(C) Proof
Email 50	Day 328	(B) Relationship Builder or (D) Educational Content
Email 51	Day 335	(A) Promos and Offers
Email 52	Day 342	(E) Prospect-centric Email with strong call to action
Email 53	Day 349	(B) Relationship Builder with strong call to action
Email 54	Day 356	(A) Promos and Offers with strong call to action
Email	Day	List Scrubbing Campaign - send contacts (who haven't responded to anything

55	363	from you lately) an email asking if they're still interested in hearing from you. You can offer something for them to take advantage of to show their interest. Those who don't respond - you should probably stop emailing them.
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The truth is...3-4 months into the email marketing process, you're not going to need a guide. You're going to start to "feel" when you should be in contact with your people and you're going to want to reach out to them every time you think of something that would be great in an email.

Your emails will naturally become more authentic and a lot more effective. But until you reach that point, you can use this calendar as your guide.

The link to the blog post (which includes a link to download a spreadsheet of the calendar is: <https://readytogocopy.com/52-weeks-of-email-marketing-a-strategy-cheat-sheet-for-following-up-with-prospects/>



# 5 Ways to Hurt the Growth of Your Personal Brand

In business, people don't establish relationships with companies. They want to work with other people. Individuals who share their values and understand their professional needs. Therefore, taking time to establish your personal brand is an essential part of any successful career.

But once you create your personal brand, how do you keep it growing? It's easy as long as you avoid these common mistakes.

## Forgetting to market yourself in good times and in bad

Promoting oneself is often easy when it comes to periods of great prosperity. But what about when things go poorly? Of course, this is the challenge for many smart marketers who are looking to stay relevant during times of economic and business turmoil. However, it's imperative to look at this uncertainty as an opportunity to adapt your message and reestablish yourself as a trusted thought leader.

Marketing yourself during bad times requires you to communicate to your key

constituencies while addressing some of your industry's issues. By providing innovative solutions you can set yourself apart as a person that can be depended on despite what the current business environment may look like.

## Forgetting that you are your best salesperson

No matter what your position at your company, be it the administrative assistant or the CEO, you are always advertising your brand whether you realize it or not.

Think about it: Every interaction with a customer, co-worker, or even your boss offers cues to who you are as a person. Do you keep your promises? Do you admit your mistakes and hold yourself accountable for your actions? Are you reliable when it comes to deadlines? Even if you never utter a word, others are constantly judging you based on these factors. So it's imperative to make sure that you recognize that your deeds and words must be consistent in order to build your personal brand. Be sure to toot

your horn to make sure others see you

accomplishments. But then back it up with your actions.

## Ignoring that people “buy” you because they connect with you

Remember that relationships serve as the cornerstone of every business deal. So understanding your clients helps you stand apart from your competitors. This means not only being able to list their company’s needs, but also recognize their emotional ones too.

Be sure to ask them not only about how things are going on the job, but also in their world away from the office. You don’t need to know all the details of their personal life. But noticing if they are having a bad day or celebrating their achievements can go a long way towards building lasting loyalty.

## Failing to have your plan B ready

Having a contingency plan in place is an important part of any branding effort. It not only gives you much needed confidence, but it also allows you the flexibility to make sound decisions regarding your clients—even if you have to do so quickly.

Of course, it’s impossible to plan for every scenario. That’s why you have to view every situation as a chance to learn and grow. After all, sometimes the most innovative solutions come from personal failures.

If this happens, take a deep breath and reach out to your affected customers, then get back in the race and begin anew—stronger and wiser than before.

### 5. Focusing too much to the voices in your head

We’ve all heard them—the occasional voices that pop up in our heads telling us that something isn’t good enough, or that we’re going to fail. But we shouldn’t always believe what we hear.

The truth is, nothing stifles motivation more than negative thinking, which is why you have to be mindful when it happens to keep it from sabotaging your personal brand.

So when you hear these thoughts, ask yourself: Are they rational? Do they come from a place of fear or uncertainty? Would you accept these comments if they came from someone else? If the answer is yes, then take time out to address the concerns. Otherwise, give yourself permission to embrace the unknown before tackling the new task before you.

## Key takeaway for personal brand building

Having a healthy personal brand is one of the best ways to maintain a successful career. To ensure your brand's continued strength, you have to take steps to protect it from self-sabotage. Be sure to plan for unexpected industry downturns while nourishing relationships with your customers. Remember that you are your best salesperson and that deals are closed by both your words and actions. Finally, be sure to not dwell on negative thoughts as they serve as a potential roadblock to success.