

Using Email Marketing in Your Business

Confidently Connect with & Nurture
Your Email List into Raving Buyers



Why Email Marketing?

You've worked so hard to connect with your ideal client and finally got them to sign up for your freebie! GREAT JOB GIRL! Now here's the most important part - KEEPING THEM THERE!

Email marketing is a great way to stay connected to your community so you continue building your relationship which will help take them from potential to paid clients. Think about it like dating! Don't you turned off when the other person is moving too fast with a kiss, make out session, and party in the bedroom all on the first night!? Well emailing is the same way!

Nurturing your community over time is critical to building raving fans who love you AND your brand!

Research shows that email funnels convert about 1-3% of your leads so that's why it's always important to be growing your email list and nurturing them first with your email sequence (an automated series of emails that go out immediately when someone new subscribes to your list. This sequence can be how ever long you want it but I suggest having at least 4-5 set up) then through recurring newsletters (emails you send out at least once a week although some people do this monthly. I aim to do 1-3 times a week and when I'm launching something this can go up).

Preparing Your Automated Email Sequence

To start, remember your email sequence should GIVE 2-3 times for every 1 time you sell! Meaning give some value at least twice before you sell. You want to make sure you first welcome them into your space, connect, & give value & not just asking for the sell!

Therefore, you want to create an onboarding sequence that welcomes your subscribers into your community or as I like to say your shine space. You want to connect with them & build rapport. How many times have you bought something from someone simply because you liked & connected with them personally. So let your personality, personal story, experiences, & expertise shine through.

This series is usually 1-2 weeks long, with 5 days being the average for most of my clients.

The best emails in your sequence should include the following:

- **Your personal story** - share your journey
- **Self & client testimonials/ case studies** - share what you & your clients have accomplished because of your knowledge, experience, guidance, coaching/consulting process, & support. This is your trust factor so they see what have you done so they know what you could do for them.
- **Inspire them** to know that what they desire (what you & your clients have achieved) is possible for them too. Motivate them to believe they can have these results too. Provide those nasty doubts they have wrong! Majority of your job when selling is actually not teaching, but instead helping people shift to know that this is something they too can have.
- **Why should they work with you!** It's time to toot your own horn girl! What are the benefits to having you by their side & being guided by with your expertise & approach, How will you benefit them. Yup, I know that sounds selfish on their part, but it's the truth; your prospects want you answer the question what's in it for me (WIIFM)!
- **Build urgency!** Why do they need to work with you NOW! I like to use mindset & tangible benefits here! Mindset Approaches- what is NOT working with you right NOW going to cost them, what has it already cost them, why can't they afford to not get help in this area now. Tangible Approaches- this is what most people use like the price is going up, the doors are closing, there's a limited number of spots available, a monetary bonus (money off) like early bird, etc.

Mapping Out Your Sequence

I'm known for following a re-engineer approach in my business & with my clients. This basically means working backwards by starting with the desired outcome/ the end goal in mind & then building a plan (in this case a sequence) that leads to that goal.

So many coaches & consultants make the mistake of just sharing about themselves or sharing some content then draining their subscribers with nothing but sales emails.

However, I believe there should be some intention & strategy with lots of soul, authenticity, & personality infused! This is how you magnetize your subscribers into raving fans who feel like they know you. And we all know, people buy from people they like, know, & trust!

What action do you want your subscribers to take throughout/ by the end of your email sequence? (Ex: Book a call, visit your signature program sales page)

What can you educate your subscribers on? This is where you can reference your top trainings, Facebook lives, tips & strategies, blog post share them in 2-3 emails throughout your sequence to establish your expertise & authority in your industry.

What are 2-3 personal stories of something you've struggled with that you're dream clients be able to relate to

Creating the Automated Email Sequence

To start, remember your email sequence should GIVE 2-3 times for every 1 time you sell! Meaning give some value at least twice before you sell. You want to make sure you first welcome them into your space, connect, & give value & not just asking for the sell!

- Email 1 (immediately): Give/Deliver them their freebie & thank them!

- Email 2 (Day 1): Give Value # 1 - Share a brief summary of your personal story & journey. Let them get to know you. Keep it short, but make it powerful! Let me see themselves. Let them feel your own transformation so they are inspired for their own.

Automated Email Sequence, page 2

- Email 3 (Day 2): Give Value #2 by connecting with them on a deeper level. Share a piece of your story/journal that your ideal client will relate to.



- Email 4 (Day 3 or 4): Help them believe #2! Help them believe the results you offer in your services/products are possible for them. You can do this by bragging about a client or two. This also helps them connect the dots that YOU are the person to help them.



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- Email 5 (Day 4 or 5): Give Value #3 by sharing content with value that answer one of the biggest struggles/ challenges they are facing right now. What the #1 thing the want to know or need to hear right now? What's a burning question they have?

- Email 6 (Day 5 or 6): Help them believe #1! What's their biggest block about believing this transformation you & your clients have experienced is possible for them & address it with proof, a testimonial, inspiration, & motivation!

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- Email 7 (Day 6 or 7): Soft Sell! Talk about the benefits of working with you and investing in your services/products. Invite them to a free or discovery call. Be sure to add in some client results, testimonials, and don't forget the urgency!

- Email 8 (Day 7 or 8): Now that you've invited them to a call, they won't all run at first. So it's your job to think about their top objections to jumping on the call or grabbing whatever you offered. Why might be preventing them taking this next step?

Automated Email Sequence, page 5

- Email 9 (Day 8 or 9): Hard Sell! Go back through the benefits of your offer with results! Include the urgency of what they need to book now & what's possible for them.

Bonus: Call to Action Examples

- DO YOU STRUGGLE WITH __ (the things you talked about above) & WANT TO __ (THEIR GREATEST DESIRES), PM ME SO WE CAN __. (tell them what to expect)
- Decide if you want them to engage vs. take a next step (call)
- Comment below if...
- I'd love to hear in the comments how you have ...
- Have you ever felt like ... tell us how it made you feel?
- I'd love to know how you can implement one of these tips in your day.
- What's your favorite tips?
- Which of these tips do you think you can try to help you ___?
- If you need help with ___ comment below with you're biggest struggle, perhaps I can help.
- How impactful do you believe having __ (the things you talked about above) will be in your business/life?
- PM me if you'd like to chat more about how ___ can help you.

What's Next!!!

After your sequence ends, you'll want to set a schedule for your emails because now you'll be sending newsletters.

You can do this monthly or weekly (I like to do 2-3 times a week). The important thing is to be consistent & to make sure that most of your emails contain content that nurtures your audience.

Now, some of your emails should be sales focus where you focus on a program or product you want to sell especially when you're launching something new.

You can also do emails launch new free stuff like new freebies, upcoming webinars/masterclasses/trainings, challenges, etc.

At the end of your emails, you also want to include a call to action (CTA) where you direct your reader to the next steps. I love to do this using 1-2 buttons throughout the email and then make sure to include your CTA in the PS line.

To summarize, if you remember nothing else about email marketing—remember to give value more than you sell, allow your audience to get to know you, and be consistent!

Ready for the Next Step?

You've started your business, been packaging your expertise into programs & services, surpassed your monthly income, & making progress towards your six figure success.

Sure, for most people, \$5k months are the dream, but for you it's merely just the beginning! Yeah, getting your message out there, being seen & heard, & making a huge impact is super important, but you want the money too! **You KNOW you're meant for more!** More ready to invest now premium clients! More money! More of a bigger impact! More freedom! Yet you feel guilty, shameful, & question your success everyday.

- Wondering if YOU really **deserve that \$10k client!**
- Doubting if you can **keep up with those \$20k months** & the work associated with it!
- Shameful of what others may think of your success as a **multiple 6 figure entrepreneur!**
- Nervous that people will see you as a fraud, unworthy of this success as if you can't **REALLY help your clients!**
- Afraid you won't have enough **value to offer your clients** at the level they've invested!
- Painfully questioning if your family & personal life will suffer because you can't **be the boss of your biz & home, right?**
- Fearful your friends on social media will think "**What's she up to NOW? Never satisfied!**"
- Sorry & feeling ungrateful for even **wanting more!**
- Stopping yourself from **pushing that Go Live, Publish, Pitch, or Send button** because you don't want to attract any haters!

But to get to this level you dream about at night & to crush those nasty negative thoughts, fears, doubts, & beliefs, **you know it's time to build a new, stronger mindset & confidence because your old way of thinking won't get you to where you really want & deserve to be.**

It's time to unlock, unleash, & unapologetically monetize your shine!

And that's where I come in. I'm Kierra, The Shine Strategist™ - Your Uplevel Empowerment Coach. I've spent years honing my craft & passion empowering women to re-build the most important conversation you will ever have. **The conversation that will make or break your success, potential, greatness, & your dreams!** So, are you ready to strengthen your inner conversation so you get out of your own way, build your mindset for success, & take bold inspired & aligned action towards are six-figure success!

Love, Shine, & Success - Kierra



Ready to accelerate your personal & business growth so you can finally stop giving your expertise away for pennies & shine in life AND business!

[**Click Here So We Can Chat!**](#)