EMAIL MARKETING

STRATEGY BASICS

INTRODUCTION

This document is meant to serve as an outline for a basic email marketing strategy. I've provided some examples from the content I've written recently for our SpeakerFlow list so you have a comparison. I've also provided some templates you can use.

– Taylorr

THE STRATEGY

While there are MUCH more complex ways to do email marketing, our goal at first is to build good habits sending to your list, learning how to improve from the data, and then spotting opportunities to layer your approach further.

Outside of any promotional emails (like a discount, offer launch, etc), there are two different types of emails we recommend sending each month: the "Resource" email and the "Behind The Scenes" email.

Credit where credit's due: This is a strategy adopted and tweaked from that of Bryan Harris at Growth University.

And, in the following pages, you'll find templates and strategies for putting these into practice. Space these two emails out by 14 days from one another, follow the "Pro Tips" at the end of this guide, and you'll be good to go.

THE "RESOURCE" EMAIL

COPY ME TEMPLATE

SUBJECT: [Reference to the particular quantity and kind of resources]

Hey (name),

INTRO
- Simple version: Just state that you found some new books, sites, apps, etc that you wanted to share.
- Relational version: Intro by telling a story about how or why you stumbled upon these resources

THE RESOURCES
- For a list of resources: List each resource (include a live link to the resource) and include a description.
- For a single resource: Describe the resource (what it is, who made it, and a few specific insights you gained from the resource)

CALL TO ACTION
- Ask readers what types of similar resources they've been using (websites, books, podcasts, apps, etc)
- Ask readers to "hit reply" to tell you about them

EXAMPLE

SUBJECT: 3 resources to double your referrals next year

Hey {first name},

As we've processed the data from the State of the Speaking Industry survey we ran in November, there's been one stat that's been stuck in my mind.

65% of speakers, coaches, and consultants say the majority of their business comes from referrals.

That's awesome, right? That means most people are delivering so much value that others can't help but refer them. There's nothing better than that.

But, get this - most don't have a process for generating more referrals. It's all organic - they're just waiting for their previous clients and audience to refer them.

What would happen if this process was more proactive rather than reactive?

What if we simply had a process to make sure we always ask for referrals and do it in a way that doesn't seem desperate for more business?

I'll tell you what would happen - you'll make a lot more money and more importantly, impact a lot more people.

So, I found these 3 resources on how to get referrals in a more proactive and streamlined way.

Resource #1
In this article from PracticeIgnition, they provide an awesome email template for asking for referrals and break down why it's so successful. While it may feel uncomfortable at first, give it a whirl. Those that win, ask.

Resource #2
One of our very own, the legendary Bill Cates, is the referral king. Although he primarily serves the financial market, we can learn a lot about how to generate referrals from him. In fact, Bill has this resource library with a bunch of guides to download on his relationship marketing system. 10/10!

Resource #3
Startups.com has a community area where business owners can ask other business owners strategic questions. One of these questions is, How do we get our clients to give us a personal introduction to other people who are capable of becoming clients?

There's a super great discussion about this here with a ton of good ideas.

Bonus Resource
We teach our coaching clients how to implement an active referral system by having them do a few things:

1. Create an email template that you can provide to clients that they can share when introducing you. Ever have someone intro you and completely butcher what you do? This prevents that AND makes it easy for them to introduce you.

2. Standardize a time in the relationship to always ask for referrals. This can change sometimes but generally, when are you asking for referrals? A week after an engagement? During your debrief call after an event? Or when your client expresses happiness? Maybe it's all the above. Just know when to ask.

3. Automate a task in your CRM to ask for referrals for every client. Just ask! You'll book more business.

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So, what are your tips for actively generating referrals in your business? What did I miss?

Simply hit reply. I'd love to hear from you.

Taylorr

P.S. Would you find it valuable if we created a guide to actively generating referrals in your business? Let me know when you reply!

THE "BEHIND THE SCENES" EMAIL

COPY ME TEMPLATE

SUBJECT: [Describe a breakthrough you just experienced]

Hey (name),

INTRO
- State the problem and/or ask if readers have experienced the same type of problem

PULL BACK THE CURTAIN
- Tell a story in which you had the problem and how you solved it (or tried to solve it)
- What did you learn?
- How did you learn it?
- Why is it important and/or how can readers apply it?
- Reference any key resources that helped you on this journey

CALL TO ACTION
- Ask readers if they've experienced any breakthroughs or learning in the problem area
- Ask readers to "hit reply" to tell you about it

EXAMPLE

Note: This example is in longer form. You don't need to write one this long. If you do, make sure you don't have too much block text. Space it out! Make it skimmable.

SUBJECT: You can't please everyone 🤷‍♂️

Hey {first name},

Wanted to share something I learned from a sales call recently...

Someone signed up to have a conversation about how our CRM and operating system could help them systemize their business.

Right as we get into the chat they immediately say, "I know a few people that rave about you and I know a couple of people who say it's a complete disaster".

My heart sank. It's pretty rare that I hear such negative feedback. I encouraged them to ask those folks to come to talk to us so we can fix any problems.

They continue on, saying that they're interested in a system, but, only if it's really intuitive.

Fair enough!

What they said next surprised me, though.

"I not only want an intuitive system, but I don't want to work for it. I want my systems to work for me. If I have to put any effort in, I'm not going to do it."

Over the last three years building SpeakerFlow, I've only run into this circumstance a couple of times.

How could someone expect such a magic wand? Here - I want something that does everything for me, right away, with all the results. 🙄

I go on to explain that their expectations weren't realistic. It takes time to set up systems to get them to work for you. They also aren't a "set it and forget it" type of thing.

Just last week, I spent hours rebuilding automations inside of SpeakerFlow because different apps updated. Putting effort into your systems is just the reality you face when you venture down this path.

They didn't agree with this train of thought at all, and all of a sudden, the conversation went south.

It was at this moment that I realized that I could never make this person happy. We simply weren't a culture fit.

We serve people who are hungry to improve their business and know they need to put in effort so they can see a result.

So I went on to say, "I don't think we're a good culture fit and I wish you the best of luck on your journey. If we can be a resource in the meantime, don't hesitate to reach out."

This call lasted all of 7 minutes.

I tell you this story for a couple of reasons 👇

1. *I want to make sure I weed out any people on our list who thinks we have magic wands and silver bullets.* 😉
2. *All joking aside, I tell you this story because* **you get to choose who your clients are. It's okay that you can't please everyone.**

It's okay to say "no". It's okay to realize that someone isn't in line with your values and mindset you need them to have to see results.

When you're on the journey of establishing yourself as an expert, you're gonna have raving fans and you're gonna have some not-so-raving fans. But that's okay.

That doesn't mean you don't care, or that you aren't trying your best. It just means you're clear on who you can help and those you can't.

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Have you ever had to decline someone's business? What was that like and how did you feel?

I know we're not all alone in this so reply to the email and let me know.

Taylorr

WHAT TO DO WITH DATA FROM THESE EMAILS

There are 3 metrics you want to be looking at after sending an email:

- Open rate: The percentage of people that opened the email
- Click rate: The percentage of people that opened the email AND clicked on a link
- Reply rate: The percentage of people that open the email AND replied

Notice in all the examples, I'm asking for a reply.

The whole point of this is to get your list to engage with you. So many people treat email marketing like a one-way street. Blasting off newsletter after newsletter. It shouldn't be like that.

By encouraging people to reply, you're going to teach your list that there's a human on the other end. And when you start replying back to people, they're going to be more inclined to keep replying and staying engaged.

If your open rate is below your average or below 20%, work on improving the subject line.

If your click rate is low:

1. Confirm you included a link. In some emails, you won't include a link. Similar to the "Behind the Scenes" email written above. If you don't include a link, the click rate will be 0%. That's okay.
2. BUT, if you do include a link (or several), you'll see stats on your click rate. If lower than 1% or your average, often it's because the links weren't clear, action-oriented enough, or there were simply too many of them.

If the reply rate is low:

1. Keep on asking for replies with every email you send. You're training your list to reply. Keep on keepin' on!

PRO TIPS

- Be human! Notice how the language in the examples above sounds very much like me (Taylorr). Be true to your voice. If you would never speak the email you've written out loud, rewrite it.

- Don't use block text. If your text is more than 3 lines, trim it back. The more white space the better. You want your messages to be skimmable.

- If you're promoting something:
    - 72 hours after sending the email, go into your email stats and look for everyone who's clicked on the link in the email (or opened it if you didn't include a link). Reach out to those people personally via your CRM! Those are the hottest to trot.

- Always iterate. Don't just assume you're doing it perfectly. Get obsessive about your data. Data tells you everything you need to know.

- If you have a business coach and email marketing is in their wheelhouse (for example, if you're a member of SpeakerFlow's coaching program), ask them to review your emails before sending. Eventually, you'll get the hang of it and will be able to write them confidently in no time, but until then, another set of eyes never hurts.

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!