

[00:00:00.660]

Hi, everybody, I want to welcome you to Mighty Marketing Mojo, Jennifer Burke, presenting my friend Charlene Burke. And we're going to talk about writing emails, specifically writing emails that sell-follow up sequences, nurture sequences, sell sequences, and getting people to click and do the thing we want them to do with our email marketing. And I'm going to show a couple of quick slides just to make sure we're on the same page from the How-To standpoint of what kinds of emails we're talking about and show a couple of numbers in my own email system right now.

[00:00:35.310]

Basically, what Charlene is going to talk about. I'm going to ask for some questions. About all of the great experience that she has and she's going to show you some examples and we're going to talk this through and talk about how this and these tips can apply to any business and all the different types of businesses that Charlene has had great success working with and how we can all take concrete examples today to go improve our email writing and our business's. Bottom line.

[00:01:08.070]

So I'm going to share screen and I can make it so you can share a screen. And I believe I also let me make you co-host of your screen just to. We have to find you, there you are at the more button. And I think, you know, you want to change the host now, I just make it so you can share your story.

[00:01:29.700]

Apparently, I forgot to turn on true co-hosting abilities before we did this, so. Oh, well, all right. .

[00:01:42.630]

Come on, Zoom, let's go. And settings, we're good to go - so for those who don't know, I was teaching a class, teaching a course, about how to get your email systems set up for success and the literal how-to of setting up email marketing. Your autoresponder, what to broadcast, how to create forms. And the next logical step is what do we actually write in our emails, in our first email sequence and then ongoing emails?

[00:02:18.760]

And I said I'm going to recommend some people who are really good at teaching those skills and those systems. And Charlene is the first person I pulled in because we were talking about this. So what I'm talking about emails. I mean, say, for example, you've got these blog posts, blog posts or linkedIn posts, and they link to free gifts. They link to a low cost product. They link to a course, in which case these (on screen) are planning with Trello and goals, worksheets for two options that I have and that each of them has their own.

[00:02:58.590] - Jennifer

Sequence of emails that follows up after somebody opts in for the webinar on planning with Trello, and then there is another set of emails that might go out to nurture somebody and lead them into the next logical step, which is to take the Trello training workshop. But it helps if we have some intention and focus on those emails and what we're writing in these sequences. So we have landing pages, we have a form, we collect the emails, we send a thank you.

[00:03:30.870]

We send a welcome email where we deliver the free gift. But then one of these other emails that happens, for example, this was a series of tips that some of the email marketing gurus out there talk about that you have the welcoming email that delivers your free gift and then there are nurturing emails that follow and that they can kind of follow a sequence or a pattern that we can all learn from and repeat. And this is one potential sequence. And Charlene is going to talk about some others, how they build a relationship and at the same time get somebody to take an action with us.

[00:04:10.330] - Jennifer

So I wanted to show you real quickly, I actually borrowed some of these ideas, these sequences, I tried to implement some of the same templates that Charlene showed me in the past. And so I sent an email promotion to my community to tell them, hey, come hang out with me in Charlene. We're

going to talk about emails and that that I'm showing you my stats right here. Transparent, 19 percent open, and a three percent click through rate, which is really great.

[00:04:38.500]

So I think my normal click-through rates around one percent or so. And part of this is because I asked you to click to RSVP. So the second email was following about Fear and I told you about my fears with email writing an email opening or email sending. And then I use some urgency to remind you to come through to come today. Now that one has a lower open rate and a lower click through rate, because I just grabbed these stats 15 minutes ago and the email went out at something like 10 a.m. and it'll be interesting to see how many people open the email later today.

[00:05:15.910] - Jennifer

But that other last one I segmented, I asked you all to click an email that said, hey, here are the details, here's one. This is going to happen. And by doing so, it set up a tag in my system that segment it and it said, these are the people that are most interested in learning about how to write good sales emails and getting people to take action. They want to show up with Charlene and I or they want the recording.

[00:05:44.320]

So when sent an email just to that segment and you can see of 54 percent open rate. So part of that is a little hint to everybody about why you want to segment, because when you send emails to people about the specific thing they are most interested in, then they're going to open the email. And if we write the emails better, then they're going to do the thing that we want them to do. So. Just wanted to show that and now to.

[00:06:14.750]

Stop sharing. And I'm going to turn it over and we're all going to chat, Charlene, and you can screen here if you need to, you can get to chat. And I also want to make sure everybody knows the questions.

[00:06:27.200] - Jennifer

And because one of the things that I sent out to those who raise their hand for the VIP RSVP was to say, bring one of your products, one of your services, what it is you do and who it is you help. And I want to make sure you put that in the chat. What's a problem that you solve and who are you solving it for? Because we're going to workshop this. We're going to do some email examples about what you can do, how you can write these sequences.

[00:06:55.040] - Jennifer

I also may call on some folks to be volunteers to have some emails deconstructed. If you were one of the folks who got that VIP pass or was in my course, then, you know, you get to bring one of your emails and we may just deconstruct on the screen. So, Charlene, let's talk about emails and specifically, how is it that you've come to have such success writing emails that people actually take action on?

[00:07:22.750] - Charlene

Hi, Jennifer. Well, first, thanks for having me here.

[00:07:28.160]

Second, everybody can relax, I'm not going to, I don't have a SlideShare ,PowerPoint setup. I am much more, as Jennifer had alluded to, a much more about work-shopping, which means we're going to chat and oh, there's a question I can show you, you know, more much more specific to individual cases versus just general, because many years ago and I'm going to get to your question about how I got into this email thing many, many, many years ago,

[00:07:59.870] - Charlene

All right. So I admit, late 80s, many years ago, I was writing emails and in the 90s I started learning about email marketing and in the late 90s started learning more. And and what I was seeing was a lot of what we just saw right here are templates. Here's a sequence you can do. And everybody was

trying to do the same thing and nothing sounded attractive. Well, here's the difference. You can have a template where you can fill in the blank, and that's a great start to get an email that sells.

[00:08:34.970] - Charlene

It helps to understand consumer psychology. And now we're getting into direct response writing and into copywriting. That's why you can have one email come from me. And that's just talking a little bit about my story. And I'm wondering why is nobody clicking through this? The same email comes from somebody else, tweaks the copy, and they're going to click through rates like crazy. The one who has the copy experience is the one who's going to come out ahead.

[00:09:06.650] - Jennifer

Over my entire working life, I have been in some way, shape or form related to customer service and from the very, very beginning, my customer service attitude has always been the customer must be acknowledged in their language. When they feel understood, when they feel like I'm talking to them in their language, I get a much better response from them. Doesn't matter if I'm behind the retail counter, if I'm on the telephone, if I'm actually in front of them and trying to solve a problem.

[00:09:39.470] - Charlene

And the complaint department, the minute that I can mimic their language, speak to them in the way they talk and they hear that they've been acknowledged and that they are important for that moment. They're mine, that's just kind of the way it's always gone. It doesn't matter if the machine is blowing up and I as the mechanic and I have done this standing in the middle of the room and talking to them while the machine is blowing up, assuring them that that they can get their their product made.

[00:10:11.230] - Charlene

A little later than they had anticipated, you know, so we bring that in, right, that customer service background in with way back in the in the 80s, I ran a direct marketing firm and I actually did a lot of the copy for self mailers and selling caps, jackets, t shirts. And I read a lot of copy throughout the years has always been in the background. Right. And a lot of marketing background. So I combine the two and I found that I was kind of having some fun writing my own emails and experimenting, trying to follow other people's formulas.

[00:10:48.370] - Charlene

They were kind of working, but not really. Then I was putting in my own copy twists and then I was getting some successes with my own emails. Last year, I found myself wondering, what the heck do I want to be when I grow up? And I thought, you know what? I'm going to do an experiment. And the experiment was to put out one single service. I will write a sequence of emails, either three, seven, three, five or seven.

[00:11:17.660] - Charlene

And it will be your follow up series to your download. That's it. And I did that and I selected that number one, because all the ones I was getting from other people really state they were just like people.

[00:11:29.810] - Charlene

And I think we've all gotten some bad emails out there.

[00:11:32.990] - Jennifer

Yeah, well, that make you cringe or.

[00:11:35.930] - Charlene

Yeah. And I was I just I put it up. It was an experiment. I put it up on a marketplace and it's gotten so much traction that I'm honest to goodness I have to limit the number of orders that I get because I'm averaging one new customer a day. That's just average. I can go right now. I just turned the order process off because I know that if I left it on, I would have six to seven new orders right now.

[00:12:04.610]

And it was

[00:12:05.970] - Jennifer

and this is one of the great things that I told you. This is going to work no matter who's going to show up. Because, Charlene, let me peek inside. You can hear me right? I'm like, why am I not showing up on the screen here? I can hear you. Thank you. That. You showed me folders for the different types of clients and I've seen you talking about this one of the reasons. How are you doing this?

[00:12:28.880] - Jennifer

That you've had success across so many different types of businesses, services, courses, products, coaches. I do believe I wasn't making this up right when I said that you wrote emails for a funeral home. [charlene laughs at me]

[00:12:47.390]

Well, I don't know where you got that. OK. All right, so what was the weirdest thing?

[00:12:52.640] - Charlene

Wait a minute. Could you please explain how that would be a challenge? That would be a challenge.

[00:12:57.680] - Charlene

And I don't think a lot of repeat customers.

[00:12:59.690]

Think about how do I frame a follow up sequence to do so?

[00:13:05.690] - Jennifer

But you know what I bet you could say is that if you've given a free gift and I'm betting there are definitely funeral homes out there that have given gifts on, you know, how to budget plan for your future services.

[00:13:16.980] - Charlene

After the salesperson absolutely. Could actually work.

[00:13:19.980] - Jennifer

But the point is that so, like, what was one of the more interesting clients that came to you that I think it also proved that once you helped get into the customer mindset, it didn't matter that you didn't know that niche.

[00:13:32.400] - Charlene

At the very beginning, all right, so so, yeah, the sex therapist was funny. Yeah, high faluting, you know, and so you could think things that would have applied to parenting or relationship coach and just played in a different exactly the point then.

[00:13:51.590] - Charlene

So the more racy ones were the sex therapist who also sold adult toys, huh? And then the boudoir photographer. You know, that was kind of fun. I just finished up a series for an hour. Oh, my gosh, this one's exciting. It's called Brio Care and it's an app that ties in with Alexa and it's being marketed to caregivers who can't be on site with their elderly aging parent. So the parent is still ambulatory, still at home, someone independent, but kind of forgetful, maybe on their own.

[00:14:28.210]

They're aging alone. And they needed a sequence to sell the this app, which is really, really inexpensive. I was actually a lot of fun to create, ended up doing a sales page for them and a couple and an editorial part of an editorial column. And then and in fact, you know, for sponsor that commonalities.

[00:14:57.630] - Jennifer

Right?

[00:14:57.840] - Charlene

I mean, that's that's just it. They all here's here's the thing. When whether if it's a follow up, number one, you have a warm lead. That's the first thing to think. This is somebody who has said, yes, I want to hear from you. I'm interested in what you have to say. But you have to think about what it is I want to say to them what it is I want to do.

[00:15:19.670]

OK, what is it that I want them to do? And it. Here's where the mistake is made by pretty much everybody I come across and those those sequences that are sent to me by my customers to review and revise because they're not working.

[00:15:36.270]

No one. It's never about the customer and it's not in their language.

[00:15:40.650]

Number two, it is always about you are going to be so excited about this because of these features. There's never ... Or number three, which is, my God, I did not want to read your entire blog post in the e-mail, you're covering six different points and I don't know what the heck I'm supposed to do. So it turns into a are you sure you really want me to care enough to read through all this? Because it takes a lot of time and you better be rewarding me and I don't see a reward.

[00:16:11.240]

So I'm kind of.

[00:16:13.250] - Jennifer

So they don't click. They don't worry the next year.

[00:16:15.170] - Charlene

Right. Right.

[00:16:16.160] - Charlene

So keep it simple. And it really does boil down to one point per e-mail, OK, don't give up if you're going to give them three three links, make sure they're all together in the same place.

[00:16:27.930] - Jennifer

And I'll raise my hand right here, folks, because it does. Yeah, you're on my list. So you're here. So you know that I have a horrible tendency of sending you too many links in one email. And that's the thing that I'm working on getting better at as well. And there's also a difference, folks. We're talking and I do that when I send out what is. Sort of the equivalent of. Of my newsletter, my tips, but absolutely, we're talking and we're talking emails here to follow up first on the free gift, sort of remember that we're nurturing them.

[00:17:02.420]

We're warming them up to take another step with us. And this is why I can apply. What Charlene is talking about applies to most of our businesses, because that next step could be to book a call with us. The next step could be that we want to have a book, a schedule for a consult on a we're going to talk about a proposal. We're going to talk about a project where it could be that that's a discovery call for you, a coach that then leads into a call to to sign them up for extended coaching service.

[00:17:32.150]

It could be a Web designer who has an initial phone call. It could be that they're going to take a seven dollar, low cost product from us. It could be that they're going to take a course.

[00:17:43.760]

But knowing what's next, we're leading them and nurturing them to take an action that separate them.

Some of the other emails that we said.

[00:17:52.580] - Charlene

So that's that's and that's what I specialize in. I do write as like for the care and others like them, industrial manufacturers and others that I've written for it have been very specialized campaigns. And so that that has a different feel to it because you have to start a relationship, whereas somebody already opted in for something. So I'm I'm going to give you one one little secret that seems that that works and that seems to have worked. My clients keep coming back because they say they're getting customers and they want to keep that relationship going by email.

[00:18:34.070]

You saw Jennifer put up a sequence about the nurturing and if you noticed that it and I've seen as a couple of times the same sequence is that like you don't get you don't even talk about the product until, like, email five. And until then, you're sharing a lot about yourself, you're trying to hit pain points, and generally speaking, that's good. But I'm going to get to the nitty gritty and tell you that you send the first email that says thank you or welcome.

[00:19:07.910]

Thank you for it, for the download. Right. You ask to be on here. I'm so glad you're here. Put your personality in. This is what I have fun with because I'm the sex therapist. She talks a little differently than the the light healer that I just finished sequence for. So this last one I just did was Good morning, my love. That's how she speaks. That's how I heard her in the video, right? That's her personality.

[00:19:34.510]

So it's good morning, my love. So glad you are a part of my community. This is what you're going to be hearing from me about something like that. I'm going to be sending what she did, what she sent her list, the subscriber. Instead of one download, I'm going to be sending you a series of e-mails and each one will contain an affirmation. And we'll tell you a little bit about the affirmation. And you can expect this many about affirmations.

[00:20:04.570] - Charlene

And so that's the way it's set up. Another one was thank you so much for the download. Here is a link to go get it, just in case you didn't see it. This is what you can expect. Very clear and very direct what you're telling me. That's it. A reminder that the key here's the key. Second email references the download. Second, email not only make sure you got the download with the link, but references a point in the download and your Value-Based e-mail, they already had value.

[00:20:37.770]

You're reminding them how much value they got by selecting one point and saying something like after the I'm checking in to make sure you've received your download the title, the download. Here's a link just in case you didn't. And I'm excited you got it. Because if you'll notice on page four point number sixteen, where I mention the value of niches and segmentation with regard to your coaching programs. Now what now I'm going to go back. You want me to go back to the next time you go to that page and you want me to see that that point?

[00:21:18.920]

Because e-mail number three, you're referencing that point one more time and an example, because now it's a pain point that you're now going to introduce your solution to. So outright in the body by the third email, I'm already talking about the service or product you want to sell and it's an introduction to it in terms of the little story that's told related to the point you had made about the donor they had gotten. And the solution is. That's right.

[00:21:51.040] - Charlene

So we're going to talk about this pain point of sadness and the difficulty in attempting to get even deeper so that. You can get more from your customer and the service that you offer that can make that happen. So by email 3, you're selling your subtle selling. One other point that I'm willing to share, your subtle sharing is your P.S. In email one, two. And then following your P.S. Says. And one and two.

Directly related to the product or service you want to sell that if you're experiencing this, you can get the solution here.

[00:22:37.930] - Jennifer

And that's that's the P.S., and I think that that is something we touched a little bit on in the email course and something that I continually work on, don't ignore your folks because we're skimmers and people go down there.

[00:22:53.140]

And in fact, some of the folks on my on my list know that I sometimes throw in even in the newsletters when I'm just providing out there and value. You know, I might throw in a recommendation from a product, I might tell you to come and get a free call with me and then sometimes are completely off the wall to see if you're paying attention, because there's going to be some that are going to jump to the bottom and they're going to read the P.S.

[00:23:14.920] - Jennifer

So don't ignore the P.S. That's a great opportunity. And Charlene's shown how If you've got a warm lead, somebody downloaded something. They immediately wanted something that you have. So take the advantage of that, P.S.. Because. The people who are already the warmest, who are like, you know what, you're right, I really want to take that next step, then give them the opportunity to take the next step with the rest of them, think we're going to keep nurturing.

[00:23:45.010]

And I think the other thing we've talked about, and I know Charlene and I both agree on knowing, liking and trusting that. And this is why we're getting inside of our clients heads and we're building relationships I think we've all seen here. And you can throw it in the chat window if this is you know, I'm going to guarantee we're going to have hands raised that you've gotten on the list. You you clicked, you've got the download, you got the free gift.

[00:24:12.370] - Jennifer

Things look good. But then every single email that came after that was a hard sell was a hard promo like, buy now, urgency this. Oh, my God. times running out, like you'd be silly to not throw your money at it right now. Bro, marketing and that one that doesn't work in me, it's like they forgot the nurture stuff, they forgot to know where the like, and the trust .Or the other side is. I downloaded something and I got an interesting free gift from somebody.

[00:24:40.530]

And then I got dumped into a sequence and we're having a conversation. I'm like, wait, did I miss something? Because I missed the part about who are you? Remind me what why am I on your list? Or they disappear. And I feel like there's so many opportunities that are being missed out there because they have to know us, like us and trust us before going to fork over money is True even of the mechanic. I go to the same mechanic because I trust them and I know them.

[00:25:07.020]

But I'm hesitant at first and I think that that's true. Whether somebody's going to buy a course from us or they're going to buy boudoir photography, maybe more trust has to be there, or some other kind of coaching.

[00:25:19.330]

So. This is awesome. I think you're telling us that by given the value of by talking about the problems we are building, we can trust in this sequence. Right.

[00:25:34.200] - Charlene

That's the secret, hold on, I'm trying to pull up, I lost. I'm sure I'll find you in a second.

[00:25:40.920]

She's going to pull up some emails and I'm going to go through some of the chat because we've had

some really great chat. So options dropped in that we're going to get a chance to to workshop through. And I'll let Charlene decide where we want to start and what we want to. Let me.

[00:25:55.500] - Charlene

I happen to glance as a as an as a question was asked, what was that person, the third e-mail. And it's not just the third email. Let me share my screen. I'm going to show you something. What I'm going to share here is email. Who are you? Your email number five. This her whole point here is to sell memberships into the Center for Non-profit Advancement. Again, we're up to five now. We've we've gotten through the initial what I just talked about, but now we're talking about here's a tip, here's a value-based, OK, literally, here's what they can do to get more donations.

[00:26:42.900] - Charlene

Here's a tip that works. It's something that she's familiar with. She knows this. I got it from a blog post that she had written. And I put it into really short sentences because the blog post was big. So we scroll on down, we scroll on down. La di dah di dah, P.S. that essentially is in every one of our e-mails. It's worded slightly different, depending on what the body was. Sometimes it's generic like this.

[00:27:14.040] - Charlene

Sometimes it's a little more pointed. But this is the P.S.. Here's the problem. Where it's look, they're looking for development training, networking opportunities and more. And her solution is join the membership. So that's email number five. What's your email number four? Oh, look, there he is.

[00:27:44.510]

I just I'm a believer in the absolute

[00:27:48.140] - Jennifer

and I think shows you have a variation of that, right?

[00:27:51.560] - Charlene

I mean, it maybe

[00:27:52.380] - Jennifer

isn't the exact same words, but especially in his original nurture sequence, she's showing them the part of the solution, which is her membership and nudging you to join it. And you could do that in every potential.

[00:28:06.810] - Charlene

And if you it depends on what you're selling. She has she really wants to sell memberships. But in this case, she she also has partnerships available. So made the point very simple, that they could learn more in case they, you know, skim through and said, yeah, yeah, yeah, whatever. Oh yeah. I do want to know about partnerships Click. So that's what that's what the P.S. Looks like. OK, it's it's it's a more direct call to action, and the idea is to to frame the problem and the solution in the same sentence or two sentences followed by the link so they can go find a solution that makes sense.

[00:28:55.990]

Absolutely. You want to take one of the. Questions, thoughts about building trust and using a sequence. The other thing I think that that we can get lost here, because Charlene was talking about the three to five to seven, there's lots of various thoughts on that, depending on products. The point is that we have a sequence and the sequence builds. The emails are building that. The first one, the first in this case you were talking about, say, three emails are all about here's your gift.

[00:29:27.870]

Go check out that. You checked out the gift here. Remember the point. You're talking about a specific pain point that the gift addresses and then the sequence shifts to starting to to talk about. Let's talk about problems. Let's talk about let's talk about the problems. So that the solution becomes natural. They're like, yes, you're right, I completely want to have that call with you. I want to sign up.

[00:29:49.630]

I want the membership. I want the whatever it is. And for us to remember that that that's why it's not just here's a free gift and we drop them off. And it's not just here's your free gift and then we launch right into selling that if the building is the Know Like trust and we're building there, but also for all of us to remember that we can deliver value.

[00:30:13.560]

And be selling at the same time.

[00:30:15.810] - Charlene

Absolutely. That's the point I want everybody to understand. The other thing is when if you get really caught up in the how are they supposed to get to know me? Because I did when I first started writing e-mails many years ago. It's it's not as deep as you think it should be. It's they really don't ...What they want.

[00:30:39.700] - Jennifer

And I think my story email is way too long.

[00:30:43.830] - Charlene

Well, it can be. It depends on the audience. It depends on the relationship you already have with them. Listen, I've got a product that's all about mindful meditation, and they have absolutely no interest in doing anything other than an experience I had that led me into mindful partitioning and becoming mindfully aware of my life and how it works in my life and what have you. It's a point that has to make sense to what you're selling.

[00:31:13.620] - Charlene

So any story that you want to share, just as Jennifer, you did a beautiful job telling a story about your fear. It's exactly the way it's supposed to be. Well, nobody wanted to hear about the story, about the dog, you know, or about, you know, battening down the hatches on the beach house

[00:31:31.950] - Jennifer

they don't need that

[00:31:32.490] - Charlene

I had nothing to do. It had nothing to do with sending emails. Right. And it's wrong kind of fear. It's it's a disconnect there. So that's why it's important to be able to get in the head of your reader. That's what I mean by the language of your reader, what is it what is it that they are looking for? Who are they? You know, I talk in my emails. I talk differently than when I was when I was doing a follow up sequence for an industrial machinery company.

[00:32:02.760] - Charlene

They sell industrial equipment and machinery. Vs. the sex therapist.

[00:32:10.190] - Jennifer

What's a short cut that helped you because you're writing a lot of these different types of emails, and we could all take away - what's a short cut we're getting in their heads to to learn the language? I mean, I can think of a few ways that I can learn the language of my ideal clients, but what would you recommend for us?

[00:32:28.140] - Charlene

So the first thing to get their language. See, now I have to get into your head here, then I have to get into the moment here of who are you and you speaking to your customer, not me, as the copywriter dealing with three different orders.

[00:32:49.900] - Charlene

Right, because I switch, I go from and I take a break. Trust me, I go outside to switch personalities and come in and say I need to. Be the easiest, best way, honestly, is to take a step back and and go on to

social media, watch how they're interacting, you know, your customer, you know, or him or her that much better than you think you do. What can happen as you get stuck in your own head as you.

[00:33:17.560] - Charlene

Talking to your customer instead of being in their seat, so it's it takes a little empathy, it takes an ability to to see the kind of questions they're asking. How are they asking them the kind and literally what kind of language they're using when they're asking them how formal is their language? I mean, I'm I've I've written more formally for like back in the day with Jennifer for members of A.I.I.P., these were highly educated, very detail oriented people who were used to analyzing text and and numbers.

[00:33:55.170] - Charlene

They're no, "gonna", they're not going to like the "gonna" in the email, they're what they want clear, succinct, properly, almost formal writing, they expect it to them. It's a level of respect given to them because you're talking their language. And yet if you're in an informal talking to moms who are having difficulties with toddlers, "gonna" is going to work because it's fast and gets to the point quicker. I'm going to run out of the room and take take take a gander at something because of the people I'm speaking with.

[00:34:32.760] - Charlene

So honestly, what I do when I'm writing for somebody is I go to their website first. I always ask for their website and I ask for you. Tell me who your customer is and you give me a copy of your download. I go to their website to see how it's written. If there's a video, I'll watch a video because I need to know who they are. This is who their customers are seeing. Then I picture myself as the customer watching them.

[00:35:03.320] - Charlene

Are they going to be able to help me with this problem that they say they solved? Are they telling me how they solve it? Then I sit back and say, OK, I'm now a sixty five year old man with prostate issues, I just wrote a series for that. I'm not kidding. I'm now 64. I believe that means that I have pain and that means I don't sleep at all because I'm getting up four or five times a night.

[00:35:26.400] - Charlene

That means that while sex isn't going to happen because it's too painful, I mean, I went quickly through the symptoms. So I'm 65 years old and this is how I'm feeling now. Oh, right, really tired, really. This just I mean, we have grumpy old men, right? Exactly. I'm in pain, literal, physical pain, and I'm tired. So what happens when you're tired? I don't think as clearly as I want to.

[00:35:56.120] - Charlene

I'm not as active as you know. I don't have the energy to go visit with friends. There's I just. Yes. You know, she wants to go out, but I just really don't want to leave. And I have so the pain point that I have was that this product, not only the features of there, it's you know, it's awesome. It's it's no proprietary blends. It's all natural. It works.

[00:36:23.300] - Charlene

There's proof. It literally hit home. What's it like to be that sixty five year old man and that's that's the way the email was written is to them and their language, which means I mean, I've got four or five voices going out of my head at the moment. Some people. Excuse me a moment.

[00:36:41.610] - Jennifer

Well, I was going to say and then I'm about to ask you to put a couple of different voices in your head to want to go I want to go take a look at we've gotten some really great examples in the chat. And I want to pick one or two for us, to workshop and and to work on some emails. And so I know that, for example, I want make sure we get to it that Renee had to leave, but she dropped in her example.

[00:37:03.160] - Jennifer

Kat dropped an example and I'm scrolling up. An order dropped and an example. Audrey's was this one is shorter. So let's let's take a look at it first and then we might figure out on expanding on the

other two as well. So definitely hang with us, folks, because I want to make sure we do all three of these and see different ways to approach this. So I'll read it - a core product that she's developing paper organization, nine one one.

[00:37:29.740]

She helps ADHD moms who struggle with the organization. So then we're going to have executive function issues solving how to get through a paper mountain that's threatening to overwhelm them. I feel like Audrey, I feel like you just described my desk right now. I don't think I have ADHD issues, but I definitely have a paper mountain, so.

[00:37:52.960]

One of the things that one of the first thoughts that comes to my mind is trying to get inside your clients heads and using their language and that they feel stressed, that they feel scattered, scattered would be something, that the paper is going to literally swallow them whole. So thinking in benefits, because you just talked about the benefits from prostate, so Audrey needs to talk about, right. About benefits of getting rid of the paper. If literally you could tell me in a free gift that it's only going to take me 15 minutes to get my desk under control.

[00:38:26.330]

First of all, I'm actually not going to be working at my desk. But what is it that she would talk about in those value emails? That's going to nudge her to the next step. How is she going to talk to her, get inside the head of these ADHD moms?

[00:38:41.800] - Charlene

Well, what's the real problem? The real problem isn't that the desk is a mess. The real problem isn't that there's anybody can come in and clean up a desk.

[00:38:51.880] - Charlene

I can I can do it right now and probably find that it's still brown, you know, on the desktop, right?

[00:38:59.570] - Jennifer

Yes. My desk is brown. Oh, I see. We're saying we're not going to shove everything, all into the trash can.

[00:39:04.230] - Charlene

Exactly right. And there ain't no organization. That's fine. We all know what that means. I've got file folders. I've got organized files. I work. And quite honestly, that's not the problem. The problem is the frustration with myself for letting it get that well way. The problem is the anxiety that it causes every time she looks at it.

[00:39:27.420] - Jennifer

I can't find the paper. And my child missed the field trip. I feel like a guilty mom, right? I mean,

[00:39:34.650] - Charlene

exactly. So those are the things you point you you pull. What's the real problem? Why is nine one one even needed? And your example of not being able to find the sign slip so your child can go on a field trip, the result of that problem is that she's going to have an angry, sad kid that she wants to deal with and that then her feeling about it is dealing with that.

[00:40:00.270]

Right. So you got yourself in that in that mode. That's her problem. So that's what you talked about in the e-mail. Literally, that's the instance. Have you ever, you know, gone to get that sign slip, the permission slip for school? And had to tell your child that you couldn't he couldn't go because you couldn't find the slip, or have you ever gone to find that slip, the permission slip, and had to make the mad scramble sound like a crazy woman?

[00:40:36.770] - Charlene

As you're on the phone with the people at school begging them to let your child attend, you'll send it by email. You'll send up a fact, you'll send up a drone. You can get silly if you want, if that's your client, right. You can send it by emergency firemen. You can send it if you really want to call. And I will call nine one one. Right. You're getting in their head. You're saying, oh, yes, I would do that.

[00:40:59.300] - Jennifer

You would do anything right if they're going to do anything.

[00:41:02.030] - Charlene

Yeah, exactly. Exactly. So that's how you frame it. You just ask yourself. If you were sitting in front of them, how would you say it? Well, have you if you want to know for certain that they've had this problem. Because you already do, they had they downloaded it, right? Have you ever felt this way? Has this ever happened to you? Because, you know, they're going to nod. Yes. And that's one of the keys is getting them into the yes mode.

[00:41:29.780]

Yes, I get that. I oh, yeah, I've done that before. And then you follow that little little sequence, you know, a couple of sentences or a short story that says, did you know that there's a way that you can stop that from happening again or would you like to know a way to stop this? See, I'm already, I'm writing it in my head right now.

[00:41:53.510] - Jennifer

I could yeah, I can just say you want that. I can jump to the next e-mail, which is this is where you share a case study of another parent. You're like, so. Susan felt the same way, Susan. Her kids had missed the bus too many times, you talk about an example. Susan had the same struggle, felt the same shame, felt that had carrier pigeon. Two permission slips and then until she did blank, she implemented tip number 16 on page whatever

[00:42:24.530] - Charlene

perfect.

[00:42:24.980] - Jennifer

And so now you've got value, but you've also introduced proof. And you're showing that the solution works, but they're seeing themselves in the other person, so well, that would be an email that might be on the series, right?

[00:42:39.110] - Charlene

What we just did was we established Know ANd like. Know, because now that I'm in empathy with you and I am reading that email and I as your customer or potential customer, I'm saying yes, yes, I see that you get me. That establishes a foundation for like that, you can then take and grow, which you will through your additional emails that you send some or whatever they may be. However, you set it up from the beginning for them to expect you've established the liking.

[00:43:13.340] - Charlene

Because when we connect with each other, whether it's physically one to one, it's in a room like this virtually where we can see each other and hear each other, or it's in writing. When the connection is there, you have the emotional connection, the one that says, yes, you get me. I'm good with that and people are good with that. That's what that's what gets people right. So that's how you get them emotionally. You told them that you you get.

[00:43:42.840] - Charlene

You get it, and as you saying, yes, then you want to say, wouldn't it be great if. It didn't work if it looked like this. Yes, it would. I want to do is one way you can do that, click, click here for more details. Discover more here. Please don't use the word learn unless you're in teaching or course, use the word discover, use the word "to see" you want some some senses and then

[00:44:13.510] - Jennifer

"feel better about".

[00:44:15.670] - Jennifer

All right, cool. Audrey, you can tell me whether that helped you in the chat. I want to do I want to take a look at Renee's example while we're in a parenting and a mom mode, because I know she helps most mostly moms, although other other parents as well. And then I'm going to drop off in the chat as well. So she has a course and I feel like this is obviously this is a key topic for moms and students right now on helping organize your disorganized student.

[00:44:42.370]

And an assessment on child organizing style is probably a magnet. She also is webinar. So she says that parents who are fighting with their kids about school, they're struggling with a remote learning. They have smart kids who can't seem to get their work from the kitchen table to the classroom, and she helps them and walks them through figuring out the child's own personal organizing style. So I'm guessing thinking a little bit about what might those little sequence of emails look like after she's pointed them to, hey, check out tip number blank on this page, know you figure it out your child's style.

[00:45:21.440]

What does that really mean? How do you stop the fight with the kids? Because let's face it, what we're really getting down to there is you don't want to be fighting with your kid. It's a pain in both of your butts that you're fighting over the dining room table every night over homework that isn't getting done. The kid is frustrated. You're frustrated. Everybody's in the house is frustrated now, so that's really what we're trying to solve again here, right?

[00:45:46.070]

We're. So what might how can we tweak Renee's emails to improve in that middle section, because I know she does coaching and I know she has mastermind's, so if wanting to get people into her groups. Was that step from finding your kids organizing style to nudging them down the problem solution path?

[00:46:10.520] - Charlene

Something like that, the core problem is the tension. And as with any. Issue that involves conflict, it's communication. So she's already starting to tell them that the issue is you need to understand your child's organizing style so that you can present the solution to be better organized in the style that fits them.

[00:46:34.730] - Charlene

And the only way to do that is through storytelling. Examples show how one and this is how you introduce it. One one of my clients, Suzanne, had at a very bright student in her home. And Suzanne is more the extrovert, has everything, the creative, everything is all around the room. She she works in organized piles. She is a color coding, which doesn't make sense to anybody except her because she loves color. And then she has a child who is anal.

[00:47:12.950] - Charlene

And you, who is an analyst at heart, who is an introvert who really likes everything in their place. So on the one hand, you have a mother who has to see a style that's very different than her own, and you have a child who just don't understand anything that comes out of mom's mouth because so very, very different. The only way she's going to be able to grasp how that works is to see it and to see it in a story.

[00:47:42.100] - Charlene

And so the examples that are given are very clear of something that's representative of of a bit of an extreme right. We're going to take gender and an age out of it, because that's not the issue. The issue is what language is the child speaking? And how does that how does that child actually see the world and how can you set up that child's environment in the way they see it so that they can do something different? While you're contemplating that, did you know that I have this group of fantastic parents who are having mad success?

[00:48:18.240] - Charlene

They're wildly successful with their virtual students now because they've been practicing and talking with each other and learning from each other better ways of keeping the organization intact, the maintenance of that organization. So I want to invite you to join us and our group so that you can learn from them and help them with what you know. But to get this tension out of the house so that you can have get back to the home that you love so much, you know, something like that.

[00:48:51.450] - Charlene

But you're going to want in the email itself, you're going to want a specific example. You know, and make it as as contrasting as possible so that it's easier to visualize and then invite make it inviting to come into the group, you know, your group was filled with fantastic parents. Everybody wants to be a part of a fantastic group. Speaking about groups and membership. You're also they get it, too, right? Have you shown that you get it, you're introducing them if you're talking about memberships.

[00:49:26.560]

A great way of selling the membership has to be the showing that you've got other people who get you. Do I belong in there?

[00:49:33.580] - Charlene

I was I'm being pushed now by somebody to join a group of theirs. And I think, lady, I don't have kids. I don't even like them. You really don't want me in there. You really don't. You know, I've been really you're not the ideal client and she's not doing that.

[00:49:51.730] - Jennifer

Well, there's there's there's a mismatch also. Also, these are great examples. And I know Kat put one example in and I want to make sure if anybody else, as they're hearing us go through this, has something that they want to put in the chat in terms of workshopping this before we go to there's also a great discussion going on. There's some organizing and there's some bonding over organization and in boxing going on in the chat room. I'm loving that.

[00:50:19.990] - Jennifer

And because there are several people in this group who I know have have courses and products that help with that. And that's awesome. You all ought to chat and talk to each other because you can potentially be a great cross references and affiliate partners for each other as well. I don't want to I'm slowly scrolling back to get to to that question that she may want to. Simply put in, I'm also going to pop in because I want to make sure that everybody knows that.

[00:50:48.620] - Jennifer

So since I nudged, since I nudged to do this, that you have an email writing masterclass, I do that you're going to be doing so. In other words, if you want to get more help and you want to work with Charlene's brain and you want to get to see now, I think I alluded to this. You've got to tell me whether I'm true or not, that some of the templates in your sequences and talking about. Email one versus email five or seven is in the class.

[00:51:15.420]

Yes, folks, that's going to be you know, that's that's a deal-io. I'm going to throw this in. And yes, I'm going to be perfectly honest. This is my affiliate link that is going into the chat and it's going to go in the chat.

[00:51:28.570] - Charlene

Also need to know I'm just going to say this right here. That pretty much is class right now is exclusive to Jennifer and her group and her network. I've invited a few people to join us. They may or may not, but this isn't like an open to the public. Not like I have ten, ten to one hundred affiliates out there selling this. I want this to be a a workshop right. Where we can meet one to one. And then at the end we're going to meet as a group.

[00:51:59.640] - Charlene

But in between we're going to be chatting with each other and answering questions and getting guidance so that at the end of the week, whatever sequence it is that you need done, because it can be the welcome, it can be the affiliate onboarding, it can be the the new product launch, the pre launch, the after launch, the holy cow, I don't know how to launch whatever that sequence is. We're going to get it done and and it's going to be done in a way that is going to benefit you.

[00:52:29.520] - Charlene

And so I decided to offer this class pretty much exclusive to Jennifer and her people versus just open it up to the public as well.

[00:52:41.370] - Jennifer

And I, I, I greatly appreciate I appreciate it. When I reached out and I said Charlene, would you would you do a webinar for me just for the folks who were in my class? And that is, Charlene, would you let me would you let me share this with my whole community? And then I'm like, Charlene, I'm didn't even ask, my God, I'm going to be sharing this with the whole village -like I wasn't talking about doing a master class with everybody.

[00:53:01.200] - Jennifer

I'm like, OK, fine, just just my list then. But anyway, because, you know, that's just it been very successful writing emails one on one. And I kind of do. I'm like, OK, but would you would you teach my peeps in a master class? Also if you want, I'll say right now you can hire Charlene to write the email and this going to be others who want to get better at writing our own emails, because that's how we do this.

[00:53:25.560] - Jennifer

That's how we roll. But if you want to say, you know what, Charlene, you're awesome, you're just go write my emails, that allows you to make that happen, too. But I want to go back and I'm I'm loving the chat as fast and furious. But I do want to get one more example in. And don't worry, I will send you all the link to the master class. But it's it's it's a super deal.

[00:53:46.110] - Jennifer

I think you said it's forty seven isn't it.

[00:53:48.860] - Charlene

Yeah. Forty seven. Yeah.

[00:53:50.700] - Charlene

This is a this is actually a form of course that's worth a hundred ninety seven because of the level of involvement of me in there. But I just, I don't want to charge that much for your group. So that'll come later.

[00:54:07.710] - Jennifer

Come later. You know, and this is what we do, we get to test things out and try this. And then Charlene gets our trust and proof that she can then use if she decides she wants to roll this class out to somebody else. Right. So I went back and I took a look.

[00:54:21.750] - Jennifer

Kat has a new lead magnet.

[00:54:24.170]

About smart bartering, how to create a win win solution that respects your time and talents, it is for solopreneurs, those working from home who are newbies, many of whom are part time hobby business owners with zero budgets and solving the question of is it even possible to barter a service without, gets into the feeling part without feeling put upon.

[00:54:48.140] - Jennifer

So and she's got examples of successful bartering. And I think the whole part about not feeling put upon because that that's I think that really gets to the core of what used to go to the emails. Right, is if I'm getting in my shoes and I'm a hobbyist business owner and I'm feeling the pressure to get some money in from this business, but I've got no clients. I've got no social proof yet. Somebody told me I could go barter. I'm also thinking of an example from a call I just got also from somebody who went out and talked to social media strategy of a company.

[00:55:17.720]

And they took her whole strategy and implemented it and never paid her. And I'm like, she's like, that's that's not the deal we want to end up in.

[00:55:24.100]

Yeah. So so am I right that this not feeling put upon is something that we can talk about in the emails?

[00:55:32.500] - Charlene

Definitely. The first thing that's addressed is the the shoestring budget. You know, and in the e-mail, not necessarily in the book and in the download somewhere in there is the have you ever said I can't afford the. You know, then you may have a shoestring budget, but the reality is how many times have you actually said I can't afford that?

[00:56:00.030] - Charlene

The answer to that is maybe you can. And then answer the question, well, what is it that I have to give, because in a bartering when she's saying a win win is what love had, I've heard this from her for years and have utilized some of her tips when she talks about the win win, I have to look at myself and ask myself what to what thing of value do I have to offer? And if I don't know, it's OK to ask.

[00:56:25.800] - Charlene

So to frame that in the emails in terms of have you ever found yourself saying or if you're if you found yourself stuck in. I'm stuck on emails. Right. I am creating an email autoresponder series. And yet can't afford to hire a copywriter. What if you could afford what if the copywriter needs something that you specialize in? It's worth having that conversation and then describing what that looks like in a short story, that's the language of the newbie, the part-timer, the solopreneur is I can't afford it.

[00:57:13.600] - Charlene

I hear it all the time. All the time. She may not want to write it right, because it just isn't the way she as the as the service provider thinks. But when you're seeing it in groups constantly, oh, I wish I could, but I can't afford it.

[00:57:32.500] - Jennifer

I wish I could, but I can't. Yes, that's that's a really. And that's that's again, their language. That's what they're using. That's what they're talking about. And that they know that. Other reminder about groups and I've mentioned this when I talked about social listening and this is market research one on one, folks, go stick yourself where your ideal clients live and lurk and listen to how they talk and listen to the problems that they're talking about.

[00:57:57.040] - Jennifer

A, it becomes great fodder for blogs, e mails, your your products, your services. But literally and I remember somebody had this, don't paraphrase don't literally copy what it is. They said their words and language, don't paraphrase it or revise it because we will automatically do it and put it into our words are thinking like my friends who all have multiple degrees and talk about statistics and quantitative analysis and modeling and versus my stressed out mom parents. And that that's yeah, that's that's why we've we've got to make sure that we don't accidentally wind up writing like us versus versus our clients.

[00:58:37.720] - Jennifer

I did have one question that I wanted to ask real quick. Erica has a question about how you're

delivering the master class, because I've seen the modules and I know there's the templates and I know there's the workbooks. But the main point about why we're doing this is if you just said workshop, we get Charlene's brain. So how you how are you doing that?

[00:58:56.230] - Charlene

I will be every morning starting on Monday. So Monday, Tuesday, Wednesday morning, I'll be uploading the actual physical content, which is empty, but I'll be recording a session that reviews what's in the content and then focusing on one thing and one thing from that content, the salient point from there and what it can look like in your email, if there are if there are people there, because you never know with the with the new class, if anybody's there, whether it's one or fifty or however many, everybody is welcome to join me in a room like this for the same thing.

[00:59:39.610] - Charlene

Right. Which is this is what I'm going to cover when I do the salient points. Now, let's open it up for conversation. What questions do you have come on screen with me. What's going on? As part of it, I do have a link to my booking calendar so that you can book a pre session with me. If you want up to thirty minutes, I'll take a look at what you've already got going on with your emails and give you some some recommendations or some pointers of what you might be able to improve or a better way to do it.

[01:00:13.960] - Charlene

And then we'll share that with the people in the group. So it's a Facebook group. Every morning you'll have access to the physical content. And really I'm going to be there to answer questions, whether it's typed or in video. I'm going to be doing a video to introduce the content and get focused on a few things that I pointed out now how to tell the story in a better way to present the problem. What kind of example should you open with a joke?

[01:00:44.020]

Should you not? So when does that work?

[01:00:48.070] - Jennifer

So so I've got I'll, I'm your potential ideal client because I'm ready to throw my money at you right now. I know my welcome sequence needs to be fixed and improved on, and I'm sitting here right now going. My story of me and introducing me is way too long. So, in other words, could I bring that? We're like, we're going to fix that.

[01:01:14.680] - Charlene

Absolutely. And that's what it's for if you have something now that you want improved or fixed. Yes, that's exactly what it's for. If you have not even started yet. Yes, we can. I can help. The idea is this sets up the master class set up for the next class that I then contact you about, which goes a little deeper into the more advanced kind of sequencing and types of e-mails. But by then, you'll already have the core.

[01:01:49.260] - Charlene

Reference material, which is why I'm giving you the solid material now and then what is? What's the problem, let's fix it and let's get you some more sales. Why? Because the e-mail is in the follow up to the money and the follow up. Yeah, my my custom banner.

[01:02:09.910] - Jennifer

Your custom banner. I love it. I love it. Thank you Charlene. I you know, I think I've known a lot of this. I have trouble implementing all of this.

[01:02:20.220]

And which is why it helps to have somebody who has been the years of experience doing.

[01:02:26.350]

And I don't mean that because you're old, because you're not experienced doing this.

[01:02:32.490]

But I felt you all week long last. I mean, and knowing that. You have the track record that shows absolutely 100 percent this works across all types of businesses. And niches. Just this just works, folks, and and that's why I know I'm going to and I know I can get better, I know that that's why I keep taking classes. But more specifically, classes like Charlene's where we're going to workshop it, we're going to we're going to hone in on specific nuggets to do this.

[01:03:08.980] - Jennifer

So I threw in the link. You're going to get the link when the reply goes out. Charlene, if you want to put your contact information in as well, I also know that one point can ask that she can share and if she wants to send me a link, I know she did a fast action Friday, one of her interview series with Charlene. So we can we can definitely hook you up. Anybody else who has questions specifically about either anything we did today?

[01:03:36.670]

Or about Charlene's upcoming master class, throw them in the chat room or ask me and we'll get sure that it's hooked up to.

[01:03:47.740] - Charlene

I will put my email in case anybody has a question. I can't. You've got the link to the class. I did.

[01:03:59.340] - Jennifer

I'm going to put it in again just because the chat went so fast and furious.

[01:04:03.060] - Charlene

So my hope is that those who ask the question got the answer.

[01:04:10.740] - Jennifer

It started, you said, to starting next week, right?

[01:04:13.520] - Charlene

Yeah, it starts on Monday. One other thing about going to groups to look for. What is your customer? How do they talk? A lot of times you can't get into your ideal customer group in a Facebook group because they're moderated heavily. You can find forums and groups elsewhere. They do exist, you can do a Google search and a basic Google search of, you know, single parents forum.

[01:04:45.290]

You know, the mother's mother blogs forum. And then, of course, LinkedIn has its groups that can be searched.

[01:04:57.040]

There's other places you can you stumble across the most interesting conversations and nothing for trolling.

[01:05:08.230] - Jennifer

I can't thank you enough for chatting with me. And I feel like every so often, you know, if it's been too many months and Charlene and I've been on a call or chatted or been in a mastermind or zoom or saw each other meeting, then one or the other is just something pops up in our lives. I'm like, no, I've got to have some Charlene time. So I thank you for that, because, you know, not only did you help my peeps, you helped me and I get to to smile and laugh today.

[01:05:34.840]

And and just so anybody is wondering. No, Charlene and I are not actually related, although we did discover years ago Charlene's across the river from where my parents are, and she's friends with one of my childhood buddies.

[01:05:50.290]

And, you know, we've been crisscrossing in circles now for almost a decade.

[01:05:56.200]

And I just I love that. So thank you for thank you for doing this.

[01:06:01.930] - Charlene

Thank you. It's been a pleasure. Thank you, everybody, for being here. I appreciate you. And I appreciate the questions you posed. I hope you found it helpful. Contact me. We can always chat. If nothing else, we can connect that be awesome.

[01:06:15.320] - Jennifer

I thank everybody and I want you hopefully all of you walk away now knowing that, hell, yeah, you can write emails.

[01:06:22.630]

If people take action on that, they click on that cell. You can all do this, we can all do this, and I know that I'm going to go and be in Charlene's master class next week because I need to fix my welcome sequence. So I look forward to anybody else who's who's joining me and I look forward to everybody who got something out of today's webinar. And I thank you very much, everybody.