



**SPEAKER
INSIGHT**

CREATING AN ENGAGING ONBOARDING NURTURE CAMPAIGN

How to have virtual cups of coffee
with your audience

Once someone has opted in to your database, it's your job to nurture them to build rapport, support them and encourage them to buy your low tier product to start the user journey with you.

- 1st email (immediately after opt in) Welcome Email

In this email be short & sweet!

- Deliver the lead magnet that you have promised them, ideally don't attach them as a file in the email (instead hyperlink to dropbox or amazon S3)
- Empathise in a sentence that you understand your avatar, their main problems & tell them that you will stay in touch over the next few weeks to support them through these problems, so they should save your email address to get these future emails.

- 2nd email (2-3 days after opt in) Handling Objections

Check in with them to see if accessed the lead magnet – what results have they got if they've used it?

- Myth bust something that is common in your industry
 - deal with their main objections of why they might not work with you.
- Leave them highlighting what their aspiration is – and ask them do they REALLY know how they are going to achieve it.

- 3rd email (5-6 days after opt in) Positioning You

Position yourself as why & how you can help them.

- What's your USP?
- What's your big vision & how can they be part of it?
- Give them a top tip via video

- 4th email (8-10 days after opt in) How You Can Help

Highlight what situation most of your avatar will be in & where do they want to be.

- Then showcase a case study of how you've helped an ideal client through your process to get them to their desired end result (this example should

- Give them an unexpected free gift (something ideally that the case study person used to get them to success)

- 5th email (12-14 days after opt in) Webinar Deep Dive Teach

Create a 30 min webinar this should be on a BIG early stage small pain point that most of your avatar experiences.

- First 5 mins highlight the problem & the effects this problem has

- 15 mins TEACH how they overcome this small pain point

- 2 min give an example of how you've done this with a client what success they've had

- 2 mins on your USP / credibility & why you are the right person to support them

- 5 mins on how this small problem is only part of a bigger problem & you can help solve this

- 5 mins sale to sub £200 product that solves the bigger problem.

- 6th email (16-18 days after opt in) Connect With You

Tell them about the content that you put out there & how to encourage with them to connect with you socially

- Tell them what social media platforms you are on & what you share when.
- Give them a slice of one of your most popular/relevant blog posts to encourage them to sign up to your RSS.

- 7th email - (20 -22 days after opt in) - this is optional) What Do They Want

Create a 10 question survey on survey monkey to understand your avatar in more depth

- what do they want / need to give you idea of what to create content/products on
- .- In exchange choose 1 person a quarter to receive a free consultation / product for completing the survey.

- 8th email - (24-26 days after opt in) Promote Your Low Price Product

Really highlight the pain / problem of the bigger picture (the problem that your course / book /product etc. solves)

- Outline the features and benefits of the product
- Provide a testimonial of someone who has experienced it
- Include a Call to Action to buy & the link to your sales page. .

The most important part of each of these emails is the **SUBJECT TITLE**. If this isn't interesting, compelling, short & fun, people won't even open the beautifully written emails that you've spent time creating.

Happy Nurturing!