

20 UP MARKETING

The 2013 “20 Up”
Marketing Course
Workbook

Step Four: Connect & Build Your List

www.fashionbrainacademy.com

Imperfect Action

Again we lead with this...

Is perfectionism holding you back? Is fear keeping you stuck in any way? List it here:

Your Freebie Offer

Watch the BONUS videos – parts 1 and 2 – of your Freebie Offer / IFO first. Please reference the Freebie Offer Workbook for notes on this training.

Your List

Your list is your community. Treat them like gold, respect their time, and know that it's an honor when someone gives you their name and email. You will connect with this community, build trust, and ultimately sell to them.

Email Marketing

E-zines and Designated emails & the difference between them:

Content vs. Pitch ratio – at least 50/50. 50% content-based and can be up to 70% in the beginning of the customer "relationship".

Don't worry about feeling like you "I don't want to bother people". OF COURSE you don't want to bother anyone. If your content is valuable and interesting, they will gobble it up. You are offering value to your community, not extra clutter.

Examples of E-zine and Designated Emails

Based on these examples in the video, write here what you can take from these and use for your emails. *For example, the subject line, the call to action...*

3 Must-Have Sections for Your E-zine

There is no major rule that dictates what goes in your newsletter and every e-zine you send out will be slightly different. However, there are 3 sections you should be sure to include:

1) Personal Note

This goes at the beginning of your e-zine and it's where you build a genuine personal relationship with your readers. More than ever before, people want to know YOU – they connect with people and not brands and they want to get to know you.

2) Promotions

You don't want to blast out pitch after pitch but at the same time you don't want to skip this section completely. Your readers will expect – and even want – an opportunity to buy from you.

3) Main Article

This should be an educational article that shares information, tips, behind-the scenes stories, etc. that are relevant to your target customer. There's no need to worry about making this a literary masterpiece – 350 words that actually help your customers with something or shares information will suffice.

What are the sections of YOUR e-zine?

Remember: Use the SAME newsletter template every time. This way you get in a groove – just copy the last e-zine to the new one and change the content. All the social media links will stay the same, the header etc. I do NOT recommend using a different template or color palette every time – it confuses the customer, hurts your branding, and makes it way too much work.

If you want to have a more detailed/advanced e-zine, some options for sections are as follows:

- Main article
- Quick tip
- What's Brand new
- Trivia / Did you know
- Customer praise
- Promotion
- Personal note / update
- Coming up
- Customer Spotlight

My e-zine sections will be:

How often to send emails

E-zine: OK to start with 1x per month with the goal of eventually doing it every other week.

Pick a certain day and do it consistently, i.e., every other Wednesday or the last Tuesday of the month.

Add to that 1 – 3 designated emails per month.

What to write about for your Blog and e-zine (email newsletter)

Write to ONE person. Don't try to write something that will be interesting for your entire community. It's impossible and very hard to be creative that way.

Remember...

"It's hard to target a message to a generic 35-year-old middle-class working mother of two. It's much easier to target a message to Jennifer, who has two children under four, works as a paralegal, and is always looking for quick but healthy dinners and ways to spend more time with her kids and less time on housework." -Elizabeth Gardner

Brainstorming exercise – see excel sheet handout

Also, the simple Q & A format, Ask the Expert. Is always effective and easy to implement. You never run out of material!

Using video

People will feel like they know you so much better if they see you on video. It speeds up the relationship tremendously and boosts the Know, Like, and Trust factor.

Video Tips:

- Video FAQs
- Customer testimonials
- How to use your product
- Quick video inviting them to sign up for your freebie offer
- Talking head video or screen shot
- Keep it simple
- Decent lighting and sound quality
- 2 – 3 minutes

Are you ready to give it a shot? List here the next video you will make and the date you will do it (I dare you):

Email Secrets

The From – a name, not a company

No "Marketing Speak"

Personal, human

Your offers need the element of time, scarcity, and a clear CTA (call to action)

Always have super clear instructions about what they should do next

Subject Lines

One topic per subject line even when there are multiple topics in the body of the email

Think about what words you would use if you were sending it to a friend

Start with the most important words

- Subject line #1 You don't want to miss it! 50% off starts now!
- Subject line #2 50% off right now! Don't miss the best selection

Stay on schedule

Please reference the handout – E-zine Planner

What is YOUR schedule going to be? It's time to commit!

Example #1) I will commit to sending out a Newsletter every other Wednesday at 6 am.

#2) One Newsletter the last Friday of every month and one other email solo-blast during the month

#3) Q and A every Friday. Short and to the point. One or Two solo-blasts each month.

I will commit to the following newsletter schedule and I know Jane and the entire Group is watching me and will keep me accountable:

Repurposing the content from your blog for social media

Take snippets and send them out - Sample Schedule:

Day 0: 7 am: Post blog and send Email Newsletter out

Day 0: 7:05 am: FB post #1 and Twitter #1

Day 0: 12 pm: Twitter post #2

Day 0: 5 pm: Twitter post #3

Day 1: 8 am, Twitter post #4

Day 1: 4:30 pm, Twitter post #1

Day 2: 3 pm, Twitter post #2

Day 3: 6 pm, Twitter Post #3

Day 4: 8 am, FB post – did you see this?

EXTRA CREDIT: Do this only if you are on track and ready for more!

To Download a Sample Social Media Calendar, click here:

http://elkayadvisors.com/wp-content/uploads/2011/10/Social_Media_Editorial_Calendar_Sample.pdf

Tools to Help You Save Time

Hootsuite

Facebook Scheduler

PicMonkey

Jane's PPT method (poor man's Photoshop)

How to Write Fast – BATCH your work

Use the "Brainstorm" sheet to get your topics down. Later, come back to edit and fill out the article. BATCH your work so you get into creative FLOW. You also only have to do your procrastination rituals once.

You can prepare articles and e-zines weeks in advance – save yourself stress and worry.

Here's how I will BATCH my work. I will set up a 3 – 5 hour period to have a "blog retreat" on this date:

I will get help with editing and loading articles into Mail Chimp from these people:

Common Mistakes to Avoid

Content vs. Pitch ratio

Lack of consistency!!!!

Remember this true statement:

"Regular, mediocre posts are better than bursts of genius."

Step Four Checklist

- Imperfect Action
- Sections of your e-zine
- How often you will send emails
- What to write about – Brainstorming handout
- E-zine Planner - handout
- Using video
- Email secrets – subject lines, the “from”
- Article → E-zine → blurbs to social media
- Tools to save you time
- Batch your work – tips to write fast
- Commit to a simple schedule