



EMAILING YOUR LEADS

Building relationships and staying
on the shopping list.

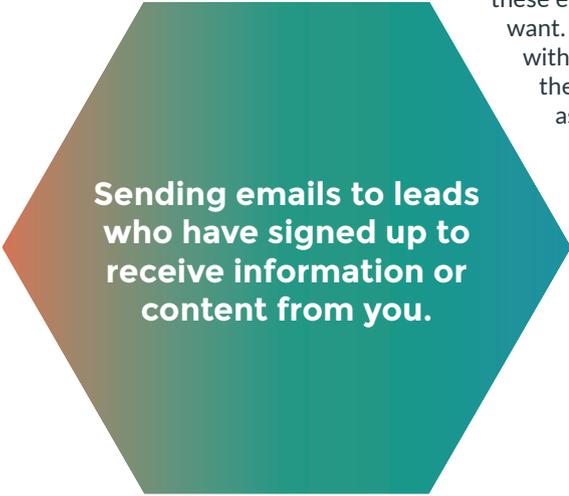
February 2020

EMAILING YOUR LEADS

We all know that email has been around for some time, and at one point or other we have all received unwelcome spam emails. You may therefore wonder why I am now going to say that email is one of the most important elements of the lead to sale process. I have even included an extended section on the subject of email, as there are a lot of details to cover. By the time you get to the end of this section, you should not only understand just why email is so important, but you will also want take action and start harnessing it for yourself.

Before we start, I need to clarify exactly what I mean by email in the context of the lead to sale process, in particular email sequences. I am referring to:

Your webpages will be generating leads. You will be storing all of these leads in a database (CRM System), and they will be sent a sequence of emails in a pre-defined order at pre-defined intervals. An email sequence is just a collection of emails that you send out according to a preset timing, for example one per day. There are lots of products you can buy that enable you to schedule email sequences and send them to your leads, some better than others; which one is best depends on your needs. You first need to design/decide upon the email sequence that your leads will receive; this could be a '12 Ideas' sequence referencing your product or service. It might be a 30-day sequence. Each lead then receives an email every day for 12 or 30 days, or whatever other period you find works best for your business. You can send these emails daily, weekly or at any regularity you want. I usually have them more frequent to start with, as the lead has just signed up and you want them to get to know you. You can then ease up as you go forward. However, the ideal is to keep this up and do live daily emails, but we will come to that later.



Sending emails to leads who have signed up to receive information or content from you.

The reason email is so important is because it is a great way to nurture leads. You are not only sending them information that will help them, you are also helping them to get to know you and your company. To refer back to the often mentioned sales funnel, businesses need to:

Get Attention - generate Interest - invoke Desire - demand Action

We are now going to use email as a means to generate more interest and desire, given we have already got the leads' attention in the lead generation process. The other benefit is that it helps you to remain at the forefront of the minds of your leads and better, become associated with the product or service that you provide, a vital aspect of any marketing system.

Before going further, it is important to clarify that we are not talking about email broadcasting. That is a form of marketing where emails are sent to a list in the hope that they will either sign up for more information, or buy a product. That is spam, and entirely unrelated to what will be advocated here.

What I am talking about is using email systems and sequences to keep in touch with your leads. The emails come from you directly, and the content is from you, but you are not manually sending the emails each day, because the email system does this for you. You design the sequence and content to suit your business and customer buying cycle, and then it runs on autopilot.



**Most of the principles
in this section are also
applicable to Social
Selling & Inbound
Marketing.**

GET ATTENTION
GENERATE INTEREST
INVOKE DESIRE
DEMAND ACTION



I can appreciate and understand anyone who doubts the effectiveness of email marketing. When I was responsible for the marketing in a business, aside from the usual communication with leads and customers, email sequence was not one of the tools I was utilising as well as I could.

However, I kept hearing email marketing experts talk about its power and potential, not in the sense of getting leads, but in communicating with existing leads and following up with them. By regularly touching base with your leads, in this case via email, chances are you will remain top of mind when the lead comes to make their purchase decision. You are also going to become associated with your product or service in the mind of the receiver, as you are ever present, and they

will consider you the best person to solve the particular problem or need they have, and will buy from you when the time is right.

Eventually, I decided that I should take action and try it out. Nine months later, I still hadn't done it. I spent a lot of time working out which system to use, how to use it, and what to say. The reality was, too many things seemed to get in the way.



The reason email works is simple. It enables you to always be in touch with your prospective customers.

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I had done some basic email marketing when I ran competitions in The Telegraph and on ITV, which generated several thousand entrants, all of whom agreed to receive our

promotional materials. The result of this was that every time we sent an email to these people we would generate lots of enquires, and some sales. However, it was a bit random and we had no real strategy; it was a kind of numbers game, where we'd send emails to as many people as we had on the list, hoping something would happen. It was better than nothing, but not really using email to its full potential.

Fast-forward to today and I can tell you with confidence that the most significant marketing tool I use today is email, by a long way. It does not replace any other marketing tools, but if I were to choose the one marketing that has been the most significant in converting leads to customers it would be email, with just one caveat: it has to be done correctly.

Based on my own experience of partially using email and then finally biting the proverbial bullet and really going for it, I can relate to what most businesses go through with this. However, when done correctly it works so well that it really is a must for any serious business wanting to make the most of digital. It can be the glue that keeps the lead to sale process together. Structuring the email sequences also forces you to make decisions about what to send to leads, and when. Naturally you will also become aware of its effectiveness, and thus you can build in a continuous improvement cycle as you go through the process of converting leads to customers.

LEAD AND CUSTOMER REACTION TO EMAIL

Before I go into the details of email marketing, I'm going to share some of the responses I have received. This will give you an idea about how these types of emails are perceived, and also give you the chance to consider how you want your leads to respond to you.

Please note that none of these email responses were requested. I received them in response to emails sent as part of an email marketing sequence that I had set up. I have not divulged the names of the individuals; you will see how different they all are, typos included. These emails were all received between January and June 2014; they all relate to my work with a furniture retailer, and leads generated for that business in the UK. Note also that this is just a small selection of the emails received.

I just want to let you know that I have received my copy of the book. I am very impressed with the information contained within it and the emails! Great job!

Thank you so much for your series of emails. It has definitely given me food for thought when we come to build our house and design our kitchen.

Very interesting article, thank you for de-mystifying doors.

Yes, happily I received my book and am busily going through it. All has been amazingly helpful. No decisions will be made for several weeks yet as we are still in the very early stages of a self-build.

Thanks for all the information which I have found interesting and useful. We seem to share a similar ethos when it comes to building and joinery!

I am expecting my carcasses to arrive from you, I think, tomorrow. It will be good to get my hands on the real thing.

Thank you for the emails which certainly provide food for thought.

Thank you for your emails - I am finding them very informative. Although only at the planning stage of my house build - the content is thought provoking and in-line with many of my own previous kitchen install purchases and experiences.

Thank you very much for sending these emails. I am looking forward every day to receiving them!!

Thank you for all your communications and your excellent book which you kindly sent me. Rest assured when I have good news on the horizon I will be in touch with you.

Yes, happily I received my book and am busily going through it. All has been amazingly helpful. No decisions will be made for several weeks yet as we are still in the very early stages of a self-build.

Very thoughtfully put email.

book great thanks - just wish I had more time!!

The aspect you've highlighted I can see will be helpful to me when I consider the necessary options later in the year.

Your emails have made for some interesting reading and discussions between my wife and myself.

Indeed, there are very few, if any reasons to justify a fully timber structured kitchen.

I'm enjoying you emails BTW.
We're planning a complete renovation of a house we're hopefully exchanging on in the next few days.

Morning. Love the clever style you have adopted to keep prospective client interest at max. I have my book, thank you and as soon as I sell my house, I shall be shopping in earnest for a decent kitchen. You are much appreciated.

I can tell you that getting a steady flow of responses like this is always a good thing. Not only is it nice to see that what you are providing is appreciated, but it also lets you know that you are helping leads, and that they are growing closer to becoming customers. If you send emails written in a friendly, personal style, you too will receive responses like this.

I was surprised at the level of response and how engaged the leads were. These were all people who had received at least 20 emails from me, most of them more. They did not receive any further communication other than the email sequence, the lead survey, and they had all received the lead magnet, in this instance a book.

You can work questions into your email sequence to get more detailed responses from your leads; usually, this works best in a long email sequence, or even after the sequence, when you are sending daily or weekly emails. In one email, I specifically asked for feedback; there is one response in particular that I want to draw your attention to, which stood out for several reasons. It said the following:

“I’d like to take the opportunity to give feedback on the service so far. The book and emails are very good. The answer to your question below is option 2, however I’d caveat that with the fact that I’d also like have a certain amount of control. The flexibility you offer is good and makes sense to not limit your market.

Unfortunately I’m a little different from your mainstream market as the house isn’t built yet (looking to start the build in spring next year) and we’re trying to work out our options before we commit to the size of the rooms.

I have unit designs and specific requirements in mind (which your book has helped with this) but other than that we’re open to some flexibility on the layout.

Your service has been unique to date (and we’ve looked at a lot of kitchens!) and it’s refreshing to find a company that takes the time to help guide the customer, so I wouldn’t dissuade from that, (Although the daily emails didn’t always get read due to me receiving too many emails).”

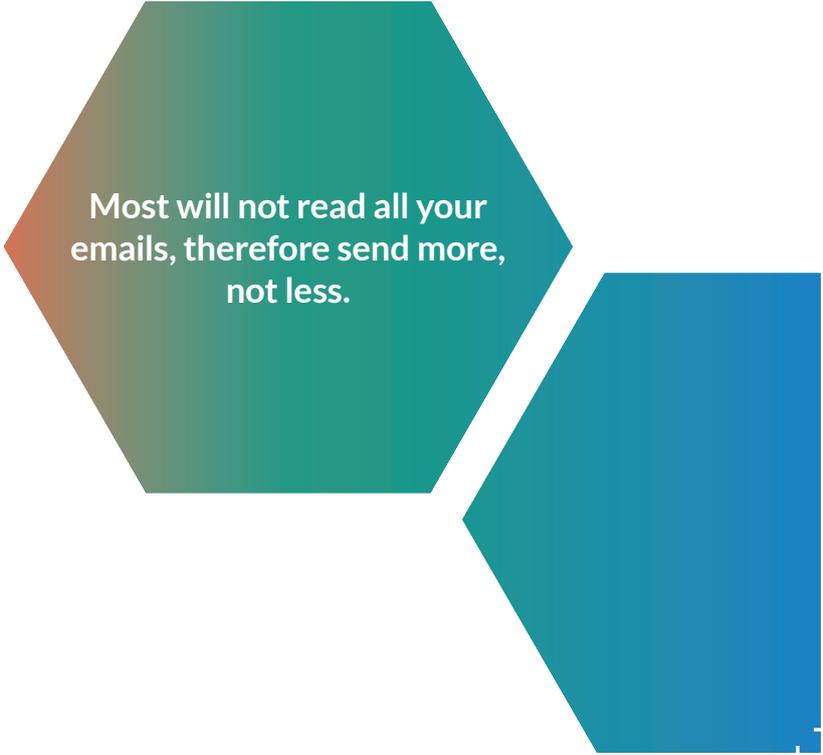


This was in response to my email series, specifically the email that requested feedback. That email got a response rate of about 20%, with some providing more information than others. A 20% response rate is a fantastic result by any standard; but the reasons I highlight this particular email response are:

- The person makes it clear that they do not read all the emails. There are two things to remember about this. The first is that no matter how important you think your email is, or how valuable the content, most people will not read all your emails. This, coupled with the fact that people will not remember all the details of what they do read, means you can re-use similar material with no problems. Second, this is a reason to send more emails, not less. You are competing for attention in their inbox; if you are not there, you don't count. The worst that can

happen is that they unsubscribe from your email series. This usually means they weren't a good lead for you anyway.

- Every customer believes they are unique. We are all different, and we like to be treated as such. So, regardless of whether their request is unique or not, the person feels special when they are treated as such.



Most will not read all your emails, therefore send more, not less.



**Every customer believes
they are unique.**



The following is another reply to my request for feedback. This particular email also included lots of detail regarding their project, which took this lead to the next level. If the email sent to this lead hadn't asked for their input, I can be fairly sure that this detailed information would not have been collected. Not only did the lead appreciate the email and provide a response, but they also sent valuable information about their project, meaning we could begin to engage with them about this.



“It’s nice to see companies actually seeking the advice of clients on how to move a business forward, very refreshing.

I’d love to take you up on the offer of a design. I feel we are in a very fortunate position, having only recently moved house, our new property has just had planning permission granted for a kitchen/family room extension. I have attached a PDF copy of the approved plans and also a drawing showing the current location of appliances (excuse the biro....!), if you need the plans in another format just let me know.

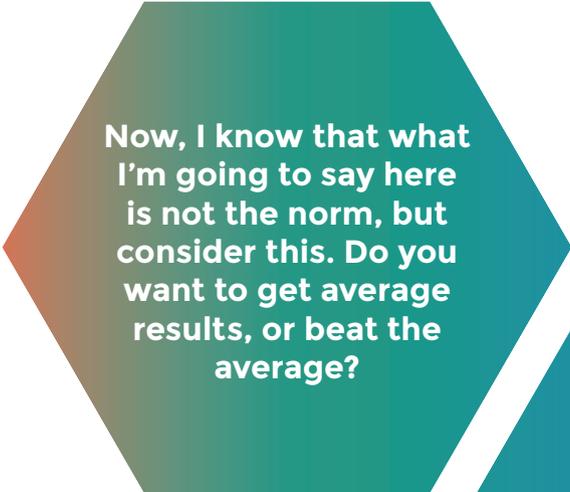
One thing we want to try and achieve with the extensions is to have the kitchen and family space working together. The family space would have a sofa and arm chair towards the garden end of the extension, whilst we would have a family dining room table nearer the kitchen.

Looking on your website I think the “Handleless xxxx Lacquered - Hi Gloss White” would be the nearest design to what we have looked at so far. My wife does like symmetry so we have been looking at 2 single ovens, an integrated microwave, integrated dishwasher, induction hob, quartz work surfaces, some curved units, wall units with the frosted glazed sections look nice on the website too.

Let me know if you need any more information.”



These responses, for different individuals, should give you an indication of how well email can work. I have done this in several businesses, and they have all seen the same result. I also know many others who say the same thing. While use of email may be prolific, there is always room for more, provided you do it in the right way. I am not a copy writer, yet I get this response. It is more to do with the style, and how it is done that gets the result. Of course, it helps if you can write, but that is not the key. Next, I'll discuss how I created the email that got these results, covering several topics.



Now, I know that what I'm going to say here is not the norm, but consider this. Do you want to get average results, or beat the average?

PERSONAL

One of the best ways to get a lead to engage with you is to be personal. Remember the old saying:

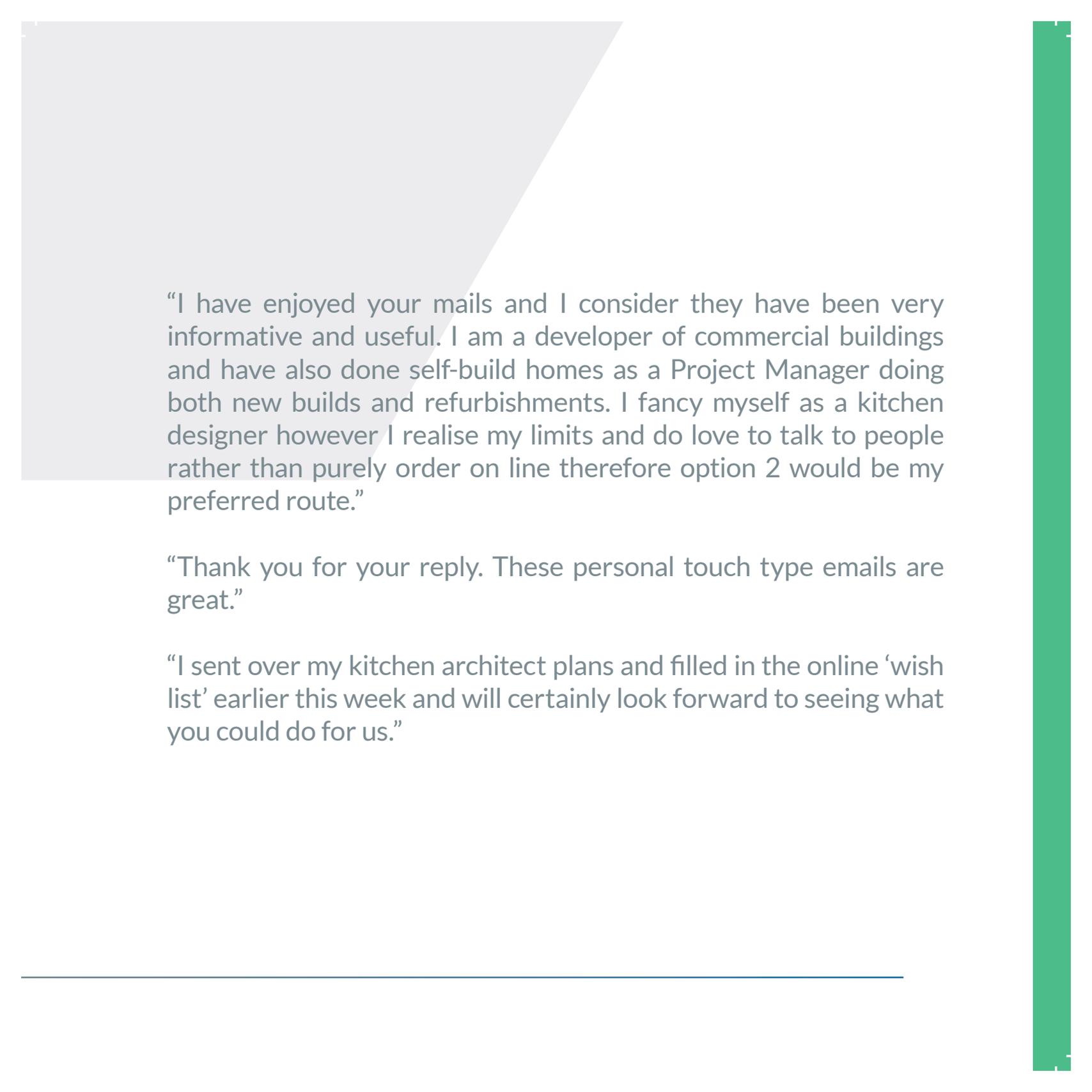
People buy from people.

The vast majority (95+%) of the email responses that I am quoting here are from people that neither I, nor anyone else in the business, had spoken to. They were all responses to an automated email sequence that was set up and sent to every lead in a specified sequence.

Too many companies send out “professional” emails. I would use the word “impersonal” rather than professional. I can say without a shadow of a doubt that you will get more engagement by writing plain text in a personal style than you will by sending business-like emails using standard templates. You will also make more sales, which is really what this is all about. I’ve provided a few more email responses below, to reinforce the point:

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“I have enjoyed your mails and I consider they have been very informative and useful. I am a developer of commercial buildings and have also done self-build homes as a Project Manager doing both new builds and refurbishments. I fancy myself as a kitchen designer however I realise my limits and do love to talk to people rather than purely order on line therefore option 2 would be my preferred route.”

“Thank you for your reply. These personal touch type emails are great.”

“I sent over my kitchen architect plans and filled in the online ‘wish list’ earlier this week and will certainly look forward to seeing what you could do for us.”

You can imagine, I'm sure, that when any of these people come to make a decision about who to buy from, the company that has engaged them in this way will, at the very least, be on their list. You can also see that there will be a natural rapport if there is a meeting, which would not be the case if emails hadn't been used.

Amazingly, this is not what most businesses do. Small to medium size businesses have a better chance of successfully adding a personal touch, as the business owner is usually involved. However, time and time again I find that only those that are really interested in driving their business forward and taking control will actually do this.

There is no reason for large corporations not to send emails in a personal style. As mentioned above, there are a lot of advantages, as it makes the emails seem more down to earth and accessible, which is especially important when dealing with consumers. It does not matter if you are selling high or low-end products; it does not matter what the product is. I have worked for and acquired knowledge of many types of businesses, from dentists, to hotels, furniture makers, real estate agents, management consultants and tyre fitters - they have all had a similar experience. At the end of the day, people want to be treated well. Their perspectives may be different, but their attitudes and needs are the same. This is true whether you are Business-to-Business (B2B) or Business-to-Consumer (B2C) type enterprise.

NEGATIVE FEEDBACK

It is only natural that you will also receive some negative responses to your emails. You are doing something that is not the norm. You are also standing out, by expressing your views and personality. You will attract many and repel many – that is the point. What I can say, though, is that as long as you follow some simple rules you will receive very few negative emails. Any you do get, you can ignore, but more on that later. The rules are:

- Do not spam.
- Make it easy for people to be removed from the email list; encourage them to do so early on as part of your positioning.
- Provide good information.
- Ideally, write in a story-telling fashion that engages the reader, not a boring, corporate style.

If you do get a negative email, don't take it to heart. First, read what they have to say and consider whether they have a valid point. If they do, make the necessary adjustment, apologise and move on. You should always offer to remove that person from the list. Remember, it is your list of leads; you are in control of it, you decide what to send, and how to act. The point of the lead list is to support your business and to make sales. With negative emails, 99% of the time all people want is a response; keep it short and simple with an apology, and let them know you have removed them from your email list. You do not want to get into a discussion about something that is not going to add to your business, you'll just waste energy. You do not need their advice, opinions, nor approval when it comes to running your business.





I remember getting one request when I was starting our with using email sequences, where I was asked to include environmental issues in the topics I was writing about. The reality is that the views of the leads, and indeed mine, even if they are valid, do not always matter. All that matters is how the topic fits with the needs of your leads, its ability to transform them into customers, and how this helps the business. It is all too tempting to make a change based on a single specific request, especially one that is perfectly reasonable. Remember, though, you are not writing content for this one person; it is for the complete lead list, and must align with your marketing and your ideal customer avatar. Once the marketing and positioning is being done correctly, the list will be full of your ideal customers. Some on there will have slipped through, but the majority will be close to your ideal. In which case, the only thing to check is: does this input fit with my ideal customers? If it does, include it; if not, don't.

No matter what the email says, I would always reply with a thank you and a thoughtful response, but usually a short one, as you are not looking to start a discussion. If you are in agreement with the person, then all is well. If not, you can offer to remove them from the list. Depending on the issue, you may want to remove them anyway, depending on their tone. Again, it is your lead list and you do not need distractions from your larger goal, which is to make sales. Make no mistake about it, the goal of the whole sales and marketing system, and all its constituent parts, is to make sales.

Email is so powerful – when executed correctly, the lead will feel that they know you. They will feel that you are there to help, and that you provide good quality information. This is great news for you. You also have a fantastic way of remaining in touch with your leads without taking up too much of your time or resources, as the process can be automated quite easily.

EMAIL – THE BASICS

There are some vital things to understand when you are putting together email sequences for your leads as part of your lead to sale process. These are:

- The sale
- The sender
- Speed
- Email titles
- Open rates
- Be personal not corporate
- Don't be boring
- It's not about pretty pictures

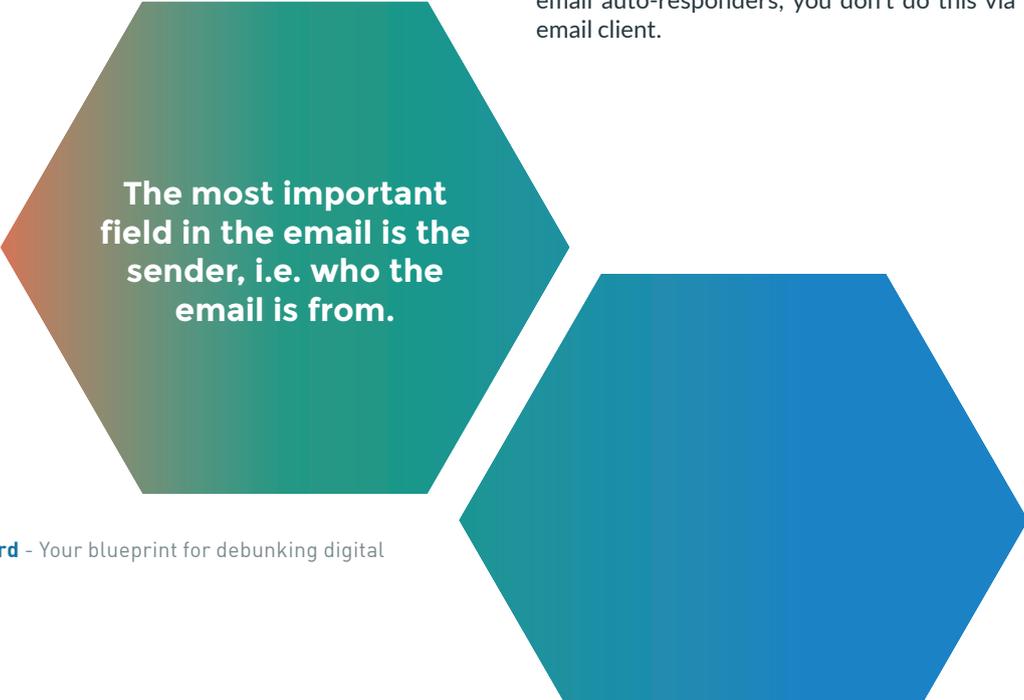
Given the importance of email as a digital tool, we will discuss these topics in more detail.

THE SENDER - WHO IS THE EMAIL FROM?

It is important that the person receiving the email feels that they have a connection to the person who has sent it. Again, to go back to a basic sales principle, "people buy from people." Even further, people buy from people they like. This does not mean that you need to be friends, just that they should understand you and "get it". You will achieve better open and response rates if the emails are coming from someone identifiable within the company. Ideally, this will be the person in charge, but it could also be someone in marketing or even, if necessary, a company avatar that represents the values of the business. As long as you stay true to the business values, this is a perfectly legitimate option.

Typically, you will have all the emails in the sequence coming from the same person. That way, the email will be delivered and the receiver will know who it is from, and thus be more likely to open it. You could, however, use a mix of people. For example, in a larger business you could send some emails from the MD or Sales Director, whilst the majority come from the local office. Alternatively, you might prefer to have one person be the "face" of the company. It is not hugely important, as long as you are consistent.

It is usually a good idea to set up your email system so that any responses go to a specific email address, such as info@ or similar. This will help you to manage your inbox and deal with responses. However, it is important that you have a recognisable name as the sender, e.g. 'Edward Nugent', and that the response email is sent to that name, but the email routed to info@xyz.com. Again, this is easy to set up using email auto-responders; you don't do this via your desktop email client.



The most important field in the email is the sender, i.e. who the email is from.

SPEED

If you get a response from a lead on the list it is usually best to respond quickly and keep up the momentum. However, if your business is very personalised, it may be that this is not aligned with your position. This is fine. It can even add to your perceived value if you make it clear that you will respond when you get a chance, indicating that you are not on call - an important point for any business (unless of course you are selling an on call service but even then leads do not deserve an on call response, customer may). It is very easy to fall into the trap of feeling you need to respond instantly; whilst a quick response is often best, you can undermine your position by being too eager.

EMAIL TITLES

You need to have a good title for each email, especially at the start of a relationship. Your prospective customers (leads) do not know you yet, so the title will be the reason they open the email. Once you have your marketing on track, the email title will not be the most important field; that will be the sender. The sole function of the email title is to make sure the email is opened. The title should be aligned with the content of the email, and give the reader a pay-off, otherwise they won't read beyond the first few lines.

I often find that a short title, or one that asks for help, can work well. I once sent an email with the title "I would value your opinion," which got a high open rate, but more importantly a very high response rate, even though it had been preceded by around 20 other marketing emails. Most people want to be heard; but even more, they want to be valued. You do not actually need to take their advice or accept their opinion; you can do whatever you feel appropriate with the information received, as discussed earlier. Another email title that works well is "The One Thing". People are always looking for a simple solution or a quick answer, often referred to as a "silver bullet". This email provokes curiosity and begs the question, what is the one thing?

Above all else, the title needs to be aligned with the content and you need to give the reader the payoff relatively quickly, not in the last line. Otherwise you will suffer from reduced consumption and a lower open rate for your next email.

The title should also introduce some intrigue, enticing the receiver. They should be rewarded for reading it. This is what email is really all about. Once the lead gets to know you, the title won't matter so much, as they will know from experience that they will be rewarded with a good read whenever they receive an email from you.

OPEN RATES

A prerequisite for a successful email sequence is that your leads can read. This doesn't just refer to the literal ability to read, but to your lead's attitude to reading; in other words, it is important that they will take the time to read what you have to say. Some will prefer short copy, and some long; either way, they need to read your content for you to get your position and point across and thus to influence them.

Consequently, open rates are very important for anyone using email. If the email is not opened, it cannot be read. You are fighting for your position in the inbox; you want your email to be opened. There is a piece of code that is triggered when the email is opened to tell you who has opened it and who has not. This is not 100% accurate, not even close, and the actual number is usually larger. However, this does provide you with a reference point for your emails and list of leads.

You need to calculate your average open rate so that you can then adapt the messages you send accordingly. Information-hungry leads who have opted into your lead list will be more likely to open your emails, and you should be getting a well over 50% open rate. If the headline is poor, or if the email content is not adding value, then over time this will drop. It is important to monitor your open rate so you know that people are reading the content you're sending them.

If your open rate reduces with each email you send and doesn't stabilise, then you need to review the content of your emails, and also of your website and landing pages, to see what you are saying there. Clearly, the leads you are getting are not excited by what you are providing, so something is likely out of alignment. You can test different titles, perhaps running what are called A/B tests to see which titles work best. This is where you send out a sample batch of emails to your leads using two different titles or headlines, you can then analyse what is working well for you and what is not, and can then make any required changes. Generally, I find that if there is good alignment between your advertisement, your website offering, and the information you are sending, then you will not need much A/B testing for your follow up emails.

Again, remember that the open rate is just an indicator; whilst this can help you improve, the ultimate measure is sales.

BE PERSONAL, NOT CORPORATE

What you need to consider is what style will appeal most to your target customer. Again, I can guarantee that a personal style will build a relationship with your leads more quickly than a corporate one. It will also work well in B2B, as you are still dealing with people.

Additionally, the email can be about life in general, or something that you have experienced. This is especially the case when you start daily emails, once the initial sequence has run its course. Again, it is not about “the thing” that you are selling, this follows implicitly.

I know this sounds basic, but too often emails are written in a corporate style and language. The word “professional” is often bandied about. There is nothing unprofessional about including a personal message or tone in the email.

DON'T BE BORING

This is probably the most important point. Other issues can be forgiven, but if your email is boring, it will not be read. This links back to the personal versus corporate point. If you send boring emails that are more akin to sales pitches, then you can expect your open rate to reduce, a smaller lead list, and you will likely fail to make the most of your lead flow.

Your emails don't have to read like classic literature; far from it. It's simply about getting your message across in a style and format that makes it interesting for the reader. If you can relate to the reader's concerns or the current stage of the decision-making process they're in, that's even better. It means you won't need to be too creative, as people love to hear about how someone can solve their problem.

Make your tone as human as you can. You, just like your leads, make mistakes. Telling your list about some of the mistakes you have made will help to make your email interesting, and also make you seem like a human, just telling a story. You will come across as honest, and like you'd be a good person to do business with, if you write sincerely. The more you can tell a story in your emails, the better they will be, both in terms of being interesting, and in getting the lead to like you, which in turn will increase the chances of them buying from you.

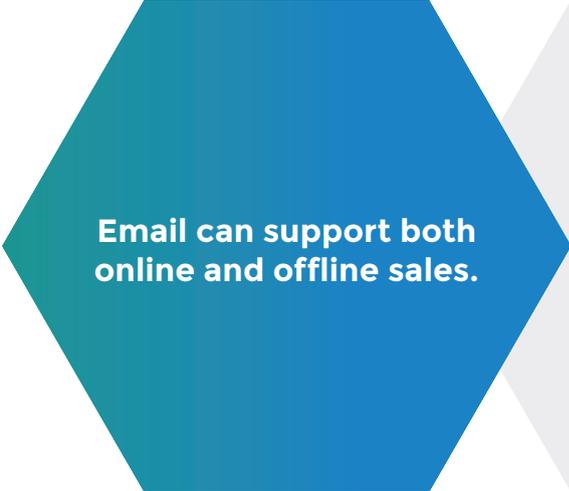
Probably one of the biggest mistakes businesses make with email is trying too hard to make the email look nice. They decide to include pretty pictures and use all sorts of fancy templates. This is a big mistake. For a start, many will not see the images; all they will see is a space, or an outline, where the images should be - I am sure you have received such emails. The images appear only when they confirm to their email client that they want to see them, and for security reasons, most will not. Some won't even get past the spam folder.

Additionally, in what way do you think that the image will help you to build a relationship with your lead? I suspect many think about the saying "a picture is worth a thousand words," which is true. However, in your email the objective is not to communicate a thousand words, it's to build a personal relationship with the receiver. You can, and should, include links to certain images that you want to show, but featuring these in the actual email is often not appropriate, and can turn a personal email into a corporate one.

Instead, if you include a link to relevant images in the email, you will achieve much more. For a start, your email is more likely to be opened and read. You are also training your reader to take an action, even if a small one, in clicking that link, which means when you really want them to do something, such as respond to you, complete a survey or confirm a purchase, they are accustomed to clicking on your links. It may seem a small step, but it is an important one to take early on.



It's Not About Pretty Pictures.



**Email can support both
online and offline sales.**

ACTIONS ARE KEY

Actions are important, and you should track any actions taken and sales made throughout the process. Which emails trigger actions? Try to understand why. An action might be a page visit, or a video view. Ideally, it will be a sale made, as this is the ultimate goal. If you track these actions, you will better understand their triggers, which you can then utilise more often to improve your results. Many online businesses design an email sequence and follow-up email including links to buy their product, and offers. Their goal is the same as any business – to generate sales.

Adding these actions to the lead and saving them in your CRM System can be very valuable for your business, and can identify the key triggers for your customers to take action.

THE THEORY

Often, you will find that you first understand a theory, and then get to grips with its practical application. In this section I wanted to give you the practical reality first, and now I am going to provide a simple theory as to why email works so well. The section on email is deliberately longer than others, as it can be the most powerful tool in the lead to sale process. It can also be a gateway to improving your overall marketing process - more on that later.

I'm sure you will remember what a sales funnel is; this is the key to why email works so well. First, people will become aware of your business; they then, in effect, raise their hand to say, "I am interested," by making a request and thus becoming a lead. It is

then up to you to take them from being what I call a "suspect" to a qualified lead, and ultimately a customer.

Email is probably one of the best tools to help you do this. You are, after all, using it not just to educate, but also to help people get to know you. Not unlike dating, really. If you rush into it, chances are you will fail. Pace yourself, and let time run its course, all the while continuing to provide appropriate information. This, coupled with its relentlessness, is why email works so well.

THE SALES FUNNEL

STEP 1: LEAD AWARENESS

- Referral
- TV
- Online search
- Print ads
- Sponsor
- Display ads
- Radio
- Drop-in
- Direct mail

STEP 2: LEAD SOURCE

- Drop-in
- Phone call
- Online
- RIP card
- Direct mail

STEP 3 CUSTOMERS

- Drop-in
- Phone call
- Online
- RIP Card
- Direct mail





I refer to email as the glue that keeps the sales funnel together. It is what helps suspects to become prospects, and prospects to become customers.

From the very point that you generate a lead you can use email to communicate and build trust with them, by providing valuable information. By doing this your lead will come to feel that they know you, giving you a head-start when they are ready to make a purchase decision.

The time that elapses between point of interest and point of purchase in so many industries is a positive, not a negative thing. You can use this time to demonstrate your capability, as well as stay in touch with the prospective customer. Email is a great asset in this way, as it enables you to do this consistently. It is also one of the most cost-efficient tools available, but don't make the mistake of using the cheapest option. Good tools do cost money, but not a lot in comparison to the sales revenue they can help you to generate.

I know of several businesses that have received emails asking if everything is okay, as their daily email wasn't sent

out. This is when you know you are really connecting with your audience, when they are anticipating your email – this is not possible for all, but is at least a goal you can bear in mind.

The difficulty for many is where to start. Here are some actions that can help you get started today; remember, there are lots of people who can help you with these steps:

- Write, or get someone to help you write, 10 emails.
- Use an email auto-responder program such as Ontraport, Mailchimp, Infusionsoft or others, and set it so that one of these emails is sent per week, beginning with the day a person makes their initial request.
- Link your website forms to the auto-responder so that you are adding leads to your list all the time, automatically.
- Once a month, send out a bonus email to everyone on your list. This should be a more personal email from you and cover some recent implementations or news, to provide a sense of who you are.



**The perfect email never
sent will not help your
business.**



If you take the above steps you will have made a good start. You can then do a review in 3 or 6 months, add more to your email sequence, and set emails to be sent every 3rd day. This way, within 6 months you will have a good email sequence in place. Repeat the process and improve it again. In a year you can have a good sequence really working for you. Now, if you take this seriously, then I would expect you to have this set up within a few months, rather than a year. However, starting is what's key and remember, it is not about perfection.



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by Edward Nugent