VIDEOCAST

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SMACK HAPPY

VIDEOCAST NOTES #030

HOW TO FIND THE TIME TO CREATE AN EMAIL NEWSLETTER
VISUALIZING THE "BIGGER PICTURE"

It can actually be super helpful to visualize the entire process of WHY you're doing this. If you're sharing newsletters because you like it, because you think you should be doing it, because your friend's company does it and it works for them -- that's great -- but, it's even better if you want to create an email newsletter with the intention to **help solve your potential customer's pain point(s).**

BUYER'S DECISION-MAKING PROCESS

STAGE 1: RECOGNITION

You are providing a solution to your customer's problem. You help them. You bring value. They may not even know they have a problem and now they've found you, and they're like really freaking excited.

TIP: Start a doc in Google Drive or a note in Evernote and answer the following questions as best you can:

• What can you share with them that will
  provide the solution?
• How can you describe the solution in a way that
  will be understandable and enjoyable?
• Why is this solution valuable to them?

STAGE 2: AWARENESS

At the Awareness Stage (stage two) of the Buyer's Decision-Making Process, the person is on your website looking around. They know what their problem is and now they're looking to see if you can help them. Oftentimes, this person will subscribe to your newsletter if they want to learn more about you beyond what your website is saying. This is opening a direct line of communication to your potential buyers. Suhhhweeeeet deal.

TIP: Start building your email by signing up for a free MailChimp account. Here, you can create an email with an easy-to-use, pre-built, drag-and-drop templates.

TIP: When you're ready to hook up your subscribe form - consider the following process:

• **Create an Automated Welcome Email**
• **Then, Share Your Blog Posts with an RSS Campaign**

At this time, perhaps the content of your blogs within your emails will help guide **(NOT SELL/PUSH/DRIVE)** this potential buyer into the final three phases of the Buyer's Decision-Making Process.

STAGE 3: UNDERSTANDING

Now, they *get* what you are saying, but would like to see for themselves what life would be like if they accepted your solution to their problem. In this stage, they'll continue to evaluate and weigh their options (you and others).

TIP: Send an automated email campaign about 2-3 weeks after they subscribe to your RSS updates. That way, they've now had the chance to ruminate on your blog topics.
Specific content to include:

• Why you are the best.
• How what you offer is better compared to others.
• Link option to view testimonials, case studies,
  or portfolio.

STAGE 4: CONVICTION

They are excited, but not convinced. Maybe they're kind of freaked out and feel like they have no clue what they're doing here. They want to see how this worked for someone else. It has to be worth their time, worth their investment. They start to see your solution as their opportunity to solve their problem. They are emotionally involved. *They lurve you.*

TIP: Send another automated email campaign a few days after they recieve your previous email automation. Sharing a full case study here could be really impactful.

TIP: Make sure this step includes a call to action for them to take the next step to reach out to you for services or purchase your product.

STAGE 5: ACTION

They've already connected with your solution and have taken the next step - they've made their decision.

TIP: Send a personalized thank you email after they move forward with your services or purchase your product. The type of email that this will be would depend on the type of business you have. If you're a service-based business, maybe it's more of a "welcome aboard" with next steps. If you've sold them a product - you'll want to make sure they get all of the automated emails necessary that include Thank You, Purchase Info, Receipt, Tracking Info and so on.

What are Calls to Action?	**How do I add a Signup Form to my Website?**	**How do I Connect my Online Store to Mailchimp?**
How can I get Better Leads?	**What if I just want someone to do this for me?**	**Stumped? Submit Your Question Here.**