

A woman with long dark hair, wearing a light-colored sweater, is sitting at a wooden table. She is holding a smartphone in her hands. A silver laptop is open on the table in front of her. The background is a blurred indoor setting with a stool and a chair. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text.

# NURTURING

## LESSON TWO - CULTIVATING RELATIONSHIPS

# The Essence of Email Nurture



- Using email to stay in touch, offering and giving (versus pulling) and serving your audience.
- Offer content and education that is needed and desired, simultaneously initiating them to you and your body of work.
- Cultivation and staying top of mind on a regular basis.

# Crafting The Perfect Email



- Keep it super simple
  - Text only
  - White background
  - Banners are not needed!
- Clear, direct and single call-to-action
- At least 2-3 well-placed links, with one being in the first section of the email

# Email Strategy

- Consistently, weekly nurturing for relationship building and cultivation.
- Open rates = subject lines, click through rate = clarity of copy.
- Nurture your full list until you need to segment.
- Email drives to nurture content (guide download, micro videos. Repurpose content you already have.





# Email Timing



- Example: Tuesday - Thursday AM (PST) - depends on where your audience lives.
- Experiment and see what times work best for your audience.
- Track open rates and responsiveness to identify patterns over longer periods of time.

# Subject Lines



- Curiosity driven and personal (1-1)
- Shorter tends to perform better (there are exceptions)
- Examples:
  - We are live now!
  - Join me in an hour
  - Talk soon!
  - Thank you

# Open and Click-Thru Rates

As a target number, you want:

- 20%+ open rate (the smaller your list, the higher you want that number to be)
- 1-5% click-thru rate (the smaller your list, the higher you want that number to be)
- Opt-outs less than 1%



# Segmentation



- Segmentation allows you to personalize the content to parts of your list at different times, increasing relevancy.
- Nurture full list and have special/exclusive content for parts of your list if appropriate (ie your waitlist).
- Having more products requires more segmentation (and customized nurture strategy).



# Email Example

Carrie,

Happy Spring Equinox (Ostara)!

The Wheel of the Year is marked with 8 High Holy days (approximately every 6 weeks) made up of the two solstice, two equinox and 4 cross-quarter days in between. Personally, I love this natural rhythm of pausing to take stock every 6 weeks.

I use these 8 points of the year to reflect and see if my actions are aligned with my deepest intentions and if I'm on track to meet my goals.

**What do I need to eliminate or dissolve? What do I need to activate and recommit to (think: New Year's Resolutions)?**

This season, from Spring Equinox to Beltane (May 1st), I have a challenge for us.

**Move into the SLOW LANE. Do less. Reduce. Eliminate. Simplify. Create White Space.**

**Sloooowwww Doowwwnnn.**

**Our society is addicted to a MORE IS BETTER, FASTER IS BEST mentality. And...it's not serving us.**

Years ago, one of my psychotherapy supervisors asked me a question that threw me for a loop:

- Why do you always need to be in the fast lane?
- Why not merge into the slow lane and cruise there for awhile?
- How would life feel and look in the slow lane?
- How would you act differently?



**Watch today's video. What you'll learn:**

- How to unplug from the "Rat Race"
- Grounding Meditation to alleviate overwhelm, stress & anxiety
- Mudra to balance the Root Chakra
- Practical tips on how you *can* move into the SLOW LANE

**Do tell...**

**How do you slow down?** [Watch this short video and leave a comment](#). I'm reading and answering them all.

xx,

Ashley

# Monitoring Feedback & Growth

- Full list size
- Social media following
- If webinars are part of your nurture strategy: registered, attended live and watched replay
- Open and click-thru rates of weekly nurture emails
- Intuitive tracking: How interested are people in your free content? Feedback, questions?



	A	B	C	D	E	F	G	H
1	2018	3/5	3/12	3/19	3/26	4/2	4/9	4/16
2								
3	<b>Total FB Page Likes</b>							
4	<b>Instagram Followers</b>							
5	<b>Waitlist</b>							
6	<b>Full list</b>							
7	<b>Lead Magnet Opt-In</b>							
8	<b>Registered for Webinar</b>							
9	- Watched live							
10	- Watched Recording							
11	<b>Nurture Emails</b>							
12	- Opens %							
13	- Clicks %							
14	<b>FB Lives</b>							
15	- Watched live							
16	- Total Views							
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The background of the slide is a collage of architectural and design-related images. It includes a close-up of a hand with teal nail polish holding a red marker, drawing red lines on a blueprint. There are also images of rolled-up documents in brown leather sleeves, a yellow cone-shaped object, and a white circular object. The overall aesthetic is professional and creative.

# Next....

We will look at best practices with creating a content strategy that is powerful, effective and aligned.

WITH GRATITUDE