

#IndieFreedomSeekers

Your Nurture Sequence

So you should have the bar bones of your lead capture by now.

This is what you're going to want to work on next - your nurture sequence...

Once you've got someone on your email list, you're going to want to warm them to you and what you do, get them to know, like and trust you, and let them know about your offer, so hopefully they want to buy your products and services.

So a nurture sequence might look something like this - I like to call it the SGSGS method!

Email 1 - Send - send them your free guide

Email 2 - Give - give them something extra. It could be your best blog post, a free tip, something they can action quickly that makes them think, wow I got great value by signing up to this!

Email 3 - Story - tell them your story, why you started your business, the difference you can make to them, give them some insight and behind the scenes

Email 4 - Give - give them another free titbit and see if you work in an example of you in action - a case study or your product in use

Email 5 - The Sell - tell them about your services and products with a clear call to action (book a free call, get money off, sign up now)

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Think about things you could ask them to do in your emails. You could ask them to follow you on social media, join your Facebook group, read a blog post on your website.

Spend some time mapping this out - I like to do this in something like trello, so I can see it in flow of emails.

Make sure your emails include their first name, this will improve opening rates.

I like to thank them for taking the time to work on their business and trusting me.

Once you've laid them out you're going to want to add them to something like mailchimp which makes this stuff easier!

These type of emails are called automations.

You'll want the first email to go out as soon as they have signed up, so they get your free offer.

The other emails could go out daily or every other day, or even weekly. Weekly might be a bit too slow and lose the momentum - but it is up to you.

And essentially after they've gone through your nurture sequence, you'll want to add them to your regular email list, so they get all your latest emails - weekly, monthly or quarterly.