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# Q&A

Use the Question Box to Ask Your Questions

Question Here

GoToWebinar Control Panel

Click Send

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## Part 1:

### Ecosystems:

The Secret to your Email Marketing Success

Get the Email Marketing Edge

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## Michelle Falzon

We Are Content

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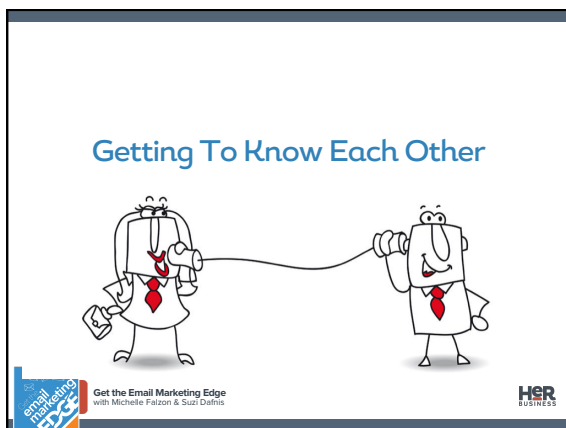
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### A Bit About Me

- 25+ years in marketing
- 18 years in digital marketing
- 100 million+ emails
- 100+ digital marketing funnels
- 50,000+ people to live events and tens of thousands into digital funnels
- Generated more than \$40 million



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### A Bit About Me





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### A Bit About Me





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### A Bit About Me





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### A Bit About You

**How would you rate your level of experience with creating an email marketing system?**

- I'm a newbie looking for help to get started
- I've dabbled in email marketing but have not really pulled it all together into a system
- I've done some email marketing. I have a funnel and now I'm looking to take it to the next level
- I have a lot of experience and want to tweak an email marketing system that is already working



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### A Bit (More) About You

**Have you seen the FREE 3-Part “How To Turn Your Emails Into Sales” Course we released on video just prior to Get The Email Marketing Edge?**

- Yes, I saw all 3 videos
- Yes, I saw some of the videos
- No, I haven't see those videos



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## One More Thing About You

**Do you have a CRM or email automation software  
e.g. Infusionsoft, Ontraport, Mailchimp, AWeber, Active  
Campaign or other?**

- Yes, I have a CRM/Email Automation Software and I use it
- Yes, I have a CRM/Email Automation Software - unused
- No, I haven't yet invested in CRM/Email Automation
- I am not even sure what this is :)



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## Interactive



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## Your Email Marketing Is Part of an Ecosystem



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Email Marketing Edge System

Email Marketing Edge System

1 2 3

Foundation Connection Implementation

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Creating your Marketing System  
often requires a “re-think” of  
“the way we do things  
around here”

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NOT about Bright Shiny Objects

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### Stuff That Will Stop You Getting The Most Out Of This Training...

- "I've already heard that before" / "I already knew that"
- "I disagree"



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### Learning / Doing





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### Portal Access

- ▶ [Get the Email Marketing Edge 2017 - Course Outline](#)
- ▶ [Get the Email Marketing Edge Course 2017 - FAQs](#)
- ▶ [How To Turn Your Emails Into Sales - Video Course Review](#)
- ▶ [Get The Email Marketing Edge - Lessons](#)
- ▶ [Offers That Sell - 1-Day Live Workshop](#)



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Think of your Marketing System  
like a Mountain



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Email Marketing Edge System  
1. Foundation 2. Connection 3. Conversion

Part 1 - Foundation



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Email Marketing Edge System  
1. Foundation 2. Connection 3. Conversion

Part 2 - Connection (Attract & Nurture)



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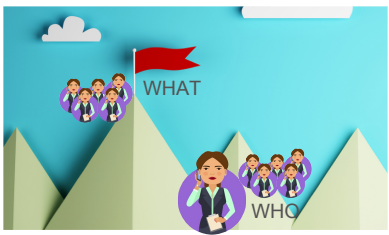
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Email Marketing Edge System

1 Foundation 2 Connection 3 Implementation

### Part 3 - Connection (Convert & Keep)



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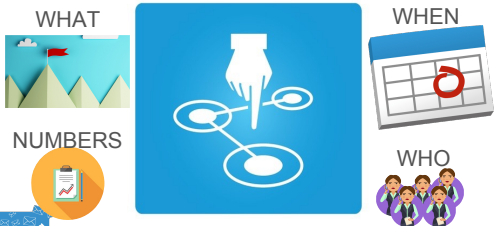
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Email Marketing Edge System

1 Foundation 2 Connection 3 Implementation

### Part 4 - Implementation (Plan, #'s & Tech)



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Email Marketing Edge System

1 Foundation 2 Connection 3 Implementation

### Part 1 - Foundation



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## Begin With The End In Mind

- Where most people go wrong
- Need to “reverse engineer”
- Key – build your funnel **backwards** from the **ultimate goal** you want to achieve
- Golden rule...



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## No Content Without Conversion



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## How To Choose Your Mountain

- Has a specific **WHAT** and a specific **WHO**
- You might need multiple mountains
- Choose one to start



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**Specific WHAT and Specific WHO**

**Old Way**


✓ ✗ ✗



😊 😊 😊

**New Way**

✓ ✓ ✓



😊 😊 😊

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**How To Choose Your Mountain**



**WHAT**



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**Define Your  
Ultimate Desired Conversion Activity  
(UDCA)**

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### Define Your UDCA

- **Leveragable**
- Will make a **significant difference** to your business if you sell a lot\* of it
- Is **aligned** with your vision/business plan...



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### Define Your UDCA

- Has sufficient **profit** margin to be **viable**  
*(ask yourself – if I had to pay to drive traffic to this mountain would I be able to make money out of it?)*
- Has sufficient **demand** *(is there a thirsty crowd for this?)*...



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### Define Your UDCA

- Not just literal, but also **underlying** meaning for your ideal customer - what are you really selling?
- The **WHAT** is much less about the thing (features) and more about the transformation the thing can deliver...



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## Define Your UDCA

- Make it **crystal clear**
- Consider “**Bundling**”
- Consider going “**Next Level**” ...



email marketing  
**EDGE**

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# Your WHAT becomes your OFFER

- Naming
- Branding
- Inclusions
- Risk Reversal
- Pricing
- Bonuses
- A Reason to Buy Now



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## How To Choose Your Mountain




**WHO**

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## Define Your Ideal Client

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## Define Your Ideal Client

- Ideal client
- Avoid “one size fits all”
- Try to say everything to everyone you end up saying nothing to no-one...

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### Define Your Ideal Client

- Don't brush over this – this is a habit of top marketers. Not just to “tick the box.”
- Make it **real** and meaningful
- OK to **polarise**
- You want a **Tribe**
- 80/20 rule...



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### Define Your Ideal Client




*Women's Fitness Adventures*  
Fitness through Adventure




**Local Adventures**  
A fitness adventure can be found everywhere, every day. Join us for our 90-minute adventures around Brisbane.

[READ MORE](#)




**Queensland Adventures**  
From day trips to weekends away, look to summit, there are activities for the adventures at heart and the best adventures.

[READ MORE](#)




**Multi Day Adventures**  
Hiking some of the world's great waterfalls is a great fitness goal for you as well as plenty of "fun time". Click below to learn more.

[READ MORE](#)



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### Define Your Ideal Client



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## Define Your Ideal Client

- Loves what you do
- Profitable
- Less refunds/customer service hassle
- Easier to acquire
- Repeat purchases (loyalty)
- Refers people (advocacy)...



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## Define Your Ideal Client

- Best done by creating your Ideal Client Avatar (sometimes called Buyer Persona)



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## Define Your Ideal Client





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## Why Client Avatar Is Important

- Client-centred
- Because when a person feels you understand them they will be attracted to you (when you don't understand them, they feel repelled or ambivalent).
- Once you understand what makes your customers tick – you can become the solution they've been looking for...



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## Why Client Avatar Is Important

- Speaking “human”
- You understand their objections and concerns - address those specifically in your communication.
- Your copy often “writes itself” – when struggling likely you are not clear on your Client Avatar



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## Why Client Avatar Is Important

- Gives clarity to your business planning. Easier to say yes or no to opportunities. Certainty.
- Reduces cost of sale – marketing more targeted, Joint Venture scope, better conversion rate, client retention and attitude toward your business is better – **all round awesome sauce!!**



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# How to Create Your Ideal Client Avatar



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# How To Create Your Client Avatar

- Drop your assumptions at the door
- Stephen Covey Habit #5 – “Seek first to understand, then be understood”
- ASK - Existing Data / Interact
- Write it down!
- Take the “Imaginative Leap”...



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# How To Create Your Client Avatar

“You can have the best message in the world, but the person on the receiving end will always understand it through the prism of his or her own emotions, preconceptions, prejudices, and pre-existing beliefs. It’s not enough to be correct or reasonable or even brilliant. The key to successful communication is to take the imaginative leap of stuffing yourself right into your listener’s shoes to know what they are thinking and feeling in the deepest recesses of their mind and heart. How that person perceives what you say is even more real, at least in a practical sense, than how you perceive yourself.”

*Dr. Frank Luntz, Words That Work*





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## How To Create Your Client Avatar

**Start Here**



<b>Name:</b>	If it is important you name your Avatar - either use the name of an existing client that serves well in being accurately or choose a name that would make sense of that profile.
<b>Photo:</b>	Take a photo here - can be an existing client who fits the profile, or simply find a stock photo image to represent someone of a similar age, gender, style etc.
<b>Age:</b>	
<b>Income:</b>	
<b>Live:</b>	Add location and type of housing/commuter - (think about who they would live with - alone, with friends, with family?)
<b>Works:</b>	What do they do for a living?
<b>Education:</b>	What level of education do they have?
<b>Does:</b>	What do they do in their spare time?
<b>Wants:</b>	Name top 3 things they would love on their wish list - make it specific!
<b>Is worried about:</b>	Name 3 things they are worried about - make it specific!
<b>Big threat:</b>	Name 3 threats to your ideal client's success that can be overcome by using your product or service.
<b>Big opportunity:</b>	Name 3 opportunities that could open up for your ideal client when they use your product or service.
<b>Interview:</b>	Have asked 3 people who fit this profile you can interview to verify your assumptions.

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## How To Create Your Client Avatar

**Big Problem**

**The Less Usual Stuff**

- Big Fear
- Big Hope
- Big Threat
- Big Opportunity
- Big Aspiration



**Avatar - Name**

**The Usual Stuff**

- Age
- Income
- Occupation
- Where Live
- Education

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## How To Create Your Client Avatar

**Latessa - The Busy High Earner**




- Typically male
- Age 45+
- Typically in professional occupation
- Experiences Stress, Loneliness
- Typically married with two children or higher - in late thirties/young adults

**Kathy - The hard-working family trying to make a go of it**



- Male or female, but often female
- Typically 30-40 years old when the "conversion event" for the family was reached (and present)
- Age 30-40
- Married
- Two children - typically younger children 1-12

**Sam & Jim - The "Breadwinners" ready to Move**



- Working couple - Study the couple well. They are both professionals, with the husband getting well matched and present
- Middle-aged, they have been a few years in the business, but it's not too long
- Age 30-40
- Married
- Two children 10-12

**Maria - The new mom wanting to get ahead**



- Male or female, but often female
- Married or single, but often single
- Typically 30-40 years old when the "conversion event" for the family was reached (and present)
- Age 30-40
- Married
- Two children 10-12

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## How To Create Your Client Avatar



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## How To Create Your Client Avatar

- If B2B – you still do your Customer Avatar (people buy from people) AND you also need to do a Company Avatar.
- “Firmographics”
  - Industry, location, customer size, turnover, status, structure, verticals



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## Where Do You Get The Data?

- **Existing** – sales records, database, previous surveys, Facebook Insights, customer service, tech support & key team (invaluable), “gut”
- **Surveys** – existing database or find ways to survey prospects eg trade shows, social media following or find online forums or Facebook Groups
- **Interviews** – pick your top 5 ideal clients and take them to lunch or Skype record interview...



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## USE & Communicate Your Client Avatar

- Put it somewhere you and your team can see it all the time
- Give it to anyone who is working on your marketing - designers, web team, consultants etc
- Look at it when creating your marketing!!!



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## Survey Guidelines



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## Interview Guidelines

- See the download :-)



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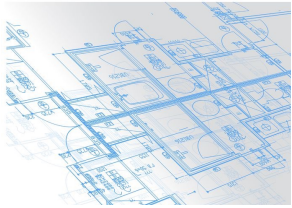

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## How Do People Get To The Top of Your Mountain?

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## Your Client Journey

- How someone **finds** your mountain
- How someone **moves up** your mountain from bottom to top

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## Your Client Journey

- Match the HOW (Journey) to the WHAT and the WHO

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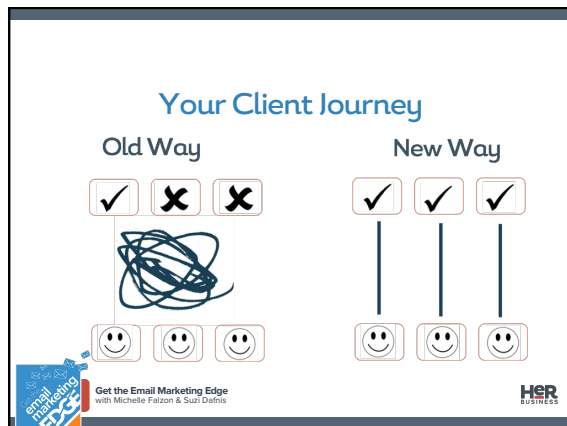
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- ### Your Client Journey
- Segmentation
  - The Psychology of the Journey
  - The Tarzan Principle
  - The 4 Connection Stages
- Get the Email Marketing Edge with Michelle Falzon & Suzi Dahis
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- ### The 4 Connection Stages
1. Attract
  2. Nurture
  3. Convert
  4. Keep
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## Hot Seat

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## Hot Seat

Vanessa Vanderhoek

*I encourage* people to discover the height of their strengths.  
*empower* people to overcome self-doubt and  
*inspire* people to build a career that they are passionate about.

Flexible Working Day 2017

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## Flexible Working Day 2017



**FLEX WORK. FULL LIFE.**  
 Flexibility at work benefits everyone!  
 Wednesday 21st June 2017 from 12.00am - 11.59pm

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# Course Work

## EXERCISE 1: Decide On Your Ultimate Desired Conversion Activity (UDCA)

Remember, your UDCA is the ultimate goal of your email marketing campaign. It's the one thing you want your subscribers to do when they receive your email.

**Instructions:**

1. Think about the ultimate goal of your email marketing campaign. What do you want your subscribers to do when they receive your email?
2. Write down your answer.

1 of 3

## EXERCISE 2: Define Your Ultimate Desired Conversion Activity

Remember, your UDCA is the ultimate goal of your email marketing campaign. It's the one thing you want your subscribers to do when they receive your email.

**Instructions:**

1. Think about the ultimate goal of your email marketing campaign. What do you want your subscribers to do when they receive your email?
2. Write down your answer.

2 of 3


## EXERCISE 3: Create Your Ideal Client Avatar

Remember, your UDCA is the ultimate goal of your email marketing campaign. It's the one thing you want your subscribers to do when they receive your email.

**Instructions:**

1. Think about the ultimate goal of your email marketing campaign. What do you want your subscribers to do when they receive your email?
2. Write down your answer.

3 of 3



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# Support Materials

## Downloads:

- Slides
- Client Avatar Template
- Client Avatar Interview Questions
- Course Work

## Recordings:

- Unlimited access to today's session



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# Q&A

Use the Question Box to Ask Your Questions



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## What's Next

Hot Seats  
Portal  
Handout Slides and Recording

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- Tuesday, 28 November 2017
- 8:30am registration for 9:00am - 5:30pm
- Swissotel - 68 Market Street, Sydney
- RSVP <http://bit.ly/RSVP-OffersThatSell>

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## Thank You



**Michelle Falzon**  
We Are Content



**Suzi Dafnis**  
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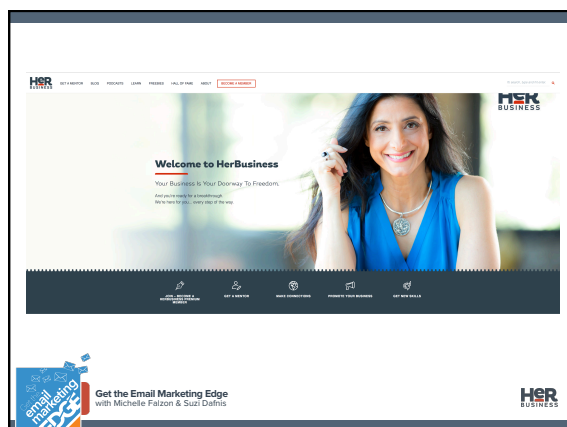
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