



THE EMAIL MARKETING

PLAYBOOK

FOR COACHES WHO AREN'T GETTING RESULTS
ON SOCIAL MEDIA

ABOUT GLENN

Your Email Marketing Wingman



Glenn Edley has been email marketing for the last 20-odd years. He strongly believes having consistent communication with your customers is the most effective way to stay top of mind, sell your services and keep your clients happy.

He is a philosopher at heart. His email series MondayMotivator, bringing you a dose of weekly wisdom, has been going for 18 years. He brings this deep interest in learning and mindset to his daily life and work – whether that be a client call or a round of disc golf.

Having owned several businesses, including a train smash and finding out a business partner was a conman, he understands what it takes to succeed. His mantra of consistency leading to trust, trust leading to loyalty and loyalty leading to people talking about you at bars and BBQs ensures success at every level.

Glenn freely shares his insights on how to be successful online and looks forward to meeting you soon.

INTRO

The Common Situation for Coaches

“Most coaches are spending a lot of time on social media, building an audience, creating trust but it's super time-consuming.

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The coaches that we talk to all too often are offering for people to book a free one-on-one session - the problem is, the bookings are not coming through.



Why Are Your Target Customers Not Making Bookings?

The problem is, that when your target customer is on social, they are not yet ready to dive into a one-on-one session. They're probably afraid of being sold something they don't yet want and to be honest, don't know what they want. All that they know is that they have problems and they need some sort of help to fix them.

The Solution

We all know that you can fix their problems but the problem is, your target customer who is on social media needs to believe it.

So here is how to create that belief;

- 1 Take one (and only one) of their problems.
- 2 Create a downloadable PDF document (like this one!) that helps them both understand the cause of the problem but also offers a clear set of steps to fix the problem
- 3 Set up a basic landing page on your website or email marketing platform (e.g Mailchimp) that they need to subscribe to, to download your document
- 4 Set up a 3-5 step nurture sequence which is a step-by-step email campaign that slowly and patiently builds trust in the eyes of your target customer so that they understand and now believe that you are the perfect person to help them solve their business problems.
- 5 The last step in the nurture sequence is "Book a free call with me".



Beating the algorithms

When you send an email to someone who has given you permission to stay in contact you are sending it directly to them. There is no algorithm between you and your contacts. And, if you consistently provide value through useful information based on your commitment to their growth you will build trust, then loyalty then a greater number will become clients.

Conclusion

I have personally worked with literally dozens of Kiwi businesses in a variety of this type of email strategy and it works...

"I've been using Spike's 'Email with Purpose' service for four months now, and I'm a huge fan! The whole process is so smooth, and the team at Spike are really responsive to any questions I have or changes I want to make. It frees up all the time I used to spend setting up newsletters, so I can focus more on what I'm great at and love doing. And because all I have to do is write an introduction for each newsletter, they're going out more frequently, so I'm staying more connected with my customers and prospects. And it's a great way to get repeated value from content that I worked hard to create." -- Daria

Use the LinkedIn profile image for Daria -
<https://www.linkedin.com/in/dariawilliamson/>

I hope that this has been helpful and keep an eye out for other tools like this one in your inbox.

Cylena