



Marketing Moxie Podcast

Episode 12 – Ali Rittenhouse Talks Email Marketing Fundamentals

Show notes at: <http://www.maggiepatterson.com/episode12>

TRANSCRIPT

Maggie: Welcome to Marketing Moxie, episode number 12.

Announcer: Welcome to Marketing Moxie with Maggie Patterson, where we get down and dirty for all things marketing for entrepreneurs. Maggie takes a practical, no-holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now, it's time to roll up your sleeves and dive in.

Maggie: Today we are going to dive into the world of email marketing. We are going to talk about some of the basics of email marketing as part of the Brilliant Basic Training series. We do have a guest expert today, Allie Rittenhouse. Allie has actually been working in the online world for more than eight years, so she is the perfect person to talk about this. She has helped many people launch and thrive and grow their business.

Why I wanted Allie to come to be the one to talk to us about email marketing is that she really excels in taking technical things and making them understandable. So, let's dive in and listen in on my conversation with Allie.

Hey everyone, welcome to episode number 12. I have a guest expert for us, today. We have Ali Rittenhouse, who I got to know this past summer and we literally got on the phone and, I think, talked for like three hours – separated at birth. And, we've been tight ever since. And, I'm really excited to have Ali here, today, to talk to us about email marketing. Because, Allie is an absolute ninja on this stuff. And, I can't believe I just used the world ninja on my podcast. Oh – not cool.

So, Ali – welcome to the show.

Ali: Thank you so much for having me. We'll scratch that ninja comment.

Maggie: Next thing I'm going to call you a rock star and then [inaudible 00:01:49] and it's all just going to hell in a hand basket.

Allie: It's so cliché. I can't believe you went there.

Maggie: Yeah, I know. There's like a lightning bolt coming from the ceiling any moment.

Let's dive right into this. Talk to me about email marketing. Why should we develop an email list in the first place? Because, I'm all about right now – why should we do anything? Let's question it. Is this the right thing for my business? So, make the case for email marketing to me.

Ali: Alright, well first I'm going to start off by saying that email addresses are the new phone number, right? Can I get a clap or a round of applause, there? They seriously are the new phone number. They are how people are contacting rather than texting or giving people a call. They are shooting emails to people because guess what? Everybody is in their email all the time. We have it in the palm of our hand. We have it on our tablets. We have it on our computers and our laptops that we bring everywhere with us. So, let's face it. It is actually, probably, around us more than our own phone is, or seeing that we missed somebody's call, right? Because, I can tell you, I'm a little notorious for missing people's calls. But, they know they can always reach me via email. It's what we are moving into. It's that new wave of communication. And, it's quick. It's fast. And, it's instant. It just requires that quick, second action to open it up, quickly ready it and decide what we want to do with it.

So, I feel that those are some great cases of why email marketing is, like I said, the new phone number. It's there. It's readily available. And, it gets people more motivated than talking to somebody on the phone. I can tell you that if somebody gets on the phone and starts telling me about a blog post they wrote, I'm going to be like, "What? What are you calling me for?" But, if somebody sends me an email telling me how they can help me spring clean my business, I'm going to open it up. I'm going to read it and I'm probably going to click on that link to find out more.

So, completely different shift in marketing. And, let's also talk a little bit about social media and how it's changing every single day. You can go from one day having thousands of people see your post on your Facebook page to the next day – maybe only 80 see it because of some stupid algorithm that Mark Zuckerberg changed. So, with email it's different. You're not going to necessarily have all of the problems that you do with social media or the ever-changing times of it.

Maggie: And, it really comes down to that idea of building something you own, versus some rented land.

Ali: Oh, can I just tell you? What would happen to you tomorrow if Facebook were to shut down? If they were to become the next Myspace, where would you be if that was the only place that you build your empire on? You'd be S-O-L. I don't know if we're allowed to cuss on here, but –

Maggie: And, we've all – I'll just put explicit on the warning. We all know, though – we've watched social networks come and go already. How much longer is Facebook? Is Google Plus going to replace Facebook? We don't know the answers to these things so at least if you have email, you basically can move and people will know your new address.

Ali: Yes! And, they say that we need to watch what teenagers – where they're hanging out at to find out what's going to be the new revolution, or whatever. They're hanging out on freaking Twitter, which is 140 characters. That is not – I don't know. That's not very promising to me. If that is going to be where our future is heading – I know we're quick and I know we like short action, but let's face it. How many people understand Twitter? About as many that understand Google Plus.

Maggie: It's really a handful of people. So, what's one thing you absolutely wish people knew about email marketing?

Ali: I wish that the minute that you started your business, the minute that you had that idea, is the minute that you begin email marketing. I waited almost four years before I started building an email list. And, I kick myself in the pants all the time for that because those were four precious years that I was out on the internet and people were coming to my site and then there was nothing for them to do if they didn't want to hire me.

So, I would love for people to understand that this should definitely be, in my opinion, more important than adding me in a Facebook page. It's something that when you are thinking about putting your website out there, you should be thinking about email marketing and how you are going to use it to leverage your website, to leverage new people that are visiting your site – to get them into your email system so that you can be reaching out to them and letting them know you a little bit better. It's a major regret that I have – waiting so long to start it. I wish somebody would have been like, "Allie, you need to start this right from the bat."

I bet my business would have been even more successful if I would have started it sooner with that. I just think that it's not talked about enough when you are first starting your business.

Maggie: So, if I am just starting out, what is really the best way to get started with building a list? Because, there's so many bits and pieces and it can just seem completely overwhelming.

Ali: Starting your list is probably one of the hardest things. It's kind of like the chicken and the egg idea. But, what you have to start with first is – you want to make sure that your website has call to actions with your email web forms. So, I can't tell you how many websites I go to and their main web form is, "Sign up for free tips that you might get weekly to join my list." There is no incentive for that person to want to sign up.

So, you want to make sure that you have a good call to action that is enticing for the person to sign up for your list. It could be like a really bomb-diggity free e-course or free email series that walks them through something that they're going to learn about you and your business. But, it's helping them. So, you want to have some type of sensatable – I really just used that word – sensatable.

Maggie: I don't even think that's a real word. But, we'll give it to your for this episode.

Ali: Alright – Ali likes to make up her own words. So, you want to create a sensatable email opt-in – like, something that you know they are really struggling with. So, for mine, they're always struggling with wanting new leads and want to get new people onto their email list. So, Facebook advertising is fabulous for that.

So, walking people through how to set up Facebook advertising so that they can constantly have a consistent new stream of clients coming into their list is something that my people want. They want to find out how to find new clients more.

So, let's think about that. If I had that on my home page versus having, "Sign up for free tips that you might get once a week," which one's going to sound better? Obviously, it's going to be the more enticing one that's like, "Hey, I'm going to teach you something." So, make sure that you have that on your home page.

But, then you also want to make sure that the other pages have calls to action –

whether it's signing up for a consultation or applying for a consultation or somehow getting on your list, you want to get them to take that next step. But, for really, like, when you are also starting out, you want to take that free e-course and use it as a magnet to attract new leads. So, that way if they're not coming to your website, maybe they are newer interviewed for just starting your business. So, you want to give them something in exchange for that interview. You can give them the free e-course that's going to teach them something. Then, that gets them on your email list, too.

So, those are my two – you want to make sure that your website's decked out with email forms, but not cluttered. One per page in the footer of your blog post. Just get them into that funnel and then two – also having some type of awesome magnet that really attracts your ideal customer on a page that you can send them to for interviews. It's really hard for me right now that I don't have a visual in front of me.

Maggie: I've heard you describe that as the 'pink spoon.' It's like the Baskin Robbins experience where you go and you have a little taste. And, I think that people want to have a little taste of you, especially when let's face it, everyone has some sort of opt-in offer. So, how can you make that opt-in offer a little bit different?

If you're a health coach saying, "Let me give you tips for healthy living," that's not going to help you stand out. But, maybe, "I'm going to give you a quiz or a questionnaire or a check list – like five ways to clean your pantry with a checklist or essentials for your pantry," make it a little different to generate some interest, for sure.

Ali: Yeah, and I like to use items that get them to take action, right? So, it's something that you already, maybe, teach in one of your programs. Maybe it's a tool that you have that you can poll out, give to them, and then set up a follow-up process. So, asking them, "Did you take action on it? What results did you see?" So, it gives you this personal approach that social media really can't give to you or maybe your website can't give to them.

Maggie: I think it's interesting too, because essentially you should be using your opt-in to solve a problem for your client. But, you're also creating another problem for them so they feel like they need to work with you.

Ali: Yes, exactly. It's like, "Wow, she really just took that bull by the horns and helped me wrestle it. What else can she help me do?"

Maggie: Exactly. And, I think the other thing is, too, not to get stuck on. And, I know I was really trapped with this at the beginning – giving away too much for free. It's a careful balance. You don't want to give everything for free. But, don't be afraid to share some of your absolute best stuff to get people to respect you and feel that you're credible and knowledgeable.

Ali: And, one thing that I look at to help find out if, maybe, I'm wanting to do a new offer or a new freebie – when I start talking to my clients on the phone or in my welcome email I ask them to send me one problem that they have. So, I listen and look at that problem that I'm hearing repetitively with the client or over and over and I try to solve that problem with my freebie. Because, these people that are coming into my consultations or signing up for my list – and, I start to see a pattern that they're all saying the same thing and I know that this one tool is going to help them, it's only going to attract more of my ideal customers.

Maggie: Yeah, so true. So, if I am out there – there's a lot of information about email marketing. So, what do you think some of the main email marketing myths are that we should be

aware of and not get caught up in?

Ali: The main one – the one that I hear the most often is that, “I can’t sell anything because my list size is too small.” Now, come on. When has size mattered in anything, really? It’s how you use it that counts. So, size does not matter. You want to make sure that you are filling your list with ideal customers. Because, guess what? You can have a list of 10,000 people that are not your ideal customer and have the same amount of revenue of clients as somebody with a list of 200 that are full of absolutely 100% passionate, ideal customers for that person.

So, size does not matter. It doesn’t. It is literally how you position yourself and how you are reaching your ideal customer. So, if you have a list of 200 of your friends and family and you wonder why nobody is buying, that might have something to do with it. So, you do want to make sure that you are filling your list with quality leads that are your ideal customers and you can reach them by speaking to them.

I’m sure you talk about this a lot on your blog, but really – when you are talking to your ideal customer, you are speaking their language and what they are suffering with. They’re going to want to get on your list. They’re going to want to get more information from you, whether they come in from a Google search tool or through a blog post – or, maybe somebody shared a pin and they happened to click on it. They are going to come in and put them into that funnel.

So, I guess that got a little off on the ‘size matters’ thing.

Maggie: But, you know what? The list size one is – I wrote a blog post about this a few weeks ago – of things we’re over thinking. And, I know, for me, list size was one of them because, “Oh, my list isn’t that big.” And, then they kind of step back and, “Your business is growing at a good pace. This doesn’t matter. It really doesn’t matter. I am going to service my list. Maybe my list is half perfect people, half not.” It’s only one measure in my business and I need to not worry about it.

Ali: Yes, and another thing that you need to not worry about. I don’t know if this is necessarily a myth. But, it’s definitely something to keep in mind – is that don’t get caught up by the number of unsubscribes that you have in each email you send out. Because, think about it this way – they probably weren’t going to purchase from you anyway. So, why would you want them on your list junking up your numbers – whether they were not opening your emails, whether they were not clicking through. They’re just messing up those percentages that you’re looking at, anyway.

It is good to look at your analytics. It’s not good to be anorexic about it and obsess about it. But, it’s good to know your numbers. So, if they were on your list and they unsubscribed, they weren’t going to purchase from you anyway, honey. So, just forget about and it and know that just makes more room, more space for those ideal customers.

Maggie: I’m glad you brought up the unsubscribe issue, because it comes up all the time in groups I’m in. “Oh, I got a lot of unsubscribes,” and I just actually switched from Mail Chimp to Infusion Soft and because of that, there’s been some unsubscribes. But, I think its people not even recognizing – it’s a transition thing. And, honestly if they don’t want to be on my list, I don’t want them on my list. They might sign up again later. Goodbye. Have fun. No offense to anyone who unsubscribed. I’ve unsubscribed from a lot lately, just for my own clarity and too much consuming and looking externally versus focusing on what really matters, internally.

Ali: Word to yo' motha!

Maggie: I think that we spend so much time looking at someone else's paper that we get distracted from finishing our own test.

Ali: Yes, thank you, Maggie. And, you're not calling me out on that, at all.

Maggie: No, definitely not. You guys didn't hear the chat I had with Ali before this show.

Marketing is one of those one's not to get caught up in. And, you know the other myth? And, you didn't touch on this – and, this is one that burns me. This is idea for promotion – people coming to you and saying, “Oh, I'm going to invite you on my tele-summit. But, you need to have a list of X.”

Ali: I can't even believe I didn't address that one. I want to fly my middle finger to every single person that sends me an email like that. Is there an emoticon for that? Do I need to insert that in? I'm serious. It is ridiculous. I have heard horror stories of people that actually get on the phone. These people have the audacity to say, “Hey, I would love a quick chat with you to talk about my tele-summit.” Then, you get on the phone with them, you have like a 15 minute conversation and then they're like, “Oh, by the way. What's your list size? Oh, it's too small. Sorry, you don't qualify.” What the freak is that?

Maggie: I actually had a conversation the other day with a client about this and she has an extremely good following – like, she's solid. She is a desirable person. She has a very active community and she's like, “I'm so frustrated by this,” because she has people coming to her that don't even have a list. They're saying, “If you don't have 5,000 people, you're out.” I get that at a certain level you have to be more selective about your time and focus on opportunities with a broader reach. Hey, I'm in PR. I get it. I don't know. I think it's dodgy. So, I think 2014 is the year of the anti-tele-summit.

Ali: Yes. But, you're joining mine, right?

Maggie: Of course. Because, you're not going to ask me how big my – list size is.

Ali: I love that we're just putting those little – hints of fun in there today on this.

Maggie: Well, it's to be expected. The Ali – Maggie combo is not for the faint of heart.

Ali: No, it is not. Put a warning – disclaimer on this before it hits.

Maggie: Yeah, I had to put a disclaimer on one a few weeks ago so I'll just – I should probably just make up a whole graphic for it.

So Ali – thank you so much for your time and I've loved chatting with you about email marketing. Where can everyone find you?

Ali: There's a couple places. You can find me at alrittenhouse.com or while you're listening to this fabulous podcast in iTunes you can hop on over and download the Ali Rittenhouse app.

Maggie: Oh, the app? I love it. Very cool –

Ali: Yes! And, that is a couple – just little – you never know when it's going to pop up on your phone as a push notification with a little bit of actionable inspiration coming towards you.

Maggie: I don't have the Ali app. I'm probably going to download that app today.

Ali: Yes, please do.

Maggie: Thanks so much, Ali.

Ali: Thank you for having me.

Maggie: Is there totally fire coming out of your fingers as you're taking notes? And, if you weren't taking notes, don't worry! You can go over and get a check list over on the show notes at www.maggiepatterson.com/episode12.

So, let's go through our take aways for this week's episode. The first one is that you cannot afford to have an email list. If you're in online marketing, you've probably heard that before. But, I think Allie really walked through some great reasons why you need to be gaining control of the list. Things are constantly changing and it is something that you truly, wholly own.

Item number two is have a really good lead in. Don't do just another thing that everyone else is doing. Find something that really addresses the pain of your ideal customer.

The third is – have a game plan for your email. Don't just start building a list and don't really have a plan of where you're going. Get an idea of what kind of frequency you're going to have. What type of interactions? What kind of information are you going to send? Maybe you're going to do information that's exclusive only for your subscribers, only to make it more interesting.

When someone is letting you in their inbox, you can't abuse that. You need to make it worthwhile for them to see your name and say, "Yeah, they're here. I really want to read that email."

There is so much competition to be in people's inboxes that you cannot take that for granted. People can literally unsubscribe massive amounts of email at the click of a button.

I actually checked my tool, un-enroll me, and interestingly enough, I have un-enrolled from over 250 newsletters in the last six months. Yes, I get a lot of newsletters because they're for lifestyle and business. But, I really have been unsubscribing like a mad fool.

So, if you are in my inbox, you are in good company full to the steam, if you will, because not many people are getting in there right now.

So, with your email strategy, really take those things to heart. Start mapping out a really practical plan. Hop on over to the show notes, grab the check list to help you do that.

Now, before we wrap up today's episode, I want to announce something fun. From April 1st to April 15th, if you leave me a comment or a review in iTunes, please email me and I'm going to pick two winners to win the Expert to Entrepreneur e-book. I really need to boost up my iTunes reviews and I want to thank you for taking the time to do that out of your busy schedules.

So, hop on over to iTunes, leave me a review, tell me what you think of the show. Let me know what you're getting out of it and how it's helping you with your online marketing. Then, send me an email at maggie@maggiepatterson.com and I will draw

on April 15th for two bright, shiny winners of the e-book.

And, hey – if we have a lot of reviews, I might add a couple more. So, take that as a challenge, listeners. I can't wait to see the reviews.

So, thank you so much for listening. And, I'll catch you all again, soon.

Announcer: Thanks for listening to Marketing Moxie with Maggie. Visit our home base at www.maggiepatterson.com for show notes and more episodes.

Show notes at: <http://www.maggiepatterson.com/episode12>