



**ESBA**

NURTURING YOUR AVATAR





# CONTENTS

Have a conversation	5
About the offer	10
Understand buyer psychology	12

# HAVE A CONVERSATION

When you make a new connection with someone in person or business, the relationship comes first. But when writing, so many people get stuck on how to create relationship through writing when they must stand out in the inbox and may have only a brief moment to capture attention. That is why a conversational framework is important to *each email*. Not just to the series as a whole.

## Ask great questions

Socrates perfected this approach with a simple question, “Why?”

A man of great influence was seeing a counselor and life coach. After the morning session, the man and his wife took the counselor out for lunch. The man began telling the counselor about a habit his wife had that drove him crazy and asked if the counselor could analyze why she did this to drive him crazy and to change it. Instead, the counselor turned to the man and asked, “Why does that bother you?”

The questions you ask reveal several things about you to your readers.

- Your interest is not in yourself alone.
- How well you understand their current place in life (e.g., emotionally, psychologically, spiritually)
- How much knowledge you have about their problem
- Your authority in helping solve their problem<sup>1</sup>
- Your legitimacy of having walked where they are now

These questions give your readers confidence in you as an authority. A great example of this happens in hospitals every day. A new hire walks into a critical care unit and a patient needs emergency intervention. During their interview, the new hire could answer every question about lab values and emergency protocols but in that moment of crisis, the team quickly finds out if the new hire has real, lived experience with crisis. If the answer is yes,

<sup>1</sup> You may sell a product that will help fix the root issue of their pain but there are many additional areas that were affected by that pain and the carrying of it for so long AND others need the commitment of someone to walk out the implementation with them.

then bonds are quickly formed. If the answer is no, then often the new hire is relegated to a lifetime (that is, the length of time they stay in that particular unit or hospital) of diminished status or respect, lower acuity patients and, sometimes, social ostracization.

Know your who and why you're uniquely qualified to help them! End your emails with another question: *Do you have any questions? Was this clear? Hit reply and ask me your questions.*

## Locate them

Another great type of email is the locator email. Start this series by asking the question: where have you been (in your life and journey). You do this by asking your readers to share their story in your private Facebook group or in another private forum. Then send out an email follow-up series. Cover the following with them:

- Where are you *right now*? Help them locate themselves in the current moment. This is where their pain point is if they can own it with honesty. Ask them questions about the following:
  - What do they want right now?
  - What are the facts about why they are where they are right now?

This is called a baseline assessment. It requires honesty about what got them to where they are at that moment. Each of these answers will fuel your future emails and relationships, programs and products but will also bring clarity to your readers for themselves. Communicate with them the importance of being honest with themselves and power of that honesty to create change. This is how you nurture them, give them value even when they're not paying you. This demonstrates your value.

## Lead them

Oftentimes, people are desperate for help but have no clue where to go or how to get there. Providing them a map or a system that is not overwhelming but broken down into small tasks makes the process easier.

- Do they know where they're going or should go?
- Do they understand the process or know the next step to take?

- Can they write out their goals for the process?

Demonstrate your authority and leadership by sharing the road map. The how-to is often put first, followed by relationship. You're starting by focusing on your who and speaking directly to them from your place of authority.

Only someone who has really walked where they are can say, "this is the way; walk in it."

Only someone who has \_\_\_\_\_ can know exactly what questions to ask, emotions to address, patterns to stop, steps to implement to get their readers to a solution faster and easier.

Only someone who has...

- Played pro sports...
- Improved their speed...
- Beat the neighborhood statistics...
- Lost a parent...
- Buried a child...
- Beat cancer...
- Had a broken marriage...

## Ask them why

People often know something very clearly in their head but once they're asked to speak it out loud, they struggle. For those who can articulate their thoughts / feelings / emotions, what often happens is they find their real struggles aren't what they thought; like debt, what they're saying is a symptom. So the real question is like that of the psychologist and the man in the story above: why?

- Why do you want this?
- Why does this matter?

These questions usually bring out other questions for your nurture series. For example, asking someone why they want to lose weight may reveal that weight loss is a symptom. It may actually be rooted in fear of an early death due to bad health, rejection by a former love interest, or shame from a parent. Although you know this as you've experienced it, help them to identify and understand these things.

### Identify and eliminate their obstacles

As a leader, you're out front slashing down the obstacles in the way of your reader's success. You know the path to take and the pitfalls to look out for. Identify for them what potential problems will be in their way. What problems you encountered trying to get free. List them out here. Consider areas such as education, family, emotions and relationships.

**What did you do to get free in those areas? You can list out what you did without giving away *how* you did this if you're selling a product or service on the how.**



## Identify their problem

This is the email where you can begin identifying their true problem, pain point or need. This is the first email where you may not offer a clear solution but instead, tell them your story and how you identified that you had that exact same problem.

## Identify the cost of pain

This email is not about presenting an offer or a solution. It's completely about their pain. How will you help them own their pain? You must do more than name the pain and present the solution. Problems are never isolated. They affect many areas of our lives. Ask them the following questions:

What is it costing you to live with this problem?

- Financially?
- Emotionally?
- Spiritually?
- Physically?
- In your marriage?
- With your health?

## Ask them for their timeline

In this email, you'll ask them to identify how badly they want to fix their problem. Walk them through the lies they may tell themselves and use positive psychology to help them own their problem. Remind them of the journey they've been on with you in the past emails: where they've come from, where they are and where they're going. Ask them how soon do they want to fix their problem?

Itemize the excuses and emotions you had to overcome in your own decision-making process and then remind them that you're there to help them. That you're going to walk them through the breakthrough.

## Give them the solution

This is the email where you present your solution to their pain and make the offer. The real work begins after the sale. For those who made a purchase, you'll begin walking them through the breakthrough process. For those who did not purchase, continue to nurture them through emails and newsletters, also gathering data as to why they might not have purchased.

# ABOUT THE OFFER

Making an offer to your audience is just that: an offer. There are plenty of people to serve; communicate to people that you are willing to help them but that it's their decision as to when that process starts. Offers come from your confidence in the following areas:

- Knowing your who
- Knowing your what
- A lack of desperation
- Having self-confidence from knowing you deliver value and results

## Create a stacked offer

The components to stack in your offer should touch on the emotions associated with the pain:

- Fears:** I am afraid of rejection >>> What is it costing you to live your life based on someone else's opinion of you?
- Objections:** I can't afford this >>> What is this costing you to address the symptoms instead of the root issue?
- Pain points:** I am tired of being broke >>> What is it costing you to pay interest on all your credit cards?

Address these pain point and present your solution.

## Make the offer unique

The standards of sales pages vary but if you address each component that you identified in your nurture sequence, you'll be making an offer, not a sales pitch, to your avatar. Most of the time, you'll find that when you've done a good job knowing your who, your avatar won't even watch your sales video but rather go straight to the offer. However, there are some basics to consider when making an offer.

- How you package the offer:* Review what they've learned from you and the breakthrough that new knowledge has already brought them.
- Guarantees you make:* Eliminate the risk they perceive they'd be taking.  
The perks you can provide: Provide lifetime access to your content or 30 day access to a private Facebook group where ideas are exchanged with those ahead of them in the program.
- The resources you can supply as bonuses:* This can include swipe copy (e.g., exact scripts you've used to generate traffic successfully), templates, tools and access to you or your own resources.

## Deliver high value

Determine ahead of time to serve well. To give value whether they purchase or not. Much of that will happen in your nurture series but it can be applied to other formats as well, including Facebook lives and webinars<sup>2</sup>. Invite them to take the journey toward breakthrough with you. You can be confident in then asking for their purchase because

- You have peace about your integrity and effort
- You have knowledge about market and industry and price
- You know the value of what you're offering
- You can deliver results if they do the work being asked of them

<sup>2</sup> These formats are covered later in the program.

## Eliminate the risk

When you are making offers, consider what would bring you confidence in making a purchase. One of the most common and popular is that of the risk-reversal. Risk reversal puts the assumption of risk on the seller. An offer that takes away the risk of the avatar might read like one of the following:

- If you're not 100% satisfied, ask for a refund within 30 days.
- No questions asked refunds
- Money-back guarantee
- Keep everything, even if you're not happy.
- Use phrases such as 180 days versus 6 months

## Know the stats

When you make an offer, 50-90% of your market will not buy.

Of the sales you do make, 40-50% of sales made will be within the last 24-36 hours.

These statistics are current industry standards. Knowing them is important for your own psychology as an entrepreneur. Remember, you're not worried about the money because your financial foundation is secure. Focus on serving those who did sign up and it gives you more time for market research into why they did or did not make a purchase this time.

# UNDERSTAND BUYER PSYCHOLOGY

Although you know your who very well, buyer psychology still affects the decision to purchase. Buyers tend to fall into one of four categories:

- Assertive
- Amiable
- Expressive

- Analytic

These buyer types have different interests when making a purchasing decision so it's important to either know what type of buyer best fits your who / avatar but understand that individual personalities still vary and address each type in your sales copy or sales funnel.

## The assertive

This buyer is opinionated. Short and non-emotional copy with bonuses is the best way to appeal to this group. The loss of control in the process is a challenge and these are often the last-minute buyers.

- Send reminders of the deadline but keep it very professional and brief
- Avoid emotional appeal
- Give the facts
- Highlight the bonuses

## The amiable

This group is made up of relators. They care about the relationship you've established. Every word you right mattes to them. Sales come through their feeling like they know, like and trust you.

- This buyer needs personal responses and quality time provided through webinars or live Q&A in Facebook.
- Make an emotional connection
- Share your vision
- Tell your story

## The expressive

This buyer is creative and thrives on relationship. With relationship, they're more likely to make a quick decision on buying. Facts and figures are important but their emotions drive their decision-making.

- This buyer needs less information before making a purchase
- May purchase just because
- Like the fast-action bonuses
- Need to see transformation through stories of previous clients

## The analyst

This group of buyers look at the facts and figures of the sale. What are your success rates? What previous wins can you point them to? How often will you help them? Will weekly sessions be on the same day each week?

- This buyer runs on knowledge, quality and efficiency (the most direct route to success).
- Emotional appeal is lost to this group
- Details matter; the more you share, the more you overcome their objections
- FAQ's are very important to this group



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