



Launching Your Engagement Strategy

A primary strategy I recommend to all of my clients is to have an Engagement Strategy with their network and followers that allows you to push content/info to them, so that you continue to engage them, build trust/credibility, and highlight the ways you can help your ideal clients.

Initially when you have a small number of people in your network, you may choose to have a strategy that is customized to each person in your network, but as your network grows and expands, it usually becomes too challenging and time consuming to do this except with hot prospects and COIs. That is when you will want to choose a strategy that utilizes a email management system like Mailer Lite, to create content and send it to your network on a regular basis. I recommend no LESS than 2 times a month because even if you have a very high average open rate, not everyone will read everything that comes from you. 3-4 times a month is usually the sweet spot.

Choosing Your Engagement Strategy

Your primary objectives with your Engagement Strategy are:

1. Engage your followers/network and make an impact
2. Keep you top of mind when they (or someone they know) need someone like you
3. Build trust and credibility, and be seen as an expert in your field

For many of my clients, the best way for them to do that is through writing email articles that are then posted as Blogs on your website, as well. However, you want to think about what your Ideal Client wants from you and where that overlaps with your interests. I have had some clients do short videos that are sent out weekly (and then posted as a vlog on their website). I have had clients create and send inspirational quotes. I have had clients who have pulled a card out of a deck and write about it weekly. The key is to think about what your Ideal Client is interested in, what you are interested in creating, and what would meet all the objectives listed above.

Remember, too, that the creation of what your client will receive from you can be collaboration with a blog writer, video specialist, Virtual Assistant, editor, etc. If writing isn't your deepest desire but it feels like the best vehicle for your clients, there may be a way to create blogs that has you partner with people to create them so it feels "light and right" to you.

Creating a Content Strategy

Some of my clients love taking a stand and creating content that philosophically aligns with them and positions them as an expert. This may mean exploring different topics in their writing and have an



element of teaching in their strategy. On the other side of the spectrum are my clients that don't want to be "coachsultants". Their content strategy may be more about what they are observing. As I often call out as the "theme of the day or week" that emerges in their client calls. Their content strategy may pose questions for people to ponder rather than providing answers. Just as with your overall strategy, you want to look at what your clients want and what you want to give, and where those two circles overlap.

When it comes to creating the content for your engagement strategy, this also can vary. I have some clients that map out a whole quarter of content. I have others that write their content as they are inspired. And everything in between. Whatever you chose to do, make sure it supports the experience you want to have in your business, and that it enables you to create the best content possible. I recommend writing your content in advance so you aren't "pressured" to write great content in an uninspired moment because a deadline is looming. As an example, I write all my content a month in advance, paying attention to the themes, questions, challenges and conversations that emerged that month. I usually ponder the questions "what have the themes been this month?", "What do my Divine Ideal Clients need to hear this month?", "What do I feel called to share?" for a few days, and then go for a walk and dictate into my notes app what I want to write about, then go immediately into writing when I return or a meeting with my blog writer, because it's top of mind and just pours out of me. (Note: It takes me less time to write a blog when I do this (including walk time) then it did when I would just sit down to write).

The Logistics

If you haven't already set up a email management system, you will want to do this, regardless of how big your email list is right now. It will allow people to subscribe and unsubscribe with ease, will improve your deliverability, and make sure you stay in compliance with SPAM laws. You also will need an email management system to set up opt in boxes for your free gift (or lead magnet) on your website and have them automatically be added to a list and have the follow up email sequence go out.

In the bonus content library, I have a call with Lesa Townsend that talks about Mailer Lite, the system I'm recommending (but not attached to) for my clients. If you plan to DIY it, you'll want to check out that call and probably do some tutorials on how to set up lists, add people to those lists, create a template, and set up campaigns. If you want to delegate this, it is one of the most common skill sets for any Virtual Assistant you would hire. (And of course I have some resources I can recommend).

Sending Out Your Inaugural Emails

The first emails you send to your list will have the biggest open rate of any email you send thereafter. It's pretty common for my clients to get a 50-75% open rate on this initial email. You want to be very intentional about your strategy and make sure you use this opportunity to get the biggest bang for your



buck. For many of my clients, they do this when they have gotten very clear about their ideal client and the process and offerings to those clients AND/OR when they have completed or updated their website to reflect those things. So this will also be an opportunity to educate your network on what you are doing now and introduce them to your new or updated website.

According to SPAM laws, you are not allowed to add anyone to your email list without their permission. (And when you add someone to your list, they will ask you to check a box that says “I have permission to add this person to my list”). Technically, this means that this inaugural email is the only email you would send out to that list and they would need to OPT IN to your mailing list to receive any further emails (which would be need to be set up as a separate list in your system).

However (and please note I am not a lawyer and not advising you here), many of my clients choose to create one list of clients, ex-clients, strategic alliances, key COIs and other close people in their network, making *the assumption* that they do want to receive their emails and give them the option to OPT OUT in case they don't. In these cases, they will then have two inaugural emails that go out, 1) one to their close contacts, giving them the option to OPT OUT and 2) the other with everyone else in their network, giving them the option to OPT IN. Should you use this strategy, choose wisely who you put on that first list because if they click unsubscribe and choose the reason as “I never subscribed to this list”, it will be flagged as potential SPAM. If you hit a certain number of these, Mailer Lite (or any reputable email management system) will give you the boot, as this statistic (number of people who choose this when unsubscribing) will affect their deliverability. Those with a clean bill of health have higher deliverability rates than the companies that allow SPAMers as clients.



Sample Emails

I have put together two sample emails to give you an idea of what you might want to write to your audience in these inaugural emails

EMAIL WITH OPT IN OPTION

Dear [First Name]:

I hope this email finds you well! I am excited to announce the launch of my new website and share with you the latest evolution of my coaching practice [or insert what you describe your practice as]. [You may want to include here any info that they might not be aware of – like leaving your job to start your practice, or a desire to create a bigger impact by choosing a niche for your practice, etc.]

Over the last several months, I have been putting a lot of time researching the biggest challenges and desires that my clients [can insert specific niche here] have, and as a result, I have created a new program and toolkit to help [insert your positioning statement here. Also if your program has a name, mention that too]. I am really excited to be doing this work and having the opportunity to make a significant difference in the lives of my clients. I have recently updated [or created] my website [hyperlink] to reflect my new [focus and]offerings. Check it out and let me know what you think!

Going forward, I will be sharing articles [or whatever your plan is] with my followers twice [or whatever frequency] a month to help them [insert your objective and desire here, plus what is in it for them]. **You will only receive those articles if you choose to OPT IN to my list by clicking here.**

If you know of anyone who you think would be interested in receiving my newsletter, please share this email with them!

This will be the last email you'll get from me unless you OPT IN to my list [hyperlink], so if you'd like to receive my newsletter, make sure to subscribe [hyperlink]

I would love to hear from you, so please reach out!

With appreciation,

[Signature][Website address, etc]

EMAIL WITH OPT OUT OPTION

Dear [First Name]:

I hope this email finds you well! I am excited to announce the launch of my new website and share with you the latest evolution of my coaching practice [or insert what you describe your practice as]. [You



may want to include here any info that they might not be aware of – like leaving your job to start your practice, or a desire to create a bigger impact by choosing a niche for your practice, etc.]

Over the last several months, I have been putting a lot of time researching the biggest challenges and desires that my clients [can insert specific niche here] have, and as a result, I have created a new program and toolkit to help [insert your positioning statement here. Also if your program has a name, mention that too]. I am really excited to be doing this work and having the opportunity to make a significant difference in the lives of my clients. I have recently updated [or created] my website [hyperlink] to reflect my new [focus and]offerings. Check it out and let me know what you think!

Going forward, I will be sharing articles [or whatever your plan is] with my followers twice [or whatever frequency] a month to help them [insert your objective and desire here, plus what is in it for them]. **I've taken the liberty to add you to my email list, but if you would like to unsubscribe for any reason, feel free to do so here [hyperlink].** You may also change your email address if you would like to receive these at a different email address. [hyperlink]

If you know of anyone who you think would be interested in receiving my newsletter, please share this email with them!

I would love to hear from you, so please reach out!

With appreciation,

[Signature][Website address, etc]