

Bossingly Email

EMAIL ONE: TRANSFORM YOUR MARKETING

Subject Line: Marketing Transformation (3 Reasons to Strategize)

Body:

Hey girl,

I have to tell you, I've been sitting here thinking about you and your entrepreneurship journey.

I'm proud of you, sister. You keep showing up. You KEEP showing up. Even when it's hard. Even when hustle culture keeps knocking. You are reclaiming your passions, your time, your life.

Oh, and I know there's so much that can bog you down, especially when you're deep in the middle of learning, doing, and growing.

I keep thinking of these systems and tools that could guide you through different aspects of your business and I really want to share them with you.

So, if you have a minute, I want to give you a quick look at how a digital marketing strategy can transform your business.

The first thing you need to know is that digital marketing is essential. The majority of ALL of your business communications are going to take place online. But, most small business owners just jump right in without thought. They don't plan. They don't have a map or a GPS or any direction whatsoever.

Listen, digital marketing is way too important to be left to chance. Plan it out, girl. Create that strategy that will propel you towards your goals. Here's why:

1. Direction

Using a strategy creates digital marketing direction, which gives it value and increases your opportunity. You'll get to reflect on your goals and discover your target audience so you can decide what tactics to use in your marketing.

You'll get to create space from those things that don't serve you and embrace those that are in alignment with your values. Your strategy's your map, leading you through every task and decision, so you can arrive at the right destination.

2. Audience Connection

Look. You've got to be a boss. That means you need to be fully intentional in all that you do, which includes choosing the right audience for your services. When you use a digital marketing strategy, you'll get to know and connect with your audience.

You'll know what they're struggling with and how you can help them. You'll know *how* to reach them and *where* to reach them. You'll be able to connect and engage with them, to show them that you're the right one to bridge the gap from their problem to a solution.

3. Maximize ROI Profit

Start your plan with a strategy and it will keep you from wasting time and money. When you strategize, you'll learn what to offer, how to present your offer, and how to make every bit of your digital marketing meaningful and effective. In turn, you'll increase your profit, as well as your time, freedom, and flexibility.

Are you ready, sis? Organize your business, fulfill your sense of purpose, watch your business shine. And don't forget, I'm right behind you, supporting you every step of the way.

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EMAIL TWO: SALES FUNNEL MYTHS

Subject Line: Sales Funnels Are Magic (Ignore THESE Myths)

Body:

Sister,

I know you're a knowledge seeker. As you're diving deep into continual improvement and creating the balance you need to live your best life, you're learning all about what it takes to be a BIPOC boss.

The good, the bad, the truth, and the myths. Understanding the truth of stepping into your role as CEO is so important. It enables you to make the best choices and to avoid some of the most common missteps.

And I'm all about giving you the tools you need to avoid those missteps. I'm about being someone you can lean on when looking for the truth.

So, I want to share some myths with you about sales funnels. The intentional customer journey your leads take that moves them from awareness all the way through (hopefully!) conversion is a sales funnel.

Throughout the funnel, you give offers that help you connect and engage with your audience, showcase your value, and qualifies them to buy your core offer.

I'm telling you, sales funnels really are all that. They empower you to leverage your service and your position so you can increase conversions.

But, girl, if they're going to work, you need to do them right! So, let's dismantle some of these myths and let you get started crafting sales funnels that will convert.

Myth One: Must Go From Low to High

Everyone thinks a sales funnel has to go from an initial low-end or free offer to the high-priced core offer at the close. But, it's actually more important to focus on offer placement and customer reaction.

Think about it. Your funnel's entry point is where your audience first discovers your value! It needs to be powerful. And, an offer in the middle of your funnel, even a free offer, can be super effective whether it's small or large. So, focus on placement and on introductory value, not on a formula of low to high.

Myth Two: People Will Only Pay For the Core Offer

It's good to give stuff away, but oh my goodness, don't listen to the myth that you have to give *everything* except for your core offer away! The idea that people are only going to pay for the core offer is a total myth. Serious leads will buy smaller things along the way.

By scattering some smaller-priced offers throughout your funnel, you'll be able to get a good look at which leads are buyers and which ones aren't! Then, you can segment your audience and customize your funnel, making it way more effective.

Myth Three: It's All Over if People Drop From Your Funnel

There's a myth that once someone drops out of your funnel or even completes the funnel without making a purchase, it's a failure. That's totally not true. Just because they weren't interested in your core offer at this time, doesn't mean they'll never be. And, it doesn't mean they won't be interested in something else you have to offer.

Keep connected with them. Keep your business at the front of their mind. Learn something about your funnel by paying attention to where people are dropping. There's a lot of good that can come from a sales funnel that doesn't immediately convert someone. So, pay attention.

Alright, my soul sister. It's time to focus on your sales funnels. Ignore the myths, show up, and get things done. Don't forget, I'm here to guide and challenge you as you go. You're not alone on this journey. Reach out if you need me.

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