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Contents

MARKET YOUR MAGIC	2
SOCIAL MEDIA	3
EMAIL MARKETING	6
STRATEGY CALLS	10
MARKETING PLAN	12
WEEK #5 ASSIGNMENT + WRAP UP	13

MARKET YOUR MAGIC

***“Nobody can hire you if they can’t find you.”
– Apryl Beverly***

Marketing is a requirement if you want to make money in your business. Yes, you can be the baddest, dopest, most incredible writer to roam the Internet streets, but that means zilch if nobody knows you exist.

Today, we’ll walk through some effortless ways to get in front of prospects and keep their attention.

SOCIAL MEDIA

Writers have a love/hate relationship with social media. Some say it's a distracting time suck. Others say it's a goldmine for great clients.

I agree with the latter. I've landed copywriting clients, speaking gigs, event attendees and digital product buyers from Facebook, LinkedIn and Instagram. And they've been some of my most incredible clients to date.

Because of my strong presence on social media, businesses with a writing need were able to find and hire me.

Now, here's how this social media thing works:

To get noticed by potential clients, you gotta get your name and work in front of them. With repeated exposure to your name, face, content and WERK ethic, you'll eventually stamp your awesomeness in the minds of your audience (and even their audiences).

That means when the time comes for them to hire someone with your skills, you'll be the FIRST person they think of.

And that's what makes social media so great – you have a platform where you can “warm up” your audience by connecting, engaging and sharing in a social manner.

AN EASY WAY TO GET LEADS ON SOCIAL MEDIA

Now, you have to be strategic when using social media because it can be a distracting time suck. So be sure to seek out your target audience – editors, bloggers, entrepreneurs, corporations, marketers – follow them and engage.

For example, if you see someone on Facebook in search of someone with your skills, you can slide up in their messenger with something like this:

Hi [name]. I saw your post in [name of group] and noticed you're [a detail about their background you discovered while searching their Facebook page or website]. I'm quite impressed with your credentials and would love a chance to chat more about your writing needs. Are you interested in scheduling a 15-minute (it's free) call so I can find out more about your superpowers?

Wait for the individual to respond. This is critical. When they respond send this:

Awesome! I'm super excited to find out more about you and your business. Please go here to choose a time that best fits your schedule: [insert calendar link].

If no response within 3 business days, send this:

Hey [name]. I reached out a few days ago and wanted to confirm cyberspace didn't devour my message. I'd love to chat with you about your writing needs. I'm free as early as [insert day of the week]. Will that work for you? P.S. I know how crowded our inboxes can get so if I don't hear back from you in a couple of days, I'll assume you've found the resource you were requesting. Thanks so much!

Now, let's say you want to pitch a "warm lead" – someone you've been engaging with on a consistent basis.

Here's a sample message:

Hi [name]. It's been great connecting with you over the past few weeks. I love your posts/work/magazine/blog — I'm a huge fan! I'm curious to know if you ever hire writers to create content? If so, I'd love the chance to work with you. Do you have some time to chat about it this week? It's been great connecting and I look forward to expanding our relationship. Talk soon, [name and email address]

FACEBOOK GROUPS

We talked about how to introduce yourself in groups during a previous lesson. Just know that you must be strategic about how you engage in groups. The key is to serve first.

Choose certain days/times you'll engage, scroll through for prospects and interact. Starting out, I interacted in groups about 2-3 times a week. My engagement included sharing writing tips, random business thoughts/ideas and even doing pop-up content reviews.

Speaking of scrolling through ... be sure to use the search bar inside the group to limit the time you spend randomly searching. Simply type a specific keyword related to your services.

For example, if you're interested in book editing, you might search "author" or "book editor" to pull up all recent posts including that keyword.

Brand, Build + Launch with Arsha Jones
Closed Group

About
Discussion
Announcements
Members
Events
Videos
Photos
Files
Recommendations

book editor

Filter Results

Sort By

- Top Posts
- Most Recent

Posted By

- Anyone
- You
- Your Friends
- Choose a Source...

Tagged Location

- Anywhere
- Atlanta, Georgia

BRAND BUILD + LAUNCH

WITH Arsha Jones

ECOMMERCE RESOURCES FOR BLOGGERS, CREATIVE HUSTLERS & ENTREPRENEURS

GRAB YOUR FREE ECOMMERCE WEBSITE AUDIT CHECKLIST

BRANDBUILDLAUNCH.COM

Joined | Notifications | Share | More

LaCelle Barnett ▸ Brand, Build + Launch with Arsha Jones
August 22 at 4:24 PM · 📷
Looking for book editors. How much do you charge?
Kalina Harrison and 6 others · 18 Comments

Debbie Otugomah ▸ LaCelle, I'm a professional proofreader and copy editor for creative writers at inkandsleek.com. Rates depend on the level of editing required and the length of your manuscript. What type...See More

Addraine Jenkins ▸ Brand, Build + Launch with Arsha Jones
June 22 at 2:13 PM · 📷
I NEED A BOOK EDITOR.... Hey you guys, I will be a lot further if I had a real editor who is not wasting my time and money. 😞 My goal is to write and publish 12 great books this year so far I have writt...
The ADY The Au
Andrea A Moore and 7 others · 18 Comments

GROUP BY
Arsha Jones
3,301 like this

ADD MEMBERS
+ Enter name or email address...

MEMBERS
40,644 Members

SUGGESTED MEMBERS
Friends

- Peronica McNair Add Member
- Shannon Griffin Add Member
- Altovise Pelzer Add Member

EMAIL MARKETING

So, as long as you have something folks want, are confident about your ability to deliver on your promises and you follow the principles I share today, you're gonna attract clients ... even if you haven't been successful with prospecting emails in the past.

Now, with social media and live broadcasting, you might be wondering *why send cold emails and is it a strategy that even still works?*

And the answer is YES, it still works ... as long as you're doing it right.

Let's look at the top 5 characteristics of a compelling cold email:

CHARACTERISTIC #1 – TAILORED

Business folks are rushed. Folks are rushing to finish projects. Rushing to get in new clients. Rushing to bulk up their bank accounts. And this is why a lot of entrepreneurs fail to take the time to properly tailor a cold email.

But guess what? Tailoring the email is one of the top ways to engage the recipient enough to continue reading and get to the “good stuff” all about you.

So how do you tailor the email? You take five to 10 minutes researching the prospect to uncover a piece of information that connects you with the prospect. And make sure you identify the connection.

CHARACTERISTIC #2 – STREET CRED VALIDATION

Real talk ... how long do you talk to a stranger before you wonder who the heck they are and what they want? Welp, the same thing happens in email.

You've researched the prospect, but you gotta remember they know NOTHING about you, so it's your job to show them you're credible.

Now, if you share a common connection – this is the time to mention it. Having a mutual friend means you're not truly a stranger anymore and it eases the recipient's skepticism about whether they can trust you or not.

Don't have a mutual connection? Include relevant industry experience, authority, social status – anything that can connect you to what's important to the recipient.

Warning: This is NOT the time to drop your entire 500-word bio. Just add a sentence or two.

CHARACTERISTIC #3 – PAIN RELIEVER

Here, you'll need to give your recipient a reason to care. Now, I'm not really about stabbing folks in the heart repeatedly, but research shows people will do more to avoid pain than to acquire pleasure. What this means is, if you've found a pain point for the recipient, highlight it.

Now, you don't have to send folks into a deep dark depression, simply let the prospect know you can relate to their pain.

For example, while working as a marketing communications manager for two major law firms, I soon realized law firm marketers are typically overworked and burnt out. Because I had the "inside scoop" on this, one of the pain points I often highlighted for law firm prospects was the opportunity to get a helping hand in the midst of the day-to-day fires of sending out proposals and developing business for the firm.

You see, firm partners want business. And they want their marketing team focusing on attracting clients. However, lawyers don't always understand everything that goes into that – website copy, brochure writing, press release, lawyer bio and so on. That's where I came in. I'd write behind the scenes while the marketing team ensured lawyers were ready for client and prospect meetings.

CHARACTERISTIC #4 – SHORT + SWEET

Long-winded, rambling emails suck. People are super busy and nobody wants to open an email and get smacked upside the head with a gazillion blocks of text. PLUS, statistics show people like emails that get to the dang on point.

Now, for automated sales funnel emails or subscriber emails, I talk a great deal about the importance of storytelling. That's different. You see, those folks already "opted in" to your list – they took the action. Your job with regular emails is to entice them enough to stay connected and invest in your products and services.

Prospecting emails, on the other hand, are not that warm and fuzzy. They're still personable, but complete strangers don't care to hear your stories – even if they're tied to a business lesson.

CHARACTERISTIC #5 – ACTIONABLE + APPRECIATIVE

Ahhh, the “dreaded ask.” I don’t know what it is, but this part of the email freaks folks out so much that they’ll often end the email with:

“Let me know if you want to schedule a call.”

Huh? That’s terrible. You did research. You showed the recipient you two are “kindred souls.” And, you validated your street cred only to end with this wimpy final line.

Not on my watch. Here’s an example of a better ending to a bangin’ cold email:

I’m available for a phone chat Monday or Tuesday from 8 a.m. to 11 a.m. EDT. If that doesn’t work for you, please propose another date and time, and I’ll make it happen.

See how that gives the recipient a clear, specific action with boundaries that allow you to follow up without looking like a stalker?

You see, if you don’t hear back before Monday, you can check in letting the recipient know you’re planning your schedule and want to know what time you should have your assistant schedule you. #Boom

Alright, now that we’ve covered the characteristics of a compelling cold email, you can check out the “4 Top Emails” inside the Six-Figure Vault.

TURN LINKEDIN LEADS AND EMAIL PROSPECTS

Now, if you’re a service provider, you likely already know LinkedIn is a goldmine. But what you may not know is how to really get it poppin’ with your LinkedIn business development efforts.

You see, nearly every single time I go on LinkedIn, I land a client.

How? I take valuable conversations off LinkedIn and into the inbox where I can control spacing, character amounts, attachments and so on. You see, like you I used to send those LinkedIn messages and wouldn’t hear a peep from the recipient.

But once I started emailing smokin’ hot leads from LinkedIn ... all that changed. So, I know you’re wondering ...

Apryl, how can I get the email address from someone who's NOT in my LinkedIn contact list?

My secret weapon is SellHack (<http://sellhack.com/>). With this tool, I've been able to slide up inside the inbox of hot leads AND land lucrative projects. And now, I'm passing that power over to YOU.

STRATEGY CALLS

FREE discovery calls offer a considerable amount of value for the prospect AND you. The problem is, many entrepreneurs don't capitalize on the real value of discovery calls.

Instead, they sit and allow the prospect to plunge inside their brains, learn everything they want and peace out. No payment. No future engagement. No nothing.

And all that changes when you change your "discovery call" to a "strategy call." Use this script you can use to convert your caller into a buyer:

[Open the call by setting clear expectations for your time together]

Thank you for taking the time to chat with me today. For the next X minutes, we're going to discuss your struggles with X, and I'll offer some viable solutions to resolve those struggles once and for all.

Sound like a plan?

[It's important that you ask affirming questions to ensure the prospect agrees with what's happening during the call.]

Cool. So I have your questionnaire responses in front of me, and I see you're a [insert line of business/other identifying information to show you actually read the responses] and you describe your struggles as X [deliver the issue verbatim]. Is that right?

Well, no worries, we're going to get that handled for you. First, let's dig into your journey thus far and how you ended up here [or a similar line of questioning so you can get to the heart of the issue].

[Take notes while the prospect is speaking, making special note of the words she/he uses to describe their journey and problem]

Wow, thank you so much for sharing that powerful story. [Say something motivational to let the prospect know they're not alone or not going through something that can't be fixed].

Based on what I heard you say, I strongly suggest [a type of solution – not your solution but a type of solution, i.e., getting with a coach to guide you through the step-by-step process of XYZ, so you don't feel so alone]

Does that sound like something you'd be interested in doing?

[Wait for the answer – if no, ask about objections. If yes, move on]

That's great to hear. You see, a lot of people sit stuck in the midst of the struggles, but you're ready for [what they want], and I'm going to do everything I can to make sure you get it.

Now, because you're willing to [insert agreed upon action, i.e., get step-by-step guidance], my [insert name of program] will be perfect for you. [Describe the program – focusing on the benefits only.]

Do you have any questions so far?

[The questions that come first will be her most critical objections – time, cost – so listen and take notes so you can address her concerns when you explain the features of the offering.]

[Describe the features]

Oh and I heard you ask about X, so I want to reassure you [say something to put her/him at ease about their objections]

[I still have a few spots open, can we get you enrolled today? OR I have some availability on my calendar for next week, is that a good time to get started?]

If NO: Thank you for your time today. I'm going to send over a written overview of the offering later today so you can see everything in writing. This always helps, especially if you're a visual learner like me. Can I check back in with you in a couple of days?

If YES: Close the deal by taking the prospect through the payment process during the call. If you have to send out a proposal, be sure to do so within 1 business day.

MARKETING PLAN

Check out the sample marketing plan inside the Six-Figure Vault:

https://drive.google.com/open?id=14Gm4MbOf0KHD1xmRYTGWff4bZ_dQ0SmT

WEEK #5 ASSIGNMENT + WRAP UP

Your assignment for this week is to use the pitch strategy and marketing tactics to reach out to at least 3 prospects each week for the duration of our time together.

Share your prospecting wins and questions inside the group.

And WEEK #5 is in the history books! Be sure to claim your spot on the Block (<https://www.facebook.com/groups/writersblockmentorship/>) so you can ask questions and get feedback on tasks.

I ask that you share all questions on the Block so your fellow word sistas can gain the additional knowledge as well.

ONE-ON-ONE FEEDBACK

To qualify for the weekly assignment feedback, you must complete your assignments by 12 p.m. EDT each Friday and share inside the Facebook community.

While you are welcome to work at your own pace, we will not be able to review any “catch-up assignments.”

General questions are welcome throughout the mentorship. Be sure to hashtag your questions with #Question on the appropriate weekly thread so my team can easily find them.