

Jan Koch: Three. Welcome everybody. I'm here with my friend, Ariana Monique Alvarez. She's the CEO of AMA publishing and she's helping women shape the future of book publishing. I'm super excited for this conversation because what drives Ariana is a word without censorship, a word without gatekeepers. And I leave that for the intro.

Jan Koch: You can find everything else on the speaker page. Ariana, thank you so much for taking the time to be.

Adriana Monique Alvarez: Oh, my goodness. Thank you for having me. This is so exciting.

Jan Koch: Absolutely. And you have been a USA today, bestselling author. You have been on all the major news outlets. Everybody aspires to be. And currently what's fun is you are currently living in nowhere in Colorado.

Jan Koch: So that resonates on a personal level with me. I'm living nowhere in Germany. Nobody knows what I'm

Adriana Monique Alvarez: doing. I totally get.

Jan Koch: That is so cool. So we're going to talk about storytelling and email marketing. So as I said off camera, one thing I hear all the time is by now we know that email isn't that, and that, especially with the conversation at the time of recording the, this noise about Facebook, potentially drawing out of the, of Europe and stuff like that, it's never going to happen, but it's a good reminder.

Jan Koch: That email is a very important, how do you approach email marketing and storytelling? What's your take on

Adriana Monique Alvarez: that? I think of my email list as the group of people that I get to have over to my house. I get to invite them into my life. I get to share the journey with them. I get to ask about.

Adriana Monique Alvarez: I might ask of them to be affiliates. I might ask them to refer me. I might ask them to join me in a project. And so it's easy to forget that there's a human being on the other end of that email, checking their computer, looking to see what message came through. And so if we can remember that it completely changes the way we approach it and allows us to start from that place of what do I want to share?

Adriana Monique Alvarez: Not do, what do I want to sell now? What do I want to convince them of. Just like a conversation around a dinner table. What can we share with one another? And how can that benefit?

Jan Koch: And I love this perspective because as you said of Caroline, so it's not about marketing mumble jumble. It's not about the next fancy copywriting technique that you should try, or the next subject line formula that works like crazy.

Jan Koch: And it reminds me of something. I didn't see this coming, but my wife is watching a lot of mommy. Right now. And she's spending most of the time with our 20 month old daughter right now. So it's probably okay. That she's doing that. And. That reminds me of that because all those mummies, they have millions of followers on YouTube filming their everyday life.

Jan Koch: And when I get to watch one of those with my wife, I always think like, why would anybody watch that? What's so interesting about that. Some are just complaining all the time and some are just showcasing how much money they're making off of YouTube. As you said that I remembered it's, I'm not the target audience.

Jan Koch: So the stories they share from the day-to-day resonate with the people they intend to resonate with.

Adriana Monique Alvarez: It's the truth. And when you said, why would people watch this? Why would people engage? It's the same reason people engage and open our emails is because they relate to us. And if at any point. My emails, my messages, and my words that come through are not relatable.

Adriana Monique Alvarez: And suddenly I've bought into some online identity that they know is a bunch of BS. I've lost them. The relationship is broke and it's going to be difficult to bring them back into that place of true.

Jan Koch: Yeah. So how do we then write our email? It's that let's start in the beginning. How often do you personally email your list?

Adriana Monique Alvarez: I don't have a hard and fast rule, but I would say usually it's one to two days a week, sometimes. In December I did 12 days of Christmas and so they got 12 back to back. I have some variety in there, but I definitely believe in consistency, just like when I have a good friend, when I have someone I care about, I regularly stay in touch with them and it's not always an hour conversation, but it could be a short text.

Adriana Monique Alvarez: So I just try to keep that in mind as just have those touch points. And the other thing I would say is I don't approach email marketing from a very. Oh, this is strategic. And I've got to do, check off the list and I've got to do 1, 2, 3, because people can feel how forced and artificial that is.

Adriana Monique Alvarez: The thing with being online is that our buyers are extremely sick. They can read us, they can fill us. And so my approach is this is number one. It's not just another thing on my to-do list. And I highly recommend if it is that you change your approach. Because if you're like me, if it's just on the to-do list, like I've just got to throw a load of laundry in.

Adriana Monique Alvarez: I'm going to make dinner. I'm going to do an email. You just okay, I'm going to get it done. I like to approach it and pause and actually give myself space. So what I do is on Sundays, I actually asked myself what's the most important thing that I want to communicate with the people who have trusted me and who are waiting, who are listening and who are going to open this email, because what I find with any sort of.

Adriana Monique Alvarez: The more, I'm able to process it and think it through not from a, just a linear, logical place, but what's in my heart to share what do I want to bring them in for? It actually allows that email to develop more. So that's a process that I do, but it's about actually just making it practical.

Adriana Monique Alvarez: Would this make sense if they were sitting across from me? Would I actually say that to you? If we were having tea together and if I. Yeah, and I tossed it

Jan Koch: out. I love this. I love this so much because you are removing all the barriers. I've spoken with people who would have answered I know there's this ADA framework with attention, interest, desire.

Jan Koch: Action. I know there's problem. Agitate solution. I know there's a bridge and gap framework. And first of all, I think let's be ADA. I didn't have ADA for three weeks, so let's do something with ADA and then. I squeezed some topic into this because I want to use ADA and I know it will convert. And you're just saying why stress about it?

Jan Koch: Think about what is important to me right now in this moment, or maybe what happened throughout the week. What is something that is worth sharing that somebody would find entertaining maybe and share that. And I think what would be interesting to get your take on is. It's easy. I think to have

this perspective, when everything's going smoothly and businesses going smoothly and stuff, and you have the routine and doing that, when you put yourself in the shoes of somebody who is under cashflow pressure, for example, who wants to have, or who needs an email that converts.

Jan Koch: Obviously that's the time where we write the most with the worst emails through. What advice would you give somebody in that situation?

Adriana Monique Alvarez: This is a really good question and a wonderful point. And I would say the more stress you feel in your business, the more you feel like you need a sale, you need a payment notification to come through.

Adriana Monique Alvarez: The more you have to relax. And I know this is that feels like an impossible scenario, but people can feel everything we're feeling, whether or not they know what's going on specifically, they can feel it and desperation. It repels faster than anything. And so one of the things I did when we first started out, because I've been there, right?

Adriana Monique Alvarez: We started our business right after the real estate market crashed. It was 2009. Everyone was anything but optimistic. And I would go to chamber events and BNI events, and everyone was complaining and talking about the economy and they'd lost their home and bankruptcy. And. And I was selling high end packages.

Adriana Monique Alvarez: Okay. And so every time I'd walk in I had to make a decision about who I was going to be. And when we realized that we can decide who we're going to be in this moment, regardless of our circumstances, regardless of what's happening outside of us, if I cannot determine what's happening inside of.

Adriana Monique Alvarez: Entrepreneurship is going to be more than just a series of ups and downs. It will sink us. And so that's what I would say is come back to who you really are. Come back to why you're doing this, why you're passionate, what you love and actually ask yourself, how can I be of service? How can I be a blessing today instead of how can I get a sale?

Adriana Monique Alvarez: Because that's going to be a much better approach and people with.

Jan Koch: I love this so much. It resonates with what I'm doing with my Facebook marketing right now. And sometimes I put what I post on Facebook

goes into an email as well. And essentially I've joined the traffic and funnels program in December last year to scale VSM.

Jan Koch: And one thing they are big about is being of service and just engaging with your community wherever they hang out. And helping answering questions, listening, paying attention. And by doing that, you start conversations and if it's the right fit, you sell them on the course or something like that. And if it's not the right fit, you still help them.

Jan Koch: And I love this so much because I've been in a similar city

Jan Koch: and being able to detect. Your personal value statement. It's probably the most important skill to have as an entrepreneur digressing from in marketing, but it's also the opposite is what happens when you have seven start neglecting your email list because you don't need it anymore because you're done.

Jan Koch: Like you have 9 million in the bank. You don't need to work ever again. Do you still care about the people on your email list? I think that's a great balance that we need to strike.

Adriana Monique Alvarez: It really is because the minute we forget why we got to where we are, the minute I forget that I'm going to do something that will jeopardize that relationship and that can never happen.

Adriana Monique Alvarez: Relationships, like you said, are the core of it. And I think you're absolutely right. If we. Continuously ask how we can be of service. My husband and I were talking about this morning, when we're continuously in conversation. This is also why on most of my emails, I will ask them to reply and answer something, share something with me because I actually want it to be a conversation.

Adriana Monique Alvarez: I don't want it to be me talking at people, but when I'm in constant conversation, they tell me what they want. They tell me what they need, and then I provide it. And it's not me creating something in a vacuum. Insisting or hoping and praying that they want it. We know because we've been on the journey together.

Adriana Monique Alvarez: We've been talking about it. I've been watching and listening. And I think that this is the key too, is if you want to have the easiest sales ever listen to your audience, and if you're not constantly around them, put yourself in front of them, create conversations and figure out what

they want and need, because then when you present it, they're going to take you off.

Adriana Monique Alvarez: And this is where you want to be.

Jan Koch: Yep. 100%. It's exactly what I'm doing right now. You're preaching to my heart right now. So let's get a bit more technical when it comes to writing those emails. You said you set aside time for it. You block out distractions so that you're getting into the right mind space.

Jan Koch: And that you're coming from the right perspective. Now. How do you structure your emails? Is this just like telling a story and then whether there's a CTA or not, doesn't matter a call to action doesn't matter or not, or are you a little bit strategic in that? I want to train people to reply to me.

Jan Koch: I want to train people to click on links to me.

Adriana Monique Alvarez: I would say it's probably a mix. So when I sit down and think about the message I want to share. I don't mix strategy in that I stayed pure heart. This is what I want to say. And I say it as true to me as I can. So it's my voice. And this is why I don't have other people write my emails.

Adriana Monique Alvarez: It's my voice. And then when I have written that email and I can say, What would I like them to do? Or how would I like us to be closer and what could create that? So some of my emails, there's no call to action in terms of a purchase, a registration or a signup, but there might be a call to action.

Adriana Monique Alvarez: If it's something like, if you're with me hit reply, or if you've had a similar experience, or if you'd like to hear more about X, Y, and Z, just press reply and let me know. Sometimes what I do as well as I'll create a free event. So toward the end of last year, I did a, an event called stir the dream.

Adriana Monique Alvarez: And I just wanted to help people like let go of the goal setting and the achieving, because we know how to do that as. Yeah, we're type a personalities. Most of us we're overachievers. We know how to set goals were driven all the time. And I just wanted to go back into the dream, why we're doing this, why we do the crazy things we do.

Adriana Monique Alvarez: And so I just had that as my call to action. Come join me. Let's go back to the dream and hang out. So I do a mix, but the main

thing is I don't want there to be a disconnect. Like I said, I want there to be a conversation. And I don't want to train my audience to sit there and do nothing. I want them to do something, even if they unsubscribe that is a, an acceptable action for me.

Adriana Monique Alvarez: I want their engagement. I want their participation because without their participation, I don't have a successful business.

Jan Koch: Yeah. Probably the best advice you can give to people watching this. There are tons of trainings on email marketing, and most of them will tell you have one link in every single email so that your click through rate goes up, have one call to action, to book a strategy session with you or to book a sales call with you.

Jan Koch: And every email. And I have that in the footer of every email. There's for people who aren't enrolled, there's a link. Let's have a call. If you want to learn more about summits. The same thing in the footer. It's not in the actual email body. It's not distracting from what I'm writing about in that moment.

Jan Koch: And then for the content, you are not forcing the link in if it doesn't fit. So it's all about, I love this. It's all about the human connection. And as you said, if we don't connect, we don't have.

Adriana Monique Alvarez: We don't and this is the thing I always tell my clients is never take the humanity out of your business.

Adriana Monique Alvarez: The minute it is sterile and slick and perfect and strategic at every single turn. We've lost the soul, we've lost the humanity where we're not marketing to robots where. We're human and we crave connection and relationship. And I just want to say something too, because sometimes people are afraid to send emails that don't seem like they have anything to do with their business.

Adriana Monique Alvarez: Why would anyone care about this story? That at this moment I had with my child or in nature or something that I, I have a personal value and appreciation for, but I want to point out the minute I knew I wanted to work with you was the minute you sent an email that had nothing to do with this.

Jan Koch: Do you remember what you made it is? I need to write,

Adriana Monique Alvarez: oh, I remember the exact email and this is what I want people to remember is when you share your heart and you have a strong point of view and you're willing to use your voice, it's going to allow people to go with. Yeah,

Jan Koch: I have a gut feeling of what email that was.

Jan Koch: Yeah.

Adriana Monique Alvarez: And this allows people to know who we are as human beings, as husbands and wives and fathers and mothers and brothers and sisters and daughters and sons. And this is needed in our society right now, more than ever

Jan Koch: more than. Yeah. And to frame that, to not leave people hanging that email that you mentioned, but I'm not going to go into the details because that would steer up a beast of a conversation.

Jan Koch: But essentially the email took me like two days to write. I wasn't sure if I was going to write it or not, because I knew I was taking a very, I don't want to say controversial point in the end of made sense to write that email. It was common human sense, but it's not a conversation that was easy to be had.

Jan Koch: And I think. Now that you're saying this I've little bit lost touch with that, and I need to bring it back more. So thank you for the reminder for this and the principle that anybody watching the session now can copy us. Think about what values you stand for, what going on in your channel ecosystem, world platform.

Jan Koch: However you want to call this in your space that goes against that. And speak up against it and it doesn't have to be controversial. You don't have to be passive aggressive, come from a loving perspective and just share your opinion. And that email had by far, like it's not even close the most engagement and I'm writing an email every single day.

Jan Koch: And it was like with the inflated open rates, it was like 55% open rate or something like that. And I got 70 80 responses. Wow.

Adriana Monique Alvarez: Yeah. Yeah. It's very telling, and this is the thing too, is for me, I don't even have to agree with someone who approaches a conversation or an email like this. I can respect the courage it takes to open the conversation to share that.

Adriana Monique Alvarez: And so this is also what I look for. I'm looking for the brave ones. I always want to stand with the brave.

Jan Koch: Yeah, and this is coming back to one of the most human fundamental needs that you've just bring up. It's this feeling of connectedness and this feeling of being powerful. So if you're telling stories that empower your audience and that, let them see, Hey, I've been through this.

Jan Koch: You can go through this just as one example. That is how you thrive. So coming back to your approach on emails, You've written the email body. Now, do you write the subject line first or do you write the body first?

Adriana Monique Alvarez: I often don't have the subject line until after I write it. Every now and then it will come first, but not often.

Adriana Monique Alvarez: And when I write it, I read it back to myself out loud because one of my litmus tests is I want to see if I feel something. If I don't feel something, they probably won't feel anything either. And I want my audience to feel something. I want it to create an emotional connection that stirs something inside of them.

Adriana Monique Alvarez: And you said this, but I just want to underscore it is where do I send an email? I always want them to know I'm on their side. We are on the same side. I'm championing them. I believe in them. I am happy to stand by them. Create solutions for them, opportunities for them. It's never you don't know what you're doing, and if you don't have me in your life, And business you're going to fail it.

Adriana Monique Alvarez: I don't have that type of approach. I don't speak down to my audience. And I think this is really key. That tone is everything. And when we read it back to ourselves, we can catch anywhere where it dips or I didn't really mean it that way. And it actually allows me to get the impact of the email as similar as I can, as it will be to them when they receive it.

Jan Koch: Yeah. And that comes back to the point that you made earlier. It's not. Want to do amongst 500 to dues. It is something that needs deliberate time. You cannot write an email with this process in 30 minutes, it's not working, but then the results you get, if you spend an hour or two hours on an email extraordinary.

Jan Koch: If you follow this process.

Adriana Monique Alvarez: Absolutely. It's one of those cases, I know that we like to achieve so much, but sometimes we have to go slow to go fast. Yeah. I actually experiment a lot with email marketing, like our latest book. I did not use a lot of my other strategies. I've used social media a lot, and I didn't in this case and I sold a hundred percent of the spots through email and I didn't do any sales calls for it.

Adriana Monique Alvarez: People simply click the link and registered.

Jan Koch: Wow. That is like sales calls on my main bread and butter right now. So that is insanely good. And then one thing coming back to what you've said is that you'd have to stay true to your voice instead of following some form of formula or best practices while we're on the topic of sales calls.

Jan Koch: I had two calls this week where I said to myself, I'm somebody who uses myself as a Guinea pig quite a bit. I try to test a lot of things and yeah. I on those two calls, I paid the price for it. So I said when I went through this training, they had this super fences sales script structure, and it all made sense.

Jan Koch: It was all like, yeah. I could see myself going through the script feeling. So that was my first test of, can I try this or wouldn't I try this it's similar with email marketing. It's can I write an email in this tone or should I back off and follow my gut feeling with that? And then on the course, I went through the sales script.

Jan Koch: I tweaked it a bit and horrible. Horrible. And I failed that on the call that it was off and I kept going edit because there is this thing that I want to point out. I'm getting somewhere with this. When you're learning something new and storytelling and email might well be new for many people watching this, instead of having this process laid out there is this thing of not being comfortable doing it.

Jan Koch: And you have to know, is it a gut feeling that says. You've just never done this before. I don't want you to do this stick with what you know that you have to push through in order to grow the comfort zone, or is it a gut feeling that says, dude, you really know this is wrong. Why are you trying this? And that is why I went with it, say a script and two, because I wanted to see if it's a gut feeling for my comfort zone or if this really is off.

Adriana Monique Alvarez: And that's part of it, right? We have to experiment a lot. I find that if I'm not in the lab blowing stuff up, I'm probably not going to

figure it out. And this is what honestly holds a lot of people back. They're afraid to blow two sales calls. However you now know something. And it's worth it.

Adriana Monique Alvarez: It's absolutely. And think the same can be true of storytelling. People might be concerned about telling a story and trying to figure out how that's going to get them, the result that they want, but without trying it. And actually, I will tell you, when you commit to storytelling on a regular basis, even if it's one email a week, you actually begin to tap into parts of yourself that you didn't realize you.

Adriana Monique Alvarez: And you're coming from a much broader holistic place versus this is just me wearing the hat of business, woman and CEO. I actually come with all of me, which allows them to receive on a wider scale and larger spectrum as well. And the thing I want to say about storytelling. Anyone can do it and kids are the best.

Adriana Monique Alvarez: So sometimes we actually have to take ourselves down from this, like I'm an expert in all of these things to a more simplistic view and approach. And my main thing was storytelling. What I'd encourage people to do is make sure you bring in enough details so that. They could imagine where you're at and where you're experiencing and what that smelled and felt like.

Adriana Monique Alvarez: And so the more sensory you bring into it, the better it is. And some people find that when they're storytelling, if they write to music, it really helps them tap into that.

Jan Koch: I love it. Yeah. And you've just sparked an idea for my next email. I write this tonight. And that is going to be an email about a walk that I had with my family over the weekend.

Jan Koch: We went to a nearby forest and we took our silver lab with us and my daughter and stuff like that. It was the most splendid time. It was like two hours of just enjoying life. And. I can already see how I would tie that out, how I would tie that into the business aspect, but I probably don't need to.

Jan Koch: And that's the most beautiful thing from this conversation. It's like the question I wanted to ask what to write about, and you've just answered that in directly with the question. It's thing about what makes you happy and share that with the world. That's an, in an essence, that's what builds connections.

Adriana Monique Alvarez: Absolutely. And I would say right now where people are, they are feeling the effects of the last two years. I can see it. I can feel it. I know it. And that's exactly what I do. What you said. I think about I, what I do is I do this actually every day I do a highlight reel of my. What were the best parts of this day?

Adriana Monique Alvarez: I might write them in my phone. I might write it on a sticky note. And then when I get to the week, I can do a highlight reel of the week and I actually want to pass on and share the most joyful blissful. You got it right there that's what's worth passing on. That's really, what's worth sharing because.

Adriana Monique Alvarez: It's contagious. Joy is contagious and people are going to not only enjoy it, they're going to connect. And you're actually going to remind them of something sweet that happened in their week. And that's what this is all about because of my audience is in a good place and I'm in a good place. Guess what happens?

Adriana Monique Alvarez: Good things happen. Yeah. That's what we want to cultivate. We want to encourage and you said something too. I have learned in the last two years, I don't want to partner with, I don't want to work with people who don't know how to enjoy life, who don't know how to value their family. If we haven't learned that in the last two years, then this is somebody that, their head's a little too hard for,

Jan Koch: so totally off.

Jan Koch: Yeah. For many people, at least. If they are enjoying life, that's great. And there will be people who resonate with it. But I agree with you. And I think that is. I have a conversation about it on Facebook right now, yesterday, I posted about this EU thing with Facebook and people said, oh great.

Jan Koch: Facebook is going away. And life will be so much better. And all these conversations happening now where it becomes clear how fed up people are with the situation. And everybody needs a bit of a. In their days right now. And that's totally it. So when we come back to your email newsletter, let's say we put ourselves in our shoes, somebody who has, let's say 500 people on their email list, they discourage it because it's only 500 people, which we said it's 500 human beings.

Jan Koch: So write the damn email. And then if you haven't written an email and let's say six months, because you put it off for so long, You cannot have big

expectations. You cannot expect an open rate of let's say 200 or 500 open that email and respond to you. So how do you make sure that you stay edit without seeing immediate results?

Adriana Monique Alvarez: This is a good question. So whether it's my approach to email marketing, or when I first started doing live video, I did 90 consecutive days. What I tell people is, do not continue because of the results you get or don't get continue because you made the commitment continue because you are dedicated in growing yourself.

Adriana Monique Alvarez: So before I have an expectation of someone else or of my audience, I first ask, am I making good on my commitments? Am I the type of person who has earned their respect? And am I really willing? To stick with us so that I can grow as a person and as a business woman. And that's really the questions that matter.

Adriana Monique Alvarez: It's not about nobody responded so forget this. I'm not going to do it anymore. And we can apply this to lots of things, right? It's no, I committed that. I'm going to stay in touch with my list and I'm just doing it. People ask me how long do you do that? How long would you be willing to do that for?

Adriana Monique Alvarez: And my answer is always the same.

Jan Koch: Yeah, I love it. I love it. It's all about, and that is a very healthy perspective for many things, business, not just email marketing, it's like what you said earlier comes back. It's entrepreneurship sinks you, if you don't know why you do it, and if you don't detach from the results that you get straight away, it will kill you.

Jan Koch: Literally. And if you just do it from a personal perspective and tick that box, I've written an email this week and I've learned this, that, and the other thing about it. And what I like to do these days is I try different topics. And then I see what works and what doesn't work. And I try to emotionally detach myself from that.

Jan Koch: And I just see it as data when I know something doesn't work. Okay. Don't touch this.

Adriana Monique Alvarez: Exactly. That's it. It's all it is. It's just, I'm looking at the data and I'm letting it inform me. I don't, it doesn't matter to me if they want more of this or more of that, but I'm going to look and I'm going to listen

and I'll respond because that's what you do when you care about the people around you.

Adriana Monique Alvarez: That's what you do when you care about the relationships.

Jan Koch: Yeah, how do we build up so much confidence in the power of human relationships that we ignore? The fact that we don't have a strategy to put an ROI on email.

Adriana Monique Alvarez: You have touched on it already. And this really is the inner game. This is the conversations that are going on in our head.

Adriana Monique Alvarez: And what I tell people is this, when I started my business is when I really understood. The importance of me being my biggest fan, my biggest backer and my biggest cheerleader and your a value cannot be connected. To the amount of money you make, can't be connected to the actions people take or don't take in your business.

Adriana Monique Alvarez: So what this requires is on a daily basis, what are you doing to remind yourself of how amazing you are? My husband. He often talks that he loves baseball and one of his favorite baseball players, when he would strike out, he would audibly out loud, say, You're still the best Ricky. And we use this in our house.

Adriana Monique Alvarez: We use this in our business, right? Every single day, I say you're the best. You're doing your best. And you're the best. You're the best at being. And never forget that it doesn't matter if someone can appreciate it or not, it doesn't make it any less true. So we've got to find the daily actions that build us up as human beings and also notice the things and the people that take you down.

Adriana Monique Alvarez: And you must be incredibly diligent about minimizing those aspects.

Jan Koch: Strong very strong. I have a personal history with this stuff, which comes back to storytelling. First of all, when I started in 20 12, 20 13 I wasn't nearly as good in English as I did. So for the past, let's say six years, I told myself I can storytell because I'm German and I'm doing everything in English.

Jan Koch: And we find all sorts of these funny reasons why we cannot do something. And that is, I think, not to get too into the weeds here, but I think it

is part of the culture that we live in because it's not okay to be your biggest fan. You come off as arrogant and you come off as cocky and there is.

Jan Koch: Distinction. I had very hard time pulling out of a conversation on Facebook yesterday, where there was a thread about people complaining about capitalism and riches, getting rich and poor are getting poorer. And my only response, and then I closed, it was be careful to not use complaining as an excuse to not go after your goals.

Jan Koch: And then the next line was. If you don't feel great right now, that's okay. We've all been in that plot and it's okay to be in a hard position complaining won't make you feel better. And with that, I closed it. And I'm not going back to that because of the negativity aspect that you said. And I think that is something we have to internalize very deeply a morning routine.

Jan Koch: That for me, that works and it's different for everybody. And that allows me to stay positive no matter what happens in business and life. And even no matter what my wife thinks of me, no matter what my daughter thinks of me, you have to be so diligent with this, that it's only you impacting decisions and impacting feelings

Adriana Monique Alvarez: a hundred percent.

Adriana Monique Alvarez: It is the truth. It's EV even the people, especially the people I care about most, I first have to be right with my. And this is what we have to continuously come back to, like you said, figure out what your daily ritual or routine is. But it's not negotiable. It's not an extra or a bonus.

Adriana Monique Alvarez: You literally won't have longevity without it.

Jan Koch: It's been, I didn't see coming for this conversation, but I love every minute of it. And let me try to weave back to email marketing with this, but I think there is really rather straightforward way to do that. And that is storytelling is a non-negotiable to pick up on what you said, and it is this point in that email.

Jan Koch: Isn't that. And we could spin this to email. We can spend this to social marketing, to blogging, to video, no matter what, if you don't share, what's moving you, you will be out of business sooner than later.

Adriana Monique Alvarez: It's true. I recently left a private client of a boxer message and she was, upset about social media and engagement in this, that, and the other.

Adriana Monique Alvarez: And I said, all of that is irrelevant. Are you telling your most powerful stories every day or aren't you? That's all I want to know. And that's all we have to look at. It's easy to think. It's all this it's right here. I actually am in full control of myself. My attitude, my words, my life and my business, and the sooner I take full ownership of that, then the better I am at connecting and cultivating and inviting people in and creating amazing experiences for everyone who wants to come along for the ride.

Jan Koch: Yeah. Yeah, that is I'm so glad you brought this up. I didn't, I wouldn't have thought about that angle. It's like we, we think on this birding school, it's about email marketing and it's a siloed view on email marketing, but of course it's not, when it comes to the business perspective, you have to.

Jan Koch: I understand people are watching from the sidelines. They read your emails, they see what you do on social. They never get in touch with you. If they don't connect with you, just from the content that you put out, without even speaking to you, they make the decision just as we judge books by their covers, they make the decisions.

Jan Koch: And if those stories aren't coherent, and if you're not painting a picture that resonates with your audience. Yeah,

Adriana Monique Alvarez: absolutely. And I know it's easy to think that we have to be more like someone else. And if I could just do it, like they do it, I could have their success, but

Jan Koch: at truth in the beginning. Yes, exactly.

Adriana Monique Alvarez: And the thing is like the only thing I can really nail is being. And that's why I just always come back to, and that's why I invite people to come back to, it's going to be really hard to pull off being someone else, but you can always be yourself.

Jan Koch: Yeah. So to wrap up this conversation, we already at 38 minutes, unfortunately let's go a little bit more into the hands on stuff to not leave people hanging, to give people something they can implement straight away.

Jan Koch: Let's say somebody is, wants to write the next email using what we've spoken about with storytelling, being themselves, not worrying about the business first. How do they get the mindset in the right space before even writing the email? And then what should they do to get that email?

Adriana Monique Alvarez: Okay, so let's go through a little checklist.

Adriana Monique Alvarez: Okay. So I go sit by the fireplace in my house because it's just comforting. It's comfortable. I always have a cup of tea. So for me every time I write, whether it's a book or an email, I have a tea or a snack. I'm a very I'm a foodie. And so it puts me in a happy place. So what puts you in a happy place?

Adriana Monique Alvarez: This is all you need to know. You want to put yourself there. The second thing I do is I literally set the timer, maybe just five, six minutes. I use a pen and paper first before I type, because when we use the hand to write and we give ourselves a few minutes, we are not structuring anything. We're literally just free write.

Adriana Monique Alvarez: So you can start with a good question. What was the best moment in my week, or what's the most important thing? I'd like my audience to know something like that. Just to get you rolling free, for those five, six minutes. And then I looked through and I kind of circle or underline like, oh, that's, that was the, that was it right there.

Adriana Monique Alvarez: And then I can say, okay, now I'm ready to write it. And then I read it out. See if there's any minor tweaks, see what needs to be changed. And then I asked myself, does it make sense to invite them into something? Does it make sense to ask them to do something or is this a time that I really just want them to let me know if they felt me, if they heard me, if they're in agreement.

Adriana Monique Alvarez: And so then that's how I determined the call to action. I then I go to type. And actually from that point, then it just goes into the queue. I, this is a key thing. Don't overthink it. Don't over edit it and don't go back and delete it because you're like, this is uncomfortable, just let it roll.

Jan Koch: And speaking about the queue, how many emails in advance do you do your work?

Adriana Monique Alvarez: I will tell you, I am a person that I don't do it like the most I can do is on that Sunday, maybe two or three messages will come

and maybe I have a few different lists. But I'm not a far in advance. I've never been able to create content or social media content, like for the whole month or emails, because I am inspired by my day to day life.

Adriana Monique Alvarez: Yeah, I'm inspired by my clients. So I actually, I call it fresh manna when people receive an email from me it's because that inspiration came in a very recent timeframe,

Jan Koch: makes a lot of sense, Ariana. I'm very happy that first of all, we got to connect and then that you are a speaker at this event.

Jan Koch: Thank you so much for taking the.

Adriana Monique Alvarez: I appreciate you having me and for having this conversation, because we can create so much good in the world. If we're willing to sit down and have a conversation in this case, to our lists, like they matter because they always do.

Jan Koch: That was an amazing conversation.

Jan Koch: Thank you so much. That was really good. I have one more ask before I let you go. I would love to put you on full screen mode. And just say 30 seconds. Hey, I'm Ariana. We just recorded a session for list building school, the name of the summit. We spoke about storytelling, emotional connection, something like that.

Jan Koch: Come over and join you studying below. Okay. Awesome. And when you are on full screen, you won't hear me. You won't see me anymore. So feel free to start whenever you're ready and then wave at me when you're finished.

Adriana Monique Alvarez: Hi, I'm Adriana, Monique Alvarez. And I just finished my interview with Yon for the list building school summit. We were talking about storytelling, how to emotionally connect, how to invite people into your world and how to use your everyday life as inspiration. I invite you to come over and check out the session.

Adriana Monique Alvarez: You're absolutely going to glean something powerful and inspiring for your next email.

Jan Koch: Thank you so much. I had a blast. Awesome. I let you go. I should have asked some social snippets based from that conversation so that we can then get the promotion rolling in early April.

Adriana Monique Alvarez: Okay. That sounds good. I'm looking forward to it.

Jan Koch: Awesome. And looking forward to the next call with you on the mentoring.

Jan Koch: Yes, me too. Have a great day. Bye bye.