

Jan Koch: Hey friends. Thanks for tuning in again, I'm here with Kim Doyal all the way from sunny Costa Rica. Kim is the founder of F the hustle and she's a content marketing visa for busy entrepreneurs. We're give a damn about their audience and their work. And Kim and I have been friends for a long time, and I'm really excited to dive into this conversation because recently she's going through a shift in her business and going all in on email marketing.

Jan Koch: Perfect would be on this event, Kim, thank you so much for spending time with us.

Kim Doyal: Thank you for having me on. I always love chatting with you and we could go in 12 directions every single time we talk, but I'm really excited about this topic.

Jan Koch: Absolutely. And the one thing I want to start with is what, when I did the research for the, for this interview, I noticed that your opt-in form doesn't have a lead magnet.

Jan Koch: And this is so rare these days, most of the times you see a checklist, you'll see a PDF. I have a cheat sheet as well. It's 27 pages or something like that. You'll see a free course that you can give them the way sometimes why just an opt-in form and no.

Kim Doyal: It really started out as a test, to be honest with you yawn and because the thing is it's I've always been that way too.

Kim Doyal: I've done PDFs. I've done pPDFs and audio, I always like incorporating audio because as a podcaster and my voice comes through, I people that are okay, not okay, but people who like to listen to me as an example are like my perfect audience. And so there's something about inflection that is the bonus with audio, right?

Kim Doyal: So I'm always had a lead magnet. This was the first time and it was partly, it was a test. And the second piece was. I really wanted to be conscious about what I put up. I've done so many, like quick mistakes or three, the three biggest mistakes or top 10 tools or whatever, and so I've been working on, what does this look like if, and it's going to be F the hustle movement, and then I will be adding an email course to that opt-in and it's just making sure that people don't get the news, before they complete that sequence or it's just playing around with the logistics of it. But honestly, it was a test because I love newsletters. I just abso-freaking-lutely loved them. I think that they are going to

be a standard type of content, just like podcasts have become. And the beauty of it is that people will.

Kim Doyal: So a lot of people will start a newsletter and then they'll quit it. Sorry. My dog is at my feet and I just don't want to kick her in the head. But they'll quit, so it's, I'm totally about the long game I've been doing this a long time. And so it was a test I'm going to do it more strategically.

Kim Doyal: And the thing is it works. It works. So people are drawn to the name and the F the hustle came out from for fun for myself. I was like, Literally saying the F but I was like, I'm just tired of hustle porn. And this glorification of have no life other than work. I work a lot. I do love my work.

Kim Doyal: And there's a difference though, between doing good work and going deeper and getting better at what you do versus, just nonstop in this push and this pushing everything aside, all for the glory of. At the end game, which if you're exhausted and you haven't enjoyed the journey, what's the point that's my 2 cents.

Kim Doyal: That was a roundabout long answer,

Jan Koch: but it is a really interesting perspective that you're coming from on. First of all kudos on F the hustle. I think there's a time for everybody to hustle. I think it has a place somewhere. Sometimes you just need to push, but it shouldn't be the default mode that we operate in.

Jan Koch: And I think it's not

Kim Doyal: sustainable. It isn't.

Jan Koch: It isn't the end. It just attracts the wrong people too. Like when you do business with people who admire the hustle porn and they work 70 hour weeks or something, they expect that from their contractors and freelancers and agencies too they will bombard you over the weekends with messages.

Jan Koch: And at some point you will burn out. I've been there myself. It's not a fun place. And I think that is something that we all should realize. And later in this conversation, I also want to talk about. Staying consistent with your Emmanuel set up versus just writing when you feel like it like managing that balance to, to improve results from your marketing.

Jan Koch: But coming back to that experiment with the lead magnet versus not having the lead magnet to do those open rates and conversion rates compare like, are they similar or is it actually, it's not

Kim Doyal: hurt at all? It's not hurt at all. And part of it, again comes back to. It has to be a compelling enough reason.

Kim Doyal: And and trust me, because with F the hustle, I can't tell you we both use Jarvis and I have gone into like the ADA framework, which attention, interest, desire, action for people listening or the problem agitate solution. And I keep iterating because I still feel like I haven't found the tagline or the right way to express or get across.

Kim Doyal: What this is about, because I am all about doing the work taking complete and total self responsibility, doing the work, all of those things. But as the hustle just grabs people, like I'd kinda nailed it with the name and it pull, it's a L it's the hook. Now it's gonna continue to iterate till I nail that tagline, but the hook grabs people.

Kim Doyal: And if. Are tired of being told to do more, work more whatever. And because it is there's this and with what we do yawn, you are never done. There is always more to do. There's always more to do. So at some point you have to create what works for you and that's. The mantra behind it.

Kim Doyal: But anyway, so it has not heard it at all. And again, it's because I think that the name is the hook. People just, most people, and I've talked to people that are not in our space and they're like, oh, I love that. I love at the hustle. It just because we live in a world of do more, you are what you do. You are what you own, all of those things.

Kim Doyal: And it's you feel like you're constantly playing catch up. So anyways, the title was the hook. And no, it does not hurt often rates. I

Jan Koch: love how you're coming back to the basics. They're not just going with the trend and everybody says you have to have a lead magnet, but instead taking that step back and just saying, what purpose does the lead maintenance serve in the first place?

Jan Koch: It is giving people a reason to sign up. And if the name and the hook is good enough, for a reason, you don't need a lead magnet. So it all comes back to understanding your audience, understanding your messaging that you want to put out and what types of people you want to have on your new site. And for

everybody watching there is a tech stack document next to this video at the bottom of the page, where you can explore jobs as in more detailed, learn more about why Kim and I love this tool so much.

Jan Koch: It's an AI based tool for creating content. Absolutely freaking lovely. And it's brilliant for ideation and stuff like that as well. But what does through your process, like when somebody joins your email list, how do you onboard them? How do you build a relationship with them?

Kim Doyal: It's totally funny that you were saying that because I was just thinking that, and so I've got a welcome email and here's what to expect with the newsletter and then they go straight into the newsletter.

Kim Doyal: So as I'm doing, like I'm saying. To me, part of the mantra of F the hustle is to go deeper and get better. And it's you can keep stuff super basic and have three to five steps, and then you do it. And then you go back to step one with now where you're at. As I was thinking about this with email and stuff, what I'm going to iterate, I told you maybe an email course, but the thank you page is going to, I want to do it.

Kim Doyal: I'm like, you're fabulous. This is what I, the hustle is all about and tell them what to expect. And I want to play off that engagement on that page. And I'll have some sort of call to action that says, look, click here. Tell me what F the hustle means to you or why this resonates with you. Because the beauty of that, first of all, that's one of my favorite calls to action, email hit reply, and let me know, hit reply and tell me and that works with my email list because I built a relationship with them.

Kim Doyal: People understand my voice and stuff. So that onboarding piece, I think there is right now, it just needs more. And a lot of this I'm definitely a ready fire aim. Like I put it out and I can finesse. I'm not meaning I don't hold back. So many people wait until they've got everything. I'm like, get it going.

Kim Doyal: You need to just start right. Get it out there. So the onboarding process for this, cause I've seen a lot of different things for newsletters, right? Where it's the thank you page. Then we'll have an archive list or here's what to expect, but it's like, how do I treat those people, a little bit differently in terms of.

Kim Doyal: Letting them understand what the movement is about. So that's where I'm leaning towards the thank you page. We'll have a video explaining what F the hustle is what they can expect and why I'm so passionate about it.

And then there will be either that email course it's like a mini email course that I mentioned we'll see, or may go straight into wait until this date, just to get the first news.

Jan Koch: I love it. So it's really about building that a us versus them mentality. If you on building their community about F the hustle and then. Using the mentality to form a relationship and to make people feel like they are in this with you together, rather than you teaching from the top down or something like that.

Kim Doyal: Absolutely. And I've had people say to me so many times, you're so transparent about when things don't work and, Trust me. There's plenty of stuff I don't share, but it makes you relatable. And we are, we want to connect and where I honestly think, and I would love your thoughts on this, whether it's relevant right now or not.

Kim Doyal: But we have hit this market sophistication with internet marketing and social changing, and there's so much change happening in the world right now. That will definitely impact our industry. And so there is this, like people are coming back to. I want a little bit smaller. I want actual connections or I think we'll see even like influencers it's you can't just have a big following.

Kim Doyal: You have to be able to return on investment on that stuff. So to your point, it is that piece of it. And so this is interesting, cause I'm planning I'm working on right now and doing so by the time this comes out, probably it'll be out launching a community F hustle, insiders, I'm all into this.

Kim Doyal: But what I've been doing. For months, I'm not kidding. You. I've been working with a coach and backing into the different stages that we go through in business and how that relates to F the hustle. And so this is that I don't know like using Jarvis for ideation and to think through things.

Kim Doyal: And so coming back and saying, how do people feel when they experience? So here's an example. Last week I sent out an email about. Pushing was this the one I was pushing the date for the community launch, but I was talking about Mastering our thoughts. I'm I'm totally into this right now about mastering my thoughts.

Kim Doyal: And so I pivoted that email to talk about how this relates to business. And one of the things was we create false priorities. So that's a term I have coined, we create false priorities that, oh, this has to be done. It's no, you

need to create something you need to communicate to your customers, provide value.

Kim Doyal: And so that's really what you have to do in business. So do you have to go do that post? Do you have to, so talking about false priorities, I had so many. Respond to me that resonated, right? So it's the whole point with F the hustle is people are looking for that. You're speaking my language. You're not putting me down.

Kim Doyal: You're not shaming me. Nobody. I don't understand where the shame comes from with people. It's there's a reason Bernay brown is become world renowned, right? Because. There, there is something about that. Nobody has ever shamed to change. They might be shamed to take an action, but it's not going to stick.

Kim Doyal: So to your point, it is, I want people to feel like, thank you, finally, somebody has said what I've been feeling, right? Because we get in our heads with stuff and it's like, why can't I work more? Or why do I need to take a nap? Or why do I want a simpler life? And there's like this, I was equating, we've heard hustle porn.

Kim Doyal: There's also lifestyle. Like I should be doing more. I feel that pressure I'm like, should I be out taking more pictures and videos? Now I work five days a week, and it's I've got flexibility in set, but I really like what I'm doing. That was such a long answer yawn, but hopefully,

Jan Koch: and it is a good answer though, because it comes back to, what do I want as an entrepreneur?

Jan Koch: How do I leverage the freedom of running my own business and to that point of building relationships and coming back to basics in times where everything is changing and everything is on the table. I'm working at the time of recording. I'm working on a summit for a client of mine. Who's working with fortune 500 and sometimes even fortune 50 companies about thought leadership campaigns about channel marketing partner programs and so on.

Jan Koch: And even in those big companies think Cisco, Microsoft, along those lines. Even in those companies, the channel program managers and the partner program managers, where distributors and resellers and manufacturers all come together to sell stuff in those ecosystems, personal brands suddenly matter.

Jan Koch: And the managers need to be aware about their personal brands and about building relationships on linked in and about being helpful. Leading up the chain, leading down the chain and. When those behemoths of companies get to that point, it has to say something because the bigger the company is the longer it takes them to adjust to stuff.

Jan Koch: So I expect that in the future, especially on LinkedIn, we'll see a ton of more content come out, which means there's a ton of more noise that we have to fight through that we have to stand out. And that is where doing MI. Doing you is the only solution for that. And we have to be okay with people not liking this approach.

Jan Koch: And I, I do take talk videos recently because I love how I can repurpose TOK into Instagram and Facebook and emails and so on. I was ashamed of saying that actually it's coming back to that shame thing, because I thought tick-tock would be about stupid dancing and women half naked and so on. But in the end, I'm recording Tik TOK videos when I'm walking the dog and I'm just letting my thoughts go.

Jan Koch: And I'm thinking about what I'm going to do on that day or something like that. And it works for me. And if that email marketing. It's supposed to work. We have to build this human relationship too. So I love how you're not going with the best practices, just for following best practices, but listen to your intuition.

Jan Koch: And obviously you ha you have years of experience in this. So you're a fantastic example of what, how important it is to follow your gut and test stuff rather than blindly following advice that some random dude on the internet.

Kim Doyal: It is. Thank you for all of that. And I think it's great. You're doing, tick-tock, that's kind of part of F the hustle is a nice cut by the way.

Kim Doyal: Do what works for you. And that's where I come from, with everything that they have, the hustle look, you want to build a seven figure business. I got you. You want to cover your mortgage that works too. Or maybe you just want spending money like this idea that. You're a real business owner, if, or you're this or that.

Kim Doyal: It's those are all made up rules anyways. All of it are made up, and so this it's just, we're living in such fascinating times. And so what I want to

point out too, that's interesting is context really matters, right? So where you were saying, I'm testing this thing and it's because I've done it enough.

Kim Doyal: And I know myself enough now that if I, first of all, if I push something, because I think I have. It's not going to work just, and now I have that belief, so that belief is pretty solidly anchored in. And when I trust myself or when I go, this doesn't have to happen today. Breathe. Let it go.

Kim Doyal: Inevitably, can I just tell you, so F the hustle I came up with. Almost six years ago. And I had wanted to launch a newsletter. We had done one for the content creator spinner, and I came back and I was like, I need to do this for my brand because I have fallen in love with writing because I've practiced it.

Kim Doyal: I didn't like writing content years and years ago. I didn't like writing emails now. It's the most fun I have, but so I went looking in Dropbox for something and I pulled up this a folder of stuff. I'd had a site rebrand. To Kim Doyal, before I had said goodbye to the WordPress chick, like probably three years prior, I had been thinking about this and it took me that long to pull the trigger.

Kim Doyal: Anyways, I go on this old Dropbox folder and I saw the F the hustle logo. And I was like, that is it. That is it. And it's like when the student is ready, the teacher appears, but to come back to the context piece, Here's an example. I subscribed to Anne Hanley's, what does she call it? Her fortnightly, total anarchy newsletter.

Kim Doyal: And she was taught it. She was, she's a brilliant writer. I love her work, but she was talking about popups and they don't really work for her and dah, and all this stuff. And she went from 2000 something newsletters, just subscribers to 24,000. She started in 2018. So where she's very it doesn't work for me.

Kim Doyal: She's not judgy or whatever, but the point is I'm like Ann Handley, hand and audio. In 2018. So that's not necessarily fair. And I think I want to reply to the email and say, look, I love your work. And I think what you're doing is amazing, but it's a different world to start out creating content and emailing today.

Kim Doyal: This is not five years ago where you could run ads and get quality subscribers and it costs nothing, or create content and write and, or get indexed easily. It's going to take longer or you have to do a lot of it. And so to me, and

it's, I don't know, I love your thoughts, but there's almost like this responsibility of be honest with.

Kim Doyal: In 2018, I already had marketing pros. I'd already been a published author. I already had an audience. People knew my name. All I have to do is say, Hey, I'm doing this. And it gets shared automatically. So that's not fair to the person who's just starting out as I can't grow to \$24,000 people without pops or what, having to be a little bit more

Jan Koch: yeah. Yeah. Th that is a good point. And it is something it's a conversation I have with people who think about enrolling into virtual summit mastery all the time, too, because when you think about spending money on a cause about virtual events, and then thinking about how do I get speakers, how do I get sponsors?

Jan Koch: All these people in the reviews and case studies, they had big brands before, and at least now they have big brands. And can I do the same thing? And so on. I had a conversation with Jason van Orden on the summit too. And he said a really good statement. It was along the lines of you have to enter the conversation that is already happening in the mind of your audience.

Jan Koch: So you have to be with people in this situation that they currently are in and tackle their thoughts and worries and anxieties. They already fear, but also play to the desires that they already have. And then. Walk them through the transformation and progress that you can bring to them. And I think that is where the power of email marketing specifically comes in because it gives you a direct.

Jan Koch: Path of access to a specific person. And what I do recently, what I've started doing is I've moved from active campaign to convert kit best move ever, by the way, because my open rates tripled just by that move. And I think it was, I think it was not particularly because of active campaign, but one of the email servers was blacklisted.

Jan Koch: I think. Bad luck that I had those emails, server sending my emails, but nevertheless it tripled. And now what I'm doing is when somebody clicks on any link in my emails, I follow up with them then. Sometimes it's like a hundred emails that I send after a newsletter went out and I asked them, Hey, why did you click on that link?

Jan Koch: Was there any piece of information missing? Do you want to quick book, a quick call to go over the thought process that you currently have? How

can I help you? What can I do for you essentially? And I'm having so many conversations about those. It's really fun. And that is what I love most is about connecting with people.

Jan Koch: And I think it's coming back to this piece that you said earlier, everything is changing these days. And I had a, we had a conversation off camera about a client of mine. Who's changing their minds. It seems. And they also refer to this in stable environment. I want to call it that they faced themselves in.

Jan Koch: So we're toning things down for them. And I think, especially with emails, we have to be mindful about the situations and we cannot market to people as if it was 2019 before the pandemic.

Kim Doyal: No. And it's, that's where the I you're absolutely right. And I, you know what, one of my favorite things about you on there's many, but is that you're so willing to do the.

Kim Doyal: Guerrilla marketing. You're like, I'm going to just email and have conversations. If people make stuff so complicated and so emailing and saying, this is really me, I'm what made you do this? Or what did you like or not and just having those conversations that, that type of behavior you could, if you had a list of 500.

Kim Doyal: And you had conversations with an eighth of them, but you had great open rates and we're having these and we're getting responses and stuff that could be more valuable than a list of 5,000 people that you're not taking the time. It's one of my favorite things to do is I love doing pilot programs or testing things.

Kim Doyal: And I've done that twice. When I do this email insiders, it's 10 people. We do calls, they get an onboarding call with, we do all these things and it's. It is invaluable to me with the amount of conversations I'm having and digging behind the scenes with people. And so I love that you're doing that.

Kim Doyal: And I do think, the state of email today and. I think we're there is, to me, this is my perception, obviously, but there's this sort of general burnout feeling with social. And, but now it's almost become what we get it. We have to be there. We have to do it. And not that, and this is not a for or against social at all.

Kim Doyal: It works if you work it, if you pick a couple of channels that you apply to. But again, I just think the consumers are. And I think that the market's fistulization is leading to this, people can tell, when you're being sold to you understand when a lunch is coming. And so the better relationship you have, the less, like you are less likely you are for someone to get mad because you're selling and market.

Jan Koch: Yeah, 100%. And especially the more high ticket you sell, the better relationships you need, because otherwise you'll end up with clients who turn their back on you a month into a program, and they want a refund of \$15,000, and then you're standing there. What do I do now? You can avoid the adjust by, by spending five more weeks, talking to people going on the phone with them, answering the objections beforehand and making sure they truly understand what it is that you do.

Jan Koch: And speaking of selling, I would love to get your thoughts on this. I recently started selling in every single year. And I exclude current customers and an active campaign and convert clients on you. You can do this based on tags. I exclude people who already bought what I'm selling, but everybody else is getting a sales pitch because I recently read that two or 3% of your subscribers are ready to buy from you at any point in time.

Jan Koch: And that's what I want to dive into. I think that's also from the Jason van Orden session on the summit, it was a really good one. And yeah. What what do you think about selling in every email? Is it something you do? Is it something you don't do?

Kim Doyal: What I was, I called them my almost daily emails, right?

Kim Doyal: Yes, absolutely. So on every email and if you have something to sell, you know what I'm saying? It's like, how do I explain this? As I'm getting ready to do this community and stuff. I think I'm putting all my courses in there too. So literally the only way to get some of that stuff will be in here mainly because I want to simplify.

Kim Doyal: I'm really trying to simplify everything in my life. And I absolutely believe in selling because one you're in business emails, a marketing channel. If I have something to just share from the heart, like I did an email. That was probably three weeks ago. And it was a it was something about going and just, thoughts for the weekend.

Kim Doyal: There wasn't even a link. And usually I have at least a single link to another article or something, and it was just about, be easy about it. None of this stuff has to happen yesterday. Just be easy about stuff. Be gentle, take the time you need it's okay to unplug whatever it was. And I got responses to that.

Kim Doyal: I got a ton of, thank you. This is what I needed this weekend and stuff. And there wasn't even a link in it, I got into email marketing because I always think of the example, Ben Suttle, I, he daily emails. He sells an every single email and I paid attention to it. I've sensed. I don't know.

Kim Doyal: He's a little not necessarily my cup of tea at this point anymore, but I know that he's brilliant at what he does. We have differing, but it's again, not knocking him. I've had him on the podcast. He's great. I think he's brilliant at what he does. But it's, it was, I wasn't ever offended. Part of it was me going into that email and I watched what he did for a year and then I became a customer.

Kim Doyal: So you have no idea when someone's ready to pull that trigger. And so it is a disservice, if you have a product that can solve someone's problem to not put it in there, if the email has value, then how about it? I totally believe in it. I told.

Jan Koch: Yeah. Why do you think people are hesitant to sell in? Every image took me probably the better part of three years to become comfortable with doing that.

Jan Koch: Why do you think it is such a challenge?

Kim Doyal: I think that it's all mindset. I was telling you managing your thoughts and there is a preconceived idea, especially when you see ads that say how to sell without being salesy or don't be smarmy and stuff who decided that. I like to give like offline examples.

Kim Doyal: I'm like, you don't get mad. It's November and you walk into a store and there's a plate of, there's a whole table of Thanksgiving cookies or something as an example, they're selling to you, you're going in to buy stuff. And, but for some reason, it's even though we've raised our hands, we're so afraid.

Kim Doyal: And I think that the value and give value and content continent has been pushed down our throats so much. You have to do what works with you for you, but the truth is you're not going to get comfortable doing it until you do

it. And there's this idea that when you get online and you're just, it's all gonna be have a comfort level.

Kim Doyal: If you do the tasks and it's it's not I'm not kidding you on my emails were horrible. And I was afraid and it was like, It's it grosses me out. If I do the math with how much money I have left on the table. Cause I was so afraid. And then all I did was build this email list of people who would be like, Hey, can you tell me how to do this with WordPress or.

Kim Doyal: No hire me, but I taught them not to hire me to know what I'm saying. And so it's a total mindset thing and you, the only way you do it is to do it. You're not, it, like I gave the example last year I had used for me, it SETI, he has an amazing course called breakthrough launch. I used his eight email sequence and it was a small course, but it was.

Kim Doyal: Eight emails. I'm like, that was seven grand for a couple hundred dollars course. So it wasn't like a huge launch or anything, but I was so uncomfortable yawn on the last day when the cart was closing, today's the last day, then I did the five o'clock and then the APM. And I'm like, Ooh, it was like this, not my stomach, but it was like, oh, shit works like people.

Kim Doyal: And then I did something with the cart and people bought the next day too. Cause I hadn't done it correctly, but it was stop. No, one's going to be on the other line on the other. If they don't want it, they delete or they unsubscribe. It's just, it's all in our heads. And so I'm such a big believer of this.

Kim Doyal: Like I said, managing your thoughts and deciding you're going to do it. And.

Jan Koch: Yeah. Yeah. Such a good point. I learned this lesson from a friend of mine. Here he is. I've met him through fitness here in town, and he's one of the few entrepreneurs I'm really good friends with here. He builds custom calisthenics parks, so he literally constructs them from the ground up for his clients.

Jan Koch: And he's an engineer by trade. And then he built a site, I think on the site, he built his business for the first four years. And then this year he got self employed, full time. Y already making 700 grand a year. That is when he was comfortable enough pulling the trigger to go full time. So that was an epic realization.

Jan Koch: I jumped the gun way too soon in that context. And then what he taught me is when I met with him for whiskey the other night we went through our daily schedule because I have a young daughter. He has a young son, his son is one month older than my daughter. And I asked him, how do you structure the day?

Jan Koch: And then he walked me through the structure and for four hours, every single day, this guy is doing phone calls, nothing but phone calls. And then I asked him, how long does it take you to close a project anywhere from four months to two years? So we are very lucky in this space that we can build a relationship via email coming back to the topic of the session, and then having three weeks of lead up time to get a sale or something like that.

Jan Koch: But after I had this meeting with them, I picked up the phone. That's when I started doing these guerrilla marketing tactics, emailing people, trying to get as many phone calls with potential customers as possible. And I'm learning so much. I'm learning so much from these conversations. And that is, I think, a powwow, especially when you have a new subscriber, for example, try to speak with them the smaller than it is, the more important I think it is.

Kim Doyal: So to circle back, that is brilliant. I just have to say, you know that again, we are, there's this there's been this like work from home and it's easy and fast money and all of these things and. That when people get online and they decide I'm going to do this, it is work. You have to master your craft.

Kim Doyal: You have to get up and do it again. And again. W with, so with email insiders, I ha I have gotten so nutty and excited about this type of an offer. So it was literally hit reply. I didn't have a sales page. I didn't have an application page. I said, hit reply and let's just have a conversation.

Kim Doyal: That was it. So I got on a call with everybody. And then through this process, I want to paint a picture for people here. First of all, I've now probably got 20 testimonials. I've done two cohorts of this. I'll do it again. The price is going to go up because of where I'm seeing this like magic piece.

Kim Doyal: But I have fallen in love with this tool called and my background, like I was an art major for a while. I owned a scrapbook store. I draw, I paint, like I have that real bent to me. And so it's Kelly. Like it was like, this light went off in my brain of, oh my God, I can help see people, see the picture, you by mapping things out with them and working with them.

Kim Doyal: So that is become a piece of, I want to say the sales call, but just that initial conversation. I'm like, look, and I pull up my screen and I share, and I'm giving of my time completely. And every single person that I got on the phone with said, yes, one of them became a coaching client instead of this.

Kim Doyal: But the point is I showed them. I'm committed. I'm sh and so I think, and my goal at a certain point is to have an evergreen traffic system for higher ticket stuff. But until I've mastered this until I've learned really, what are the pain points? Where do people struggle with email? Why don't they do this?

Kim Doyal: It's, you have to be willing to do the work. And I wanted to bring up one other thing, sorry. I'm probably, this is probably horrible for recording. I'm like clapping and hitting the microphone. Two coffees have fully kicked in now.

Kim Doyal: It's interesting and I hope people can start thinking about their email. It's just, it's an asset. It's an asset because you have a relationship. It's not an asset just because you have a fat list. That's not the point of it. So here's an example. Like I know somebody down here and they have a service-based company and we'll land these big contracts.

Kim Doyal: But when I look at stuff. I'm like you've got salaries. You pay every month for this, you have this, but there's no marketing. There's no asset of people that are coming in through any sort of pipeline or funnel or consistent communication. So it's that feast or famine. I'm like you have a agency slash like service businesses.

Kim Doyal: All you have, you're a kind of a glorified freelancer, and I'm not knocking what they're doing, but it's You, if you could start projecting, say, where do I want to be? So it wasn't like, I'm one of those people. I don't see myself retiring. Hopefully I can do this for as long as it's fun for me.

Kim Doyal: And I've no idea what that looks like, but the point is, it's like this person was putting a valuation on the company and I'm thinking you don't have any. Other than the equipment, maybe, it's like a podcast production other than hustling. I'm like, there's nothing there.

Kim Doyal: And so it'd be different if it was, you had an email list of how many people like look at a community. Okay. If I have, if I grow that community and I've got 5,000 people paying 49 bucks, That's a salable, that's an asset, that becomes a saleable community or something to that. So you have to

look, you have to back into what do you want email marketing to do for you, right?

Kim Doyal: If you want some leverage and that's the biggest thing, and I'm sure having come from WordPress on that space also, y'all you see how many agencies end up in the exact same position because they're building other people's businesses. I'm not knocking that, but you have to be marketing yourself. You have to be building.

Kim Doyal: A list of people to sell, to and provide value to

Jan Koch: yep. 100%, especially with all these conversations I have around done for you, which will summits even a client that I've mentioned earlier, they don't take email marketing seriously. And so far they didn't need to, because Microsoft is their biggest client.

Jan Koch: Then Microsoft will drive customers to them for ages, if they do good work, but the. It's putting eggs in one basket that you could spread across multiple baskets to diversify the risk. And to be fair, the CEO, I had a call with her today and they said they just want to scale it to a certain level. So she's very aware about what the businesses can handle before it falls over, which is a risk that you have to be aware of.

Jan Koch: But until you are at that threshold, I fully agree that you should milk out of your email list as much as you can without burning.

Kim Doyal: And you don't know until you try. But the thing is, it's like you have to have the email list and you have to start and, there's so many different ways to email, right?

Kim Doyal: There's, you've got all those what is it? A all Brunson talks about the Seinfeld sequence are story-based you? I love the story based emails. I love newsletters. Then you've got sequences, you've got, launch sequences and everybody's got different. Perceptions and views on this, but the thing is you just have to start and, and people are so afraid.

Kim Doyal: And so I always come back to this place of, how would you communicate with a friend? How would you tell a story to a friend and it's, you're not going to eat. There are people that are like, I'm a horrible writer. And you're going to stay one until you practice.

Kim Doyal: Yeah. Like there, there's no magic solution and it's and maybe I'm super old school or just the hard work ethic was, my, my dad worked, my parents were about all my brothers, sister, and I were like jobs as soon as we could. We just believed in hard work, but I also want leverage and I have gotten out of that typical, trajectory of a nine to five or whatever.

Kim Doyal: And there has to be a better way to do this. And all it takes. I swear to you. I think all it takes is one notification of payment from an email. And you're like, oh, Ooh, like this does work. This does work. And it's worth practicing. And I think people forget. Here's the other thing. And I'd be curious to, I keep asking you, I'll just because I respect you and I love your opinion, but is, when you do better work, It's a lot easier to sell when you know that you are giving your craft and the energy and the people on your list, the time and attention it deserves, you don't feel icky.

Kim Doyal: And I think that's part of it and there's a lot to it. But I think people, when they're getting started, where they haven't been emailing, there's a level of self doubt and there's a lack of confidence. And it's you can sell from where you're at too. Like you were talking about, meeting your customers where they're at.

Kim Doyal: It's. If you're not emailing at all, let's get you started. Let's just start having it. I don't care if you've got 10 people or 10,000, you have to start having that conversation, and so there's just, I don't know, people just need to friggin relax and be easy about it and step into it.

Kim Doyal: That's it?

Jan Koch: Yeah. I think a big point for me was. That I glorified my email lists in some form. I forgot that there are humans reading those emails. And I thought that I have to be the number one expert. No, it all break down every single roadblock they could possibly phase in their lives. And this is the most stupid.

Jan Koch: Perception of myself because as you also like Donald Miller and story brand, it's not about us as the owners of those email lists. And as the people sending the emails, it's not about us. We are a guide and. The hero is the email subscriber, every single one of them. And to be honest, I would rather have 50 people with an open rate of 90% than 5,000 people with an open rate of 5%, because I want to have these conversations and I want to know how I can best help people.

Jan Koch: And then. I can scale from a 50 people list who is engaged and who sees me as somebody who cares for their success and who wants to help them. I would be more comfortable pitching to those people, maybe at a higher price point. So I can cover all the expenses and pay all the invoices and stuff. But. Having this small list and selling to those people, I think should be easier in theory.

Jan Koch: And I think why it's not is because you tend to feel like an impulse though, with a small list and everybody and their dog saying how they have 50,000 people on their email list and they make 5 million every time that you met.

Kim Doyal: It is. And I don't know if you saw this, there was like controversy going around about I think it was an ad from Amy Porterfield that said two emails and I made a hundred thousand dollars.

Kim Doyal: Did you see some of this? No, I didn't. It was interesting cause I saw it in a Facebook group and somebody was like, this isn't, kinda like my point where I was talking about Ann Handley. And it's just saying, I, I just think there was a little responsibility on her part to say.

Kim Doyal: In all fairness. I had an audience before I started this newsletter. Okay. But if you're on our list, you probably know that, but still anyways, but the whole thing with Amy Porterfield and I was like, that is that's a very good point. However, then I got this email from this guy, Nick Wolney he's on medium.

Kim Doyal: Great. I lied like his stuff and he said, this, it was cause he used the term like cancel Amy Porterfield, the cancel culture of Amy Porterfield. There's something about that. So timely, he's using a good hook, but what people failed, they shared of the ad. And I think it was a whole long story behind it, about how much work she'd done to get to this point.

Kim Doyal: And it's so it's you have to do your due diligence. And what I was thinking about you young, when you. How stupid are your perception, but it's we only know what we know. So there's also an element of better that you did it than not, and when you know, better, you do better.

Kim Doyal: And so that's part of it. And and the bottom line is you're going to offend someone. Like you're going to piss somebody off. You cannot please everybody. And so if you just come back into your own integrity and what is the purpose of doing this and why are you communicating? And to your point, these

are real people on the other end, they could be a smallest and you will cause there's going to come a point Yon where you're not going to be able to say.

Kim Doyal: 100 emails and get on the phone and have those conversations, but you earn your way there. And so that's where you earn your way to better email sales. Like I hated copywriting. I literally was like, I had a friend that he'd be like write 50 headlines. And I was like, F you, wow.

Jan Koch: I have job.

Jan Koch: That's right. 58 lanes.

Kim Doyal: And now, but it was just like, it was a sticking point because I. I just had not really grasped the psychology of what people think, and, but I pursued it. I'm like, I'm going to get good at this. I'm going to get good at this. I'm going to practice it. I want to be able to do this.

Kim Doyal: Do I want to be able to just hand off copy at some point? Absolutely. But it has totally changed my perception on everything about online business. When you start paying attention to. You know how people feel when they read something or the fact that you could change a headline and double revenue? Like why would you not want to learn that scale?

Jan Koch: Yeah, of course. Copywriting is one of the most important skills. Yeah. And below this video, I'll also link the book from Sean Foster that you've mentioned, and that you've recommended to me. It's like the

Kim Doyal: seven figure. What is it?

Jan Koch: I've printed. It is. Seven-figure marketing copy by Sean foresight, link this below the session because it is really good.

Jan Koch: And it's them thick. As you can

Kim Doyal: tell.

Jan Koch: Yeah, I think he also has an art background or something like that. So he draws all those things himself, even I think really good resource. And just to that point, we have to practice in order to get better with copywriting, with email marketing. And that is why I'm personally a big fan of sending more emails rather than sending less emails.

Jan Koch: And for probably six months, I had a daily email, which was pretty consistent. It was probably missing like one out of 10 days, maybe. And then I dropped the ball on that after my daughter was born and life got messed up, essentially. Yeah, I know. I know. I'm just not putting in the work. I should have said I am.

Jan Koch: I am. But what is your take on having the ideal schedule for emailing?

Kim Doyal: Here, this is my my take on any level of consistency is you have to start with what you know, you will do, right? Like I think daily emails is if you're not emailing is going to be over with. To no end oh my God, I can barely wrap my head around doing this.

Kim Doyal: When I started doing emails, I had been writing, I've been blogging and then I'm podcasting. And I always write out my show notes when it's just me prior to recording because of the way I talk. But so if you're like going, okay, I'm going to step into writing you bare minimum, start with once a week.

Kim Doyal: And just make a commitment to yourself. And it's that. Have you ever read the compound effect? But I think it's Darren Hardy and it's just the whole point of it's like compound interest. Just say to yourself, I'm going to do this one thing. Every day it's going to start compounding and then you're going to get faster and faster.

Kim Doyal: When I started doing, I say almost daily email because I didn't always email on the weekend, but Monday through Friday I had it and I was like, I'm just committed. I can do this once a day for 30 minutes. And then. What you don't realize is that it gets faster and faster, but it's also who you become in that process.

Kim Doyal: You become the person that does what they say they're going to do. You become that person that is committed to it. And it was crickets for me for the first month I had people unsubscribing, but then like by month three, I started tripling. There was at the time I was still in services, but I had affiliate stuff and I tripled one affiliate company.

Kim Doyal: And then it works. And so in terms of consistency, it's I'm really at a point too. I don't know how you feel about this job. Use whatever tool you're going to use. So do what, whatever type of content you can do. Like I had a YouTube channel and I still do, but it was so much was how to do this with WordPress and I'll share podcasts and stuff there.

Kim Doyal: I'm not doing a YouTube relaunch till I have a real solid plan and strategy and know it's something I can consistently stick with. I'm like, I don't have any business doing that right now. I don't have the bandwidth for it. So you have to get honest with yourself another term. I'm quite sure.

Kim Doyal: Entrepreneurial adulting. You may not like all the tasks you do. I love my business. I love this space, but. If I didn't have to post on social ever again, I wouldn't be sad about it. But I have to do it. And it doesn't mean I don't enjoy having conversations and connecting, but it's just I'd rather create, like it's just in me. And but that doesn't mean I don't do it, so in terms of consistency, you have to start out with some. That is managed. What have you ever done this? People like, okay, I'm ready to get back into it. And they're going to do all the things and I'm going to set this deadline.

Kim Doyal: I'm going to do it. And it's whoa.

Jan Koch: Yeah. That's so me like, like I've just six months ago, it was so what I would do and I would go all in on everything and to a point I am, but in private life, so I'm training for a half marathon and hopefully a marathon as well, which is way more than I've ever run by. To your point on jumping all in and creating manageable workloads, I am becoming a big fan of batch creating content and what I've done this, I've seen this interview with Peng Joon.

Jan Koch: Again, something I have to link with this video where he talks about re-purposing one video into various forms of

Kim Doyal: content and 150 pieces, was that his hip? His thing from quickly? Yeah, I saw that line. That

Jan Koch: was. It was really good. And what I've done from this is I've created a really extensive process that my VA can now go through.

Jan Koch: So I set aside probably two or three days every quarter record video. And then I have a videographer go through them and publish them and so on. And my VA knows how to schedule them for various media. My VA knows how to transcribe them, how to turn them into tweets, how to turn them into cold cards with Thea design output for graphic design.

Jan Koch: So I don't have to spend this time every single day. But I know I am present there. And I think that is something I would do with email marketing too, is when you get back into it, probably not just write one email, make it a habit to write two emails every single day or once per week. Even if you want

to send an email once per week, make it a habit to write two emails every week so that you create this buffer queue that you can even take a week off and your new set of still as concept.

Kim Doyal: It is, and it's so like for the newsletter, that's my intention, but the thing for me is I just I get triggered by inspiration and stuff. And I know without a doubt, that newsletter goes out Thursday morning when I traveled back to California in August, that newsletter went out. And when I moved here, I just sent a, Hi from Costa Rica, I'm here, but I did send an email and it wasn't the full in-depth thing, but if you want to get into the daily emails, that type of thing, any of those I that's just as precious time, it's like journaling to me.

Kim Doyal: Like I get to sit and have my coffee and I liked it. So there's, but my only point in sharing that Yon is it's you have to know what works for you. That's it. And, but just make the commitment. I queued up. I just added to my Google calendar, like F the hustle 5:30 PM, Wednesday duke.

Kim Doyal: Cause it goes out Thursday morning. It's always done before that. But for some crazy reason, like I get sidetracked. It's I know I'm going to get that reminder that it goes out, and so it's just, it really can be a fun process. And I have said to everybody, and like the best thing you can do for your online business is to learn, to write well for the web.

Kim Doyal: You just learn to write well, and you're only going to do it by practice.

Jan Koch: Yeah. And what a fantastic way to wrap up this conversation came out would love to continue, but we've already covered so much ground and we already over 15 minutes. So if you had to summarize what we've talked about, and if you had to give one tip for the people watching this to make the most out of their email newsletter, what would that be?

Kim Doyal: Newsletter, email marketing specifically. Yeah.

Jan Koch: Specifically, the Emmanuel center,

Kim Doyal: Is to have some fun with it. You, this is where it gets really fun is you get to decide the segments, the structure, you can mix it up. You can try something different from week to week, two yarns point be consistent, pick that date, but you guys, this is supposed to be fun.

Kim Doyal: I will not do stuff if it's not fun anymore. So enjoy it and talk to your list. Like they are. You'd be surprised. That is some of the best responses I get is the more personable I am. And it depends on your niche, but have fun with it. It's just, it's not rocket science.

Jan Koch: What a fantastic way to wrap this up.

Jan Koch: Thank you so much, Kim, everybody watching gift Kim follow all the profiles and the website is linked with all this video.

Kim Doyal: Thanks John.