

Jan Koch: Welcome everybody. Thanks for joining me with this session with Joi Brooks. I am personally super excited because in the pre-chat joy told me that she never stops talking when she comes to speak about email marketing. And that makes my job as the summertime super easy in the session. Joy has been working for over a decade for NBC publishing, other media outlets, and then she was assigned to a year, two K project.

When she realized media is going digital, she stepped out of her comfort zone, began networking with the industry's first ESPs earned a second degree in computer applications to evolve as a proven leader in the email marketing realm. That is how I got to know joy too. We are introduced via Twitter from mutual friends, and she said, you have to have.

At this building school and here we are joy. I've just taken the first paragraph out of the intro. Everything else is below the video, so people can dive deeper into your session, but I'm just so excited to dive into this conversation. Thank you so much for taking the.

Joi Tamber-Brooks: Thanks for having me it's as I said, your job is going to be not necessarily get me to talk about email marketing.

It will be to get me to shut up.

Jan Koch: I can't wait. I would love to dive straight into this. What makes a good email marketing campaign.

Joi Tamber-Brooks: You're only as good as your list. And unfortunately, you can really get great content and you could be spending a lot of time on campaigns and different strategies, and it will the proof of the pudding will be the first few campaigns that you send out to see how your list is performing and you'll know.

Immediately, sometimes people want to shift they'll want to change their content. And I've often said it's a good idea to give yourself a good base of that list to see, how they're going to perform with any with a good strategy to just give yourself some base numbers. Of course, open rate is.

Off the table, but just to see how they're engaging with the content and prepare yourself because as I said, your content can be excellent, but if you don't have the right list, if it's an old list, if it's a purchase list very bad if you don't have if you're not. Doing a enough Legion or no new names are coming in.

If it's stay out. In other words, if it hasn't been cleaned, if all of these painful, because your list is your asset, the list is where the money's at. So if you hadn't done all of these things and pour through your list to find who's really following you your campaign may only be as good as.

Jan Koch: I love that perspective that has never come up on, on the session so far, I would love to dive deeper into this because I had the exact same experience. I took over a business in 2021 and the list hadn't been nurtured consistently for two years. So it was pretty stable. And in the beginning I had, if I was lucky, I had 5% open.

Yeah. And no engagement, like no responses, no CTRs, nothing. And I also scratch that. I'll delete the entire list. I started from zero and I'm lucky that I didn't, because it turned out that there was some tech issues with the email service provider. There were some tech issues with an IP being blacklisted that they used.

And I moved to a different provider, got from 5% to 50. Started cleaning up my list with segmenting, with the deleting outdated contacts. And now I have a hot segment that goes to 45% open rate instead of 5%.

Joi Tamber-Brooks: Yeah. It's obviously, you're going to sit down, you're going to say, okay, we want the best content.

We want the best graphics we want to, create a clean and crisp. Layout. We want to direct the eye to the content, not too much content, just the right amount, get those landing pages together. All of the things, the strategies and the mechanisms in place. And then you sit down and you feed it through your ESP and you watch the metrics and you really do watch the metrics.

And I'm not necessarily saying you have to pivot quickly, but sometimes you do. And sometimes the pivot is not the content. Oh, let's change. This let's change that it may be. As I mentioned, and as you mentioned, get a finding that segment that really does get engaged with the brand. Yeah.

And in many cases, entrepreneurs are in solar printers and entrepreneurs are in a situation where their list is coming out of business cards and, or their email inbox. So they'll download all the names and they'll begin a program trying to enlist anybody that's ever met them.

Jan Koch: We were just super relevant.

Yeah.

Joi Tamber-Brooks: And it's very painful because it's a matter of these people have always answered me. When I personally, when I send them personal messages, why aren't they getting involved, Molly? Why aren't they getting involved in in my email campaigns? And it's very difficult. That list is very difficult and you really, the hardest.

For any smaller business is getting that list to start with growing that late. Parsing through that list to determine what do we do with the people that don't engage? What did we do with the people that are engaging? How do we get people to more, to get more engaged, all of those things. And sometimes it, it breaks out of the envelope of email marketing whereby, okay, we've got a list, we've got a strategy.

We're going to be doing X. But, it's just not that you've got to work it. You've got to continue to network. Perhaps you need conferences, going to conferences, videos strategically placing yourself on LinkedIn. There are other things that need to be done. Email marketing is not a miraculous tool.

It is a tool, right? It is a tool, but it doesn't work by itself. You're not going well, I've got this great list and I'm going to make millions of dollars. What are you going to do? Oh, I'm going to Eagle market.

I've had a lot of customers come to me. And they said, everyone tells me that I, marketing, you can make millions and yes, you can, but it's not the end all to meet all, you've got to, you've got to work. It's not, it's part of your toolbox. And it's somewhat disconcerting to people who think that email marketing replaces sales it's supplement sales, it assists.

You should be talking with sales and having sales input injury in my market.
But

Jan Koch: it is not,

Joi Tamber-Brooks: You should be talking to customer service, again, some of some smaller companies don't have all of this, but if you do, you should be talking to them. I have had situations where marketing PR traditional market. Ends up cold email, because that's what sales wants to do.

They don't want promotions. They want a tool that will get their message out to prospects and as painful as it may sound. And perhaps as some people may say,

oh, cold email, it's terrible. It's not a dirty word. It can be done. It just is different than marketing and promotions. It's different, but it's email marketing, again, it's even marketing.

It may not be, you may not be able to do cold email in the same space workspace that you're doing. Your email marketing and promotional campaigns needs to be separate. It's a different strategy. And sometimes sales will push it and they'll say, this is what we want to do. I've seen it work. I've seen it work.

It's email by itself in marketing managed by marketing is not going to be a successful as if it's out of the silo with social, with the other elements of marketing and promotions. It really needs to come out of that.

Jan Koch: Yeah. I love that perspective of bringing everything together because that is in the end.

What also makes our life as solopreneurs and entrepreneurs easier because you create content once, maybe starting with that email campaign, and then you repurpose it. You post snippets on Twitter, you post snippets on Facebook, you turn it into Tik TOK videos. You turn it into a YouTube video into a blog post so that you have consistent messages.

Across all those channels. And I would love to turn back to a point that you've made earlier about the automated email marketing and newsletter system, for example, that it's only as good as your list. What are some advice and tips that you can give the people watching on how to clean up their email list?

Joi Tamber-Brooks: So I'd say usually. You should be looking at your metrics all the time. One of the very first things that's alarming, it's not necessarily opens or clicks it's delivering. So if you suddenly see perhaps it's 99 point something and it slowly begins to drop, you've got churn going on. Something's happening now if It's possible.

It's obviously possible that you're using an ASP that may be having problems otherwise, because if you're in a pool with other people, other companies and they're sending out bad campaigns and you're after them, you're going to get hit with them. That's a possibility. But aside from that, you should be looking to see that your.

List isn't degraded as soon as it starts to do great. You're going to have to do some cleanup. Churn happens immediately. I get an email address and I work

for a company and I get laid off. I get fired. I decided I hate the company it's over. It could be over in a week, I could be gone in a week.

Move to a new place. I get into a new internet provider. The old provider is no longer my email company. I don't sit down and every single list that I've ever subscribed to and say, oh, please email address. It just happens. And sometimes when you do move. And you do get another internet provider and they do give you another email address and you decide, you really hate that internet provider and now your skirt.

It happens not only doesn't happen quickly, but it happens in succession. It can happen very quickly. So as that's happening, you think, oh my, I just cleaned my list six months ago. Why should I need to do it again? Every six months? You should at least consider.

Jan Koch: A friend of mine doesn't monthly

Joi Tamber-Brooks: every six months at least consider it.

And the thing is the monthly. It should be, you can do an internally, but it's somewhat painful to say I'm going to set up some sort of a segment whereby if they don't do a certain amount of interaction, they're just not going to get anything. It's painful to do that. But what you can do is you could set up some sort of a secondary schedule.

So you've got your more active contacts, and then you've got some sort of a program that sending it to the less active. So let's say you send out promotions more often than you send out some sort of other campaign split. What I do. What I do for one of my customers is I've got basically three types of lists that I send to and I churned through it.

So there's a campaign that comes out once a week, and then this campaign that goes out every day, now, every day, a smaller list gets. But that weekend campaign, which is a sec, it's literally a SEP, a separate subscribed list. So that weekend campaign goes out to literally every. So everyone gets something and then they begin to churn through.

So if they become active on the weekend, they're more likely to get something during the week. If they drop out, they're going to drop out of that weekly campaign again. And it's, it works for this particular customer. I'm not saying it's going to work for every customer. You've got to think of some sort of a strategy where you're capturing at least as many people as you can.

But you're not sending everybody something every day because you're going to lose people. Yeah. You've got to think. You've got to think of again what year your brand may be different. The message you're sending out. Maybe you're not on a cadence where you're maybe it's once a week, maybe it's come up with something on a monthly basis, try to come up with something that's more appropriate for everyone.

And then content that's more appropriate for people who care. And occasionally, maybe there's a halfway in between, but as you do that, you're going through now, you're going through your list. You're getting everybody to move around. It's somewhat of a it's not a funnel and somewhat of a fan.

It's blowing everybody around. If they, if at six months and I look at, I'm looking at email and it's, there's always. Time to pivot, but you're, you don't want to jerk pivot. You want to be summing things up. So you're looking at your metrics every day. You're saying that this is working.

This is not so work. Here we go. Here we go. Give it some time. As you're seeing things happen, thinking in your head, what might work better? Roll that out. It's six months. Give it a hard time. But again, you don't have to trick, pivot so tremendously, but give it a hard luck and you may say drop this, let's do more of this.

We're going to have to rebuild from the ground up. So let's start doing that, do that. And with that, the list, think of what you're doing with your list. You may have to say let's let's only send to people that have done something in the past X. And anyone who hasn't done that they're going to get something separate if they haven't done anything in quite a long time, think of what you're going to do with them.

The difference here is. If you're a big store and you've got millions of your list, the difference is you don't care. You've got millions.

If you're a smaller company with 50, with 15, you're a solopreneur and you've got a following and your list is maybe 5,000. It's difficult to let go of 1500. It is difficult. It is. But at some point you may need to, because if you're coaching or if you're selling a service, they may have drifted out of your brand.

They may have one point in time been aligned and now they're doing something completely different, and that's

Jan Koch: fine.

Joi Tamber-Brooks: And if it's, if they're stagnant and they're not doing anything. You could try to reach out to them with a survey. You could try to reach out to them, are you interested?

You could try a number of things. At some point in time, just like anything in life. Goodbye.

Jan Koch: Yeah, I get unsubscribes. I have almost daily email. I don't manage to send it every day just yet, but let's say three out of five workdays. An email goes out. I get unsubscribes every single. And honestly, I couldn't care less.

I don't want to seem rude about this, but the people who unsubscribe, they aren't the right fit for my messaging. They wouldn't do business with me. So they are occupying space in my ConvertKit account that I have to pay for. And I would much rather have engaged subscribers there rather than people who don't open my emails.

Joi Tamber-Brooks: Exactly. Exactly. If they're not into youth, they're not a team. It's okay. The issue is obviously you don't want people hitting the spam button and that's the problem, that's the problem. That's what happens when you've got a stale list and you're driving it too hard. You may actually be somewhat, oddly enough, you may, at some point it's on be successful.

So something that is, has not been delivered to someone. And a long time, because you've hit a successful streak, suddenly gets delivered and they're like, who is this person? And that's when you oddly get us, somebody it's a spam button. So success. Does it mean, okay, now I can drive that stale list through I've I'm getting 99.9% it's delivery.

Let's get that stale list. No, don't do that.

Jan Koch: Re-engage and stay list. What would you do?

Joi Tamber-Brooks: Oh gosh. It is really still a drip is a fairly decent mechanism for a space. So you take that stale list. You come up with excellent content, just excellent. He, if you didn't know who I was, I'm going to tell you all about me all over again, because they're stale and you driving through a drip.

And you've gotta say, save yourself at the end of the drip. I'm going to do something with this list and it's, it may be put them to bed. So anybody that comes out of the. That's where you page is

Jan Koch: good. Yeah. So the drivers like a sequence of 2, 3, 4 emails that you send them over a course of a week or something like that exactly.

Joi Tamber-Brooks: A week a month, whatever it is, you whatever is a a comfortable conversion. Yeah. You send them through that and then you send me best content. So if you've done conferences and they're their video, if you've done any type of interviewing and it's video and any, anything, any podcasts, anything that is your most excellent content, put it together, send it out.

You show yourself off on your best footing and it either works or it doesn't, they're just not answering anymore. That's okay. Let them go. Let them go. Let him go. If, sometimes bringing it back to the personal email, you could test that out. Send them a personal email and see if that does anything.

You may be investing too much time into it. And the point being is if you've got a smaller list, let's look at the people. And spend all our time and effort on those people that care and think of programs that are going to bring new people in, as opposed to let's see if we can wake up people that literally are dead.

They're dead, honestly, sorry, give me the rest of these. They may be dead. You don't know. So while your list is an asset, it's important to go forward. Think of that website with the sign up form, that's trying to get them to sign up. Think of, the networking events that you could attend that may introduce new people.

We're not talking about tens of thousands of people we're talking about maybe two or three people a week that sign up and they're going to replace those people that have moved on in their life,

Jan Koch: and if that's the right two or three people, that's plenty.

Joi Tamber-Brooks: There they're going to spread the word.

So if if you've got a service, if you've got a product, they've got a network and if your satisfying them, it's more than, it's more than natural that they're going to tell the entire world what a great service product you have. And that's what you want to do again, that dark social, that verbal, that viral con, that viral thing that happens that you don't hear and see.

Those are the things you want to do, and you're not going to do it with somebody who doesn't care about

Jan Koch: anything.

Joi Tamber-Brooks: If anything, they're going to, they're going to talk dirt about you. He keeps on sending me emails and they won't leave me alone.

Jan Koch: Yeah. And that also reminds me of the session with some are ways that this in school and she's shared how she made five figures from a 250 person list.

People always get, get this thought that I need 10,000 people on my email is I need 50,000 people on my email list. I would much rather have a hundred who read my emails.

Joi Tamber-Brooks: Yes, exactly. And you can only tell a person so many times it's not quantity. It's quality. Yeah. When you've got a small business, it really is about that because here you are, you can only do so much, you can only be in so many places.

And and so many times during the week, you can only provide if you're coaching or, if you're providing a one-on-one service, you can only do so much. And so what are you going to do with 10,000 names in any case? How are you going to handle that? If you will, everybody's got their business plan.

And again, it's very similar to an email plan. Your you got a business plan, I've got a product, I've got a service, whatever it is, I'm going to take it on the road. I think it will work. Everybody tells me it's working. I've got a few people it's working on now. I'm going to go professional. So here I go. So you do it in six months.

You've got to look at it. Every month, you've got to check the metrics. Is it still valid? Do I need to change anything that I'm doing? Is there anything going on that I need to reach out to a completely different business sector? Cause something's just happened that I didn't, couldn't even imagine happening and you keep going like that in your business.

Your email is very similar. It needs to take into accord that things happen, when COVID happens. The world's shut down and email became the window shopper. Instead of walking down the street, you went to your desk, you opened your email box and you said, I need to shop and you can start looking through your emails going.

I need to buy a dress. Oh, here it is. Here's old Navy. Tons of buy dress. I old Navy. There you were. So there are things that happen in life that. Changed things dramatically. You need to be able to recognize that and implemented

wherever, whenever possible in business and email, it's somewhat nerves itself and you need to be able to think out of the box.

A lot of people will say, oh, what are the trends for 2022? And everybody will sit down and scratch their head and say, here are the trends, new technology. He has peace that are going to do automation. The point is every business is different. You need to be opportunistic and you need to be able to say, this is the type of person I am.

This is the type of business I have here, the tools I'm comfortable with, what am I going to do to take this opportunity? And you do, you do if you don't want to be successful, then okay. Then, my all means sit pretty, but you need to be able to occasionally, occasionally change things up, occasionally do something that may not be comfortable.

I don't want to do a Ted talk. I don't want to get in front of an audience. You might need to,

You might need to. So what does I need? It needs to do some things that are a little bit out of the comfort zone. There's no reason to shy away from it. Do it, check it out. Test. Does it still feel comfortable if not move on.

If it is take it to the next level, keep rolling with it. It will evolve.

Jan Koch: Yeah. And I also see being uncomfortable as a sign that I might be moving in the right direction because I can't grow if I just do the same thing over and over again. And I've just at the time of recording, I've invested into the most expensive coaching that I ever bought to build the business to the next level.

And when I pulled the trigger, I was literally shaking on the amount of money because I wasn't used to spending so much on, on the. I know that you have to invest in yourself in order to grow. Everybody knows that putting that into action is an entirely different beast.

Joi Tamber-Brooks: Yes. I sometimes, just saying to yourself, I need to buy a new desk.

You think I need so many other things. Yeah. But I'm working at my desk every day, for me to be productive, I need to be comfortable. And a new mic, a new sound system, new lighting, new, whatever it is, these things, you may think to

yourself, oh, I've got everything I need. I'm not going to be spending any more money,

Jan Koch: And then black Friday comes, I Amazon cyber week gums. Yeah.

Joi Tamber-Brooks: And you're like, I got to get it, it's it is a sign that you're not completely comfortable in what you do. However, you also have to somewhat go again, go with a gut feeling is it me or is it I'm just uncomfortable moving into something that I haven't done when I first considered doing some sort of a Talk circuit.

I thought, oh, I'll do podcast. Oh, I'll do a video. Oh, I'll do blog. Oh, I there's a call in here. I don't know what it is, but I have to investigate to see what it is. I started playing around with YouTube and doing YouTube and I thought to myself here, this is what I'm going to do.

I'm going to lightly scripted. I'm gonna just go with it. Because I could talk endlessly about email marketing, and I know that I'm going to go with it and I'm not going to play them back because if I play them back, I'm going to become, so self-conscious that I'm never going to move forward. I'm always going to say, oh, I shouldn't have done that.

I should have done this, or I should need a haircut. Oh, how about some makeup? How have I know that I've got a message and that's the core. And I just hope that people don't find me too annoying to listen to the message. And I went with it and that's sometimes the risk you need to take. I went with about 13, 14 episodes.

Maybe it was more than that. And I put a hold on it because I know it's time for it to change a bit, but I don't know where that's going to go. And while I'm figuring it out, instead of just keeping. Putting the effort into making the show. I thought to myself, oh, look back, think about it. And then we launch it next year and we, that's what I'm going to do.

And again, you could apply that to your business. You can apply that to your email marketing. Although I do say one thing, never stop your email marketing completely. Never.

Jan Koch: What's the minimum frequency of emails. You think cultural components,

Joi Tamber-Brooks: it could be deadly and anything less than that, you may have told just close your shop because your, the thing is somebody is going to come and take it off.

And it could be, they decide to do yoga instead of listen to you or, do your get involved in your brand. You at least once a month as, as specifically as a solo and an entrepreneur, you've got to be able to comfortably come into their house. To deliver a message at least once a month.

I would say once a week, once a day is iffy because once a day, you really need to have a lot of products and services to change up the messaging.

Jan Koch: Oh, you're just what I do with my daily is I tell stories about things that I experience on any given day thoughts that I have or successes I get for clients or that students in and my mastery get.

And then I elaborate on those. And those usually are short emails, like 200, 300 words, not writing for blog posts on that. And I found that. The daily schedule helped a lot with increasing the open rates. I only send it to the engaged segment of my list. As you said earlier, don't blast it to everybody. And that over time grew the entire segment.

It was quite interesting to see how that evolved over time. And now I've gotten that segment from, I have around 8,000 people on my list before list-building school happens and. The engaged segment was when I started was around 3000 people. I'm up to four and a half in the causal over five weeks or something like that.

Almost daily emails.

Joi Tamber-Brooks: If you're able, if you're able to write something. Value, obviously we're talking value proposition. Why are they reading your emails? They look to you for some reason. So you're going to provide that value to them. That benefit. If you're able to get a message out that's entertaining and follows your mission statement, then that's a beautiful thing.

It's a beautiful thing. If you can't do that on a daily basis. Definitely weekly.

Jan Koch: Do you say it on every email or would you advise to do that? Oh, I don't know.

Joi Tamber-Brooks: Don't sell whenever, there's no purpose in it and people are going to get, let's put it this way. It depends on your conversion, right?

Do you D do you need to sell people about. Is it something that they need to save up for? What, is there a process involved where it's not just, it's obvious you need my stuff come, come and get it. If that's the case, then you could sell in every email. But for some brands that can get old fast and people get the email, we'll stop opening it because they're going to know.

I know what they're going to say. There's nothing in here. They just want me to buy. Yeah. That doesn't mean that there isn't some call to action in. That triggers that like, is it time now? Cause here it is just click this if it's time now, I just told you a few other things that happen, but is it time?

Is it time click here. So you're providing a mechanism for them to convert. You're not necessarily selling them every single time you send them something, but there's that soft sell that is selling them your trust, the trust, the relationship. So that's what you're selling. Here, the reason why you're here is because, you trust me.

I'm entertaining. You are providing you with a benefit. There's a reason you're here and I'm providing that reason. And at any point in time, there's that little CD button at the very bottom that says, convert and you do. But it really, it, are you a coach? If you're a coach, then aren't you trying to provide your customers with some sort of a lesson every day?

Isn't that what you're trying to do? And then at the point where they're really ready to buy into your services. And perhaps you know, that daily interaction that one-on-one interaction between you or whatever, the services that you provide, then you, then that's different. That's the next level, obviously, but the.

When weekly touch that's important. Yeah. A lot of people have said to me, oh I don't want to do promotions. I want to be top of mind. The top of mine, that's the problem. You have to say yourself, the top of mind is I'm going to throw it away. I'm not trying to accomplish anything. There is no return. It's just that whisper in the background. I'll forget. I'm still here. By the way, hello. So that, that top of mind, there's nothing wrong with that.

It's just that it may go nowhere. It is gratuitous. It needs to be artfully done and you need to be able to yourself you need to be able to say, oh, once a week, I'm going to just throw it away and, just be top of mind, what are you going to do? I, it depends on your brand. Are you going to send them to different websites?

To show them that somebody else you like says something great, or what are you going to do with that top of mind? You've gotta be careful with it. It isn't so much that you're trying to funnel people. A lot of people said, oh, the funnel's dead. The concept of the funnel is not dead.

It's how you manage that funnel. Obviously. Are you going to say to yourself, oh, the funnel is dead. I'm just, I don't care about it. Is that absurd? What, the reason you're here is to again, provide a product or a service that you think you can monetize, right? That you think is a great service or product.

And you're able to manage that react relationship. And so you go into trunk, you're going to try to find the people that are most likely to purchase. And that's the message you're going to send out. And you're going to try to get the rest by fluffing them up and sharing them about try to get the rest to that level.

And that's what it's all about.

Jan Koch: I think, especially with the terms Farnell, and now there's like the new buzzword I think is content flywheel or something like that.

Joi Tamber-Brooks: Yeah.

Jan Koch: And people just get so obsessed with the terminology that they lose focus of what really matters. I think, in the end, what are we trying to do?

We have subscribers who don't know. Damn thing about us. We try to get them to understand what we do, how we can serve them. If it's a good fit, get them to buy from us. That's all we do in the end. And if you call that a funnel or if you call that a flywheel or a donut, I couldn't care less.

Joi Tamber-Brooks: Exactly.

The best way is to find all of the tools you can to to manage that transact. And keep honing that it, he, it's gotta be sharp, keep honing it, the message that you sent last week may not work anymore, but it may work next year. Never, it's this many, there's never old content, in many cases something that worked once, may not work now may work again, but what made it work is what you're thinking about. What was it about that made it work? Oh, it was timely. Hello then it's not what it was. It's the fact that you were timely. So look around you and see what's going on.

There, there are his many ways of making good content and. Chore and it's difficult and it is what is going to feed the list. That's the food for the people for the list that you've got. Once you've got the list don't disappoint them, don't throw stuff at them. Don't throw your list at the wall.

Do not do that. A lot of people have said, they give up, they really do. They give up, they think, oh it's taking too long. It there, you have to understand your conversion. How long does it take to convert? And what is the. Think about that. It's not the EMA marketing pack preps, it's the conversion or what you're feeding the list for that conversion.

There are a lot of things that go into this. Again, you can't, it's not done in a sense.

Jan Koch: That's so true. I think what people need to get comfortable more with is experimenting. Every month I changed something in my email marketing, and then I look at the metrics and see, did it improve the ROI that it improves, the results that I want to see you?

I didn't do it. And what I'm trying right now is a tip that I learned from some are ways again, speak at this event. That's the benefit of being the summit house. I get to see the contents before the attendees do so I can test drive it. And what she said is heavy foot out section in every email, similar to what you alluded to earlier, that shows how you help people.

And has a call to action that they either buy from you, they book a call with you, something they can do so that you produce ROI. And that takes the selling pressure out of the email body itself. So that you can tell a story that you can share value there. And I'm really looking forward to seeing how that turns out,

Joi Tamber-Brooks: right?

Yes. Exactly. Exactly. It's, it can be considered a soft sell where you're listening to people. And at the right point in time, the cell comes in. You're not coming into the conversation with the cell at first. As any good salesman would do, and, being a solopreneur and entrepreneur you're sales, you don't have a whole department that does test your sales, your sales, your marketing, your, your, everything, your creative, your strategy, your it.

You've got to have all of those tools. And one of the hardest tools is the listening tool, because you may have listened when you first launched and you still need to listen as you go along because stuff happens and it doesn't

necessarily mean that your product isn't isn't a good product. It, me and naming your demographics.

Yeah. And you're thinking, oh, I've got a bad new product. So only, it's only four X and somewhere, somehow it becomes for the people and you're thinking it's not for the people it became for the people. Take a look, who's buying your product. It's not Mandy. I go, when did that happen?

And it just happens. So you do, you need to continue to live.

Jan Koch: How important is it to be aware of that? Let's say the seasons holidays coming up events happening that impact your audience, that email marketing should respect and should cater to,

Joi Tamber-Brooks: Some products are not holiday oriented, so you need to be able to say, they're going to be off.

And this has nothing to do with, how, cyber Monday, my product is not cyber Monday. It's nothing about it, but cyber Monday. Sometimes some services and products over the holidays are doing the exact opposite of what everybody's telling you to do. Oh you've got to be doing holiday messaging.

You don't have to, you it, but doing the promotions, you have to be doing all these things you have to, depending of who you are. You can't provide promotions discounts because you discount yourself right out of your profit margin. What are you doing now? Everybody expects, oh, I'm not going to, I'm going to wait for that 10% of.

And, you're not, you're never going to make any money on that. So you've gotta be really smart in what you're doing. Again, know your know your space, your niche, and it may be some holidays that apply that for other people. They don't. So you may make money off of some odd holiday. If you are providing some sort of a service that organizes people that, tends to get people aware of their time and how to spend their time better, if you're that type of a COVID.

What's Christmas have to do with that, Christmas time where every single, every single component of their life is it's subject to change. So spelling something like, oh, get your life in order, blah, blah, blah. But January 1st is the time to do it. It's just that new year hit.

That's when it's. That's when you're like, okay, it's a new year. Get your act together, get back on track. So you've got to take a look at your product. What

types of specials you're able to provide, don't go crazy over the promotions and the discounts and all of that type of stuff. You may have to come up with some other type of of a mechanism that provides a discount maybe add

Jan Koch: some value in free bonus sessions or something like that.

Joi Tamber-Brooks: Exactly. Exactly. You have to think of it that way. Not everybody marks up their products to the extent that when they offer 50% off, they're still making a profit. Yeah,

Jan Koch: I think it's also, as you said, it's just the wrong signal that you send to your list because as soon as it discount your product, you're saying I've been charging you too much the entire time.

And that's not how anybody wants to be

Joi Tamber-Brooks: perceived. Exactly. I could get this at a different price. Maybe I'll shop around.

Jan Koch: That's so cute. I love

Joi Tamber-Brooks: it. I know right now it's, I don't know what to signal there. They decided to come in and now they're going to get mad. I'm going to do more than

Jan Koch: no worries at all.

That's the beauty of working from home? Yes, it

Joi Tamber-Brooks: is.

Jan Koch: I'm glad that my doctor doesn't see the screen right now. She will in all over the place.

Joi Tamber-Brooks: Yeah.

Jan Koch: No worries at all. I think we just leave it in. If it doesn't go too long, I just leave it in because

Joi Tamber-Brooks: No, she's dead. I could be at the top of my lungs. She wouldn't hear. Yes, that happens. It happens people in dogs. The problem is

with dogs, with people they know to look at you, they know the queue is on death. So I need to look at you. I don't know if she's realizing yet, so she'll be doing stuff I have to stamp the ground, feel that look at me and I'll go like this to her.

Stop.

She wasn't born yet. She just suddenly went to,

Jan Koch: That must be a challenge. Yeah.

Joi Tamber-Brooks: Once again,

fortunately she takes, she, she knows a lot of hand signals because for whatever it's worth, I taught them. When I train them. Sit at a handsome

Jan Koch: that's good. Otherwise it would have been big problems. Awesome. Yeah. Let me do this recap. Let me do another intro. We'll cut it out and maybe I'll save it for some bloopers afterwards because it was

awesome. Alrighty. So we've covered a lot of ground in this conversation already, and I'm really thankful for the time that you've taken us, we've covered how to recover a stale list, or maybe when to let it go. How to know when to pivot in your marketing, that it's not always the messaging that it could be take, that it could be something else related to that we've spoken about whether to set any rate, every email or not to sell in every email.

We've talked about holidays, catering to a specific things. For example, on that note, I be dialing down my new set of frequency over the holidays from Christmas and new year's Eve to respect people's time. And I think in the end, what it boils down to is. We are solopreneurs and coaches. We cannot forget that we're dealing with other people who are receiving the emails.

I think too often, we get caught up in numbers and KPIs and open rates and blah, blah, blah. In the end, if we reach 10 of the right people at the right time, they buy our courses. That is enough for the entire month with one email campaign, maybe it's enough for a quarter, depending on the price points and the mock-up that you have.

I would love for you to give us one takeaway that if everybody just skipped through this part right now, because they were in a hurry, what's one advice, one

piece of advice that you can give people watching that improves their email marketing campaigns.

Joi Tamber-Brooks: Yeah, one piece of advice that will improve everyone's email campaign aside from patients, which means strategizing as best you can and laying out the plan, letting it play out.

And I'm looking at all of the metrics and considering what the next plan. But just laying the groundwork because once you have a, what I refer to as those base metrics where you could see, okay, this definitely didn't work. This has potential. This worked for the first few weeks. And then what happened?

It gives you your metrics are not necessarily one. It's a conglomerate of what's going on with a strategy. If you're continuously change your subject line, if you're continuously changing the day, these sends your campaign. If you're continuously changing the content that you said, you have absolutely no way of knowing what works and what doesn't, you're throwing your list against the wall.

So consider a strategy, make it your best. Sit with it. Patients sit with it. Give it at least a month, at least a month before you actually begin to build this separate strategy, but jokes don't change it in that month. You're still building those base metrics. Give yourself three months of metrics. Look at those metrics and you'll be able to see this didn't work.

This worked fabulously. This has a little bit of potential be patient with it.

Jan Koch: Brilliant way to worry above a very excited conversation. Joy for everybody watching. I have linked all the details to Joy's profile, how you can get in touch with a below this video to reach out. She's a plethora of email marketing wisdom.

We barely scratched the surface. So joy. Thank you so much for taking the time to do this interview.

Joi Tamber-Brooks: Thanks for having me again. Take care.