How to Increase Your Profits by Nurturing Leads

Steps Every Business Should Take

To Generate More Profits

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Killer headline + Incredibly useful information that benefits readers + Lively, interesting writing = Genuinely great content

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I get asked all the time about why our little company is doing so well, and what advice we can give to small businesses to help them improve their company's bottom line. So, I am going to let you in on a simple little secret.

Marketing is not rocket science. It is actually very simple. We spend money, time and effort to capture leads, nurture those leads and then convert those leads into loyal customers. All marketing efforts should be catered towards these 3 goals. Capture leads, Nurture them and then convert. Basically a farmer does the same thing. Plant seeds, nurture them, and look forward to harvest time when he can enjoy the fruit. Welcome to marketing 101

Learn the Law of the Harvest

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Nurturing Leads

Think about it, after the seed has been planted it is time to apply some tender, loving, care. Planting the seed and harvesting the crop is a one-time event but nurturing is a process that takes some time. This is where all the work comes in and where most people quit. What farmer would go out, plant his seeds just to let them wither and die? Yet most companies kill off their seed corn before it has a chance to grow and produce fruit.

Companies spend thousands if not millions of dollars capturing leads, yet they forget the nurturing part. Where is the watering, the weeding, and the nurturing? If a simple farmer understands this, why don't we?

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How to Nurture Leads

I am going to show you exactly what we do to nurture leads. We are constantly updating our system and making adjustments to optimize our conversions, so this system not set in stone. (side note: Take note that most of our marketing efforts get changed from time to time. If we see a great idea, it gets applied into our process immediately. We make sure we have the ability to make changes efficiently and within minutes. It allows for quick reaction to market changes, which is something you should assess within your company. How quickly can you react to marketing changes? Okay, back to nurturing leads.)

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Step 1:Purchase the Right System

When it comes to nurturing leads you cannot do it without buying a legitimate CRM system. There are some cheap options that will cost you around $12 a month if your budget is tight. If you do not have $12 a month to spend, then you should not be in business. Turn off your computer and go get a job…☺

Here are a couple of great companies that I use or have tested. Infusionsoft, Aweber, Mailchimp, Zoho, Constant Contact
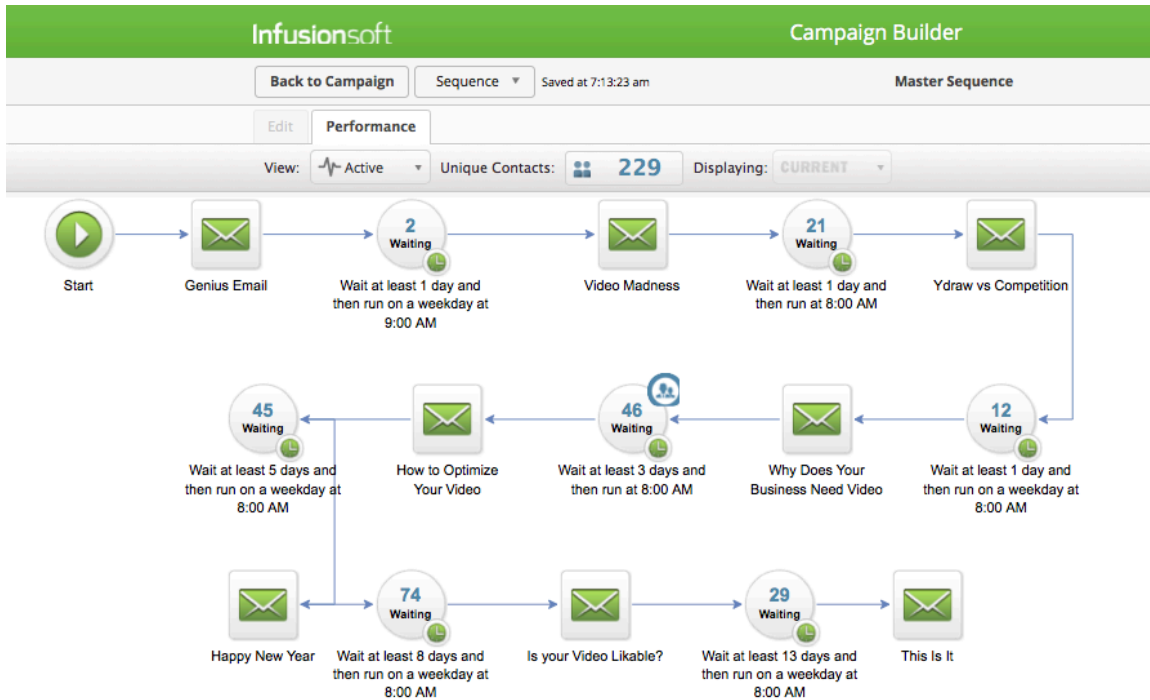
They are all effective and each one has it pros and cons. I use Infusionsoft and Aweber for my companies and clients. The details on how to use these programs will come later on or you can search their sites for tuturoials.

Step 2: Build Out the System

Once you have the software program, it is time to build plan, and implement the system. This is where all the work begins. Here is a screen shot of a nurturing campaign.

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Let me explain. When a lead is captured through our marketing efforts they are put into different campaigns. These leads are then nurtured though education emails. Each email is written with a purpose that is carefully thought out and once again, emails, systems and process do change. I am always making adjustment to

our emails and campaigns. Here are some of the questions we ask ourselves when creating emails are:

1. Subject Line - Headline
    a. Is it catchy?
    b. Does it have a hook?
    c. Does it contain the Benefit of the product?
2. Body
    a. Is the body of your email engaging?
    b. Are your links clickable? And do they send them back to your site?
    c. Does your content build trust and credibility?
    d. Is your material clean looking?
    e. Create amazing content (Step 3)

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The image shows a series of 8 emails over a 35-day period. I use the Fibonacci sequence to determine what days to send out the emails. (day 1,1,1,3,5,8,13) It may or may not work so decide what works best for your company and test it.

Step 3: Create the Content

Content is king! It is very difficult to tell people their content is lacking, but I dare say that 98% of website or business owners have a hard time creating content worth any value. That is why interesting, educational content is absorbed like crazy. It's like a diamond in the rough. At first, I was caught in the trap of producing content solely for search engines. Meaning it was keyword focused and didn't provide much value to the readers. I have since repented of my wrongful ways

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and adjusted my office's strategy to focus on providing great content. Content that is educationally focused and creates credibility.

Your content has to have life, character, effectiveness, enjoyment, and provide value. Here are 3 steps to help:

1. Fix a Problem

Content marketing needs to solve some kind of problem for the reader. A "How To" guide a "5 steps" header is a great way to start. They work because the headline gets you started in the direction of solving problems.

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By the way, being yourself is an important part of producing entertaining material that your readers will love. Do not get the idea that you have to write like someone else. Use your experience and your stories to draw in the reader. If you do not have any experience or stories then borrow someone else's until you get some of your own.

One of the first questions you should ask yourself is "Does my content bring value to the market place?" If you can answer yes to that question, then you are well on your way to creating awesome content.

2. It has to be interesting

Great content has attitude and uniqueness about it. I guess some would call this style. It is as if the person on the other side feels you are the expert on the topic.

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An expert will keep things fun, and entertaining, but at the same time education. Each sentence should lead onto the next and keep the reader engaged. Now I wish I were able to do this day in and day out, but I just can't. It takes practice time and patience to become a great writer. So get up early and write!

> "If your reader just wants facts, she'll go to Wikipedia. When she wants a more interesting, opinionated, flavorful view on facts, that's when you can step in." copyblogger

Once I attended an event put on by Dan Kennedy. Dan Kennedy gets paid huge amount of money to write copy for companies. His English and punctuation is not perfect, but he has a way of writing with authority. He mentioned to us over and over that we need not worry about perfect grammar. There is a big difference

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between Great Business Copy and a research paper. You can tell he has been around the block a time or two. You might want to check out his stuff by going to his site. But I will warn you, he will spam the heck out of your email. He's big into Nurturing leads.

If you are new to creating content, you need to use what others have created. Do not try to re-invent the wheel. Take what others have made and make it your own. Obviously do not copy emails or material word for word make it better. Make adjustment to the copy so that it fits your product or service. Overtime you will get a good feel for what works and what doesn't. Plus you will get a great education in the process. It works and I have used this technique on many occasions. Apple has too. They are a great example of this.

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If you're setting yourself up to be the "expert" you need to provide material that shows people you are just a normal guy solving problems just like they are. Write from the positions of your readers. You do not need to know everything. I find the older I get, the less I know, so do not think that your experience or you ideas are not worth discussing. There is an audience for everyone, so be you! Don't try and be that company that knows everything and has the solutions to all our problems. Life doesn't work that way. Help your readers make little adjustments, which eventually add up to something big.

3. It has to have an "Addiction Factor"

When you're emailing, blogging, creating white papers, videos, or other content that are both useful and valuable, you're creating an addiction that will keep them coming back for more.

This is not the harmful addiction type. It is the type that keeps the reader engaged in what you have to say. Material that inherently rewards your audience for consuming or sharing through their social networks. It's like getting a little "prize" for clicking. Every time the reader opens your emails, clicks your videos, shares your infographs, great things will happen.

Put yourself into your reader's shoes and ask yourself if the content you're creating is truly rewarding.

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Can they get some kind of instant result for applying your advice? Can they hit one of their goals? Can they make money with your advice? Can they copy something you have given them and use it for their audience? (Here is a little side note. Let people share, link to and occasionally copy your stuff. Do not get stuck in the scarcity mentality and think you need to spend countless hours protecting your material. When you hold onto something too tight you will lose it and waste a lot of time and energy in the process. When people copy my things I take it as a compliment and move on. Just take the necessary steps for protection, but do not be some crazy copywriting cop.)

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Great material will benefit you and your company faster than anything else. You'll get recognition, backlinks, traffic, an audience, and opportunities.

Make a promise and commit to creating content that fixes problems, is interesting, and addictive. That way you will be a jewel hidden in a bunch of trash.

"Even though creating good content isn't always easy, it probably is the most straightforward way to differentiate your business and show your value."

Good Luck