

Beyond Social \$elling

THE AUDIO SUMMIT

Lise [00:00:00]:

Well, hey there. I am super excited to chat to you about how I nurture my audience without using social media. So I have been off social media since 2021 and since then have really focused on growing my email list and then also making sure that I am nurturing my amazing email community. And there are a couple of different ways that I do that. The first is using I call, nurture and sell emails. Now, I email my audience every single day, except for Saturdays, and that is intentional. And you might be surprised to learn that my unsubscribe rate is very, very low, but my engagement rate is very, very high. And when I say very, very high, I mean I on average have at least 30 to 45% open rate.

Lise [00:01:01]:

My click rate hovers around 1 to 2%. But engagement wise, I have people responding to my emails every single day. And this is what has allowed me to not only nurture my audience, but also sell to them. Because I don't believe either of these is mutually exclusive. So, whilst we're talking about nurturing, I want you to also know that I'm a huge proponent of always making sure that I ask for the sale every single day. Or another way of putting this is presenting the opportunity for people to buy. We are not here to convince people to buy, but if we're not presenting the opportunity for them to buy from us every single day, then this is where we can see having to rely on a massive launch or something like that just to make sales. Personally, I prefer to make daily sales than having to wait for some big launch in order for things to come in naturally.

Lise [00:02:03]:

So the way that I choose to nurture using the Nurture and Sell framework is using stories. I love storytelling. I love sharing stories. And we remember stories as human beings, right? We have had stories passed down through generation to generation, and it's just how our brains are wired. So when I started doing canvas, I quickly discovered just how easy it was to tell stories. But I often hear from my members that they don't think they have any stories, right? Often they'll say to me, lise, nothing happens in my life. Everything's boring. There are no stories for me to tell.

Lise [00:02:45]:

And so I want you to know that stories are everywhere. And I use this thing called the Story bank practice, which I'm going to share with you now. So make sure you've got a pen and paper handy that allows you to capture stories literally every single day. So at the end of my day, I ask and answer this one question, what happened today? Now, what I do with that is, I open up the voice notes app on my phone, or actually I use the Krisp app because it transcribes whatever I record. And then I don't have to worry about trying to go in and transcribe and I just literally recount my day. So I go from the time that I wake up, which is typically around 5:00am, and I

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just go through hour by hour or at this point, because I've been doing this for so long, I know the different elements in my day that I could use as a story. But if you're just starting out with this, I do recommend going hour by hour. So what you will discover is that as you just go through and go kind of back through all the different things that might have happened in your day, you'll start to notice some nuances, some things that happen that you're just like, oh, that's interesting.

Lise [00:04:03]:

Now how do you take that content and then turn those into things that you can use in your emails is probably what you're wondering. Well, basically it all starts with having a promotion plan. And really that's how I'm able to write daily emails is because I have a very clear promotion plan. I know what I'm wanting to talk to my audience about and then I'm kind of reverse engineering. So what we do when we follow the nurture and sell framework is we sit down and go, okay, I have this offer that I want to sell and I know the pain point that I'm solving with my offer. What do I need my audience to know for them to be able to buy? Or another way of putting that is what myths, beliefs, anything like that do I need to bust in order for them to make a decision? Yes or no? Because at the end of the day we can't convince, right? We're not here to convince anyone, but we are here to present the opportunity and help someone make a decision. So once you know that, once you're sitting here going, okay, I know that my audience needs to understand this, then you can look at your story bank, which is what will start to happen as you answer that question every single day. And you can pull stories out that will help you address those particular myths, those particular beliefs.

Lise [00:05:30]:

Anything that helps you literally highlight whatever it is that you're trying to tell them, what point are you trying to get across? And so then when you follow the nurture and self framework, you're basically going to start with the story. Now, to be clear, the story doesn't need to be super long. It could be one or two lines of text. So this is not about having to tell this big story, but it is setting the tone so that someone's kind of like, huh, either this person knows me or has experienced this thing, or they see themselves in that story. So you start with a story, you then transition into the lesson from the story, right? So the story has to have a point to it. And that's where your unique zone of genius will come in. Because you're going to share what that is, then you're going to provide some type of action, actionable takeaway, something that they can implement from what you've just shared, and then a call to action, which will be to buy your thing. Right? That's what that looks like.

Lise [00:06:34]:

That's high level what the Nurture and Sell framework is all about. So storytelling is the number one key component to that. Though without the story, you kind of miss the secret sauce, the thing that allows you to connect with your audience. So I hope you found that helpful. I hope that

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this starts to give you some ideas about how you can use storytelling in your emails and to remember to use a Nurture and Sell framework to also present the opportunity for people to buy from you every single day. Now, my free gift for you is the Story bank practice. You can go ahead and download that. I walk you through that process in a little bit more detail and there are some starter questions that you can use to build out your initial story bank.

Lise [00:07:27]:

So you will find all the details about that below. And thanks so much for listening. Chat soon.