

Niche: Holistic Medicine/Healing

Search: Herbal Entrepreneur, Marketing Success For Herbal Entrepreneurs.

Sub-niche: Alkaline Foods/Herbs

Sub-sub-niche: Naturopathic acne doctors

Types of Herbalism

Naturopathic Medicine (hone in on this)

Ayurveda

Western Herbalism

The Eclectics

Folk Herbalism

Traditional Chinese Medicine

Business Avatar

What's painful about their current state? Why x3?

I'm just beginning to study herbalism because of my son who is ADHD I truly want to learn options that are better for him

What do they desire? Why x3?

To heal themselves so that they are equipped to heal others.

It is important for me to have a certificate in Herbalism because, like you said, it shows people that you are serious.

Has a lot of respect for the name herbalist so wants to be competent at it (learner)

It's not about making money. If it was just about money you'd get a job working retail. Herbal entrepreneurship is a calling.

It's a calling to heal, to make whole, to bring integrity. It's about repairing the world (*Tikkun olam*), one person at a time. And it comes first through understanding who you are and what gives you joy. From this confidence in what you are called to do, flows your message.

I'm most interested in learning about herbs to stop relying on others to take care of my health and my family's health

What roadblocks do they face? Why x3?

I've been struggling to get my brand name out there. There are so many brands out there that have similar products, but my products differ because I use herbs to heal the scalp. I had some issues but healed myself. I'm using social media but I'm not getting a lot of traction on my site.

I am interested in becoming an online Herbalist. Me and my Uncle started a Sea Moss business, but we are studying different herbs to implement into the business. Is it necessary to get a degree or certification to be successful in this business?

What is the solution? Why? x3

Not having proper niche and speaking to a specific ailment that people suffer with

Emma has saved me from so much stress building my business.

It isn't enough to create an herbal product and slap it on a website. You need to know who the product is for. What are their struggles and challenges? How does your product solve a problem for the person in your market audience? If you present your lovely product to the wrong people you'll hear crickets. Your lovely, quality herbal product will expire on your shelf before it reaches the person you created it for. But if you understand the person who needs your product most, you'll be able to reach them with the right message so that they can find your solution to their pressing need. It's magical.

-What do I have put in the email to make them respond? What would you put inside that email, what reason would you give as to why you reached out, what reason would you give as to why you chose that company: **ONLY PERSONALIZED, VALUABLE AND INTERESTING EMAILS WILL GET RESPONSES.**

- Compliment
- Reason why
- Main Body
- CTA
- FV

Email Outreach

Show up to a business and show the person you care about them & the greater reason behind their business.

Hey if your trying to do x (biggest goal/problem) then I have the solution

Give Fv and tease a call.

Figure out what they want and then position the thing your offering as the thing that'll get them what they want

<Insert x business current marketing flaw>

You gave a lot of details about what you are doing and how you'll help them

You want to reveal those things in the sales call

Also you don't know their problem yet you'll know their problem in the call when you ask them about their situation

Did you watch the advance influence videos?

**Speak this into text to speech to make the communication more personal
(Trim all the fat) If it doesn't bring a significant amount of value, remove it**

Meet these requirements:

-I am not a freelance copywriter that sells words, I am a strategic partner that helps businesses get their desired outcome. **I sell outcomes!**

-Offer something they want (FV)

-Personalise (show them you're reaching out to them, for a specific reason, to give something valuable for them): ensure your recommending something specific that you've seen on their site, must be so specific it wouldn't make sense in anyone else's inbox.

-Make an appropriate claim for the knowledge you have as an outsider looking in, don't make unbelievable claims.

-For FV: Spec work, analysis video or other valuable deliverables.

Hey Rico,

<complement>

I create compelling communication that addresses your target audience's needs and pain points, so you can take them from leads to loyal members of your brand.

To do this you need to enter the conversation the reader has in their mind.

Communicating to their specific situation shows that you understand them, laying the foundation for them to trust you and hand over their hard earned money.

.<inset something unique I believe I can help enhance so we can make a lot of money together>

I made an example of what this might look like below.

In addition, I would like to show you the application of my approach by offering you a proposal.

I'll write 5 social media posts to make you stand out.

All I ask in return is that if you like my ideas,

You give me a 30-minute call to discuss more ways I can help enhance your business.

Which of your products do you want me to write a social media post about?

Let me know if this interests you otherwise no worries and I'll be on my way.

Kind Regards,
Kristof.



Follow up:

Hey <insert name>,

I hope this message finds you well.

I wanted to follow up and see if you had a chance to review my previous message about customizing your message to connect with your target audience, including the example I gave.

I understand that you are a busy person, and that's why I'm not here to waste your time.

I want to show you tangible examples of how we might work together, which is why I stand firm in my proposal to put my digital marketing tools to use on a product of your choosing (free of charge) to show you how I can help.

Must be personalized, short and valuable.

Best regards,

Kristof.

2nd follow up (3-7 days later):

Must be personalized, short and valuable.

Follow up email, teasing something else, rebuilding curiosity or the walkaway email.

New ideas top test for outreach:

Add in to make it more personal: their products, specific situations they're in, recent content, any relevant and specific detail that connect it to them.

Our goal is to bring light to these amazing plants that not too long ago were the staple food and medicine of the people. We want to see more people have access to these plants and the education to use them safely and respectfully. I want to bridge the gap between food as medicine and medicine as food by creating products that are meant to be used in our everyday lives. (dreamstate)

--I know marketing using multiple channels is the best option to create a brand strategy

-People are most aware of their health than any other time in human history.

- Helping people to help themselves and their loved ones is what I love regardless of money.

-traditional advertising costs a lot of money, whether you generate a healthy return on investment or not. If you don't make much money, you simply don't get much from the campaign. Social media, on the other hand, costs far less and offers additional benefits besides revenue.

-It's so sad that we feel we have to put every good thing into terms of dollars and cents. I am just following my passion and seeking to help others heal.

too wish to disconnect from capitalism, however currency is required to eat. 😞👩

-If we all chose not to financially support the fields we appreciate most, there would be no benefit from them as the money would be gatekept by higher corporations who do not share our interest for nature and healing.