

# Business objective:

## Retarget past career coaching customers via email campaign

### **Context:**

(This is a 10 y/o Anniversary email for my client's past customers.)

**I will translate this into Finnish.**

My client hasn't done much marketing before and hasn't nurtured her past customers after they've been served, so this email also works as a reconnection message for them.

Her past customers already trust and like her a lot, but they don't have an active problem with their career situation anymore.

## 1. Who am I talking to?

### a. Target Avatar for InCoaching:

- **Demographics:**
  - Age: 30-55 years old.
  - Gender: Likely a balanced mix of male and female professionals.
  - Location: Primarily based in Finland, with some potentially in other countries due to remote work or relocation.
  - Education: Higher education degrees mostly.
  - Occupation: Mid-level to senior professionals in various industries who have previously sought career guidance.
  - Income: Middle to upper-middle class.
- **Psychographics:**
  - Highly value professional development and career progression.
  - Motivated by achieving a successful career transition or advancement.
  - Appreciate personalized guidance and expert advice from people they trust.
  - Likely have a proactive attitude towards career planning and are open to further self-improvement.

## 2. Where are they now?

### a. Current situation on the funnel/past experience:

#### i. They are past customers

1. This means they've gotten help from Pilvi for their most pressing career issues and found meaning to their work through her and/or found a new job through her coaching.
  - a. *The different situations vary a bit since this is going for all of her past clients and she does both career coaching and job search coaching labeled as one "career coaching" service.*

#### ii. When they see my message they are living their life and looking through their emails like usual

b. **Current state:**

- i. They are semi-comfortable with their career situation since they've previously solved their most pressing career crises/anxiety through my client.
- ii. Their career situation is ok – semi-normal, they're not anxious or actively worried about their future like before, but their worklife and career situation could always be more balanced and exciting – they actively want to seek out more challenges and achieve self-fulfillment/status through their work.

iii. **Physically:**

- 1. Working professionals, possibly remote or hybrid due to global trends.
- 2. Possibly experiencing uncertainty or dissatisfaction with their current job or career trajectory again.

iv. **Mentally:**

- 1. Reflecting on previous coaching outcomes and evaluating the next steps in their career.
- 2. Possibly experiencing uncertainty or dissatisfaction with their current job or career trajectory.

v. **Emotionally:**

- 1. Could be experiencing a mix of optimism due to past successes with Pilvi and anxiety over future career moves.
- 2. Desire reassurance and support in their ongoing career journey.

vi. **Goals:**

- 1. **Short-term:** Clarify current career goals, explore new opportunities, or make immediate changes to enhance job satisfaction.
- 2. **Mid-term:** Build on previous coaching outcomes, pursue promotions, or transition smoothly into new roles or industries.
- 3. **Long-term:** Achieve a fulfilling and sustainable career that aligns with their personal values and professional aspirations.

vii. **Pain:**

- 1. "I'm not sure if my current job is the right fit anymore."
- 2. "I need to find a direction that feels more aligned with my skills and passions."

viii. **Desires:**

- 1. "I want to continue growing in my career and avoid stagnation."
- 2. "I'm looking for new strategies or insights to accelerate my career progress."

ix. **Beliefs:**

- 1. Trust in Pilvi's coaching expertise, as they have seen results from her guidance before.

2. Believe that personalized coaching can help them overcome their current career challenges.

x. **Trust:**

1. High trust in Pilvi due to their previous positive experiences and her established reputation.

c. *Current state \*before they became customers\* (some are still feeling some of these for sure):*

- i. What are they afraid of?
  1. They fear that they won't make it in their career path...Not doing the right things/not being good enough.
  2. Fear of Stagnation: They are deeply afraid of being stuck in an unfulfilling job, unable to progress or find satisfaction.
  3. Fear of Inadequacy: Concerned that their skills and experiences are becoming irrelevant or underutilized, which could hurt future opportunities.
  4. Fear of Failure: They worry that their efforts to change careers might not succeed, leading to wasted time, energy, and potential embarrassment.
  5. Pelko että ei työllisty,
  6. Paikallaan jämähtämisen pelko, pelko jumiutumisesta.
  7. Pelkää, että työ ja vapaa-ajan yhteensovittaminen ei onnistu - pelko ylikuormituksesta.
- ii. What are they angry about? Who are they angry at?
  1. Primarily themselves for not making progress in their careers, but also at the oversaturated job market and possibly their current employers for not recognizing their potential.
  2. Frustrated by the lack of opportunities for growth, feeling undervalued, and trapped in roles that do not align with their passions or strengths.
- iii. What are their top daily frustrations?
  1. Lack of Direction: They feel confused and uncertain about the next steps in their careers.
  2. Motivational Struggles: Difficulty finding motivation in their current roles, leading to daily burnout.
  3. Limited Growth Opportunities: Perceive a lack of avenues for advancement within their current jobs.
  4. They feel drained every day to go to work.
- iv. What are they embarrassed about?
  1. Career Position: They might be embarrassed about their current job title or role, especially if they feel it doesn't reflect their abilities or potential.
  2. Perceived Incompetence: Feeling unqualified during interviews or when applying for jobs, especially when faced with rejection.
  3. How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
  4. Self-Perception: They feel insecure, anxious, and uncomfortable due to their lack of career clarity and direction.

5. Social Perception: Concerned about how others perceive their stalled careers, they might fear being seen as failures or underachievers.
- v. If they were to describe their problems and frustrations to a friend over dinner, what would they say?
  1. Over Dinner: They would likely express their frustrations with phrases like:
  2. "I feel so stuck in my job. I just don't know where to go from here."
  3. "I've been applying for jobs for months, and nothing is coming back. It's really killing my confidence."
  4. "I'm doing everything right, but I still feel like I'm going nowhere."

**d. Dream State:**

- i. Continuing to receive tailored advice that drives them toward their career goals.
- ii. Achieving new milestones, whether in a current role, a new company, or a different career path.
- iii. Maintaining a satisfying work-life balance while advancing professionally.
- iv. If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
  1. Career Fulfillment: They want to be in a job that aligns with their passions, where their skills are fully utilized, and they feel a strong sense of purpose & fulfillment.
  2. Personal Growth: Continuous professional development and growth, with opportunities for advancement.
  3. Work-Life Balance: They desire a career that allows for a balanced and fulfilling personal life, avoiding burnout and stress.
- v. Who do they want to impress?
  1. Impressing Others: They aim to impress themselves first, by achieving their career goals. They also want to earn the respect of their peers, family, and professional network.
  2. Desired Self-Perception: In their dream state, they would feel confident, motivated, and proud of their achievements.
- vi. How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
  1. Effortless Success: They secretly wish for a career that feels almost effortless because it is so well-aligned with their strengths and passions.
  2. Purpose and Passion: Their deepest desire is to find a career that they are genuinely passionate about, where they feel they can make a meaningful impact.

e. What's Holding Them Back?

- i. The main barriers are a lack of clear direction, uncertainty about their next steps, and a fear of failure.

**f. Desire Level - Current Level: 5**

- i. Past clients are generally content but have a passive worry about their career direction. They aren't actively seeking career coaching unless prompted by a career change or decision point.
- ii. Threshold: Increase to 7-8
  - 1. Action Items:
    - a. Highlight common career frustrations like stagnation or lack of advancement.
    - b. Tap into aspirations and fears, such as reaching the next career level or avoiding obsolescence.

**g. Belief in the Idea - Current Level: 8-10**

- i. High belief due to past positive experiences, but some may question the current need for coaching.
- ii. Threshold: Solidify at 9-10
  - 1. Present relevant question/scenarios in your copy to convince them that coaching is the right choice for their current situation
- iii. Share personalized updates, new techniques, or insights to demonstrate relevance.

**h. Trust Level - Current Level: 10**

- i. High trust from past happy customers who believe in Pilvi's expertise and reliability.
- ii. Threshold: Maintain at 10
  - 1. Action Items:
    - 2. Reference past successes and positive outcomes achieved through Pilvi's coaching.
    - 3. Emphasize consistent quality and the availability of personalized coaching for future career stages.

**i. Level of Awareness - product aware**

- i. They are fully aware of Pilvi's coaching services and her expertise. The focus should be on re-engaging them with new offerings or follow-up services that \*build on their past progress.\*

**j. Market Sophistication Level - Market Tired of Claims:**

- i. Since these people have already engaged with career coaching services, they are likely skeptical of general marketing claims. They need clear, evidence-based communication – that matches their situation and that emphasizes tangible results.

### 3. Where do I want them to go?

- a. Catch their attention
- b. Open my email
- c. Read through it.
- d. Get incentivized to engage

#### 4. What steps to get them there? (refined):

- a. Subject line – needs to meet them where they're at
- b. Body & main text — reintegrate them with you on a personal level & re-establish credibility.
- c. Re-establish authority
  - i. Offer to help them with any questions they may have.

(Basically like a text message tone)

#### CURRENT ACTIVATION EMAIL DRAFT:

Email #1 “activation” DRAFT

**SL: Urakuulumisia? + 10-vuotislahja & kampanjatarjous sinulle**

**SL: 10 vuotta yhdessä – ja pieni yllätys tulossa sinulle** 🎉

**SL: Tämä sähköposti menee aikaisemmille valmennettaville.**

**Kiitos sinulle, entinen valmennettava** 🎉

**Kiitos sinulle, aiempi valmennettava** 🎉

**Kiitos sinulle, aikaisempi valmennettava** 🎉

**Kiitos sinulle, valmennettava** 🎉

Moikka [Etunimi],

Halusin firmani 10-vuotisjuhlavuoden kunniaksi ottaa yhteyttä aikaisempiin asiakkaisiini ja kysellä kuulumisia.

Jos sinulla on hetki, kerro kuulumisesi – olisi upeaa kuulla, miten sinulla on valmennuksen jälkeen mennyt.

Monet entiset valmennettavat ovat pohtineet uusia urahaasteita – miten sinulla?

Mielelläni juttelisin mahdollisimman monen valmennettavani kanssa - teidän uraonnistumiset on kuitenkin se syy miksi täty työtäni teen. ❤️

PS. Minulla on teille suunnitteilla myös pieni syntärlahja, joten kannattaa pysyä kuulolla tulevia sähköposteja varten 😊

## FOLLOW-UP Email Draft

**SL: Erikoistarjous entisille asiakkaille:**

Hei , (nimi)

Viime viikolla kerroin, että haluan kiittää sinua osana InCoachingin 10-vuotisjuhlaa. Nyt on aika lunastaa lupaus – tässä ensimmäinen lahja, josta uskon olevan hyötyä sinulle!

Haluan tarjota sinulle ilmaiseksi suositun verkkokurssini "5 askelta työnhauassa menestymiseen" norm. arvo 98 €). Tästä on apua sinulle, mikäli työnhakutaitosi kaipaavat päivittämistä.

**Kurssilla opit:**

- Miten osaamisen sanoittaminen tehdään myyvästi rekrytoijia (tai headhuntereita) kiinnostavalla tavalla
- Kuinka luoda CV ja hakupaperit, jotka erottavat sinut muista hakijoista.
- Todistetusti tehokkaat strategiat, joilla olen auttanut tuhansia hakijoita työllistymään
- Keinot ylläpitäää intoa ja jaksamista, jotta voit viedä työnhakuprojektiin maaliin saakka!

**Näin saat kurssin käyttöösi:** Vastaa tähän sähköpostiin, niin lähetän sinulle henkilökohtaisen rekisteröitymiskoodin, jolla pääset aloittamaan kurssin.

**Ja jos työnhaku ei ole ajankohtaista juuri nyt, älä huoli!**

Lähetän vielä toisenkin 10-vuotislahan kaikille aiemmille valmennettaville ensi viikolla – voin luvata että tämä hyödyttää sinuakin! ☺

Lämpimin terveisin,  
Pilvi

Kiitoksesta siitä, että olet ollut mukana näiden viimeisten 10 vuoden aikana, haluan tarjota sinulle erikoislahan: 15% alennuksen ura- ja työnhakuvalmennuksestani. Sattumalta tämä osuu juuri Black Friday -aikaan, joten miksi ei juhlistaa kahdella syyllä!

*PPS: Halutessasi voit antaa verkkokurssitarjouksen myös lahjaksi tutullesi, mikäli koet, että siitä olisi hyötyä. Lisätiedot kurssista täällä.*

