



Keep Your Leads Warm and Ready to Convert

With the *Right* Content Marketing

A few months ago, one of my employees ordered a new brand of deodorant online. She went on their website, placed her order, and gave the company her phone number for an extra 10% discount.

Big mistake.

The minute this company had her number, her experience turned into a marketing nightmare. Before she even got her deodorant in the mail, they were spamming her with texts and emails *daily* trying to get her to buy a monthly subscription. Let me say that again. This company was trying to make another sale *before their client even tested their product*. She got so fed up that she unsubscribed and swore off the brand forever.

When I heard this story, I had two thoughts.

- 1. The deodorant probably sucks.** Typically when companies do spam marketing, it's because they want to get as much money from every customer as they can, as fast as they can. They know the customer won't be there tomorrow, and their company might not be either!
- 2. This company has NO idea how to keep a warm lead engaged.** That second thought is the one I want to focus on, because it's a blind spot I don't

think we talk about enough. What many businesses don't realize is that people don't go straight from being prospects, to leads, to clients. There are actually three different types of leads: suspects, cold leads, and warm leads.

A suspect is someone who you'd like to have as a customer, but who knows nothing about you. They're the person you try to flag down when they walk past your trade show booth. A cold lead is one step closer. Maybe they stopped by your booth and talked to you for a minute, or downloaded the \$10 lead magnet from your website. A warm lead is what you want: Someone engaging with your brand by consuming your content or taking positive steps towards become a new client, they may have even spoken with someone from your company. A hot lead is one who is on the cusp of buying and the difference between them moving from hot lead to new customer may be as simple as overcoming an objection or all you may need to do is simply ask them to buy. Leads can move through all of these stages, and they can even jump around from cold, to warm, and back to cold and then all the way to hot. My employee was a warm lead for this deodorant brand ... and then their marketing dumped ice water on her head.

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Here's what they should have done — and what you can do to keep your warm leads engaged.

Avoid the hard sell.

It's important to warm your leads up with content (texts, blogs, emails, print mail, social media), but the type of content matters. That's where most people mess up. All of their messages are "Buy! Buy! Buy!" ... which turns off today's customer who has virtually unlimited choices of places to do business with. If this was a normal social interaction most businesses are that person who is always taking about themselves with little interest in anything you have to say or think about any subject. It's this kind of bad marketing that is a very common reason leads don't convert into sales. To *actually* warm the lead up, your content should ...

Provide value.

Regardless of how you deliver your content, you should provide value to your leads. Tell them a bit about yourself; personal and professional info. Help them with solutions to problems your ideal demographic may have. The deodorant brand should have sent my employee cool videos, testimonials, and tips on the right way to use their product. That would have made her excited to get it in the mail! You need to provide value 75–80% of the time. The other 20–25% of your content can focus on progressing the sales conversation.

Create a connection.

When you send valuable information out to warm leads, it shouldn't just be about your business. You should share things about YOU, too. People like to do business with someone they know, like, and trust, and you can build that trust by finding shared affinities.

Imagine you meet someone on one of the dating apps, and after chatting you find out you're both really, really into "The Bachelor." (Because of course, it's secretly every guy's favorite show!) You talk about all of the juicy gossip from last week's episode, and boom — you've formed a connection. The relationship is warmed up, and you're probably ready to meet in person. Marketing works the same way.

Keep the fire going.

Here's where a lot of people mess up: Once a lead is warm, you have to KEEP them warm with a steady drip of helpful, entertaining content. This is how you sell to that person who researches for months before making a purchase. If you're still there giving them great content, you'll get that sale. It's also key to keep your leads warm after they convert. They'll be happier, buy more, stay longer, and send more referrals.

If you don't have a system in place to warm up your leads and aren't sure how to get started, I have good news: Starting itself is the key. Most people never get started, and they let their best leads get away. You're ahead of the curve.

Now, the easiest way to start is to find someone to help you with content marketing. This will help you avoid the No. 1 reason businesses struggle to scale: Owners who try to do everything themselves. All you'll need to do is gather your prospects' email addresses, cellphone numbers, and mailing addresses.

The mailing address is gold because you have the ability to communicate and connect with virtually 100% of your customers and prospects without a third party interfering. You can send a print newsletter, postcards, welcome gifts, Thank you gifts and virtually anything else you can think of. One of the issues facing many Entrepreneurs right now is that you need to communicate through multiple channels for the best results. For example, I'm almost never on Facebook. But I can easily spend way too much time scrolling through TikTok videos instead of watching TV. Similarly, some people are direct mail people, and some are email people. By using multiple different media to communicate with your prospects and clients you will not only connect with many prospects and customers you haven't been reaching to date but in many cases you'll also be connecting with them through more than a single media and when done correctly that will enhance your relationships with customers, help warm up prospects, increase referrals, upsells, new customers and as well as positively impact many other areas of your business. (By the way, did you know we offer digital newsletters now? You can get all the details at [NewsletterPro.com/Products/.](https://NewsletterPro.com/Products/))

Here's the thing: If you don't put the effort into keeping your leads warm, someone who knows what they're doing will come into your niche with great content marketing and kick your butt. It's happening right now to that deodorant company. Sure, they're trying, but they're doing it all wrong — probably because they're trying to do it on their own. Don't make that mistake.

-Shaun

P.S. — While I was writing this, I checked in with my employee who ordered the deodorant, and guess what? I was right! It sucked.

"Who is like the wise? Who knows the explanation of things? A person's wisdom brightens their face and changes its hard appearance." **-Ecclesiastes 8:1 (NIV)**



5 Timeless Tips for New Entrepreneurs

Time and Time Again, This Old Wisdom Proves Sound

If you're an entrepreneur, you've probably heard a lot of bad advice. Entrepreneurs have to pick out the best wisdom for themselves, whether it be from friends, relatives, or "gurus." Thankfully, there are still pieces of timeless wisdom for creating a successful business.

No. 1: Build like the Romans.

It's easy to lose track of our goals, so while it might sound obvious, never forget to build your business with a long-term mindset. One of the oldest businesses in the world is based in Japan — Kongo Gumi, a construction company specializing in Buddhist temples, which first launched in 578 AD. Prior to merging, it had a \$70 million annual budget. Just like how the Romans built the Colosseum nearly 2,000 years ago, you'll want your business to focus on high-quality services and/or products and, just like the Japanese company, with a well-defined niche.

No. 2: Choose the right niche.

Do you know who your customers are? What do they really need? If your business operates too broadly, you might struggle to find your most profitable, effective niche. The most reliable niches aren't short term, such as weddings. It's hard to build a long-term email list, for example, with the low frequency that people get married!

There's also a seasonality aspect to consider. If your niche goes through on- and off-seasons of popularity, you might accidentally build a seasonal business. To avoid struggling for customers in the off-months, use Google Trends to determine how stable a niche is.

No. 3: Find a burning problem and solve it.

Creating a business means creating a resource that benefits you and your customers. But if your company doesn't have

any problems to solve, people have no reason to spend money or benefit from your business. One of the best things you can do as a new entrepreneur is find a burning problem — as niche as it may be — and solve it. Even if the problem you're solving is as simple as helping people overcome boredom by providing an entertaining experience, knowing your purpose makes a huge difference.

No. 4: Get obsessed with customer needs.

You don't have to work harder to make money — often, you need to work smarter. For example, business owners can get too wrapped up in what their company needs and forget what customers need. If you lose track of your customers' wants and desires, you're bound to make less money. Learn to recognize customer frustration as pain from not having their needs met. This makes it much easier to not take insults personally (especially from rowdy customers). At the end of the day, always working toward a positive customer experience can open a door to building long-term relationships with buyers.



No. 5: Remember, profit over revenue.

Some business owners will brag, saying they'd made over \$900,000 in the past nine months. But how much of that money made a real difference? If the profits are only around \$10,000, was it worth the work, and is it sustainable? Probably not. The more profit your business has, the more your company can reinvest in itself, your employees, and your own success. After startup costs are paid, you're often paid last, so make sure you make enough money to treat yourself after all your hard work.

Starting a business is terrifying because nobody has all the answers for your specific business needs. You get to decide for yourself. We hope these timeless pieces of advice help you on your journey!

Stop Employees From Divorcing You

Show Them Appreciation



In the early 1990s, counselor Gary Chapman wrote “The 5 Love Languages: The Secret to Love That Lasts.” Chapman details five love “languages”: acts of service, quality time, words of affirmation, receiving gifts, and physical touch. Throughout his book, Chapman emphasizes that it’s vital for couples to learn the “primary language” of their mate, then adapt their behavior to better meet their partner’s needs.

Chapman’s book has stood the test of time in couples counseling and saved many marriages, but Chapman’s views may have a point when it comes to business.

After all, statistics show that when employees feel appreciated, they are less likely to leave a company and are more productive than their unhappy counterparts. What’s more, employees want to feel appreciated! One study noted that more than half of employees surveyed wished their managers would directly compliment them, and 40% of leaders wished their employees would do the same.

Perhaps Chapman was on to more than he thought in the ‘90s when he wrote about romantic relationships. If you can learn to speak in a way that shows a little love to your employees, you just might meet their work needs in a way that is mutually beneficial. Here’s why that matters.

Employee churn is costly. The hiring, onboarding, and training process for new employees will cost your company a pretty penny, but on top of that, you should consider the fact that new employee productivity is typically lower than that of established employees, and you may have to account for mistakes.

Speaking of productivity ... Employees who are happy and engaged actually want to come to work. Those who are unhappy are the ones you can find scrolling through TikTok at 2 p.m. on a Tuesday. That wastes not only your time, but it also ushers money right out the door. The saying, “Time is money,” is no truer anywhere else than in business.

Employee culture goes beyond ‘the feels.’ A company with a great culture is electric. It’s a place where people want to do business and will recommend that others do the same. When your company doesn’t reward employees for their work, doesn’t encourage praise, and is slow to show its appreciation, that reflects on both your employees *and* your customers.

Ready to create an employee appreciation campaign that will speak the right love language to your employees? We have just the advice you need online at [NewsletterPro.com/blog](https://www.newsletterpro.com/blog).

What’s Automation – Why Does It Matter?

Grrr, technology! It’s always changing, and in the past 30 years, even tech experts have shared the frustration of new tech “fixing what ain’t broke.” However, some innovations — although it might take a little patience to understand them — will *dramatically* improve your customer satisfaction, your business’s marketing effectiveness and reach, and your staff’s quality of life.

That innovation is marketing automation. With automation, you can leverage your marketing and industry expertise to produce savvy, automatic systems that will provide your customers with consistent engagement and a value-based experience.

If it sounds fancy, it is — but it’s not expensive! Today, even small businesses can employ automation in their company. But why is it so awesome?

Automation makes mundane digital tasks easy.

Want to perform certain email actions automatically? For example, after a successful sale or customer service interaction, you might want to automatically send that customer a survey. Automation can help with that, including:

- **Automatically sending A/B tests of email campaigns**
- **Scheduling social media posts**
- **Posting automated responses to tagged social media posts**
- **Generating reports on marketing results across all platforms**

When automation can do the busywork for you, it leaves a lot more time on your team’s hands to do more productive work. That’s a huge benefit for your business.

But, that’s not the only benefit either.

Understand your customers’ digital ‘body language.’

When you share a joke with your partner, you can tell whether they’re enjoying it or not. They give a certain smile, laugh, or response that, due to your familiarity with them, reads as genuine amusement.



Now, imagine you’re sharing a joke with a customer you’re meeting for the first time. Their response might be obviously amused — or a little cryptic. Now, imagine you can’t hear their voice

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Succeed by Embracing Your Regrets

With Help From Daniel Pink’s New Book

Years ago, a photo started circulating on the internet of a man in a white tank top and black baseball hat. He looked pretty normal — except for the phrase “No Regrets” tattooed across his chest! The jokes practically made themselves; “I bet he regrets that one” was a favorite.

You might remember thinking the same thing. But according to author and researcher Daniel Pink, that unlucky internet sensation shouldn’t bemoan his tattoo — only the philosophy that inspired it.

In his new book, “The Power of Regret: How Looking Backward Moves Us Forward,” Pink argues that regrets are normal and healthy, but the “no regrets philosophy of life” isn’t. Why? Because it keeps us from embracing and learning from our mistakes.

“The Power of Regret” teaches readers to do just that. In it, Pink draws on a World Regret Survey he conducted of over 15,000 people in 105 countries to outline four common categories of regrets: foundation regrets, boldness regrets, moral regrets, and connection regrets.

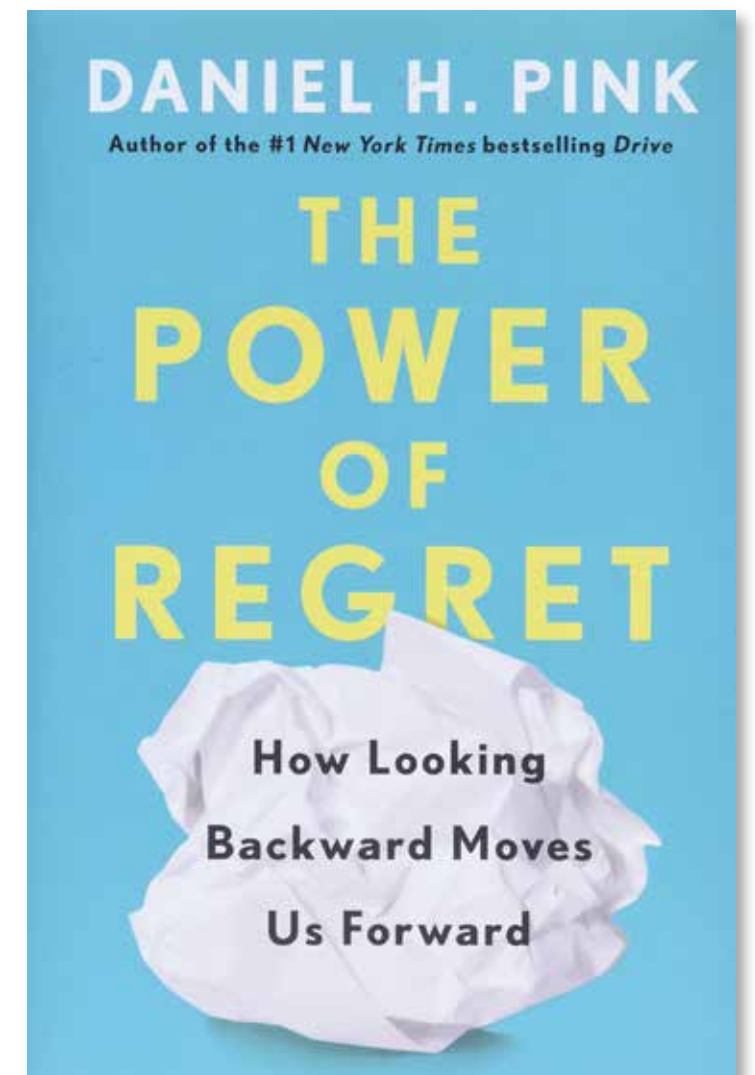
If you think you got the wrong college degree in retrospect, that’s a foundation regret. A boldness regret might be regretting spending \$3,000 on a vacation on a whim or investing in a startup idea that didn’t pan out. You might feel moral regret if you cheated on your diet, or connection regret if you didn’t forge a bond with a now-successful coworker when you had the chance.

Do any of those categories sound familiar? They should! Pink dives into each regret type in his book and explains how to shift your mindset about it and move forward into a more successful, informed future.

“Regret is not dangerous or abnormal, a dilation from the steady path to happiness,” he writes. “It is healthy and universal, an integral part of being human. Regret is also valuable. It clarifies. It instructs.”

Business owners and ambitious entrepreneurs have more regrets than most people, because they take more risks — but that also means they have more to learn from those past failures! Like Huffington Post and Thrive Global mogul Arianna Huffington once said, “We need to accept that we won’t always make the right decisions, that we’ll screw up royally sometimes — understanding that failure is not the opposite of success, it’s part of success.”

“The Power of Regret” could be the key to reframing any “failures” in your past and using them as milestones to grow



your business and personal life for the rest of 2022. As one GoodReads reviewer put it, “You could do your future self a real favor by reading this book.”

Ready to find out for sure? Grab a copy of “The Power of Regret” today at your favorite local library or bookstore, and if you love it, check out Pink’s other books, including “Drive: The Surprising Truth About What Motivates Us” and “When: The Scientific Secrets of Perfect Timing.”

“Judge not, and you will not be judged; condemn not, and you will not be condemned; forgive, and you will be forgiven.” —Luke 6:37 ESV

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or see their expression or body language at all! That's digital marketing for you. It can be a real challenge to craft the perfect message and earn the reaction you want (aka sales) when you don't know who's on the other side.

Thankfully, automation can help with that, too — because it can read your customers' "digital body language."

Automation can gather sales information from all customer interactions, even subtle ones. If you understand a lead's online behavior (such as web visits, online activity, social media mentions, etc.), you can pinpoint their wants and desires a lot easier. Then, you can segment prospects based on certain criteria and create personalized, targeted campaigns.

For example, maybe you have a list of customers who stopped buying because they mentioned a particular issue, such as pricing. If you happen to create a more affordable product later on, you could create a customized marketing campaign specifically targeting that list of customers. And automation can create that customer list for you!

Automation means retention.

One of the reasons print newsletters are so effective at retention isn't just the real, physical feel of it in your hands (although it certainly helps!). Because of the personalization of the cover article, plus other high-quality educational and entertaining content it provides, print newsletters help make customers feel like they're not just a number. They're truly valued.

Even though automation software can be broken down into a bunch of ones and zeros, it's also capable of creating comprehensive, holistic profiles of your customers and executing personalized campaigns. By keeping you updated in real time, you can utilize your team's human touch to reach customers at the right time through the right channel in an effective way.

With advanced life-cycle campaigns and reengagement strategies, automation helps ensure your customers don't fall off your radar. Nobody likes to feel forgotten, so it's a win for everyone!

What should I start automating?

The best place to start (and, in some ways, the easiest) is with email automation! Much of today's email automation software will allow you to send stand-alone emails (welcome messages, updates, etc.) or create drip campaigns if you want to send several emails to a certain set of subscribers. You can even set predefined parameters where, if a subscriber is tagged with certain conditions or actions, your automation software will automatically trigger a new drip campaign created specifically to match their needs.

Automation can affect many areas of your business marketing, including dynamic content (i.e., website content that changes based on a viewer's previous behavior), lead nurturing, reporting, and analytics. While these are more advanced areas of automation, we hope this quick introduction guide will help you start your journey! Don't be shy to let us know if this guide helped you.

Say 'No' With HOP WTR

A Beverage Company's Powerful Spin on Drinking

No.

Who knew two little letters could have such a profound impact? We dreaded hearing it from our parents, we were told to say it when confronted with peer pressure, and for many, it's a word that carries a lot of weight as we try to establish boundaries.

And that's exactly what HOP WTR wants you to do.

In 2022, HOP WTR launched their "Up to No Good" campaign, the first advertising project for the growing nonalcoholic, hoppy drink company that was designed for those who want to enjoy the flavors of alcohol without the carbs, sugar, and booze. By saying "yes" to a HOP WTR beverage, consumers are actually

saying "no" to all the toxic elements that can come with a classic alcoholic beverage.

It's a classic spin on the word "no" by giving agency back to the consumer. Saying "no," according to HOP WTR, can be an empowering move — one designed to make you feel better than a half-hearted, regrettable yes ever could.

Moreover, HOP WTR's campaign is a play on the reciprocity principle, which is the idea that in advertising, if you give something to someone, they in turn want to pay you back. HOP WTR is advertising itself as an empowering way to say "no" but to still be included. It's a way for those limiting their sugar or carb intake to enjoy a refreshing beverage at the barbecue without destroying their goals. It's a way for those who choose not to drink to enjoy a beverage on the beach with their family.

HOP WTR is giving their consumers an opportunity to say "no" — why wouldn't consumers want to seize on that? In an era when flexibility is a top priority, HOP WTR has found a powerful niche to dig into.

Suffice it to say, is there any better strategy than turning a negative into a positive?

No.



Quotes to Grow On

"Innovation distinguishes between a leader and follower."

—Steve Jobs

"The person who says it can't be done should not interrupt the person who is doing it."

—Chinese Proverb

Find Us on Social!



Resource of the Month

"Is there a way to make PowerPoint smarter?" This may have been the question that powered the company FiftyThree to create its game-changing slideshow app: Paste.

Now owned by WeTransfer, Paste is an aesthetically pleasing, feature-filled tool for making presentation slide decks. Perhaps the biggest benefit of Paste is its reactivity. Thanks to its "Bento" layout engine, when you adjust a feature on a slide like an image or text box, the rest of the slide reacts automatically to accommodate that change.

What does this look like? Well, a heading might shrink as you enlarge your image. Or if you delete text, your infographic might grow or move to fill the newly vacant slide space.

Paste also lets you adjust the design of multiple slides at once. As The Verge puts it, "On the surface, these may not seem like the most exciting updates, but the

Could PowerPoint Be Smarter?

Resource of the Month: Paste

goal for the new layout engine is to let people focus on just making a good-looking slide deck instead of dealing with 'all the minutiae of having to lay everything out by hand.'"

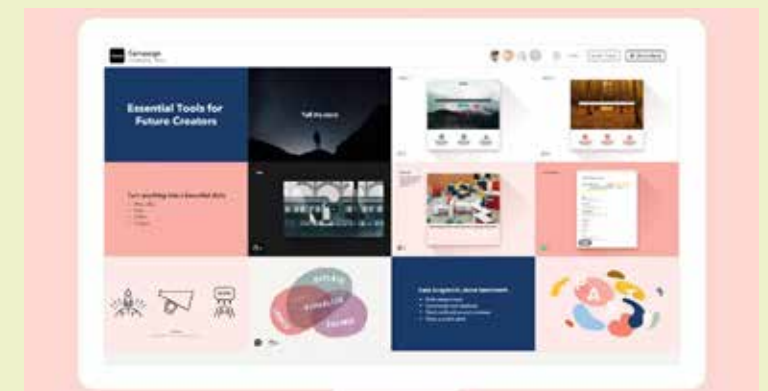
Paste has a few other perks, too. Users can insert videos and images in batches, and the app will turn them automatically into multiple slides. The app is also integrated with Slack. That means entire teams can access, review, and comment on branded slide decks. Finally, Paste gives users the option to create interactive device frames and a brand "theme" that will automatically add company colors and fonts to every new deck.

Paste isn't the only PowerPoint alternative out there. Canva, Google Slides, ProPresenter, and Prezi are similar platforms. But companies like Shopify, Raxo, Plenty TV, and Grovemade are already using Paste to do everything from pitch ideas to recap products.

You can try the web-based versions of Paste today for free by creating a WeTransfer account and downloading the

associated Paste Preview app for your iPhone. Three Paste decks are included in the free package and the \$10 per month Pro package. To gain access to unlimited Paste decks without the Paste logo, you'll need to spring for a Premium membership at \$19 per month.

To learn more about Paste and see it in action before you test it, visit [WeTransfer.com/paste](https://wetransfer.com/paste).



The Home Workout Machine Worth \$1.6 Billion

5 Keys to Tonal's Business Success

When Healthline reporter SaVanna Shoemaker first set out to review the Tonal — a high-tech workout machine that lets users lift weights at home without bulky equipment — she felt skeptical about the \$3,000 price tag. But after six weeks of using the wall-mounted screen and digital weight system to take live and on-demand fitness classes, SaVanna was converted.

“Between the tangible results I’ve experienced and the fact that it’s the first time I’ve been able to stick with a weight training regimen for more than a week, I personally find Tonal to be well worth the investment,” she wrote.

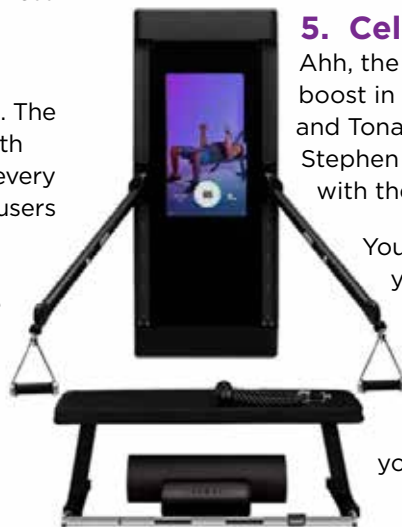
Silicon Valley engineer and entrepreneur Aly Orady founded Tonal in 2015. He used electromagnetics to create an at-home weight machine with “electronic resistance,” and in 2018, the Tonal was born. It really took off in October 2021, when the company added live workouts with fitness trainers to its in-demand lineup.

A quick Google search will show you a lot of reviews like SaVanna’s. But what has made Tonal so successful stacked up against other trendy home fitness devices like Peloton and Mirror? Why is the company backed by Amazon and funded to a valuation of \$1.6 billion?

We have a few ideas — and your business can steal them.

1. Individual Attention

Tonal adapts to each user’s needs. The smart weights gauge their strength and adjust accordingly between every set or rep. The machine also lets users set their own workout goals and pace. This is a smart fitness and brilliant business move. If you see every customer as unique, get to know them, and pay attention to their wants and needs, they’ll feel appreciated and stick around long term.



2. Smart Features

The Tonal looks incredibly sleek and high-tech — because it is. Workouts are played on a wall-mounted digital screen, and even the weights on the attached pulley system use artificial intelligence. Tonal has a companion app that guides users through workouts away from home. All of these “smart” features increase the machine’s convenience and remind us that every company should embrace technology, whether by adding apps or using marketing automation.

3. Community Building

With its live classes, Tonal has created a social network among its customers. This is powerful because according to Harvard Business Review, when customers feel like they’re part of a community, they promote the brand more, refer friends, engage more frequently, and stay longer. Consider creating your own brand community with customer events, a private Facebook group, or a customer portal.

4. Constant Communication

Tonal keeps in constant touch with its customers through email and its app. Plus, the machine itself has communication built in. During the live classes, users get real-time feedback and encouragement from coaches. Tonal also holds users accountable by displaying the number of days they’ve worked out.

Constant communication with clients is key in every business. Email marketing campaigns, newsletters, birthday cards, and in-person interaction keep your company top of mind and encourage customer retention and referrals.

5. Celebrity Endorsements

Ahh, the power of celebrity. Businesses typically see a 4% boost in stock price and sales after partnering with a celebrity, and Tonal is backed by Serena Williams, LeBron James, Stephen Curry, and Maria Sharapova, who brought their fans with them.

You may not be able to get Serena Williams to endorse your product, but don’t underestimate the impact of Instagram influencers, well-known figures in your target demographic, and even reviews and testimonials from the average Joe.

By utilizing these features, you may be able to power your brand to Tonal-level success.

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