



Newsletter Pro

February 2023

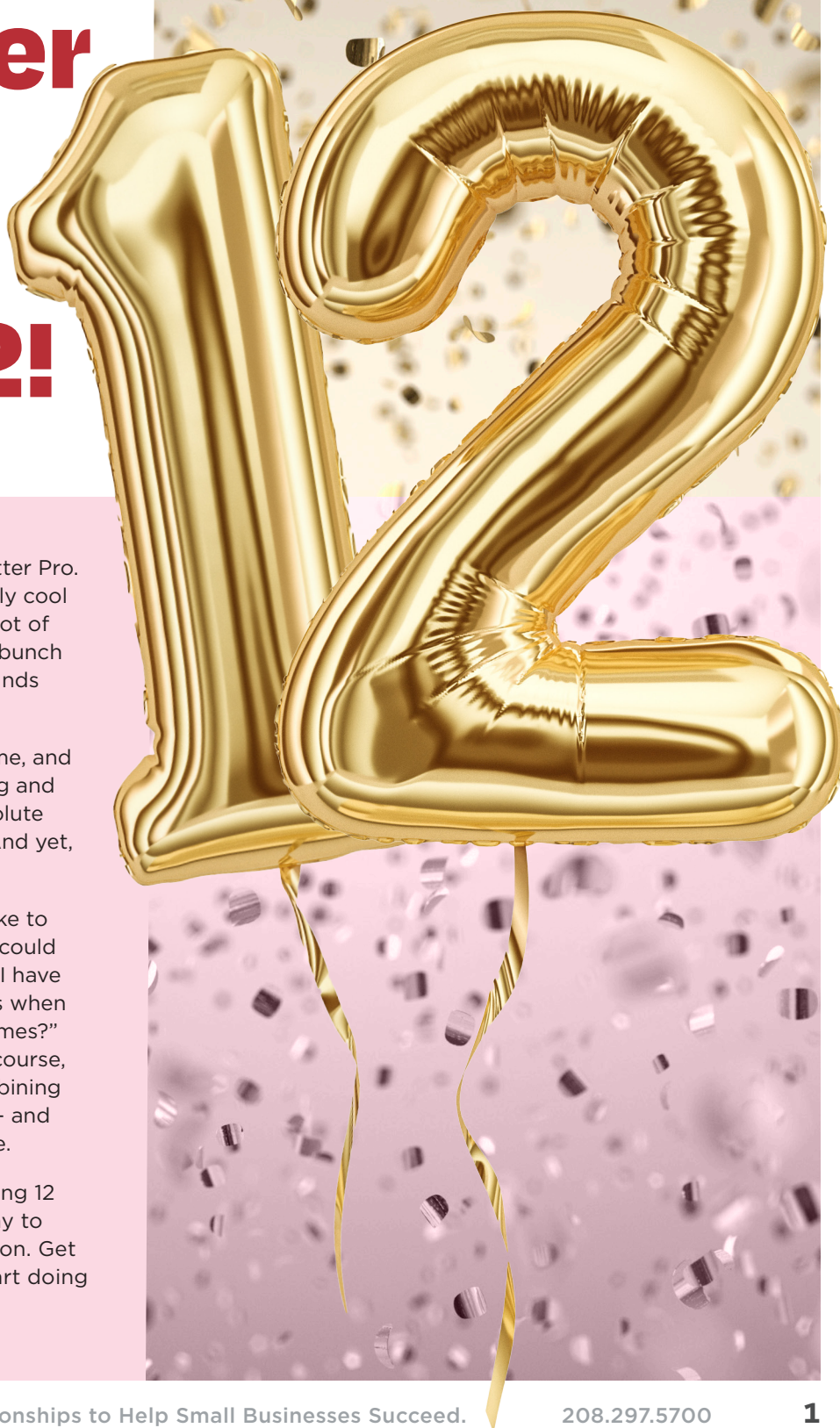
Newsletter Pro Just Turned 12!

Jan. 25 marked *12 years* since I started Newsletter Pro. Honestly, it has been an amazing ride with really cool ups and some not-so-ideal downs. I learned a lot of lessons, and looking back, I can tell you that a bunch of them came to me the hard way. I made all kinds of mistakes!

No business owner gets it right 100% of the time, and I'm happy to own that. In fact, I think examining and reflecting on your screw-ups is one of the absolute best things you can do as a business owner. (And yet, for some reason, almost none of us do it ...)

When Newsletter Pro celebrates a birthday, I like to look back and ask myself questions like, "How could I have done better?" and "What moves should I have made to take more advantage of opportunities when they popped up so I could mitigate the hard times?" This process gives me all kinds of insights. Of course, I constantly learn from other people, too. Combining those things has helped me grow and evolve — and Newsletter Pro has grown and evolved with me.

To celebrate our 12 years in business, I'm sharing 12 of my insights into what it takes for a company to not only survive but thrive — even in a recession. Get your notebook ready because you need to start doing these right now!



1. **Fear is healthy — paralysis isn't.** A lot of people are scared of a recession right now, and being scared is normal. But you can't let fear paralyze you or trick you into making decisions for your business based on emotion instead of logic! Even when it's hard, you have to keep moving forward and making moves that draw on your personal experience. Don't let the fear win.
2. **To succeed, take 'boredom' out of your vocabulary.** I realized a long time ago that to kill it in business, regardless of the economy, you have to be willing to do the same thing over and over again. It doesn't matter if that thing is as boring as watching paint dry. If it works, master the art of rinse and repeat! I think this is the No. 1 reason why Newsletter Pro has been so successful.
3. **You NEED to gather customer data.** I'm talking about names, addresses, email addresses, cellphone numbers, which products/services they expressed interest in, why they contacted your company, and any other details you can get.
4. **When it comes to marketing, diversity is king.** This one isn't rocket science, but it's true: To market successfully, you have to spread your message out over as many platforms as possible and use those platforms to bring your audience in-house. This is the best way to influence a huge group of people. It's also a great way to protect your marketing because, as we've seen, anyone can be banned from any platform at any time, whether they're an average joe, a former president, or the richest man in the world.
5. **Plug all of your data into a customer relationship management (CRM) software.** Remember when I told you to gather customer data? Once you've done that, put it in a CRM system *that fits into your budget* and reference it regularly to close and upsell those

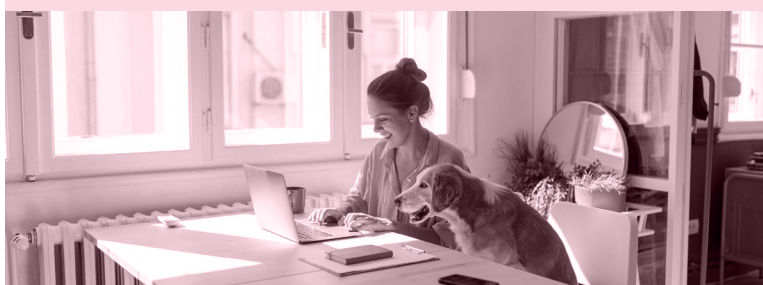
customers. Don't let me catch you using an Excel spreadsheet in 2023!

6. **Your customers and prospects are happiest when you give them added value.** I could write an entire article about how to add value inside and outside your core business, and I probably will! For now, though, my best advice is to focus on adding a benefit to the process of signing up for your product or service. This item can have a high upfront cost, but make sure it has a low cost of delivery so it can rake in business for you long term.
7. **If you have a sloppy sales funnel, you'll lose your leads.** If it takes your team two weeks to get back to a lead and/or they only follow up once, your sales funnel needs an overhaul. Run every lead you get through a tight sales funnel and make sure your team is chasing down every dollar available. And while we're talking about sales funnels ...
8. **Build a never-ending sales funnel.** You can't let your leads disengage or drop off the map. If they don't bite by the end of your initial sales cycle (e.g., your offer to download a bonus podcast episode), you need to shift them into a new sales cycle when that one is done (e.g., an opt-in for a free book). Then, do that again and again until you hit on an offer they're excited about. Don't bet the farm on one offer and give up afterward — not everyone wants the same thing.
9. **Don't cancel a successful program for the latest 'shiny object.'** If you don't have the money to buy that exciting sales pitch without canceling a campaign, product, or service that has been working successfully for years, *don't buy it*. If you do, you're either a fool or self-sabotaging.
10. **To customers, consistency = stability.** Want to show your network you're not struggling in the middle of an unstable economy? Reach out to them **consistently** and **frequently**. This will keep your business top of mind and give the impression your company is stable, successful, and thriving — one of the first steps to actually being those things.
11. **Check your ego at the door.** Stroking your ego might feel good, but it doesn't pay the bills — and it sure won't get you the lifestyle you want.
12. **Ask for help when things get tough.** If you find yourself struggling and running your business feels difficult, get help from someone who knows what they're talking about. In the end, when you kick this recession's ass, no one will remember you asked for help — they'll remember you as the genius who succeeded in hard times!

If you implement these 12 lessons in your business, you'll come out of this recession on top. This year will separate the real entrepreneurs from the people who got lucky — which one would you rather be?

- Shaun

"In the end, when you kick this recession's ass, no one will remember you asked for help — they'll remember you as the genius who succeeded in hard times!"





Could Curiosity Be the Key to Your Success?

Curiosity is one of the most important traits in all of human existence. Without curiosity, we would never have seen any of the phenomenal innovations that have made our lives so much easier. The internet, automobile, lightbulb, and just about every other invention you can think of came into existence thanks to human curiosity. Many business leaders have started to embrace the idea of curiosity as it can lead to bigger and better things for their businesses.

Not every business leader is open to this idea, though. A recent study of 3,000 individuals conducted by Harvard Business Review found that 24% of respondents regularly felt curious at work. About 70% said they face barriers when asking questions on the job. Pushing back against your employees' questions or concerns can damage your relationship and send them looking for a job where their opinions and curiosity are respected.

While there are some obvious benefits to encouraging curiosity in the workplace, such as enhanced innovation, several other benefits might surprise you. When your employees are more curious, your team is more likely to get along, as their curiosity will help them better understand their peers' perspectives. This will lead to better communication and camaraderie while reducing the risk of internal conflict. You may even notice your team making fewer mistakes because they'll look outside their own biases and beliefs to develop solutions that work for everyone.

Now that you're aware of the many benefits of fostering curiosity in your business, you may wonder how you can encourage your team to be more curious. It all starts with the hiring process. You should make a dedicated effort to hire as many curious individuals as possible. The questions asked in an interview should provide you with insight into the candidate's curiosity levels. Ask about past projects they've worked on and how their curiosity played a role in solving a specific problem. You should also ask about their interests outside of work to see if they're a naturally curious individual. It's a good sign if they're constantly exploring new areas of thought or visiting new locations.

Encouragement is going to play a significant role in fostering curiosity in the workplace. Your team needs to know looking for new solutions outside the box is okay. Create learning goals for your entire team so they can continue learning new things about their field that could help their careers or the business flourish. Allow them to ask questions whenever they arise. If they're unsure why the team is doing something a certain way, they should not be afraid to speak up and ask why. They may even come up with an alternative solution that streamlines essential processes in your business.

Curiosity is a fantastic trait for your employees to possess. It's not wise to stifle your employees' curiosity or force them to work a certain way if you want your business to boom. Encourage curiosity and creativity in your business, and you'll quickly experience the many benefits.

Bring Your Brand to Life

How Video Marketing Can Add Value to Your Business

You may be publishing quality content weekly — on blogs, social media platforms, and email. But the traffic and engagement rates may remain way below your expectations. You may be wondering: What is the missing piece of the puzzle? Videos!

Videos are the boost your marketing strategy needs to set you up for success. They have come a long way from the era of television commercials to the present day of YouTube, TikTok, Vimeo, and Instagram reels. Video production is also much more cost-effective and simple now — you can easily shoot a high-quality, 4K video with your smartphone!

But it's easier said than done. Video production requires strategy, equipment, and editing software, which can be complex. Read on to learn everything you need to know about the art of video marketing.

What is video marketing, and why is it so important?

The strategy uses videos to promote and market your products or services, thus increasing engagement on your digital and social channels, educating consumers and customers, and reaching your audience with a whole new medium!

The ability to create quality videos has become much more prevalent among marketers. It began with the rise of smartphone technology, which made watching videos very convenient, all with a tap of the screen. Then, the pandemic boosted online media consumption by a staggering 215% in the U.S.

Flash forward to 2022 — audiences spent an average of 19 hours a week watching online videos! So, if you're looking to push your brand's exposure, video marketing is the key.

Here are a few more reasons video marketing is so important.

Video marketing encourages more social engagement.

Platforms such as YouTube and TikTok have always been focused solely on video. But others like Facebook, Snapchat, and Instagram are hopping on the bandwagon. There are even some that don't offer native video uploads but still emphasize the value of video marketing — tweets with video on Twitter get 10 times more engagement, 68% of video marketers plan to use LinkedIn video this year, and people watch nearly a billion videos a day on Pinterest.

When we see an interesting video — whether it be about valuable tools, product reviews, life advice, funny animals, heartfelt stories, etc. — we're likely to share it with a friend to tell them to check it out! Thus, shares increase and bring more attention to businesses that created them.

Video marketing improves SEO and boosts conversions and sales.

We're always looking for ways to boost our SEO, and videos are the best way to increase the quality and time spent on the page! More than 60% of marketers say their customer acquisition cost has increased, and



83% say videos help them generate more leads. It has transformed how businesses market and customers shop and revolutionized how we connect and convert prospects and support customers.

It's much more than simply bringing awareness to your brand. It reaches all aspects of your business — from the customer experience to qualifying and prioritizing cold or unresponsive leads.

Video marketing attracts mobile users.

Mobile users are a driving force for video consumption; nearly 77% of surveyed individuals use mobile phones or tablets to watch videos online! Everywhere you look, a child watching a video on their tablet in the grocery store or someone watching a Facebook video while waiting in line for a coffee has simply become the norm.

Video marketing allows for education and building credibility.

While there is a wide range of videos to watch online, 31.3% want how-to videos, and another 29.8% want educational videos. Not only are users learning from brands, but they're also learning from each other. Some actually prefer lower-quality, authentic videos instead of high-quality videos that seem artificial.

Whether big or small, every business can truly benefit from a video marketing strategy. Here's how you can create one for your business!

- **Choose your target audience and find out where they spend their time.**
- **Connect with stakeholders to agree on a plan for the video.**
- **Set a timeline and budget for your video.**
- **Choose the best platform to distribute your video.**
- **Develop messaging and choose the right types of video for your personas.**
- **Decide which metrics you want to track and how you will measure success.**

Depending on the topic you're trying to film, it's important to note what kind of video you would like to make. The options are limitless, from demos, interviews, and animated videos to testimonials, instructional, and personalized messages!

Now that you have planned your outline, it's time to start filming! Be sure to do the following:



- **Script your video.**
- **Set up your studio.**
- **Prepare your talent.**
- **Plan your shot list and get used to your equipment.**
- **Shoot your video.**
- **Edit your video.**
- **Choose your music.**
- **Record your voice-over.**

Once you have taken these steps, you can finally upload your video and watch as your engagement levels increase! Video marketing is a great way to reach your target audience, and it's easier than ever to create and share high-quality content. With practice and patience, you can create unique content for your brand and help meet your business goals!

Good News

**"We love because he first loved us."
- 1 John 4:19**

**"And so we know and rely on the love God has for us. God is love. Whoever lives in love lives in God, and God in them."
- 1 John 4:16**



A Smoother Transition

Is a Flexit Policy Right for Your Business?

“I’m putting in my two weeks’ notice” is a phrase no boss likes to hear. Though good managers will approach the situation gracefully, there’s much to accomplish in very little time. Sorting out your soon-to-be-former employee’s projects, reassigning the work, and hiring and training someone new takes more than two weeks. But what if there was a better way?

Newsletter Pro has pursued a flexible exit policy at our workplace; we call it Flexit. Under Flexit, we encourage our employees to tell management when they’re looking for a new job. Rather than retaliate against this disclosure, we collaborate with the employee to ensure a minimally disruptive transition. We also appreciate their honesty and reward it by giving them the flexibility to interview.

More companies, including LinkedIn and Netflix, are pursuing flexible exit policies in their businesses. In most workplace cultures, few, if any, employees will tell you when they’re looking for a new job. Workers fear retaliation, even to the point of being fired. They also worry about finding a new job and want to preserve their existing workplace relationships. So, they job hunt in secret — to the detriment of you and your team.

Our Flexit policy has helped us avoid disruption in service for our clients and stay on top of deadlines. But making Flexit work requires more than telling employees about it. Your business must also cultivate an environment that roots for its employees, even when they take their talents elsewhere. When distrust permeates a workplace, few employees will tell you about their plans.

Many employers have used flexible exit strategies for years regarding retirement. The final work day is often planned months in advance, giving everyone time to create a seamless transition. It creates a better experience for everyone involved. What if you treated your other employees the same way? *Most* of your employees will leave your company someday. It pays to create an open relationship that will allow for a heads-up when they do.

But if your company can make it work, a flexible exit policy generally has many more benefits than risks. Accepting that our business relationships with each other will change over time makes for a less stressful workplace and life. Flexit can help you and your employees part ways on the same positive note that has defined your working relationship.

Resource of the Month

In the Nick of Time

Clockify Tracks Hours, Productivity, and More

Time flies when you're having fun — or working on a critical project. But it can be challenging to determine precisely *how much* time, potentially impacting your productivity. Cloud-based software Clockify aims to solve that problem and many others.

Clockify is a time-tracking software that is simple to use and easy to read. The product lets businesses create categories of work, enabling their team to track how long each task takes. Clockify includes a timer and allows hours to be manually entered. But most innovatively, the auto-tracker records the apps and websites you use. You can utilize the feature to review your activity and determine how long a completed task took without stopping and starting the timer.

The time-tracking features benefit businesses that employ contractors or bill clients by hours spent on a project. Meanwhile, timesheet and calendar functions ensure you can integrate all hours and scheduling across your business into one program. The software also provides options to track project status, submit expenses for reimbursement, and generate invoices. Clockify can replace your time clock, PTO tracker, billing program, project management software, and shared calendars all in one tool.

But businesses can also use Clockify to enhance productivity. Users and managers receive statistics, graphs, and reports on their activity. As a result, employees can track their pay and hours worked. They can also determine the days they were most productive and whether tasks took more or less time than expected. And when you accidentally lose hours of your day answering emails, Clockify will ensure you know about it.

Why waste time when you can track it instead? Any business owner who has wondered where their time went or what their team did all week can gain incredible insight from Clockify. Give it a try yourself by downloading the software at **Clockify.me!**

Unique Valentine's Day Activity Ideas

Perfect for Couples, Friends, and BFFs

3 Romantic Valentine's Day Date Ideas for Couples

Sign up for a couple's dance class.

Get a couple's massage.

Put together a charcuterie board and stay in with your favorite bottle of wine.



3 Fun Friend Excursions for Pal-entine's Day

Get a group together and go to a hockey game.

Stay in and have a game night with your buddies.

Go on a winter hike at your favorite park.



3 Relaxing Ladies' Outings for Gal-entine's Day

Go ice skating and get hot cocoa.

Bake heart-shaped sugar cookies and watch a rom-com.

Get pedicures together.



Inside

- 1** Shaun's 12 Lessons From 12 Years in Business
- 3** How Curiosity Can Benefit Your Business
- 4** Should You Add Video Marketing to Your Marketing Mix?
- 6** Beyond the Two Weeks' Notice
- 8** Nurturing Relationships, a Customer Loyalty Strategy

208.297.5700

391 N Ancestor Pl, Boise, ID 83704

Keep up with our latest office news, blogs, and promos at
www.newsletterpro.com

PRSR
FIRST-CLASS MAIL
US POSTAGE
PAID
BOISE, ID
PERMIT 411

From Our Blog

Customer Loyalty Strategies for Nurturing B2C Relationships

When it comes to boosting your business's overall profitability, nurturing your relationships with customers and prospects cannot be overstated. If you want to see higher retention rates and more referrals, then building good relationships with your clients is a must. Here are 10 customer loyalty strategies that really work (we know because we've tried them).

What is a customer loyalty strategy?

A customer loyalty strategy is a unified combination of business practices designed to encourage repeat business and long-term customer retention. These typically focus on nurturing relationships with individual customers so they feel emotionally attached to your business. After all, anybody can stop buying from a nameless, faceless corporation. But people tend to be more loyal to local businesses when they feel they have a personal relationship with the staff and owner.

That's why effective customer loyalty strategies create some of the best long-term increases in your business's overall profitability, word-of-mouth marketing, and prospects. The fewer customers you lose, and the more you have who are crazy about your business, the better they are going to feel about it — and that's a win for you.

So, where should you start?

Personalize your relationship marketing.

The first on our list of customer loyalty strategies is personalized relationship marketing. That means using marketing content to build meaningful personal relationships with your audience.

**Want the rest of the story?
Read more on our blog!
NewsletterPro.com/blog**

