

Tiny Course Empire Podcast Episode 113:
Amy Kuphal's easy email marketing strategy

PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.

Cindy

All right, we are here today with Amy Kuphal and I am, I'm super excited to talk to her because she is a woman after my own heart and you will find out why as we get into this conversation but first let me let you know about Amy she is a lead generation and email marketing specialist and you guys know that email marketing is close to my heart as well.

Amy's the founder of The Inbox Entrepreneur, which is a monthly membership site that helps online business owners grow their audience, generate more leads, and nurture those leads through simple, fun, and customizable weekly newsletter templates so that when they have a product or a service to sell, they have a sea of eager buyers primed and ready to make that purchase i want to hear more about those templates.

Amy also is an advocate for the anti hustle entrepreneurship and she's a super fan of simplicity systems and structures. So I know that you guys can immediately know why I was so excited to have Amy on the show so Amy, welcome. Thanks for being here with me today.

Amy

Thank you so much for having me, I'm excited for this conversation as well.

Cindy

I am too, man i have been, I, I have been talking about systems well, the name of my membership is 6 figure system so I have been talking about systems forever and I don't know, I get a lot of pushback about it do you, do you get some pushback? Do people say this i don't want systems that sounds boring.

Amy

But I think my enthusiasm for data and systems really will win people over. I get it and I think we we work with entrepreneurs so I think by nature, entrepreneurs tend to be very creative. You know, Flowy, I am one of those entrepreneurs that if you can put it in a spreadsheet and track it, it is my favorite thing in the world.

Cindy

Oh my God yes. Give me a good spreadsheet and I am just a happy camper.

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Amy

Absolutely.

Cindy

Isn't that crazy? Did you? So before you got started online, did you? Was your day job like in data engineering or anything like that?

Amy

No, I actually took a pretty winding path to get to where I am now i went to high school out of high school, went to college for education so my by degree, I'm a certified K to 12 health and phys Ed teacher and did that because everyone tells you, you know, if you're going to be a mom one day, if you're getting, you want the summer vacations and this is the secure path and all of the crazy things that we get told along the way that we shaped, but you know, at 18 years old, what we believe. So I did that i actually taught for just under a decade, which has its benefits, But the entire time I was running my own business on the side, I think I always knew I wanted to be an entrepreneur, always kept feeding that or watering that seed because I knew there was going to be a point like I've been a single mom since it's 12 years now since my daughter was born. So it wasn't feasible to jump 2 feet in to entrepreneurship at the beginning, but I was always just kind of watering that seed until the point that I was finally able to jump out and make my part time business full time.

Cindy

That's awesome. I had to laugh when you said teachers get the summer off i know several teachers and I don't think any of them get the summer off.

Amy

No, and the ones that do, it's recovery time.

Cindy

Yeah, Yeah, That's so funny. So, so you specialize, So you're you're you're big into systems, you're big into data, which I absolutely love but you also specialize in email marketing and lead generation is that true?

Amy

Yeah, it's true because when I started when so my original business that I had, I had come out of teaching for health and Wellness. I was certified as a personal trainer so I started doing that that was all one to one in person, but always had this itch to pull my business online. So what I ended up doing is years ago I pulled my health and fitness business online, but that doesn't, it's not really something that comes

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online very easily, right? So was doing that, it doesn't scale right and that was the hard thing and I, I didn't want to be 75 years old teaching push ups like I really, that wasn't my thing. So I'm like, OK, let me think, how can I make my business easier and through learning how to make my business business easier, the one thing that kept coming out to me was email. Marketing i would go to networking events, I would post a million and one reels on social media and it wasn't getting me the traction. The second I started building my email list and nurturing them regularly, that's when I saw my own business, online business, start to scale.

Cindy

That's awesome. I love it. I, I love that you teach email marketing 'cause i i, think that's such an important thing and I love that you focus on it because I think that's something you can go really, really deep on in, in my business, I, I kind of cover, I kind of run the gamut of all online marketing kind of stuff, you know, content marketing and email marketing and sales page writing and course creation and all of those things for a newer entrepreneur, right? Because they need all of those things.

Once you have that foundation in place, then you you really want to start digging deep into things like email marketing how can I do this better how can I, how can I earn more with my email list how can I grow it faster? All of those things so I love that you focus in on that. In fact, you have a a tool that you created for this. Can you tell us a little bit about the lead generation pyramid because this just fascinates me.

Amy

Absolutely so, yeah so what it was is once that I shift from shifted from in person to online, there was a learning curve. So I started doing all the things i started, like I said, going to networking events and then after a networking event of 20 people, a virtual networking event to 20 people, you'd have about 15 reach out to you to do like one-on-one coffee chats. So my whole schedule was filled with these like one-on-one coffee chats and these networking events and I was doing all the rails and it really just wasn't panning out. So I said, OK, this is not scalable, this is not sustainable. How can I strip it down to the most basic elements and really just go deep on those? So from there, that's where for myself, I created what I call the lead generation pyramid i said OK, to make my online business successful, there's really four things that need to happen. The 1st, and this is the base of the pyramid, is audience. So how do I get more eyes and ears onto me and my offer? Ok, so that's how we, how do we build that how do we get more traffic from there the next step would be how do I get those audience members onto my email list so

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that's when we call it lead so base of its audience, second level up is leads that means that they're on my email. List from there, how do I take those leads and nurture them week over week to the point that they're going to be ready to buy the thing that I'm selling? So leads and then the final, the top is clients and customers so it's audience members leads aligned prospects would be our third level up and then clients and customers is the fourth.

Cindy

Love it, love it. And I heard you talk about that on someone else's podcast and I thought this is just, I love the way you've really simplified it and streamlined it and did super, super clear so I absolutely love that thank you for for sharing that with us. So you mentioned that you weren't, it was difficult for you to scale your, your kind of 1 to one business, right so you decided to go all in on the online thing so you could do the one to many I'm assuming?

Amy

Yeah, that's right and even actually when I first came online, I was still doing a ton of 1 to one and I was working 50 plus hour weeks and it was exhausting. And so for me, it's like as a single mom, I was a homeschooling mom as well, and then also trying to run this business that's 50 plus hours a week. You can do that for the short term, but you cannot do that for the long term.

Can't do it forever, no and so at that point, it was like, let's go one to many.

Cindy

So it was it was your email list that set you free from that.

Amy

Yes, it absolutely was because a lot of what it was, it was twofold one, it was going one to many of course, but then two, it was looking at what wasn't working so all of those things that I was trying to do to build and nurture my list so the building of the list, I was scattered like I said, I was on social media, I was on networking events i was doing all the things and my way of nurturing them prior to building my emails had a prospect list of all of the people that I've talked to and conversations that we had. And I was circling through month over month, reaching out to those people individually, you know, in the DMS, sending them a one off email, hey just check it up how's it been?

That's a lot of work versus if we can get them onto our email, list then i'm sending out one email to my list replying to the people that reply to me, but I'm not sending out emails that I want and it's curated, you know, it's really designed in a way that's

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going to a lot of what I do is I design the emails that I'm sending out in a way that's utilizing messaging and marketing tactics that have been shown to move people on the line and warm them up to buy as well.

Cindy

Right so where you were doing the kind of classic sales strategy, right where you're, you're the salesperson and you're reaching out and you're circling back and you're reaching out again and you're circling back. Now you get to kind of compress that all into a single email that you're sending. What how often do you email your list?

Amy

So I do once a week. I've been toying with the idea of doing a little bit more, but at this point it is once a week.

Cindy

Yeah so what does that once a week email look like typically?

Amy

Yeah, so I actually have nine different types of emails that I send. So it's always going to be one of those nine different types for example, the one that I sent this past, it's actually Tuesday so the one that I sent on Tuesday is all about behind the scenes so that's one of those nine types behind the scenes. Here's a couple things that have been going on in my business you know, I've got an XYZ podcast I've participated in two bundles over the last month and also a segue into what I'm currently doing what my current signature offer is.

Cindy

Awesome, so you're promoting something every week in your newsletter?

Amy

Yeah and depending on, I think that there's definitely a difference between the times that were hard selling via email, because that's a big objection that I hear a lot of people say, especially when they come into my membership. I say, you know, we're going to be sending out an email at least once a a week. And they're like, well, I don't want to be selling all the time and I don't want to seem spam and all of these things. Because I think that when people think about email, marketing they think about all the gross emails that we get in our inbox every single day, quite honestly. And all of these emails are buy my stuff, buy my stuff, buy my stuff.

But when we're cycling through these nine different types of emails, not all of them are direct sales. I will say though, you should always be giving people the

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opportunity to buy in every single one of your emails, but that doesn't mean that it has to be a direct sales email. So one of the ways that I do that is if my email for example, like this is a behind the scenes one, some of the emails that I send will be like a value based educational content. I always put in the PSA super signature.

So there's four different things within that so I might say, you know, PS when you're ready to learn a little bit more, when you're ready to take things a step further, here's a couple ways you can do that you can listen to my podcast that's free here it is but you can do this low ticket offer. You can jump into my membership, you can book AVIP Day so that that's not part of that main email.

But it's just attached there for those people that are ready now. I don't want to miss the opportunity if someone's ready now to take things a step further, to not have that there for them.

Cindy

I like that. So what's your, if you don't mind my asking, like what's your conversion rate on these on these PSS?

Amy

Good so, but you know what it is so it's a good conversion rate however, what I will say is they're not going to get that super signature in their weekly emails until they've already gone through my welcome sequence, my freebie delivery, my more direct sale sequence. So essentially I have sequences in place to start so right when someone gets on my email, list there's a couple sequences that they're going to go through that are going to be, if they're those people that are looking to buy right away, they've already gone through a direct sale sequence. The people that are getting these week over week nurture sequences that are, are really a daily, weekly email. Blast those are the ones that have gone through the objection handling sequences, have gone through the sale sequence, but still haven't bought yet.

Cindy

Gotcha OK, All right, that makes sense so they've been hanging out on your list for a little while they came in for a really juicy freebie probably may may never buy from you at all so you're just feeding them a weekly newsletter packed with value and interesting stuff, and they get to hang out until they're ready to buy or.

Amy

Yeah, yeah and I just think it's because and what I think the most, another mistake I see people making a lot is that they don't do direct sales from the beginning. A number of the clients that I work with that come into my membership, they're

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going to get someone on their email list and they're going to immediately go into like those education, the value based things with like a soft sell or no sell at all and they're like, oh my God, but why is my email list making money and I'm like, Oh my God, because you're not selling that's why.

So because they think if they sell from the start, it's going to be salesy it's going to be spammy they don't want to annoy people. But the reality is, is when someone opts into our email, list they've got onto our email list because either they have a pain point that they think that we can help them solve, or they've got a transformation that they think that we can help them achieve. So I heard the example recently and I'm like, Oh my God, this paints the picture perfectly. If any of us had this like massive like pain point that we're dealing with.

And the analogy that was given is if you like went to the, you run to the ER and you're like, leg was gashed and you've got blood everywhere and it's just like horrible scene and you're running into the ER and the doctor sits you down and he's like, oh, I see that you're like bleeding out really massively right now. Let me tell you about all of my areas of expertise like look at my wall of certifications and I've helped fifty other people with legs just like yours and legs are really important i want you to know they don't care.

They have a problem that they want to solve, right they they have this problem that they want to solve it immediately. Help them at least give them the opportunity, right? And then the people that don't have that high of an emergency, that high of a pain point, they're going to stay on our list for a little bit of time. There are definitely people that are going to want to see more of our expertise they're going to want to see that we're in this for the long game. And that's where those week over week nurture sequences come in.

Cindy

I love that i love that analogy that is, that is just spot on, yes.

It is graphic, but it it definitely paints the picture for sure i absolutely love it so so let's talk about lead magnets for a minute so So what are you? What is your advice for for lead magnets this is something that a lot of my, a lot of my students kind of struggle with like what am I supposed to create can it, you know, is it, is it big is it small is it, do I need to make a course can it be a one page like like what's the what's your formula for that do you have a? I'm sure you have a formula because you're a systems person.

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Amy

I do. So that couple pieces of advice that I would give people if they're looking to build their lead by net is number one we want to think about the title because that's going to be the first thing that's catching people OK, So the purpose of our lead magnet is to get people onto our list. And I always think about with everything I'm doing in business, what is the one job of that thing? So the one job of the lead magnet is to get someone onto your email. List even if your lead magnet was a totally a disaster, which where it's not going to be, but even if it was, it's main job is to get someone on your list. You can recover if your next sequences are amazing. So if they leave my like whatever it was not that great, you could pick it up with email, OK so first job is like, let's think about how do we make this something that's really high demand, high desire for our ideal client or customer so that they opt in. That's number one. Second thing then we want to think about really making sure that the content within that lead magnet is strong, OK, because people are going to judge the quality of our paid offers based on the quality of our lead magnet. So the right and I see, I see this mistake a lot too, is that people will give this like, I don't know, fluff lead magnets is what I guess I would call it like 10 item checklist like, I don't know, like that's not that amazing like for me, I want to really over deliver on my lead magnet because if someone's going, Oh my gosh, you know, Amy gave me all of this for free. I can't even imagine what she gives inside her paid offer if this is what the free stuff looks like. So that's what we want to think about that and the other, the Third Point I would say is make it a small digestible win.

You don't want to do right and, and again, like a mistake that we see is that people make these massive lead magnets. Now what's going to happen is the purpose of the lead magnet, yes, it's to get someone on your email, list but it's also to get them to take that next step, which is going to be working with us. If they're spending all this time going through your lead magnet, it's delaying them actually working with you. And if they fall off, you know, if your lead magnet takes them a month to go through and two weeks in they fall off they're going to think, you know, I just don't have the capacity to do whatever the program is.

Cindy

Yep i tell people that all the time. It's it's got to be if it's if your lead magnet is something that somebody's going to download and look at and say I'm going to look at this later i don't have time right now. They will never come back to it.

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Amy

Yeah, oh, of course and especially if those lead magnets are in things like bundles where they're getting a lot of lead where they're getting a bunch of them.

Yes, yes, you don't want it to be super long, IE and see if you agree with this but I always think if we're doing video 20 minutes or less, don't make this 45 minute thing for that. If it's like some sort of PDF a couple pages that they can go through and again, purposely they want to have that quick win and a really well designed lead magnet gives them this win, but also shows them, OK, you've just met milestone A, but we also have B through Z to get you to your transformation so it should open up that yes, you did something awesome, good job, we're proud of you, you succeeded and here's the next step here's the next.

Cindy

That is that is exactly what I tell my students, that your lead magnet needs to be quick to consume, it needs to be actionable, and it needs to take people one step closer to paying you.

Amy

Yeah oh, absolutely. Yeah, Yeah.

Cindy

Those are those are the keys so yeah, I love it totally, absolutely so what's your best, what's your best performing lead magnet not to put you on the spot or anything.

Amy

Oh, absolutely so I'm reworking my lead magnet right now so the one that I just created, it's actually called Write Better Emails, but I'm going to, I think I'm going to be playing with that title a little bit right now, but it's either going to be write Better Emails, which is what it currently stands at, or monetize your email. List and essentially it's just a quick three-part little module that is going to talk about starts out by saying I have these nine different types of emails that if you're going to be monetizing your list, here are the nine different types of emails that you want to send. Here's the one that we're going to work on it gives them a template to go through so that they can write an email real quick. And then it also says, here's the editing tool that I use, which I it's an amazing edit it's Hemingway I'll give away the, I'll give it away here if people don't use it it's the Hemingway editing app.

Cindy

Give away the secret.

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Amy

I know, but yeah, so it's going to essentially it's going to allow them to create a really, really well designed single email and then open up the doors if they want to learn how to create the other 8 emails, then that's within the membership itself.

Cindy

Excellent i love that so that's, so that's one that you're reworking right now.

Amy

Mm hmm, yeah i mean, reworking it'll be done by the end of the day, so.

Cindy

Yeah OK. All right so that, so that brings up a good point you're you're creating or or reworking a lead magnet and it's going to be done by the end of the day how long? Like how much time do you think people should put into their lead magnets?

Amy

That's a tough question to answer actually i think because it's going to depend on, I don't create content very quickly. I wish I did it's just not something that I'm super quick at. So for me, it takes a little bit longer. I would say don't take so long that you're not taking action because I think we can get stuck in perfectionism and a 50 % lead magnet is better than not putting lead magnet out there.

And I say that with the emails too, like a not so great email is better than no email so if you think I don't have time to write this amazing email this week, send something better than nothing because we want consistency. So that's what I would say for the lead magnet, get something pretty good out there. You can always rework it you can always tweak it you can always finagle the title like you'll see what I'm doing right now i'm finagling the title a little bit, but get something out there

Cindy

I know unfortunately, I know people who have spent literally months creating a lead magnet and I just I, I, I want to cry for them. I, I give people a deadline if I, when I'm working with private clients, if I feel like that might be an issue for them, I give them a deadline like you must have this done by the end of the weekend. That's how long you.

Amy

And then go back and rework it.

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Cindy

And go back and rework it if you need to. But get it done yeah don't. Don't spend weeks or months, you know, agonizing over over, you know, your word choices or your graphic choices or your title. Get it done. Publish it.

Amy

Yeah, and I would say too, if it helps for I'm like a big, like I think I'm a big visual person, but an analogies person as we can tell. But one of the things that I heard that I was like, OK, that's a great way to describe it, is if your lead magnet is the thing that's going to save someone so if you're walking down the beach and you saw someone out in the sea and they're kind of floundering around and you're like, Oh my gosh, they're drowning. Would you be like, oh, like I need to go take a swimming course like I'm not the best swimmer and I have this life raft, but I could have a better life.

No, you're going to jump in, you're going to try to save them with what you have in that moment. That's your lead magnet that could be the thing that someone has nothing they need your help that could be the first step. A, a lifeline for them that don't worry about what color your float is. Get out there and save them.

Cindy

Yeah, See you do you do have a knack for the graphic analogies i love it. I love it.

Amy

Yeah, legs are falling off and people are drowning it's going to be a hot mess, but you know, we're going to save them all with our lead magnet.

Cindy

Right. So how do you, how do you suggest that people get started like what, how can people know what is the right lead magnet to even create? How do they, how do if they're brand new, they're brand new they come to you and they say I am brand new to list building i've been, you know, working online and maybe I'm doing consulting or I'm doing coaching or I'm a freelancer or I'm about to quit my day job, whatever i know I need to start a, an email. List what do I create as my lead magnet how do I do that?

Amy

What I would say is think about your ideal client. Think about where your ideal client typically is when they first come into your world, when they first reach out to meet you, when they first hear about you. Paint that picture first where are they there? Where do they want to be at the end what's that big result or

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transformation that they're looking to achieve? From there, think about what are the 1012 milestones that they probably have to achieve in order to get from point A where they are to where they want to be. Then your lead magnet should be solving one of those milestones. So the first one. So what is that first milestone that they need to achieve on that journey? And then think about what the other thing we're talking a lot of mistakes that people I see and people making. But the another mistake I see people making is they get too stuck on should I make a quiz should I make APDF should I make a video? That should come secondary to what result you want to help people get. Because when you know the result that you want to help people get, then you can just think about, OK, what container quiz, you know, video makes the most sense for this material.

Cindy

Right yes, yes, I fully, fully agree. So once they have that lead magnet created, then the next biggest struggle that I see for for my students is then they come to me and say, well, well, now what do I do with it?

Amy

Put that sucker everywhere. Put it everywhere oK, that's that i joke, but not joke i am the queen of simplicity. Ok i'm like, pick one place to show up for your audience. Pick one signature offer pick one way of something 1-1-1 makes your life easier. The only time you're not going to hear me say one is when people ask where do I put my lead magnet? Because that's where I'm going to answer everywhere.

Cindy

Anywhere you can.

Amy

Yes, yes. And so a couple specific people are saying OK, yeah, OK, Amy, everywhere but what does that mean? Specifics number one put it in your social media bio, right and that's usually where people stop, unfortunately but put it in your social media bio. Then anytime you're guesting on a podcast, you want to talk about it Anytime. I think it should be a couple times in the homepage of your website. So right when people get onto your website, that's the next step it's the clear and obvious next step for them to do is grab this lead magnet. I've even got creative before and did like old schools and I got leads from this, which is funny. Old school 8 by 11 flyer I printed printed out like literally printed out had in my hand a little flyer but my lead magnet. Made AQR code and put it up in the library in the grocery store bulletin boards and got people scanning and hopping on my list that way.

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Cindy

I love that.

Amy

Yeah so you really can get creative i would just say anywhere that you think your people are, make sure that they can get your lead magnet there.

Cindy

Excellent i remember hearing the story years ago that Marie Forleo, when she was brand new, the way she started her email, list she had a job working in a cafe as a waitress and she had a yellow legal pad and she would ask people if they wanted to be on her mailing list and she was in the fitness niche as well at that time. And she would ask people if they wanted to be on her mailing list and she'd write down their email address and when she got home at night, she would enter them in into her.

Amy

Email right. Manually i mean, she's a hustler, yeah.

Cindy

You have to be a little scrappy you have to be brave enough to put yourself out there you have to be confident enough to stand up and say this thing that I created that I'm giving away is of value to you. You need it. And here's how you can get it. And I think that's, that's maybe the piece that a lot of online entrepreneurs or new entrepreneurs may be missing is that confidence piece that that you know, yes, this is good stuff and people need it and I'm going to put it in front of everybody. And again, it's because I think they feel like they're being salesy or pushy or whatever. And what I like to tell people is that selling to them is, or selling to someone is an act of service. You are helping them to solve that problem. You're helping them stop the bleeding in the leg or you're helping them to stop drowning. So don't be too shy to offer your assistance.

Amy

And I just think about too, even like on that same note, it's think about all of like, I know I've taken a bunch of business courses, I've read books, I've done all these things. Where would I be in my own career had those business coaches not sold to me, had those books not been on the shelf, had all of those things that happened, I wouldn't be where I am. I wouldn't have been able to quit my job i would still be in a job that I don't love. So I am so thankful for the people that have sold to me.

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Cindy

Yeah, that is such a such a great way to look at it to be to be grateful for the people who have sold to you and and now you get to return the favor i love that yeah definitely so talk to me about the the actual systems 'cause people are going to ask what do you, what are you using, what do you recommend?

Amy

In terms of email marketing systems like.

Cindy

Marketing, yeah.

Amy

Yeah so tools itself, I'm also switching over i did all of my email marketing actually in order to make, again, I'm very much into simplicity in order to make it all in one place i house my website, everything through Wix and was able to grow my email list through Wix at first. I'm at the point now that there's a lot of automations that I want to do in my own business that can't be done on that platform. So I'm shifting over to Convertkit only because I've listed a bunch. A lot of people really love Convertkit. And the other big sticking factor for me is I've gained a lot of knowledge through them, which again, it's like, hello, like the benefit of the free offers that they're putting out here. You have an awesome blog they have awesome resources on their site. So I've gained so much free knowledge through them that it's almost like I owe them at this point i'm like, of course, any dollar, any dollar I invest with you like I've already made it back tenfold in terms of their free content.

Cindy

Yeah, yeah, that's, that's a good way of looking at it i'm with Convertkit as well i switched at the end of 2023 from active campaign i was an active campaign fan girl for a lot of years. And then I made the switch to Convertkit at the beginning of the year and I'm really, really liking Convertkit it, it ties in with your, with your simplicity philosophy. Yeah, Convertkit keeps things very, very simple i really like the way they do business and you're right, they do a whole ton of educational content. So if you, you know, want to know how to grow your email list or how to do something in Convertkit, it is all there they they do a great job of that.

Amy

That does tend to be the biggest selling point for me if I go on their website and there's video tutorials and there's all different things. So you don't feel like you're just swimming, you know, you, you don't feel like you don't know it's like you can

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actually go through their resources and figure things out pretty simple. I also love about them just the aesthetic. That's always the make or break for me as well, the aesthetic of their platform.

Cindy

Yeah, 'cause you'll be.

Amy

Hanging out in it a lot, like you don't want to be. I mean, it's like a house if your house is ugly, you're not going to want to be there all the time like it's a nice place to show up they do a good job.

Cindy

Yeah, they do. They do a good job i'm I'm super impressed with them i'm really enjoying using them and I think they're, I think they've got more good things on the horizon.

Amy

Absolutely.

Cindy

So what? What didn't I ask you that I should have? What what did I miss?

Amy

That's a good question. I think you didn't i think you covered a lot of things, which is really good i think that the big thing that if, if there was any takeaways that I could just have your listeners knowing before we left is one is that email's not salesy people get on our list because they want to hear from us. And just shifting that mindset of when we're showing up in their inbox every single day, it's to deliver value. And I think if we one thing, I suppose if we didn't quite dive deep into that we could just touch on now is that I have found one of the biggest indicators in my own success in terms of whether people are going to buy for me down the line, whether they're going to stay on my list long term. Is that welcome sequence so really having a strong three to four initial emails that you're sending people that are going to set up the expectations that are going to be very clear about who you are, what your vibe is, what they can expect from your email. List because if we do that really well, people become raving fans people stay on our list long term.

Cindy

Excellent so that welcome sequence does do those go out once a week as well or are they getting those more frequently?

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Amy

So that they're going to the one that I have now, it's a three-part sequence so essentially what's going to happen is anytime that either direct opt into my newsletter through my website itself or whenever they grab one of my lead magnets, they're just going to get that automated 3 part sequence from there it's going to go into than the other emails, but that's always a three-part and the big thing there is and what I would really advise for people, if they're drafting their welcome sequence or, or redoing their welcome sequence, double down on your vibe and your values from the start. Because especially in the online space, there's so many people doing what we do. Ok, we're we're one of many. You know, there's a lot of lead generation people, there's a lot of email marketing people, there's a lot of business coaches. So we can't double down on the thing that everyone else is doing. Like like, who cares? You need to double down on like This is why I'm different. This is my energy like for me, I, like I said, I'm big into simplicity. I'm also big into making things fun. So you'll see within my welcome sequence, even just the word choice that I'm using, I'm trying to make it a little bit more humorous, a little bit more light so that people will naturally sort themselves out. For sure people probably will come through my welcome sequence and be like, that girl is not for me. And honestly, I would rather them know that and me know that from the start versus having someone that's not a great fit enroll in our programs or purchase our products because they're going to be dissatisfied customers they're going to be the ones that return they're going to be. So as much as we can do from the very beginning to really showcase who our brand is, what our values are, who would be a great fit, I think it's just going to serve the client and you a lot better down the line.

Cindy

Yeah, let your personality show through. Yes, there, there used to be i've been, I don't know how long you've been online, Amy i've been online for more than a decade, probably close to two now. And it there used to be this trend toward looking very corporate. You know, you would see, you would see websites and I'm talking specifically about freelancers and all of the photography would be like stock photos of like men in business suits and, and the, the voice of the content was all very, very formal and, and, and like a high school English teacher wrote it right. And I always thought, oh, that's just, it's just just that there's nothing that sets you apart at that point from anyone else. There's, there's nothing, there is nothing unique about you if that's your style, if that's your tone. But by injecting your personality into it, having a little fun with it, being a little contrary and taking a stand on things that you think are important, that's what really will set you apart and that's what

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will keep people coming back to your to your list that's what keeps people opening your email. So I'm glad you brought that up.

Amy

100 %.

Cindy

Yeah along those same lines, you know, we're seeing a lot of over the last couple of years, a lot of integration with AI tools. What's your, what's your stand on using AI in email marketing like are you using it are you ignoring it what are you doing?

Amy

I am using it to a small extent and here's where I'll use it. I'll draft my entire email. First so I think that's where the mistake happens is people go to the AI tool first and then they write. I do it actually the reverse. Well, I'll say two ways. Either use the AI just to give you a framework and a starting point because I don't want people, especially if they're writing, we have templates, but if they were looking without a template to write an email, you don't want to be staring at a blank page forever. So potentially you could use that AI tool just to give you a framework. The way I tend to use it though, is I'll draft my whole email, first then I'll put that entire email into like a chat GPT is one of the ones I use I also use the Hemingway editor. I'll put it in there and for example, chat GPT and say, can you make this more concise or can you fix any punctuation or grammars that are in this? So it's cleaning it up more than it is because I think we can't that's never going to be our voice. Well, I shouldn't say never I don't know where this world's going. For now, never say never. No, Right now it sounds like every other email that every other person is going to spit out without your voice, without your tone so I wouldn't recommend that. But I definitely think it's a great tool for dialing things in if you feel like you're someone that writes in a way that's too wordy, for example, that would be a great tool to use.

Cindy

Love it. I love that it's, it's funny you mention, you know, I do I, I'm kind of anti AI will use it to a very limited extent, but there's also tools that I do use like Grammarly, which is similar to Hemingway, right I use, I use Grammarly to clean up my spelling errors and punctuation errors. And I find that I have to be careful with Grammarly because if I let it have its way, it will turn my original personality driven email into something that sounds like corporate speech.

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Amy

Yeah, and even with Hemingway, and that's what I say to people, if you're using Hemingway, like that's one that I promote a lot. I put my email in there and it'll say, oh, this email's written at. I don't know, they actually go up to like grade 16, something like grade 16 don't know why that that is, but like this is a grade 15 piece of writing here's some edits that you can make, but you can always say no thanks. Like I'll approve some of them and some I'll say no and actually like the.

Cindy

Yeah, I, I, I turned down a lot of Grammarly's suggestions as well like no, no, no, I'm not saying that I would never use that word, no.

Amy

Right, right exactly.

Cindy

That's awesome. So you mentioned that you have you have a membership what's your what's your email marketing membership? About Tell me yeah. So it's.

Amy

Called the Inbox Entrepreneur and essentially this is a monthly membership. What they're going to get inside there is there's a couple of core courses that are already in there so one is all about that lead generation pyramid that we talked about how do we streamline the whole process from getting eyes on us and our offer all the way up to making the sale? There's another course in there it's all about how to design a high converting lead magnet. Another one in there all about branding and that's where we talk about branding is not colours it's not, I mean it is, but that's just the surface level. It's how do we really figure out us as a company, what we stand for, what we stand against, what our brand voices. So there's core courses like that that are really going to set people up so that the emails that they're writing are really effective. And then every single week they're going to get a brand new template that has 75 % of the copy written for them. And just lets them know, OK, plug in a little bit about here, like plug in your clients pain point here, plug in a story here so that it's going to take all of the guesswork out of that email writing process for people because that's where you think people get stuck they're like, I get building an email list is important i get writing to them consistently is important, but I don't know what to write that takes all of that care of it all for you.

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Cindy

That's awesome so you're recommending, if I'm, if I'm hearing this correctly, you're recommending that people email their list every single week, and in your membership you're giving them the template to send them every single week here you go. Fill in the blanks, send this email boom you are done.

Amy

It's done yeah and the the cool part about that is it's not just a template that they're getting what they're really getting is they're getting the template. I'm doing a video recording, walking through the template. They're getting an explanation of why this email is important to some what's the purpose behind it OK. This week we're talking about behind the scenes, OK, Maybe the next week is where what I call selling the vehicle so I talk a lot about if you have a program or membership, don't try to promote your program or membership, try to promote what I call the vehicle, that thing that gets them to the results so for me, that would be email. Marketing i'm going to talk about why email marketing is the best choice for them to get their results. And then versus, I think that it just breaks down the resistance a little bit because if we're promoting our stuff, they're like, well, of course you're promoting your stuff, it's your stuff. But if we're sharing how email marketing can serve them, and we're saying, by the way, I also teach email, marketing that becomes an easy next step. So these templates are going to be built around the nine different essential types of emails that we send. Everyone has the video, everyone has the explanation. And then all of them also incorporate what I would call like marketing and messaging tactics so like future pacing or things that have been shown through psychology to help promote buying behavior.

Cindy

How can people find out more about the Inbox Entrepreneur?

Amy

Absolutely so they could just go it's my website it's AmyKuphal.com/inbox.

Cindy

And that is Amy KUPHAL.

Amy

That's right, yeah.

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Cindy

All right, AmyKuphal.com/inbox and I will of course put the link in the show notes. Amy, this has been fantastic is there any any last words, anything else you want people to know do?

Amy

I say just get started don't and I know that you probably tell us a lot on your show and in your membership as well. Just get started. None of us were perfect to begin with. Your emails might not be perfect the first time you write them they're going to be pretty good though, because you're following a template they'll be pretty good. But don't, don't wait on perfection just get going. An email sent is better than none sent.

Cindy

Yeah, I'm gonna let that be the last word. You heard it here. An email sent is better than no email. Sent so go send an email. Thank you so much, Amy, for joining me today. It's been a real pleasure having you i enjoyed learning about your business. And I will put all the links that we talked about in the show notes so people can come and check out what you have to offer.

Amy

Very good. Thank you so much for having me i appreciate it.