

Tiny Course Empire Podcast Episode 40: Five Compelling Reasons to Mail Your List Every Day

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

You're listening to the Tiny Course Empire Podcast with Cindy Bidar. This is episode number 40, and today, I'm going to be making the case for emailing your list every single day. You might love the idea or hate it, but I want to invite you to stick around at the very least, you'll walk away with some things to think about.

Welcome to the Tiny Course Empire Podcast, a weekly show dedicated to helping you launch and grow your digital course business. Even if you don't have a big team or a six-figure ads budget, we'll help you design smart systems, take consistent action and achieve massive success on your own terms. Now, here's your host, Cindy Bidar.

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Hey, welcome back, it's Cindy. As always, you'll find show notes and recommended resources for this episode at TinyCourseEmpire.com/40, and while you're there, you will also find a free download I made for you all about planning your daily email marketing schedule. And let's talk about that for a minute because I am

both really nervous and really excited about this episode.

Emailing every single day is what has allowed me to grow my business to where it is today, it is my primary marketing method, it works. I know it works, it works for me, it works for many of my friends and colleagues, and every single one of them will attribute their growth to daily email marketing. But with that said, I know that I get push back from people whenever I mention it, whenever I tell people who aren't in my circle that I email my list every single day. There are inevitably people who are offended at the very thought of it, and maybe that's you and that's okay. You are allowed to have your opinion just as I am allowed to have my opinion. And I'm glad that you stuck with me today because I want to tell you more about why I choose to email every day and why I think it's a good thing for your business as well.

So let me ask you something. Serious question here, how do you view your email list? Some people view their email list as an asset, it's a tool that they use to make sales, and they count it among their other business assets, like their website and their courses that they've created. And some people view an email list more like a community. This is the side of the fence that I fall on. My email list is not just a collection of addresses that I can use to promote my latest course, it's people I know. I've talked to many of the people who are on my mailing list. I've had email conversations with many, many more of them. I recognize their names when I see that they've clicked the link or opened an email, these are my people.

Now, neither viewpoint is good or bad, there's nothing wrong with either one, but I can tell you that if you think of your subscribers as your community rather than as a business asset, it changes how you write your emails, and in turn, it changes your relationship with those subscribers. I think it's Kate Oster who first said, or who I first heard it from, that people don't hate emails, they hate bad emails, and she also rather boldly declares that it's a privilege to be on her list, not that it's her privilege for you to be on her list, but that her subscribers are privileged to be there, kind of like an inner circle that's reserved only for special friends.

Now, where am I going with all of this? When you change how you think about your community of subscribers, when you change how you interact with them, suddenly a daily email is more like texting your best friend than it is sending a marketing message. Daily emails give you more opportunity to interact with that community, and more opportunities to share cool new ideas or to share a laugh or to point out an interesting article that you read or a video that you watched. And that interaction is what builds trust. You've probably heard the Nolan Trust phrase a million times by now, but daily contact is one way to build that up, but let's talk about some practical reasons that I believe emailing every day is a good choice as

well.

Email, first of all, is by far more reliable than social media. I know so many people who are putting a ton of effort into crafting that perfect Instagram caption or posting reels every day, or uploading a funny video to TikTok and only a fraction of their followers on those platforms will ever see that content. The number that seems to be thrown around most is about 10%, so let's say you have 10,000 followers, assuming that they're all real people, and we'll circle back to that in a minute, but of those 10,000 followers, only a thousand or fewer are actually seeing that post that you spent so much time on. But get those 10,000 people on your email list and send them an email instead, and that number will climb to as high as 30% or even more.

So that's 3,000 or more people who will see your content as opposed to the 1,000 who will see it if you post it on social media. That's more opportunities to connect, more opportunities to serve your audience and more opportunities to build up that trust. Email is also a lot more intentional than social media. Think about your own social usage, you open up your Instagram most likely because you're looking for some sort of distraction, you're bored. You're standing in the grocery store line or waiting for the kids to come out of school or whatever, you want something fun or something entertaining to see for just a few minutes. You probably, if you're anything like me, scroll rather mindlessly, but you're not paying much attention to anything that you see. Compare that to email, you go to your email inbox for very different reasons, it's a different mindset than opening a social media app is.

And let's circle back to that thing that I mentioned, a study by Hyatt claims that only 55% of Instagram followers are even real people, that means that if you have those 10,000 followers and a thousand of them are seeing your post, only about 550 of those are actual people. Email is obviously different, but rarely subscribe to an email list, it happens, but it's not common. So not only are the people in your community more interested in what you have to say and more intentional about opening and reading your email, but they're more likely to actually be people and not just some bot that signed up.

Here's another reason why I love daily email marketing, that has nothing to do with the email itself, it's all about creating consistency in your business. Consistent email creation helps to build a solid business foundation. I know you've heard me preach about consistent action in your business, and let's face it in life too, I talk about that in just about every episode of this podcast. It's something that I talk about a lot because it is so, so important. But here's the thing, consistency is like a muscle. The more you work it, the better and the easier it becomes, sending a daily email creates a foundation upon which you can build more consistency in all areas

of your business when you show up every morning and send that email, even if it only takes you 15 or 20 minutes to write and send.

You're sending a signal to your brain that this is work time, and your brain is going to start to respond to that, it will help you get into the habit of doing more business building things too. When I was just starting out, I was really inconsistent with my, I'd go months between emails and it showed in every single part of my business. I was inconsistent everywhere, so showing up every single day to send my email is what helps me to maintain that consistency throughout my business, it helped me build that consistency muscle and helped me build what I have today in my business.

Daily emails also send a message to your audience that you're serious, it's not just sending a message to your own brain, it's telling your audience that you're serious about it, you're not just playing around here, you're somebody they can trust to always be there for them. That's what that daily email message is telling people, and the bottom line is more emails mean more sales, that's really what it comes down to here, and that's the most practical reason of all to email every single day, the more connection points you have with your audience, the more sales, you will make. It's just math, and it is true across every industry and every niche.

Now you might be saying, But Cindy, I can do all of this with weekly emails, right. A weekly email schedule is still a consistent email schedule, and you would be absolutely right. Consistency is consistency. It doesn't matter if it's daily or weekly. Weekly emails also send the same message to your list that you're a reliable source of information and support and that you're going to be there for them. You can also build a relationship with your subscribers based on that weekly email touch base, it's just going to take a little longer to do. And of course, you're still going to make sales, but with a weekly email, you have to work a lot harder at it because you have fewer opportunities to connect. If I had to guess, I think that's why people put so much effort into social media, they're using it to fill in the gaps between the emails, but as we've seen, it's not nearly as effective. For me, I would much rather put that social effort into sending additional emails because the return on that investment is so much better.

So I'm going to assume that you're convinced here, and I want to talk about some best practices if you are going to send emails daily and just to be clear, I think you can tell by now, but I do think you should be sending emails every single day. If you do that, let's set the expectation right from the start, you don't want your subscribers to be surprised when they start getting a daily email because as I said at the beginning, there are some people who do not want a daily email from you. You should also give people the option to control the frequency. I do this in every

single email, if you are on my email list, then you can scroll down to the bottom, and there is a link that you can click to get on a weekly list instead, because I do recognize that for some people, they're just not going to check their email every day and they just don't want to hear from me that often, and that's fine. So I give them that opportunity.

I also give people the option to not receive certain promotions. If you have been on my list for a while, then you have likely been through my October sale. Every year in October, I run a big sale. Something different is on sale every single day, and I always give people the opportunity to opt out of those sales messages. Those are 12 hardcore sales emails in a row, and not everybody is into that kind of content, most of my daily content is not that kind of real sales message. So some people don't want to hear that kind of sales message twice a day, every day for 12 days, so I give them the option to opt out of that sequence of emails.

Lastly, I want you to make sure that you are selling in every single email, I've talked about this before in the episode about nurturing your list, and I will link to that in the show notes, but you don't have to turn every email into a hyped up sales pitch either, that's not what I'm talking about. That's the action of someone whose list is an asset rather than a community, but you can and should be adding a call to action to every single email, even if you're emailing daily. It might just simply be an affiliate link to an interesting course you bought.

Remember that even though your subscribers are your community, it's a community you have to pay to maintain. It needs to earn its keep, so don't fall into the trap of thinking that you have to send value emails before you earn the right to sell. You have the right to sell to your list and you should be doing it in some form in every single email.

So let's recap, These are the reasons why I think you should be sending an email every single day, these are the reasons why I send an email every single day, and why many of my friends and colleagues do as well. First of all, it creates more interaction with your community and more interaction means more of that know-like and trust factor that we keep hearing about. Email is far more reliable than social media. A much larger portion of your audience will see your email than they will see any post you make on any social platform. Consistent habits, emailing every day, it requires a consistent habit, and those consistent habits make for a solid business foundation. It shows your subscribers that you can be counted on, that you're going to be there for them, that you have their back, that you know what you're talking about, and that they can trust you. And lastly, it's going to make more sales, and that really is the bottom line and that is the most important part of your email marketing strategy is to make more sales whether you're selling

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courses or printable, or coaching services or virtual assistant services. Making more sales is your most important goal when it comes to email marketing and emailing daily gives you an easier way to do that.

Now, I'd love to invite you to head on over to TinyCourseEmpire.com/40 to find the show notes, all the resources I talked about here, and that daily email planner that I promise you, that's going to help you put together an email plan that works for you and for your community.

And while you're there, be sure to leave me a comment, I would love to know if you're considering a daily email schedule, and if not, what's holding you back? And finally, if you're enjoying the show, would you do me a favor and leave a rating and review over at Apple Podcasts or wherever you're listening to this, that helps others to find us. And of course, if you have a friend or a colleague who could use this specific episode, go ahead and send them the link, it's TinyCourseEmpire.com/40. That's it for me. Have a terrific day, everyone, and I will talk to you all again next week.

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