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| Speaker 1: | Yo what is up? This is Build Your Tribe 2.0 where I answer your questions about anything related to owning, operating, and growing your business. My name's Chalene Johnson and you name it I've done it in business from selling knives door to door, to infomercials, to used car lots, to online businesses. I've either done it or I've coached somebody else to a level of success that you too can achieve, you just need to know the formula, to have a little persistence, and some inside information. That's what we're going to do here, I'm going to answer your questions. No question too small, no question too big. If I can't answer it I'll tell you where you can probably find the answer. |
|  | You can ask your questions by going to ChaleneJohnson.com/AskChalene. Let's get to it y'all. |
| Speaker 2: | This is Liz Illg, I already have an established business here in Phoenix, it's a store front. Many of my clients have seen me grow the business, I am wondering if I can use the list for that business for my new business that I'm going to be creating which is business coaching. I wanted to see if I could use the thousand people from my first business and at least send them an introduction to my new business. My business that I have right now is grooming and pet sitting, so you can check us out at PuffandFluffSpa.com. |
| Speaker 1: | Liz this is an awesome question. I wanted to share with you the story of an amazing person I've had the opportunity to work with and coach, her name is Erin Mullins Sanderson. You might not recognize that name but I bet a lot of people know the name, Fit Rocker Chick. That's Erin Mullins. Here's Erin's story, she was a touring singer in a rock band. The band had a huge following of fans, now Erin is a brilliant business women and and amazing singer, and like yourself she's a business coach. Erin started to realize that living on the road and touring just wasn't ideal for her marriage, or her lifestyle, or her priorities although she loved singing and still does. She's like, "How do I marry these two things?" I'm a singer, I'm the rock and roll chick and yeah, I also love fitness. What that meant was she had to figure out a way to stay healthy while she was on the road. |
|  | As you can imagine when you're constantly traveling and there's a lot of temptation to eat and drink things that are not that healthy for you and to just fall off your exercise plan, Erin really developed her own system to be able to stay health and maintain her lifestyle but also realizing what's my identity if I'm not the rocker chick? I'm a business coach, how do those two things tie together? Y'all, I need you to go visit her website because it's going to really help you to understand that you don't have to reinvent yourself, you just blend it all together. When you go visit her website you're going to be like, "Whoa, this is kind of interesting." |
|  | You see a rock and roll chick who's also a great business coach who's also really into fitness and health and nutrition. It all works, everything that you are works. If you're curious you can go to FitRockerChick.com. I am so proud of you Erin if you're listening, woo you can tell you are an MIA graduate, you can just see how she's designed the site and there's so many great free freemiums, and opt ins, and tools, and just really cool free stuff. You totally get a sense of who she is, nice job Erin, awesome website, awesome freemiums, you're doing a killer job. |
|  | Go check it out everybody because I think that's a perfect example, the best way possible I can not just tell you but kind of show you the answer to Liz's question. When I hear a question like the question from you Liz, probably the average person is like, "Wait a second? Dog grooming? Business coach?" Yeah, it all works, it all goes together. Whatever you've done in the past represents who you are today. The people who you've attracted to you are still going to be attracted to you, most of them, as you move forward. That's what I call a lifer, they grow up with you. They're kind of changing as you change, so let me go back to Erin for a second because this is a very specific example. |
|  | When she had this very popular band they had fans, like rock and roll fans. A lot of them because Erin was the lead singer was, as you could imagine, fans of Erin. When you're fans of someone you're not just fans of their music, I mean just think about anyone whose music you love. You probably love the way they dress, you probably thought about buying their perfume, if they read a diet book you would probably buy it, you just are a fan of them and their voice is part of that. Erin had this email list from fans of the band. While I was working with her she said, "How does this work? Can I import them into my new business? Can I send them an email?" |
|  | To answer your question we all have to be very careful as it comes to email lists. The last things any of us want to have happen is for our accounts to be marked as spam, or to be reported. One of the best ways I think that you can and should handle this Liz is to simply send an email from your existing company, your grooming company letting people know about your new opportunity and another way that most people could work with you. In that email here's what I suggest you do, don't write it until you have something to offer them. In other words I would send an email to everyone of your existing customers saying, "Hey I'm doing this really cool new thing, I've loved working with you. Perhaps much like me you've got ideas to start your own successful business. Here's what I'm doing, I'm creating this new business opportunity where I'm coaching others on the techniques, systems, and successes I've had in creating this business." |
|  | Liz I don't know from your message if you're creating a business where you're coaching them on any type of business or specifically dog grooming. Let's just say hypothetically you're coaching people on just how to have a successful business. Well then I would say exactly that to them. "whether it's dog grooming or whatever it is you desire to turn into a business, I would love to work with you. You know you, you've seen my success," and I would go ahead and hit a few brag points. It's okay, this is the right opportunity to let people know what you've done, and why it would be of benefit for them to work with you. |
|  | However I think it's really critical in that introductory email that you give them something for opting into your new list. You could for example say, "I would love to help you explore that idea. Click here for my free report on how I built a website in thirty minutes." Or, "Click here on my five tips on how to come up with a business name." Or, "Click here to subscribe to my newsletter." In other words instead of just automatically importing them into another email list which you technically can not or should not do you're saying, "This is what I'm doing, if this sounds like a cool thing to you here's something I'd like to give you." |
|  | You see Liz, they know you and your success based on dog grooming. They already like you and they already trust you, now what you want to give them is a little taste of what it's like to work with you as a business coach. How did this turn out for Erin Mullins Sanderson? I can tell you this, she sent an email to her fans, the fans of the band and just said, "Hey, this is me, this is who I am, I'm never going to lose that rocker edge but if you are interested in kind of staying with me and allowing me to help you in this journey to stay fit and healthy I would love to help you. In fact here is my free report." What she did was she emailed an existing list as she had permission to email as the Rock and Roll Chick and invited them to join her on this journey coaching people in health and fitness. |
|  | Let me just tell you, extremely valuable. She was able to fast track the process of building an email list, so that's a really cool way to do that. Now not all email providers, or what you'll hear me refer to as CRM's have the ability to kind of tag where someone came in. In other words depending upon what type of CRM and the level of service you have, right? Some people, all of the emails go into one big pile. We use a program called Infusion Soft, we actually use a couple different email providers because quite frankly I'm not sure if any of them are perfect, and I will tell you because I have to be honest with you Infusion Soft we refer to it in our office as Confusion Soft. That's just terrible to say but they're awesome, it's just complicated. |
|  | Perhaps the reason why it's complicated is because there are so many incredibly cool things we can do with it. It's also not something I would recommend for someone who's brand new starting out in business. It's robust, it's got a lot of tools, it's not that easy to learn but once you do it's difficult to find another service provider that allows us to do as much as we're able to do with Infusion Soft. We can tell what email list they came in on, we can tag them, we can tell if they've opened an email, when the last time they reviewed something. It just has an unlimited amount of ways for us to really figure out how we can best serve our customers and help them along their customer journey. |
|  | For example, if someone opts into a freemium for me, let's say for example that they sign up for a free webinar on confidence. We will have them tagged as people who were interested in confidence who signed up for a free webinar. Our system can keep track of the last time they opened up an email for us, and then we design what types of emails they should receive next. Obviously someone whose just started by signing up for a webinar and then let's say they never even attended the webinar, well that's not someone who ideally I should be necessarily inviting to do my smart success academy. They're just not ready yet, so our next sequence, or sometimes you'll hear them referred to as funnels. The next sequence of emails might be simply to re-invite them to that same webinar, the one that they didn't have a chance to attend. |
|  | Or perhaps we might invite them to do my thirty day challenge, or ThirtyDayPush.com. We really put a lot of thought into this because I want to get into that persons head. Someone who's thinking about confidence yet they didn't even show up for the webinar doesn't make sense to just automatically talk to them about building a business, they're not there yet. We have a very specifically planned and diagrammed what I like to refer to as customer journey. I love working with people who are a lot like me, it's really easy for me to design a journey because it's me. I know where my head was at, at that stage. Everything we do we kind of put ourselves back in the shoes and in the mindset of where I was or where the typical lifer is at that particular stage. |
|  | Do your research, figure out where you are today if you're starting from zero I don't think you yet need an email or CRM provider that has all these bells and whistles because you know, as I said, they're complicated, they're robust, yet powerful and there will come a time and place where that type of investment will make sense for you. At the moment I think most people listening just need to start your email list, you can always build it. I know your next question, "If I build this huge email list on Mail Chimp, or I Contact, or Instant Customer, or whatever one you decide to use, will I then lose that list of people?" No, if it's related to the same business most providers will allow you to export your current list into your new providers platform. |
|  | That was a super long answer, I know. However I know you and I know when I gave you part of that answer you were like, "Well but I have a few more questions." I hope you don't mind I took the liberty of answering a few more questions that I assumed you have. Just like Liz whether you have a business that is a brick and mortar business or you're trying to build something online, it doesn't matter what you're doing, everybody is on their phone so we all need to adapt to how we can reach people from the internet, from their phones and build our email list. |
|  | If you'd like an opportunity yourself to win lifelong access to the Marketing Impact Academy all you have to do is write a review. Write a review about the show, let us know what you think about it, let others know. Anything that you think is helpful and honest, I always want an honest review. Please don't write a fancy fluffy review just because you think it's going to get you something for free, I really do want you to be honest. Then just the use hashtag, #IwantMIA and that way we will put you in a drawing, a random drawing to select a winner each month. |
|  | In the meantime I will be here for you five days a week, that's my goal. I can't make any promise but it's my goal to deliver you five episodes a week. Pretty cool. These are the kind of questions and the types of answers that you need when you're building a business. This is how you get a leg up y'all. I love you, I mean it but I have to be brief, be bright, be fun, and be done. |