KELLY DIELS

The Little Sales Machine

For when you need 1:1 clients NOW; or to fill a small group, fast; or to consistently intake new 1:1 clients each month

*extracted from the **Copywriting for Culture Makers** course*



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Build a Little Sales Machine

For when you need 1:1 clients NOW; or to fill a small group, fast; or to consistently intake new 1:1 clients each month

There's a marketing infrastructure that works *without* having to use social triggers in high-risk transactions, without leveraging trauma, without leveraging privilege. There's nothing wrong with that existing infrastructure. *It's the abuse of social triggers that's the problem.*

The more you build good infrastructure (and use it!), the less you need the social triggers.

Here's a quick thing (a machine! infrastructure!) you can build to use **when you want to fill a small course or get 1:1 clients RIGHT AWAY...**

...without having to create a huge launch or feel like you're talking at people instead of with them.

(note: repeat this sequence every week/once a month/every quarter or at whatever cadence is appropriate to keep your 1:1 practice full)

Here's the Structure of the 3-Step Little Email Machine:

STEP 1	STEP 2	STEP 3
Short Email Mailer →	**1:1 Email Convo** →	**Sales Page**
Copy that says, roughly: *I've got this thing, if you're interested let me know!* Specifically say: **'hit reply'**	Not form response or autoresponder, specific & live. Usually there's a back 'n forth correspondence. If after connecting, there's a fit, I include the link to sales page.	This doesn't have to be fancy; it can be a text page with a paragraph intro + bullet point list summarizing what you offered in your convo + buy now button. Instead of a sales page, the next step could also be you sending the client an invoice + contract.

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This kind of sales email is called a *MAILER* (it's different than a newsletter).

- I send it on a day people are NOT accustomed to getting a newsletter
- It's a way to find 1:1 clients that feels invitational
- It's old-school permission marketing: only marketing to people who explicitly give you permission to have a sales convo
- Creates an interest list that you can circle back around to (people who are saying "not yet", come back later!)
- This email invites the people most interested in working with you or being in relationship with you to say aye
- Can also use it for courses in advance of a launch or instead of a launch (launches are massive energy investments/expenditures and not appropriate or sustainable for every.single.thing)
- Is more consistent with intimate work
- **I try to keep it very, very short so it doesn't feel like I'm being intrusive or violating consent -- you have to explicitly consent to hear more about it, engage in a conversation and *be interested* in order to get directed to the sales page**
- I don't usually show the sales page until a few emails in
- Can be used as a kind of application process - you can refer people out if not the right fit. **The back-n-forth email correspondence is IMPORTANT. Make sure to have time available after you send the email to respond to inquiries and have conversations**
    - I do sometimes just say, *hey, I have this thing, here's the sales page* in a mailer, but that's because my list is big enough or because the offer is fairly general or because I do NOT even have the time in my calendar available for the back-and-forth questions. But before I had a list of a few thousand (the first time I used it I think I had 400 people on my list), this is how I filled the spots that wouldn't necessarily automatically sell out from sheer volume of response.
- Time-saver: have a cut-n-paste description of the offering ready, but respond to questions one by one. What I mean is that for the thing you're going to explain over and over, have a pre-made bit of content as a time-saver, but personally answer and craft each email response because **you're having a real, live conversation** (not an autoresponder) with each person. *Be ready to get on the phone or Skype and have a quick call. Be willing to say where it's not the right fit and refer out.*

ONE MORE THING:

Promote the thing you're doing on your social media accounts too. Write 3 or 4 very short introductions + link to sales page, and schedule them to go out 2 or 3 times a week, *no matter what.*

One-off emails and one-off sales pages only generate a couple of sales. You've got to repeat the process to fill a class or a practice.

How to do that graciously: make sure you're sharing other stuff on social media, so that the ratio isn't tipping too far towards something that feels like a ticker tape of BUY FROM ME BUY FROM ME. I *schedule* my self-promo sales pages to go out, and then I show up in the moment and share cool stuff from other people and be myself. If I post 40 times in the week, only 3 things will be sales pages. (eg Little Birds + Layer Cakes system I teach in Social Media for Culture Makers)

Also, after this sequence, continue to highlight the offer in your regular newsletters as a PS or a one line mention. This doesn't have to a be a hugely elaborate sales funnel, but it is necessary to leave a trail of breadcrumbs wherever you go, so that people who might want to work with you can find you.
Be willing to be repetitive.

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Swipe Copy

Example of mailers I've sent:

Subject Line: **Quick Question**

I'm running two Marketing MasterMind groups starting in May.
They're focused on how to lead with ideas - bold ideas - while not replicating the shady internet marketing practices we're all recoiling from.

So if it's something you've been thinking about, and you want to know more, will you let me know? (just hit reply and ask away)

A Note About This Email

There's no sales page.
This is 3.5 sentences long.

The nub of the offer is there without a whole lot of convincing.

If it resonates, the next step is a conversation by email. I'm specifically looking for consent.

I don't send any more marketing emails en-masse after I send this one; I only continue to market to the people who hit reply and indicated they wanted more information. (Seth Godin called this "permission marketing" something like 8 years ago).

Subject Line: **Coaching Spots Available!**

Super quick: I have three coaching spots available in September (thru December).

If you're interested, I invite you to hit reply and let's talk to each other!

Love + Justice,
Kelly

Subject Line: **Quick Announcement -- Coaching Available**

[FIRST NAME GOES HERE] *hello!*

This is a super quick note. I've had a cancellation, so one coaching spot with me is available, starting this month or October.

It's a three month, 1:1 engagement and it's $2,400 USD.

If you're interested, please hit reply and let's talk!

Love + Justice,
Kelly

Subject Line: **Copy/message Coaching Spots**

no fancy dance, no razzle dazzle, let's just jump in...

This quarter, I'm offering a 4-session 1:1 coaching package for vision-driven online entrepreneurs who want to uncover their One True Marketing Message and use it everywhere, in all their website and social media copy.

It's a way to build your website copy around what you believe, and your actual work, rather than having to creating a brand character you have to perform. It helps you transcend The Female Lifestyle Empowerment Brand and lead with your substance.

In these 4 sessions, we'll uncover your One True Marketing Message and co-create new, coherent and compelling copy for your 4-5 most essential web pages.

You'll end up with all new copy organized around your One True Marketing Message and a social media strategy -- and you'll have the capacity to do it again, when you need to, because instead of outsourcing it, we worked on it together which means you grew and honed your copy and positioning skills.

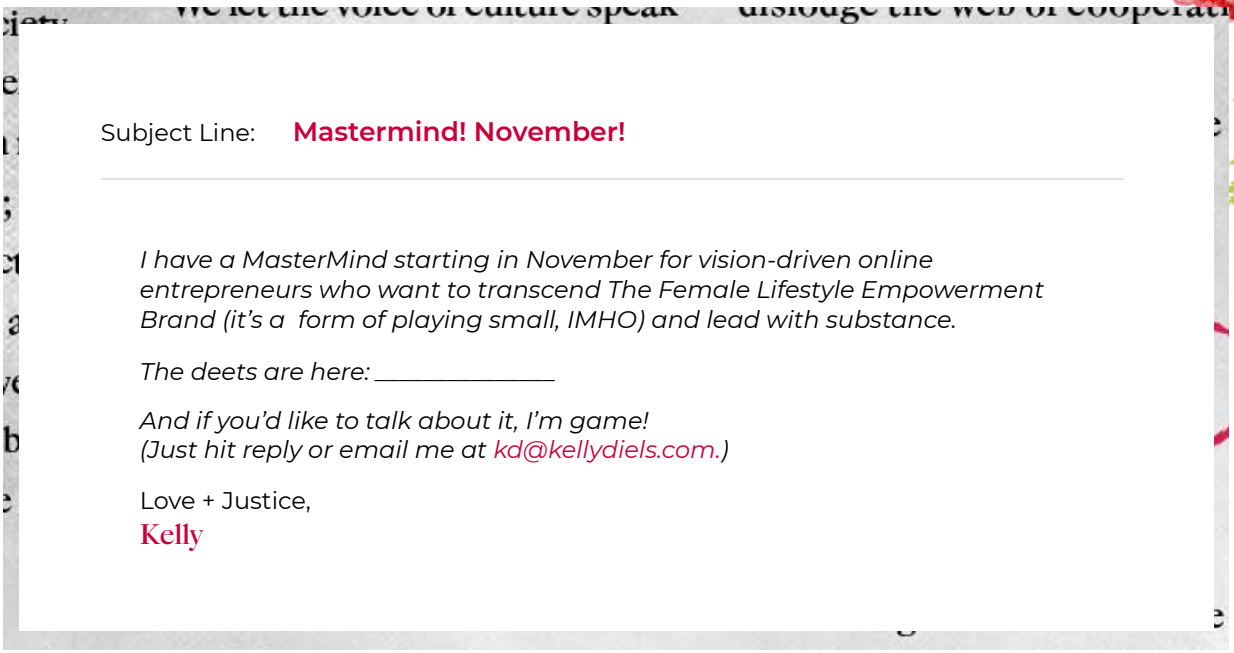
The coaching/co-creation package is $1080, I have 6 spaces available this quarter (for real, that's not just a number I pulled out of the air, I counted the spots in my schedule from now thru the end of March and that's what I've got available), and the deets are here: _____

And if you'd like to talk about it, I'm game! (Just hit reply or email me at kd@kellydiels.com.)

A Note About This Email

I'm diverging from my model, here. I've included a link to sales page and this mailer has more info and therefore more "convincing" energy.

I sent this when I was fielding lots of questions about whether or not I offered copy packages; since there seemed to be interest, I thought I'd send out one mass mailer that led to a simple sales page. I still made myself available for questions...and I can't remember getting any. A handful of people signed up right away.



Subject Line: **Mastermind! November!**

I have a MasterMind starting in November for vision-driven online entrepreneurs who want to transcend The Female Lifestyle Empowerment Brand (it's a form of playing small, IMHO) and lead with substance.

The deets are here: _____

And if you'd like to talk about it, I'm game!
(Just hit reply or email me at kd@kellydiels.com.)

Love + Justice,
Kelly

A Note About This Email

Again, diverging from my model. I included the link to the sales page because I was super pressed for time when I sent it. I wanted someone to know exactly the shape of the program and the cost before we talked.

That way we were just talking about fit and goals and getting a sense about whether we'd enjoy working together. Also at the time I was swamped and didn't have time for a lot of conversations.

This tool is an excerpt from:

COPYWRITING FOR CULTURE MAKERS

https://www.kellydiels.com/culture-making-copywriting/

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