

The Fortune Is in the Email Follow-Up with Sally Sparks-Cousins

When we talk about automated emails, we often correlate it to spam. Most automated messages feel cold and impersonal, and nobody likes that. However, you can build a sound automation system that can nurture your relationship with your clients.

In this activity, you will go through the seven stages of the sales process. From there, you can figure out how to improve in each step and where you can apply automation. You will need to understand your clients' journey so that you can provide meaningful content.

It is true that you should value quality over quantity. A smaller but highly engaged email list is better than a massive list who doesn't read your content. However, you still need to ensure that you're making contact with plenty of leads. If you're looking for a way to touch base with more people, this activity is for you. You will gain a deeper insight into the customer lifecycle and how you can use this knowledge to your business's advantage.

QUOTE TO REMEMBER

'[Automation] is about helping to really take away the repetitive tasks that you do over and over again. So that you can save time and work on more quality tasks that you know, help to grow your influence and also grow your income.'

Activity: Making Automation Work for Your Business

Before listening to this podcast, what was your opinion on automated emails? How has listening to this episode changed your perspective on automation?

In serving your customers, it is essential to track them. Write down your method of monitoring your customers' engagement with your emails. How can you improve this system? From the episode, what strategies can you integrate into your tracking system?

There are seven steps in the sales process to which you need to pay close attention. What strategies would you do to improve each stage? Which stages can you automate?

Stages	Strategies
Stage 1: Lead Generation	
Stage 2: Indoctrination	
Stage 3: Nurture to Convert	
Stage 4: Sales	
Stage 5: Onboarding and Fulfillment	
Stage 6: Upselling	
Stage 7: Getting Reviews and Referrals	

Most people will not be ready to buy from your brand without thinking about it first. Thus, you need to build two automation tracks: a fast one and a slow one. How do you think you can nurture your customers who take a long time to purchase? What content and information can you give them to convince them to buy? Remember: no dead ends!

The quality of your mailing list matters more than the number of emails you send. Think about your target customers. How can you keep the quality of emails you send to your customers?

If you are not following up with your leads properly, you leave thousands of dollars on the table. Check how well you follow up with prospective clients. How can you improve on this?

No system is perfect — especially not when you've just set them up. Remember: build, measure and optimise.

What metrics are you using to measure your current system?

How can you optimise it?

Investing in the right tools can save you time, money and effort. Is your current software efficient and sufficient? Consider Sally’s software suggestions and measure them against what your business needs. Would they be the right fit for your business?

What You’ll Learn from the Activity

Completing this activity will help you understand the importance of automation. It is not about spamming your customers to market your products and services. You can automate while nurturing your leads and clients!

This activity will help you reflect on each stage of your sales process. Your customers are human beings whom you need to treasure. As you go through their journey with your brand, you can figure out where to automate. Then, you can also think of how you can provide more value through your content.

Investing in the right software can help you run your business much more efficiently. Before paying for services you aren’t sure about, look into your business’s needs first to find the best software for you. When you have an efficient system in place, you will get the time and energy to focus on building relationships with your clients.

Remember: you might not get clients immediately. Maybe it's your system, your traffic or something else. Nonetheless, keep this in mind: build, measure and optimise.