

Module 5

Lesson 1: Create a Nurture Cycle

Hey, hey, hey module 5, lesson 1 man. We're airborne now. We're rolling up, up and away. We're going to be talking about how to nurture and re-engage your existing client in this lesson, so it's going to be really, really cool and guess what, we're going to be talking about how to build a nurture cycle. What's a nurture cycle though? Hold your horses. I'm going to tell you what a nurture cycle is and how you can build one. So what I want you to make sure you do is get 3 K in engagement factors in a nurture cycle.

1. The design of the nurture - super, super, super, super, super, super important because once you design it right we can actually automate something for it as well. Takes a lot of time and energy often, which is really, really cool.
2. What level of connection do you want to have in your nurture cycle? It all depends on where you're at, what you need to understand, where you've been in the past, where you want to go to. Remember, we always want to talk about what's the outcome so the connection level will depend on what you left off with or maybe the lack of. That happens to all of us so don't worry too much.
3. Now, the last one is the deployment type so what type of deployment you're going to have within the nurture cycle itself and I'll talk to you about that.

Alright, let's get to it:

What is nurture? I believe the, or not I believe, I looked it up in the dictionary and it said, 'to care for, encourage growth or development of,' So to care for and encourage growth or development of, right? In other words, what? A relationship. That's all people are after - relationship. Some businesses have got a short relationship. You go in, you buy a hamburger and you're out but some of those short relationships actually go there often. You know they did some research on junk food and people that ate from McDonald's actually went in there for about 42 to 43 weeks out of the 52 weeks. Pretty amazing, right? Even though it was a short transaction in, out you know you have the McRib or the Big Mac or whatever it maybe, pffft they're out but they actually visited the restaurant or went through the takeaway 43 times out of 52. Pretty amazing, right? So do you see it all depends on the level of contact so you may have to do what - care for and encourage growth. Now, in business here's what I believe a nurture cycle is. It's to re-engage a lost client, to start the nurture towards a repurchase or referral and to create frequency and educate the client on the engagement itself because maybe they're expecting something and you didn't deliver it or maybe you're expecting something from them and they didn't deliver it. Do you see how it's a 2-way street? Most people go, oh no the client's it's all about the client. Well it actually is about the client but guess what it is a relationship and in a relationship it goes both ways. Have you ever bought something from an idiot business owner? It's not a cool experience right? By the way, isn't that the reverse? Have you ever dealt with a customer that's an idiot? Bloody hell it just make things tough, now I love this slide so we just put up this slide, you know the free hugs slide. You check it out I can see a laughing ** on your end.

Okay let's start with the forms of connection cool? So the forms of connection or what I call the engagement types is different types of forms of connection. Some could be offline connection, some could be online connection, some could be in-person connection, some could be call, but I'm going to go through a lot of different ones so first of all, in your design, you might want to form what kind of connection can actually suits my target audience, my client avatar. By now, you're an expert in client avatar, right? Thank you. Alright, now let's talk about engagement types.

1. So I believe that face-to-face or the connection type, engagement connection type is face-to-face is still the leader but it's a little bit time inefficient. Right because hey man, no one's got any time anymore but just imagine if there for a second, if you spend a bit of time if you've got your business systemised and you can go out there and speak to your clients face-to-face. Face-to-face is the ultimate.
2. It could be call. In other words, you know it's cool and it's a really good connection. I believe it's the most efficient connection for us as business owners. You know we're good to go because you end up on the phone

quickly you can make the call. Some people even they're struggling so you got to see depending on your time management with your business and how your client avatar likes to be communicated. Cool, cool? Or can be connected with. Cool?

3. Now, number 3 is video. I like it and it has a personal touch but it's not interactive, it's kind of one way. With my clients, we reach out hey I created a video for you and it's good for me to explain stuff but the way that they can only get back to me is either create another video and send it back which you know it doesn't usually happen. Or they just email me or call me whatever it may be. So it's semi-interactive. I like it because it's got a personal touch to it but you know it'll depends how you are with that and depending on, sometimes it's the age of your client avatar. So somebody who's a bit more mature maybe you know video is not a thing for them, they prefer old school hop on the phone or go and see them.
4. SMS is really directive and cost and time efficient. I love SMS. Why? It comes straight to your phone. Right you can have a look at it and by the way, you know the response rate's are like, I think it was like 38% more responsive and somebody reading an SMS rather than an email. Pretty cool, right? And it's got like a 52% reach back rate which is really cool. Like 1 in 2 people are going to reach back after an SMS.
5. Is by the way, pretty cool and it seems to be the most popular. Guess what? It's an email. One of the most popular but it's really not that most intrusive but it's a bit de-sensitised. You know people are just used to it. They see an email, click. They look at the headline, is it worth reading? Remember we talked about messaging. No. Click. Off they go. They're not even opening it. Right and open rates just getting less and less and less rather than more and more and more depending on your content.
6. The last one is the letter. I like it because it's old school but it can get really, really, really effective but it's platform dependent. You know if you want to get to somebody quick, it's probably easy to pick up the phone or go and see them, or send them an SMS than send them what? Send them a pile of letter. But a letter is very, very efficient because what else usually comes in the letterbox other than bills? Hmm maybe a pizza discount docket or something like that? That's about it right? Or maybe a real estate agent going Sold! Sold! Sold! Sold! Sold! Can you imagine if you send out a letter, it's pretty cool right?

Now I've also given you an example of this slide to coordinate with lead cultivation event. In other words, you don't just have to do one. You can do different things so I want you to check out this slide. So in this particular thing you might start with a call and then there's an email that you may send through, you might send a direct letter, you might give them another call, you might say you've sent them a hard copy letter, you maybe then email, email, email and what I have done with this slide is create a timeline so you can look at different engagements and how you'll be able to unpack that, you know getting really connected with your clients at that level. So do you see, first of all, all I want you to do is scribe a line, I'm here if this was I haven't spoke to a client for X amount of time, how do I go through it and what should I reconnect with it? And you can just pick 2 or 3, you can pick a sequence and as an example sometimes with us, the first thing that we do is 'hey haven't spoken to you in a bit' we send out an email. Cool. 'Sorry we were a little bit busy' next thing is I'll follow up with a call. Next thing is we might send him an invite to an event. Next thing is, once in a few tickets home, next thing is might send a really cool video brochure or pamphlet. Do you see? So it doesn't have to be one, it could be sequential. That's what you call about it. Have some fun with it, put it together make sure you reach out. Now here's a very, very important slide. Check it out. Sometimes there's a time to call it and what do I mean by that? Sometimes people have just fallen out of love with you. It happens all the time, right? I used to have hair. It actually fell out of love with my head, now I don't have any hair. I'm only joking. So do you see sometimes you know relationships aren't until death do us part especially in business, so sometimes, you know hey maybe it's time and that's cool and you just got to be cool, right? You want to make an effort to go, hey I want to make sure that I'm dotting the i's and i'm crossing the t's, but sometimes you've just got to go alright cool it's time to call it. Thanks for your business. I appreciate it. Have a great, great life. That's all you can do. There's no other way. You just got to be cool. Gauge them at that level. If they're not responding maybe it's time to call it.

Now here are the lesson takeaways:

1. Make sure that you're really super clear about the target objective that you want to get to within the redesigning that re-engagement campaign

2. Creativity's key to success. You got to be out there with it, just enjoy some cool stuff - see what works, see what doesn't and sometimes you might find hey SMS works for one person but the other client that's exactly the same maybe a letter worked better for them so you got to kinda be cool. And you got to make sure that when you're doing this, what is your tribe?
3. How does your tribe react the best to it? How? You're the only person that's going to know this. It's your business, it's your client, you can react well to it and guess what - test it! What's the worst possible thing? Somebody may reach out and go 'hey thanks! That was awesome. That beautiful letter really touched me. Or that video that you made was really cool. Oh hey I was just thinking about you when I got that call, you've just made my day.' Right do you see? There's a lot of great people. A lot of greatness in this world.

Now make sure you fill in the Google form so we know where you are. All good, good. Win, win, win all the way around. Now remember if you need us we're here: ask@nickpsaila.com or the Facebook page. I'll see you on the other side.