

CONNECT 365
The Marketing Lab



Take
the
lead.

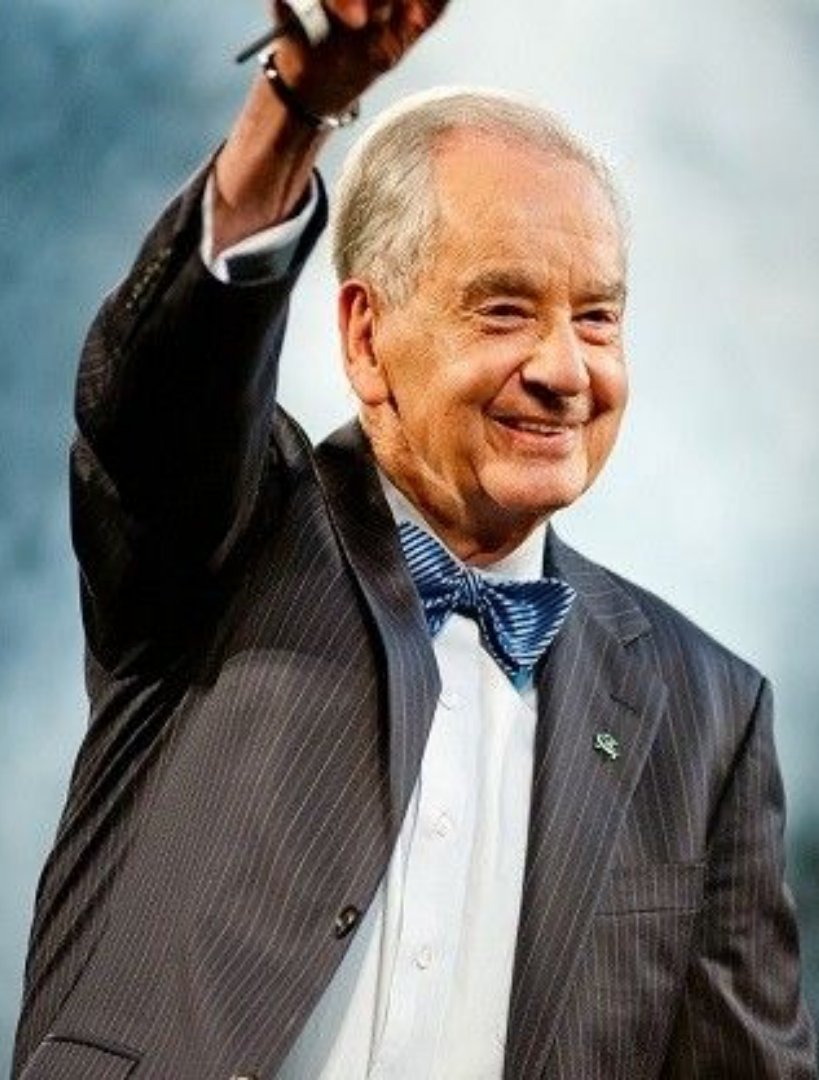


THE MARKETING LAB

How to Create a Compelling '30-Second Commercial' with Your Email Outreach...

A look at how to utilize principles of the 30-second commercial in your sales conversations for your prospecting outreach...

Outbound email doesn't start as a conversation...



“If people like you they'll
listen to you, but if they
trust you they'll do
business with you.”

~Zig Ziglar

Where Most People Struggle?

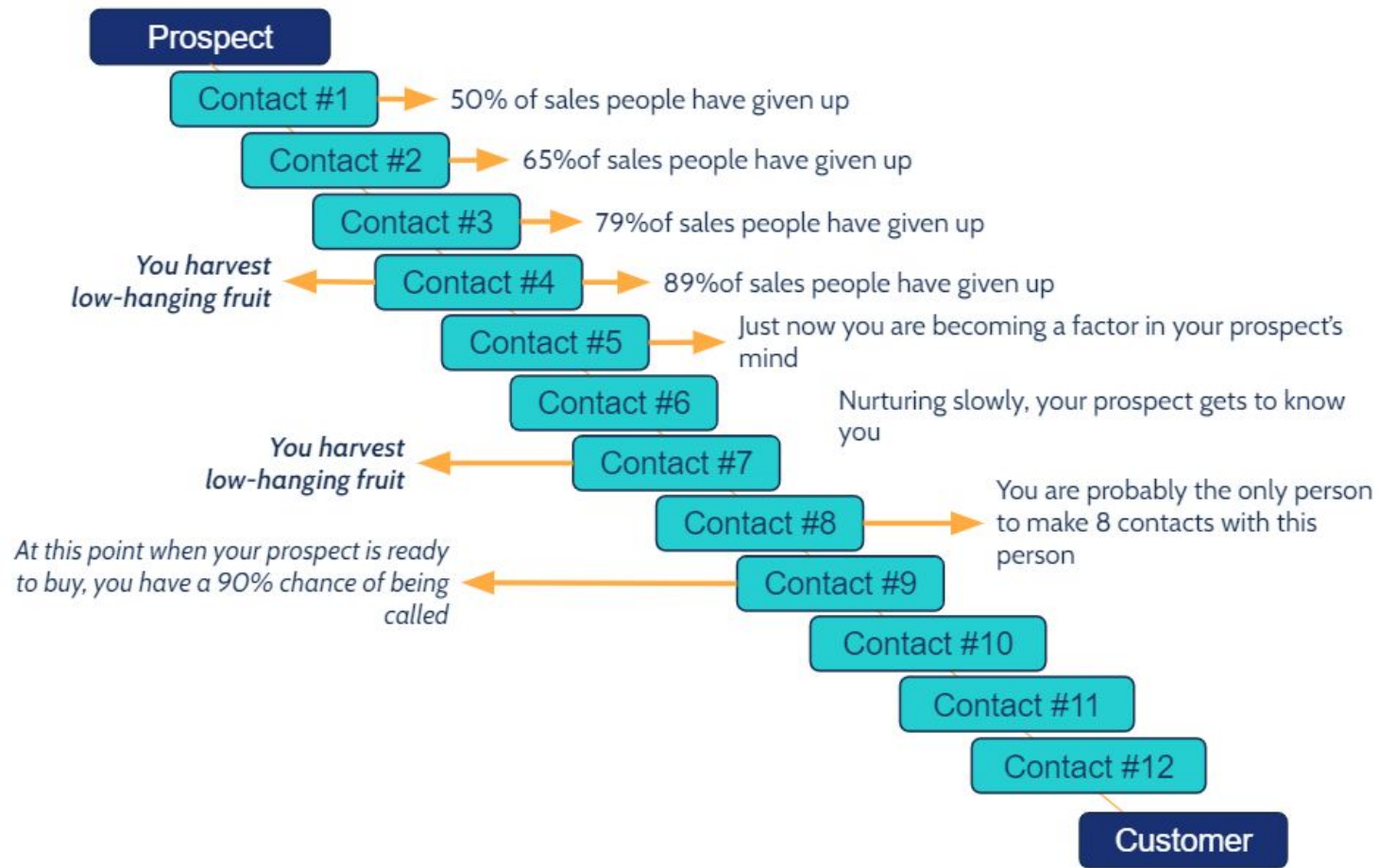
1. They overestimate interest.
2. They put features over benefits.
3. Try and sell their 'product' or 'solution' in their email.
4. They complicate.
5. They rely on first or second person.
6. They lean too heavily on passive collateral.



18%

Average email open rates have dropped to below 18% in all emails sent.

*Campaign Monitor



What Is It?

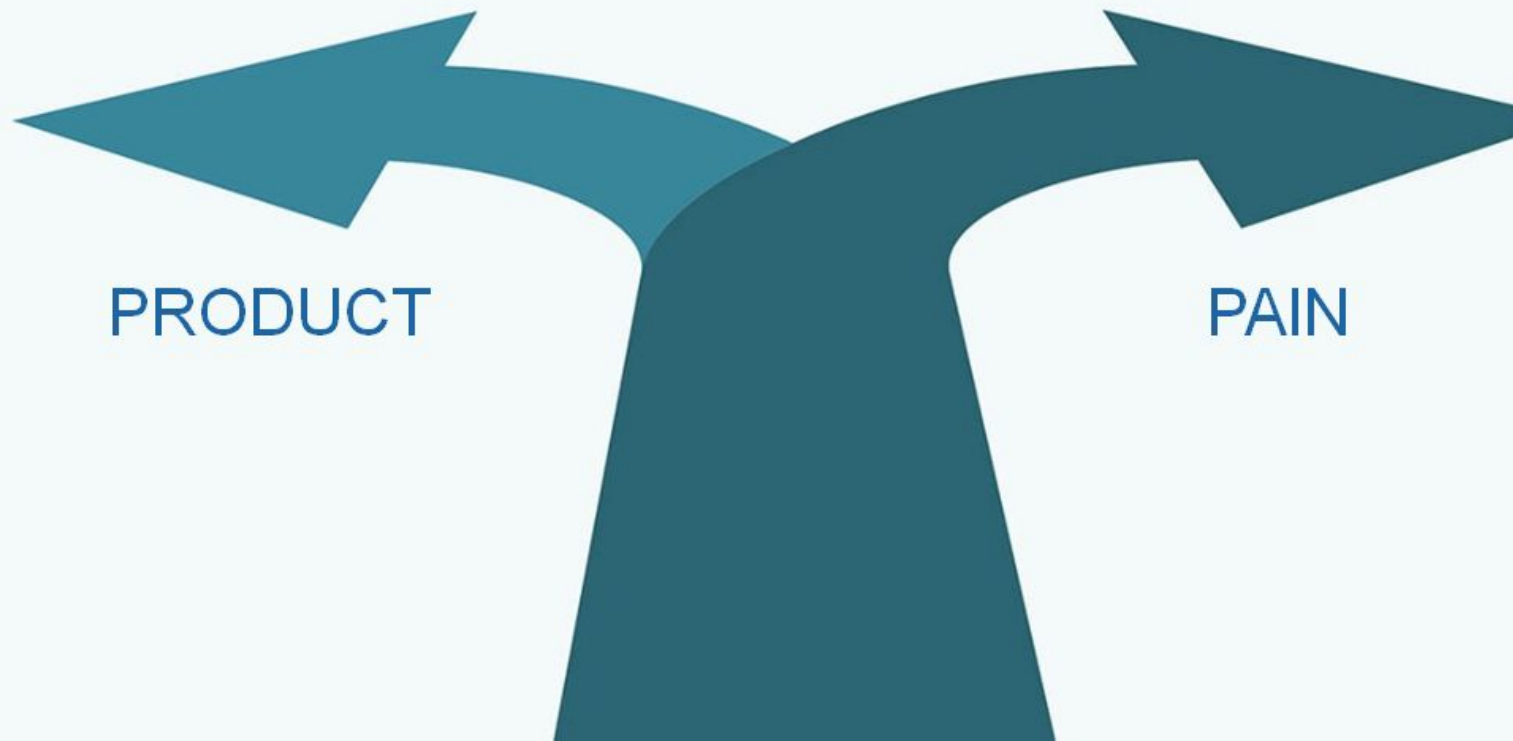
- Talk track
- Pain inducing
- Makes a prospect feel presented to
- Turns a suspect into a prospect

*Your 30 second commercial is about **them**
qualifying **themselves**.*

*The reaction you want is **“That’s ME.”***

30 Second Commercials

- Pain over product
- On the 'right side' of 70/30
- Instant credibility
- Differentiation



PRODUCT

PAIN



“The business schools reward difficult complex behavior more than simple behavior, but simple behavior is more effective.”

Warren Buffett
Chairman & CEO,
Berkshire Hathaway

Key Concepts

1. Us & Them
2. Pain Story
3. Action? (Implied Value)

Anatomy of a Pain Story

1. 3rd Party
2. Emotional words
3. Stroke/pain/impact

Subj: {firstname}, your profile had me thinking...

Hey {firstname},

We've been connected on LinkedIn for a while now and your name showed up on my feed the other day.

Anyways, it got me thinking about something new I've been working on to build an online community for other NDs. Essentially, an informal place to network and share what's working right now to attract new patients.

It's the kind of thing that I used to do a lot in-person hosting local events, but with travel being like it is... I've been looking for new ways to share the information and build a more remote network. So I figured why not start by reaching out to some of the folks in the industry that I'm already connected with and who are operating successful practices.

If you'd be interested, I'd love to line up a quick phone call to learn more about your practice and share a few thoughts on the type of community we're looking to build and growth strategies we can share from our collective experience.

How does next week look for a quick 15-minute chat?

Looking forward to (hopefully) chatting,

Subj: Re: {firstname}, your profile had me thinking...

Hey {firstname},

Just following up on the message I sent last week.

Do you have any openings this week or next for a 15 minute call? I'm interested in hearing a bit more about what you do and sharing a few stories of other NDs in our community around how they've been standing out in their local market to drive more new patient sign-ups.

Let me know how your calendar looks in the next week or two for a quick chat.

Best,

Subj: Can 20 minutes really make a difference?

Hey {firstname},

I work with a lot of NDs who are successful practitioners, but have struggled to attract new patients and stand out from competitors during the recent world events.

If you're experiencing anything similar, you aren't alone. I've been through it myself as have many others in my network.

As mentioned last week, I have been reaching out to a few connections like yourself to explore the idea of creating a course and community exclusively for Naturopathic practice owners to improve their systems to attract new patients.

However, I want to make sure it addresses the really core issues that someone like you would want to tackle in a program like that. So as a way to gather research, I'm offering a limited number of free, 20-minute coaching calls on your current strategies to bring in new patients.

All I'm offering is that you and I spend 10-15 minutes on a call discussing how you currently manage attracting new patients to your practice.

Based on that conversation, I'll share with you a custom approach that we'd recommend for your situation in exchange for us being able to utilize your story in an upcoming program launch.

It's a no cost opportunity for both you and me to connect and see if there might be any interest in a further conversation or other networking opportunities in the future.

The plan for now is to keep the calendar open through the end of the week. These calls will be short, but powerful, so that we can address exactly what is restricting the growth of your practice. And the best opportunities available for your practice to capitalize on now.

Please hit reply and let me know if you'd be interested, and I'll send you a link to my booking page.

I'm looking forward to talking with you,

Consider your most common objections.

Consider your most common pain points.

Am I too product-focused?

Am I too me-focused?

*Is my message more feature-oriented? Or
benefit-oriented?*

Am I thinking sequentially?

On the next:



Outbound Sales Mastery

Call Held 11/18 at 1 pm (central) with Rob Lime