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## ANNA CROSBY

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Anna Crosby is an email marketing consultant, sales funnel expert, and the tech nerd in your back pocket for setting it all up. She focuses on helping online entrepreneurs sell their digital products on auto-pilot, so they can focus more on growing their business. She teaches her clients how to sell through forming authentic connection over email, and selling in a way that feels easy, aligned, and not sleazy

# Persuasive Promoting with Purpose

ANNA CROSBY



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## Blogger Breakthrough Summit Podcast Transcript

**[00:00:00.17] - Liz Stapleton**

Hey there are digital creators.

**[00:00:09.08] - Liz Stapleton**

Welcome back to another episode of the Blogger Breakthrough Summit podcast. I'm your host Liz Stapleton, and today we're diving into promoting with integrity. Now, authentic promotion is one of those buzz phrases that gets tossed around a lot, bit like confetti at a New Year's Eve party. But what does it really mean? How do you actually promote something authentically without feeling like a used car salesman? Buckle up, because with the help of Anna Crosby, we're about to unpack all that and sprinkle in some golden nuggets of wisdom, too. So let's dive in.

**[00:00:35.15] - Anna Crosby**

We're going to talk about promotion and promoting with integrity. And what does that actually mean to be authentic in your promotion? You hear that word a lot. Everybody talks about being authentic. And it is the most important thing to be authentic when you are actually promoting something, especially if it's an affiliate product or a software that you want to make an affiliate commission on. And my biggest advice is to always promote the tools and resources that you have actually used or tried to use or tested out yourself. That is the biggest thing for when it comes to promoting something with authenticity. I know that nowadays, bundles are the big, huge thing, and everybody is running a bundle, and everybody is contributing to bundles. I think it is just a fantastic way. It's a win-win for everybody involved. And this issue of authentic promotion comes up probably more than you would think because not all bundles are created equal. Not all bundles have the value that you would expect. And sometimes that leads to a sticky situation when you are trying to promote. So my best advice on how to get around these issues is to really focus on what you know is good value and be honest about what is not.

**[00:02:03.18] - Anna Crosby**

So that doesn't mean that you have to say, well, this this bundle is not very good value, but you should check it out anyway. Focus on what you know is a good value. So you know your products are in there. So instead of talking about all the hundreds of resources and the worth is such and such and such, focus on promoting your product in the bundle because you know that even if they don't get anything else from the bundle, they're still getting a great deal by getting your products. So that is one way to deal with that while staying in integrity. Sometimes it may mean that you have to back out or not participate. It's not made in a promotion if you see that you cannot promote it in authenticity. But one thing that I will say is that your audience will learn about your values and how you do business based on how you handle situations like these. So Focus on what you know is great value. If it's something that is actually going to be

## **Blogger Breakthrough Summit Podcast Transcript**

helpful to your audience, focus on that. The next tip is to give them choice. And by them, I mean your email subscribers.

**[00:03:14.24] - Anna Crosby**

And that is, and I know this is a little bit of a controversial and emotionally charged topic, you want to make it easy for people to opt out of certain emails and you want to make it easy for them to unsubscribe. And here's Why? Email marketing, when it is done right, is a pull marketing, not a push marketing. So the difference between them, a pull marketing, is when you are organically attracting people to read the stuff that you write and to see your promotion and to go get your offers. Push marketing is what you see normally on social media with advertisements where advertisements will pop up into your feed, whether you've asked for them or not. Usually not, right? So you want your email marketing to be pull marketing. You want people to want to read your emails. You do not want to push your emails onto people.

**[00:04:10.02] - Liz Stapleton**

All right, that's a wrap on today's episode of the Blogger Breakthrough Summit podcast. If you love today's episode, make sure to subscribe, leave us a review, and share with your blogging buddies. Stay authentic, stay awesome, and I'll catch you next time.