



# Why and How to Review Your Nurture Sequence

WITH KATE DOSTER

## ABOUT KATE

Kate Doster is the host of the Inbox Besties Podcast, creator of the Love Your List 2.0 email marketing mega course and is dangerously obsessed with helping ethical entrepreneurs carve out their slice of the interwebs by wooing the hearts (and wallets) open of their small but mighty audiences thanks to fun email marketing and Easy Yes mini-offers.

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[00:00:08.170] - Liz

You've probably heard that you need a nurture sequence and a sales funnel, but do you know what they actually are? Maybe you've been blogging for a while and you already have a sequence set up for your blog. Way to go. But when was the last time you looked were those emails? Well, today we're going to explore why you should take a look back at your nurture sequence and clearly define the difference between a nurture sequence and a sales funnel.

[00:00:30.020]

Hi, I'm Liz Stapleton, host of the Blogger Breakthrough Summit. Welcome to the Blogger Breakthrough Summit podcast, where I share some incredible tips and tricks shared during our most recent summit. In today's episode, you'll be learning from email marketing maven Kate Doster, let's dive in.

[00:00:43.710] - Kate

You need to make sure, is this up to my writing quality now? Six months later, right? Because if you're not embarrassed by your pass work, you're not growing and you're not maturing. So be embarrassed by everything you've written. That's the best thing. But you got to write stuff to be embarrassed about. And then again, is this nurture sequence actually supporting my goals?

[00:01:04.370]

So you might have a nurture sequence, you might be a little bit more advanced and have an actual sales funnel, which we can talk about the difference between those two if you want to. And you might want to in your nurture sequence, say that you've got some type of kick off event for your sales funnel. The sales funnel, traditionally at the end of it and throughout it, you're usually selling something that's higher priced. That's kind of the funnel part. Sometimes people will have a webinar, some people will have a free challenge that they're running. But it's something that you can kind of have on Evergreen. So you might have a free but it's just sort of a one off PDF or a cheat sheet or say an audio that you've got that you're giving out to people.

[00:01:41.940] - Kate

So in that nurture sequence, you probably want to tell them, I call it a launch trigger or sales trigger about that sales trigger that you now have. So now they can go through the funnel. So that way you're kind of helping people from every angle. Like you said, a sales funnel is very focused on selling one product. It usually is higher priced. You don't need to have an eleven part sales series for \$27 offer, that is cutting butter with the chainsaw. It is overkill. Yes, you can do that. But people do not need eleven emails in a row about that. Usually they would need those 9-10. Again, it depends. It could be a lot less than that about that one product and about not only that one product, but it's about how you can help them. It's about helping them figure out like, hey, it's okay if you tried this before and it didn't work, here's why it didn't work and here's why this thing is going to work for you. Now. Here's why it's different here's why I believe in you here's how I can help you here's how other people have done it those sorts of things.

[00:02:43.850] - Liz

Yeah, because I think isn't it like people need to see or hear about product at least seven times or something before they'll buy? Like that's some statistic I swear I'm not making it up.

[00:02:55.470] - Kate

She's not

[00:02:58.330] - Liz

what?

[00:02:59.120] - Kate

I said, "you're not."

[00:03:00.430] - Liz

Yeah, I didn't think so.

[00:03:02.490] - Liz  
Yeah.

[00:03:02.840] - Liz  
So sales funnels much more focused in terms of selling products or the nurture sequence is really more like giving them help and showing them how awesome you are and making sure they're your people because I know you're people.

[00:03:18.320] - Kate  
Exactly! It's a little bit more of like I like to think of a sales funnel and this is my metaphor because it's the way my brain works sales funnels say like you're having a party you want everyone to play dance dance revolution back in the day so you need to think of every reason why. Every reason why Samantha you say your ideal person whatever you want to name them, right? Why wouldn't you want to get on the dance floor? Is because she thinks she has no rhythm so how can you prove to her that rhythm doesn't matter? Is it because she is embarrassed? Is it because she'd want a partner? Is it because she doesn't know what song it is? Is it because there's a room of strangers? So you're basically trying to do everything you can to be like is this really a good fit for her? And what can you do to make her feel more confident about either of her decisions? Because again, it's always up to them and that's the thing about sales. I'm not coercing you it's just like look like this is it if you are this type of person, right? .

[00:04:09.320] - Liz  
Okay, hopefully this episode has helped you define the differences between a nurture sequence and a sales funnel and why you should review your copy regularly. Be sure to join me next time when we dive into building an engaged and active community of followers. I'll catch you then.