



How to Create a Great Nurture Sequence

WITH MEERA
KOTHAND

ABOUT MEERA

Meera is an email marketing strategist and 3X Amazon Best-selling Author of the books *The One Hour Content Plan*, *Your First 100 & But I'm not an Expert!* Using her unique Profitable Email System™ and ADDICTED Business framework, she makes powerful marketing strategies simple and relatable so that small business owners can build a tribe that's addicted to their zone of genius.

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[00:00:08.570] - Liz Stapleton, Host

Your email list is the best way for readers to get to know you and your brand. It's essential to building confidence and trust with your readers. Well a big part of building that relationship is having a good nurture sequence in place when they sign up so that they get the star treatment and you welcome them aboard.

[00:00:24.860] - Liz

Hi, I'm Liz Stapleton, host of the Blogger Breakthrough Podcast. Welcome! In this episode, I'm sharing tips that email marketing strategist Meera Kothand shared during the 2021 Blogger Breakthrough Summit. And I'm going to let her take over!

[00:00:40.560] - Meera Kothand

So as a service provider, even though you're not making any money, even though you have nothing for sale, you need to have an email list. And a lot of people who tell me that, you know, "I think I will do this after I have done some things," or "after I have maybe 20 posts on my site," or maybe "I release a long string of videos." The thing is it doesn't work that way because, all right, you have all this content and maybe people are coming to find that those pieces of content. But you're not doing anything to capture those people onto your email list if you don't have one in the first place. So you absolutely need to have one. And you can't just have one as like a placeholder. You need to do a couple of things. And that is one of the first things you should do is to have that nurture sequence.

[00:01:23.630] - Meera

So it's kind of like rolling out the red carpet for a new subscriber. You are kind of paving the way for them to discover your brand yourself because you want to do this and want to get on your email list and then they don't get anything. They don't hear from you. And the next time they hear from you is maybe three months later or six months later when you're ready, launching those products and they're probably lost. You're going to get lots of unsubscribes. You're not going you have done anything to build up that trust or authority with that audience in order for them to even buy from you in the first place. So, yeah, that's where a nurture sequence comes into play. And I think we'll be chatting more about what they can put into a nurture sequence and stuff like that.

[00:02:07.430] - Meera

But, yeah, just just kind of an introduction about what a nurture sequence is. Basically a couple of emails that just goes out on auto to anyone that subscribes. So you can have someone subscribing today. You can have someone subscribing three months later, but they get the same.

[00:02:23.060] - Liz

Yeah, because I think some of us forget that they may not have been a long time fan of our blogs before they sign up. It may have been a freebie caught their eye and so they don't know you.

[00:02:31.950] - Liz

So nurture sequence is great to introduce yourself to them and what you do. So what should besides whatever incentive you've got to get them on the email list, what what should you be sending them once they're on their lists, the nurture sequence, what should that look like?

[00:02:48.350] - Meera

Right. So usually I kind of go by like a minimum, a minimum viable nurture sequence, because when people think of nurture sequences, they think that it has to be like a month long or sixty days long. And when you think of something of that magnitude, usually you'd never get it done. So what do you have to do is think what is the least number of emails I can get out there and I always suggest three to five. OK, but if you can push yourself a little bit more, I would say go ahead and do 5-7, because this would give everyone kind of like a nice introduction to everything that you do. So the exact kind of emails that you should put in there, it doesn't have to be content that is absolutely from scratch.

[00:03:32.990] - Meera

You can write teasers to existing blog posts that you have or you can write teasers, existing videos that you have. The kind of things that I like to share in my emails are a lot about awareness building

because regardless of the niche that you're in, we all but you in the fitness niche or the parenting niche, or whether the productivity niche, you know, it really doesn't matter. But we are all there to solve some kind of a problem for our audience and to provide solutions.

[00:04:01.550] - Meera

And they all have different kinds of pain points. So when I see pain points, people immediately think, but I don't really have a pain point. The thing is a pain point doesn't just mean not having money or it doesn't just mean I don't know how to start a business there are different kinds of pain points. It could be, I don't know how to organize my closet, or I don't know how to homeschool, or I don't know how to do meal planning.

[00:04:24.920] - Meera

There are so many different types of pain points. And for me, the initial part of nurture sequence is about bringing awareness to the pain point, because a lot of people that join your list, they are not necessarily going to be aware of the magnitude of the pain point, or they might not be aware that there are solutions out there for the problems that they're facing, regardless of the niche that you're in. So when you have this kind of content within your nurture sequence something that shares maybe stories about people you've helped, or clients you've helped or telling them about silly mistakes that they may be making that they're not even aware.

[00:05:07.280] - Meera

So when you do it like this, you are setting yourself up to be seen as an expert or someone they can trust. So I usually like to do this within the first 1-3 emails. So you always you have to welcome email. And then I like to talk about mistakes people make or things that they believe that are not necessarily true. We all believe in myths and things that we may have heard and we think are true, that they might be hindering our progress or they might be kind of hindering and interfering with the way that we work or do certain things.

[00:05:44.390] - Meera

So when you bring this to light, that is where people are going to reply back to you. They're going to engage with you and you when they see your name in their inbox. This is where they are going to move into clicking your email. So your nurture sequence kind of sets the pot and paves the way for that.

[00:06:05.720] - Liz

Yeah, because one thing I've learned in last year is it's not so much your email subject line that gets people to open, it's your name.

[00:06:11.980] - Meera

Yeah, exactly. And a lot of people ask me, "What subject lines was the best?" And I say, you know, it's not really a subject line is more your name, especially for if you are not really doing like e-commerce kinda, where it's all about discounts and products and stuff like that. When you're building a personal brand or you're a coach or you're a content creator of that kind, it's really about your name. And once your name is associated with value, once your name is associated with any kind of emotion, it doesn't just have to be about, "Hey, this girl or this lady provides good information."

[00:06:46.850] - Meera

It could even be about she's funny or she's inspirational or she makes me feel good in the morning. You know, it could be any of that wants to have that association. People are going to be opening your emails regardless of the subject line.

[00:06:59.720] - Liz

Yeah, because, I mean, when you think about it, I mean, there are certain emails...Cause I'm on alotta newsletters, I've been blogging for years! Like I'm on a ton of newsletters and there are certain ones that I automatically open as soon as they come in my inbox. And others are like, maybe I'll read that later.

[00:07:13.400] - Liz

OK, hopefully this episode has given you some ideas on how to set up the best nurture sequence for your readers. To hear more email marketing strategies from Meera, head over to bloggerbreakthrough.com/podcastdeal to get access to all of the 2021 Blogger Breakthrough Summit sessions, including Meera's. Be sure to join me next time to learn how you can get started with video and YouTube. I'll catch you then!