

How To Grow Your Email List Community Through Online Events

One of the Best Ways to Build Your Business is Through Connection

- *Ask yourself:* Do you feel connected to your community (not your clients, but your potential or future clients)?
- Connection = Currency
- To make your business fun, have *connection* with your audience
- Nothing builds more “know, like, and trust” than you showing up on video (HUGE)
 - People will feel more connected to your energy
 - If you only use Ads where you’re not showing up, your clients get cold and are more likely to unsubscribe
- When you send emails on your email list, you want people to know *you* and be able to picture and hear your voice in their head

Two Main Reasons Why Adrienne’s Clients Buy From Her

1. They felt a *connection*
2. They resonated with her *energy*

If You’re Currently Not Doing Live Events in Your Business, You Are Missing Out!

- A benefit of a live event is your ability to conduct market research
 - EX: Asking “What is your biggest problem with ____?”

Types of Online Events

1. Live Webinars

- These are also called Masterclasses - Includes, workshops, slides, teaching, etc
- Whatever event you’re planning, it is important that you’re engaging your audience
- Biggest Tip: Make your webinar *interactive*
 - Looking back at Adrienne’s most high converting webinars that she has done, it’s the ones where she has active visualizations, communication, and engagement
 - Your audience should come into your webinar knowing that they are going to learn and walk away with something that they can actually move forward with
- Common Mistake Regarding Online Events: Over-delivering too much information and not giving enough value
- Common Misbelief in the Coaching Industry: Thinking that if you give away a lot of valuable information, your audience won’t pay you for more
 - This is limiting belief because if you don’t give valuable information, it’s even more unlikely that they’ll pay you for more

- After seeing how great your free content was, they'll be curious to see how amazing your paid content will be
- *PRO TIP:* Use your audiences' names
 - When people say your name, you feel connected to them
 - Example Scenario: You ask your audience to respond in the chat if they think that your content is resonating with them. Then, someone named "Sarah" shared in the chat about how much she needed your value. After this, you can have a conversation with Sarah and include her name while you talk to her.

2. Online Summits

- With this type of event model, most sales typically come from your email list
- If they resonate with your message, they will want to get on a call with you after your summit

3. Live Networking & Speaker Events

- You can gather speakers to share a ton of value
 - They'll help cross promote and you can have someone with a niche different from yours, share value in a different way
- *Ask Yourself:* What type of live event would be valuable to my audience?

Email Lists

- Email lists are completely worth the amount of work you have to do upfront
- People get to know you through the nurture emails you send out over time
- If you don't have an email list, you're putting yourself at risk by using social media as your sole tool to growing your business
 - If social media suddenly goes wrong, you will lose all your contacts. With an email list, there is nobody who will shut it down because you own it
 - Social media is affected by their algorithm, while with your email list, you can guarantee that everyone is receiving your email
 - *NOTE:* Even if people unsubscribe, they are actually doing you a favor by helping you split your audience to only include people who resonate with you
- Email lists set you up for long term success
- An email list is more valuable if you grow it organically - you save money and build know, like, and trust
- Make sure that your email list loves and resonates with you

Email Nurture Campaigns

- Broadcasts: One email blast sent out
- Email Sequence: Several different emails that go out
- Your goal is to create ways for your clients to come to you rather than having to hunt them down
- Ask yourself these questions:
 - Do you know people on your email list?
 - Do they engage with you?
 - Do they show up to your events?

Ways to Make Your Email List Engaging

1. A way to really create connection is by sending shorter emails
 - a. EX: "Do you still need help with ____?"
 - b. You will get clients flooding in with requests of assistance
2. Send shorter emails by including videos
 - a. You can build a funnel to try to prompt a sale
 - i. EX: Include a link to book another call on the thank you page
3. Showcase about your life
 - a. Write to them as if they are your perfect soulmate client
 - b. Paint a picture of where you're at in the world
 - c. Share about your life and own personal breakthroughs
 - i. Make your audience feel that you can relate with them
 - ii. People buy from who they resonate with

Mindset

- You really want to come from a place of over delivering, thinking about how you want people's lives to be changed from your content
- Evaluate yourself and think about how many live events have you conducted where people don't walk away with a lot of value
 - It's okay if you've been in this situation, let this be a wake up call
- Allow yourself to be in a state of abundance, and be generous - this way, you're really going to change people's lives
- Show up in a way thinking how you can support someone
- Ask yourself: "What do I know, why would it become a huge difference for someone who is watching it?"

Creating powerful live events

- Start with the end in mind
 - Ask yourself these questions:
 - "What end result do you want to get from your clients/community?"
 - What do they need in order to learn that and how can I structure it?
 - What guests and experts can I bring in to cross promote?
 - What would be the most valuable way to present this value?
- Tech
 - Have a landing page with a video of you talking about the details of your event
 - Create an opt-in form (how you gather and capture emails for your list, they give you their email in exchange for a gift)
 - Thank you page
 - This is a commonly missed opportunity
 - Leverage your thank you page and capture their interest by offering a gift right away, to create a next step before waiting for the live event
 - EX: Thank you so much for registering, you're going to love this event, in the meantime, I would love to offer you this gift.

- They get to see your teaching style and your value

Biggest thing to remember: In your business, it's you. You're what they're buying. All you have to do is be you and give value