

LEAD NURTURING *Checklist*

Here are some best practices for nurturing your email list:

- * **Be personal** - Personalize each message with their name so that they feel a personal connection to you. You'll also make you seem like you care.
- * **Offer Value** - Connect your prospect to content based on their point of interest. This could be a guide, or video tutorial or some other content aid. This shows your credibility and expertise.
- * **Segment** - focus on each of your prospects situation by segmenting your list and only offering them communications based upon what they are interested in.
- * **Assist** - Speak to them. help them without wanting anything in return. then upsell them on your offer, but first always add value!
- * **Personalize with your contact info** - Be sure to sign any communications with your full name, contact details and company info so that your prospect can easily get in touch with you.
- * **A Good Subject Line** - Any email communications be sure you write a compelling line so that they open your email.

Some good one's are:

1. "Did you try calling me?"
2. "Talk on [day] at [10:15]?"
3. "What happened?"
4. "Will cut to the chase"
5. Contacting you at [referral name's] suggestion"
6. "I may be off base here, but..."
7. "Only X weeks left to [state desired goal]"
8. "Some thoughts on [state prospects problem]"
9. "I've got something for you"