



Blogging + Ethical Email Marketing: Your Key To Successful Online Marketing

Video 3:

7 Steps to Being a Successful Blogger and
Email Marketer

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Transcript of Video 3: 7 Steps to Being a Successful Blogger and Email Marketer

Clinton Power: Welcome back to video three. We hope that you're getting a good sense that blogging and ethical email marketing can help you build a sustainable therapy or wellness business in the long run. If you haven't watched video one or two, make sure you go back and watch them now. You can access all the videos from the tabs above.

As a quick recap of the first two videos, we talked about how blogging and ethical email marketing are the number one strategy used by businesses across the world today to attract clients and customers offline and online.

In video one, Juliet talked about how blogging and email marketing are like peanut butter and jam. Or if you're in Australia, like Vegemite and toast. She talked about the benefits of blogging and email marketing and how they can impact your business.

In video two, I shared the seven misconceptions that therapists have about blogging and email marketing, and what the real truth is when it comes to using these tools. And Juliet and I have also shared our own success stories, including how I grew my business by over 400% in one year with blogging and email marketing, and how Juliet has filled her courses and sold her information products over the last 19 years using blogging and email marketing.

The bottom line is you don't have to be constantly worrying about the feast or famine cycle when it comes to running your private practice. You never need to worry about where the next client is going to come from, because when you're doing blogging and ethical email marketing on a regular basis, it can bring you a consistent stream of clients.

As I mentioned in the previous videos, blogging and email marketing helps position you as an expert and the go-to person in your niche. It also increases your credibility as clients and customers find your blog posts that are for solutions to their problems. And the media just loves bloggers and



email marketers, because they're constantly looking for experts to offer expert commentary. So when they see you have a blog, and they see you're doing email marketing, it's much more likely you're going to be asked for media commentary and get free exposure for your business.

What's more, if you have any plans to sell a program, an information product, a book, or a course in the future, you definitely need to have a blog and be doing email marketing, because that will help you build a strong, solid foundation, and a platform from which you can launch your paid products.

Juliet will now share with you the seven steps to become a successful blogger and email marketer.

Juliet Austin: OK. We're going to talk about the seven crucial steps you need to take to become a successful blogger and email marketer.

The first step is to set up opt-in forms on your website. So these are forms that go on your website where people enter either just their email, or, as we recommend, first name and last name and email. This is an opt-in form for a free offer.

So here's an example. This is kristinlajeunesse.com, not sure if I'm pronouncing her name correctly. She has her website header there at the top where her picture is, and then the text on the left, "do what you love". Underneath is an opt-in form: "Get the best-kept secret to gaining a massive community of followers". And it says free eBook inside. She's asking for name and email when you subscribe. So that's an opt-in form right there.

That's a really good place to put an opt-in form, just below the header, so it's easily seen right off the bat.

Here's another way to put an opt-in form. This particular person, drirena.com, has a similar header as the first one we've seen, there underneath the header on her homepage. This is on her blog page where she has all the lists of all her blog posts. And this is often what to do on your blog page, to have



them on a side bar. You could still have it across the top here.

The key is to have your subscribe box or boxes on every page, and often in more places than one. So this site, if you go there, drirena.com, you will see she also has a subscribe box at the bottom of all her pages, and she also has one at the top under the header, like the first slide I showed you, because you just don't know when people are going to sign up, and some take longer, and sometimes if people have just read something at the bottom of the page, they might go, "Wow, I really liked what I read. Oh, I'm going to sign up for her list."

This is a landing page, a short landing page, and a landing page is any page that is designed to get people to take a specific action, or leave and do nothing. So this is the landing page we used for this free training that you're in right now. And you can see it's very short and it has a few benefits there, a one, two, three of what's involved in if you sign up for the course, and then it has a button at the top and a button below, "Yes I want free training."

So some people might sign up at the top, some people might sign up at the bottom, and those that aren't interested will click away, and that's the whole point of an opt-in offer.

And this is a longer landing page that Clinton and I used for our podcast, The Ask Juliet and Clinton Show, which we no longer do. So this has all the members' benefits, those green icons there have members, the benefits for the members. And then it has a testimonial under each one to just back up the points of each of those.

There's not a right or a wrong way to do a landing page. Sometimes longer ones work best, sometimes shorter ones work best. The only way to know for sure would be to test them.

So step two is to create your free offer. There are many types of free offers. On the left there, you see you could create a report or a guide. I have one that's called "25 Things Your Website Copy Needs to Attract Business" on my website at julietaustin.com. This is a checklist, the second one: "20 Sexual History Questions to Ask Men in the First Therapy Session". Clinton and I



created that for one of our courses for the Mind Body Training Institute, on male sexuality. And the third is video, such as this free video training series.

There are other free offers you could create, such as audio recordings, different articles, eBooks, etc., but these are examples of three.

So once you have your opt-in boxes on your website, and you've created your free offer, then you need to focus on building an email list. There are many ways to build an email list, and here are just three popular ones. Social media: you could occasionally share your free offer and say, "Here's my free offer, and go to my website and sign up for it." And create some more text there. Tell them why they would sign up in your social media post so that they're more inclined to go there. I would do this on a regular basis. It could be once a week, it could be once a month, because you can't expect everybody to see it at the same time, plus you're going to be getting new followers and some are going to leaving, some are going to be coming back.

Facebook Ads are a really good way to build your email list. This is an ad from Facebook by the Couples Institute, Dr. Ellen Bader, who you may know. And she's got her ad here. So they have an image, and then there's some text that you can create as well. You have to pay money, of course, to do this, but you can really target your audience with Facebook Ads, so it's a really good way to build your list.

Online communities, Facebook groups, and other forums; again, most of them don't let you directly market there or promote things, however, if you are active in online communities, you can respond to people if they're in your target audience. People will see that you are knowledgeable, and they may at some point go to your website. Some of these groups—you have to check the rules of each community or group—some of them you may be able to share your free content with.

These are online ways, but you can also build your list through community marketing, through speaking, have a sign-up list for people. There are so many ways to build a email list, and these are a few that are popular.



Number four. After you've got your subscribers, and by the way, you need to be building subscribers on an ongoing basis. New subscribers tend to be more engaged with your content and with you at the beginning. People lose interest or they just don't need your content anymore, so they won't open your emails or read your blog posts. So you need to be building subscribers on an ongoing basis.

Step four, creating compelling content. The more compelling your content, obviously the more engaged people will be, the more subscribers you'll get, the more people will pass it on, the more they'll read it, etc.

There are so many different types of content online these days. Obviously blog posts are one of the most common, the written word. There are infographics. Here's one on depression, for example. These are popular as well. You can create them or hire someone to create them. There are tools out there that you can use to create these on your own. And, of course, videos such as this one are very common and getting more and more popular all the time, because they're just so engaging.

Number five, you need to develop a consistent publishing schedule. This is key, especially when you're getting started. So decide how often you're going to publish, whether it's once a week, once every two weeks, once a month. At minimum, once a month, and ideally once a week. You may think that's a lot, but if you have engaged subscribers and they like your posts, they're going to be more likely to read them on an ongoing basis. You're going to be in front of them on a continual and consistent basis. Just decide ahead of time, and then schedule in when you're going to write these posts, when you're going to set them up, and send them out. It's the best way to be consistent, otherwise it's so easy to lose momentum and to get off track with it, and then you just won't see the results.

Six, you need to amplify your content after you publish it. So you need to send the blog post to your email list, or let the email subscribers know that you've posted a blog post. It could be a simple email. I often include a part, a few paragraphs of my blog post in the actual email, and then I have a button in there, an obvious button that says "read the rest of the article on my blog",



which sends them to my website. It's better to do that than just publish the whole blog post in the email, because then people aren't going to your website. So ideally you want to get them to your website in most cases.

You obviously can amplify and should amplify your content by sharing your blog posts on social media whenever you publish them. I would share them not just once, but maybe even three or four times over the week. If you're using something like Hootsuite or Buffer to schedule them, you can schedule them to go out at certain days and times, to make sure that the post gets seen by as many people as possible. Sometimes you might put the title in the social media post. Sometimes you might just describe what the article's about. So don't always make the actual social media post the exact same title or use the exact same words in every one that you create for a particular blog post.

Facebook Ads again, we already talked about that, but you can certainly use Facebook Ads to share your blog posts or share your content, in addition to using them for your free offer. And again, online communities, there's a possibility that you may be able to share your blog posts there, especially if there's a topic that comes up in discussion that somebody is talking about that relates to a specific blog post. Sometimes you can do that. Again, you need to check with the rules of the group or forum that you're in to make sure that you're allowed to do that.

That concludes the seven steps of how to become a successful blogger and email marketer. Next, Clinton's going to share three case studies where therapists have been successful using blogging and email marketing.

Clinton Power: Hi, it's Clinton here again. Let me share with you some therapist success stories, because I think these will give you a really good sense of what's possible with blogging and email marketing.

First of all, I want to talk about Jodie Gale, who is a Sydney-based psychotherapist at jodiegale.com. Now Jodie Gale is a blogger who blogs on a regular basis and she was able to continue blogging, even as she had a fast-growing young family. She was very time-poor, obviously. The kids were



young, she had her hands full during the day, and she had a part-time therapy business. However she was able to put aside time in the evenings when her kids were asleep, to blog on a range of interesting topics. I'm going to show you some of her most popular blog posts based on social media shares.

So this first one, "Twenty Powerful Books to Help You Befriend Your Body", is her number one blog post based on shares, and you can see that she's just done a collation of different types of books that she very likely has read herself, and she's had other people contribute to this post as well. So this is what we call a collation post, where you get a bunch of other people to contribute to it, but it puts together a really powerful post.

You can see in this post as well, called "Why Counselors, Psychotherapists, and Their Clients are Better Off Without Medicare and Other Insurance Rebates". That would be a post which is very relevant for clients in Australia who are really trying to get a sense of, do I need Medicare or insurance rebates?

And her third most popular post that she's ever written is called "Top Six Women In-Depth Podcast for Binge and Emotional Eating". So this is another collation post where she's got together a bunch of resources, put them together in a blog post, and obviously people have found this really valuable, they're kind of accessing this blog post and getting a lot from it.

So thanks to blogging on a regular basis, Jodie was able to get increased exposure and rankings in the search engines, and she's told Juliet and I that even though at one stage she was struggling to get enough clients, once she started blogging on a regular basis she saw an incredible flood of inquiries. She got a ton of new website traffic from Facebook, from Instagram, and from Pinterest, where she was sharing her blog posts, and this was leading to constant new inquiries from women wanting to work with her.

So, as I said, Jodie went from being a therapist who was struggling to build a part-time practice to a therapist who now has a waiting list of many, many months. And in fact she told me recently, she opened up a space in her practice and people had been waiting a year on her wait list. So it's just that extraordinary.



Now another therapist that I want to talk to you about is Lisa Kift, and Lisa has a great story. She is a San Francisco-based marriage and family therapist, and her website is called loveandlifetoolbox.com. There's a little shot of it. Very attractive, polished website, and the great thing about Lisa's story is she has shown that you don't need to put in massive amounts of blogging time or have a huge email list to get great results.

Now even though Lisa is not frequently blogging, her blog posts are of a very high quality, and she often gets guest posts, people to write for her blog, often very esteemed people who are writing for her blog, and guest blogging, and her posts are widely distributed. When she does write them, she adds them to her email list. And you can see here's an example of one of her blog posts called "Three Mistakes Couples Make in Relationship Counseling".

Now Lisa has been able to supplement her income from her therapy practice through her website, and the way she's done this is she sells relationship and well-being information products to her highly-engaged list of subscribers that is constantly growing. And here's a shot here from the tool box store on her website, where she has a number of information products that people can purchase. You can see "Break Your Unhealthy Relationship Patterns", "Family of Origin Workbook", "The Marriage Refresher Workbook", "The Pre-Marital Counseling Workbook". There's a course by Rick Hanson, PhD, and many other things of course, in mindful living. And these are all available through her website. Some of them are affiliate products or they're other people's products that she's selling through her website, but she gets a commission for each sale that she makes.

And so this is called affiliate marketing, and she also gets other therapists to sell her products. In fact, I'm actually an affiliate for Lisa Kift, and so through my own website, I'm selling her "Pre-Marital Counseling Workbook for Couples". It sells for about \$20 US, and I get 50% for each sale I make.

So this is a great strategy and a really good example of how you can build additional income into your business, and even if you're not a prolific blogger, you can still get good results when you write high-quality blog posts.



Our third and final case study is doctor Jonise Webb of drjonisewebb.com. And I just love Jonise's story, because she has built an email list of over 16,000 people, and it's still rapidly growing. For the first ten months of having her email list, it grew painstakingly slow, and she didn't know how to build it. But after hiring a business coach and learning how to attract subscribers, within a year her email list grew by the thousands, and she collects email addresses through her Childhood Emotional Neglect questionnaire, which is extremely popular and is a way to identify if you perhaps have experienced Childhood Emotional Neglect. And you can do it in under one minute.

So Jonise is also known for her very popular Psych Central blog, at psychcentral.com. Her blog is called Childhood Emotional Neglect, where she regularly blogs. So she blogs not only on her website, but also at Psych Central, which is an enormous blog. I'd say it's one of the top mental health blogs in the world today.

And of course she's selling her book "Running on Empty". It's been enormously popular. "Running on Empty, Overcome Your Childhood Emotional Neglect". And you can see from this shot that it has 319 customer reviews, which is just enormous. And she has an average of 4.5 stars. So this is an incredibly popular book. I'm sure she's making lots and lots of sales because she's blogging on a regular basis, and she also emails her blog posts to her email list on a regular basis, which could also help the sales of her book, "Running on Empty". And she also has a second follow-up book, I think it's called "Running on Empty No More".

So I hope you've found these case studies inspiring. I know they're very inspiring for me, and you're really getting a sense of what's possible when you can combine blogging and email marketing on a regular basis.

Juliet Austin: That concludes the core part of our training, however, do stay tuned because we're going to be sending more information to you over the next several days. In addition, we'll be sending you a special offer that is only available for a very short period of time, so make sure you don't miss those things, and keep your eyes peeled on your inbox.



Clinton Power: We hope we have convinced you skeptics about the power of blogging and email marketing, and how it really can help you build a sustainable business in the long run. We'd love it if you left us a comment underneath this video, and let us know what has been your biggest take-away from this free training. And we'll send you a transcript of this video.

And finally, keep your eye on your inbox across the next couple of days, because Juliet and I will be sending you a very special opportunity to help you build a sustainable therapy or wellness business with blogging and email marketing.

We look forward to connecting then. Bye for now.