

KLT_139_Kate_Doster

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SPEAKERS

Kate Doster, Britney Gardner

B Britney Gardner 00:00

Hey there everyone you guys are in for a treat. Today we're gonna be talking with Kate doster all about revenue generating freebies and welcome email sequences. Welcome to the know like and trust show with Britney Gardner, the podcast where we explore the world of personal branding and how to build your know like and trust factor up for ultimate business success. And now here's your host, Britney Gardner. All right, I am super excited to share this conversation. We had a blast it flew by we managed to get the words orgasm and buttface into this conversation despite the fact that we are talking about freebies and email welcome sequences and you probably would not expect those words to be in the conversation. First, a little bit about Kate Kate Doster is the host of 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 she helps her students will open the hearts and wallets of their small but mighty audiences thinks to fun email marketing, and easy yes mini offers. She believes you don't need to believe the alphabet or be a dirty rotten spam face to write emails that jolt subscribers into taking action gobbling up your paid offers like candy or you know, kale if that's their thing. And if that intro didn't give you a clue into how this episode is going to go, let me just tell you, it's a blast. Get ready to laugh. We are gonna roll. All right, Kate, welcome to the know, like and trust show.

K Kate Doster 01:39

I am so excited to be here. It's such a great show everyone, but y'all know this because you tuned in? Well, thanks, I appreciate that. Of course.

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Britney Gardner 01:46

We're gonna make it even better today, because we're actually talking about something that I've been really working on in my own business for the last little while. And that is Yeah, email sequences, freebies, welcome sequences, how all of those things kind of play together and the, shall we say, foibles that people run into with these, and I'm throwing a weird word out there, but it's what popped into my head. So, Kate, I'm gonna let you take it away, give yourself a little brief introduction on why we're talking about this, and then we'll start talking.

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Kate Doster 02:17

Sure. So Hey, everybody, I'm Kate doster. And we're gonna be talking about welcome series and freebies, and all of that sort of goodness, because what ends up happening is you hear a lot in the online marketing space, like, you've got to build a list, you got to build a list, but then no one ever tells you what to do with this list. And it's like having an email list, having a number in your ConvertKit account is literally going to do nothing for your bottom line, or for your mission to go out there and help people which I know that everyone listening to the show really wants to do, unless you actually talk to them. So that's really what this you know, our conversation is gonna be about is what do you actually say to people, once you've got them?

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Britney Gardner 02:55

I love how you worded that once you've got them because you're right, all the people out there all the Guru's all the instructors, they're all like build your list, build your list, you want to build your list before you do this, you want to build your list. But that gotcha. Like someone gets on your list and you're like, but nothing happened. It's a hard place because it was like the big goal, it was the big mountain you had to climb and then nothing.

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Kate Doster 03:20

Exactly. And then people get really, honestly, they get scared to send emails, because they have put so much attachment to this number of like, Oh, I need 1000 or Oh, I need 10,000 or, oh, I need 100,000. And they don't want to send an email and risk getting unsubscribes. But like, here's the thing, there are people at the end of that other spectrum. And they have no idea if they are one of 100 or one of 1 million. And so you need to treat them like

an actual person, and you need to show up for them. And I think that where people and I know that we're gonna be talking about this where people sort of go for Australia's, if they're just letting anybody on their list, then of course, when you go to write your weekly newsletter, or your welcome series, our sales email, you've got no clue what to write, because you don't know who you're talking to anymore. It's like, Oh, well, I've got service providers, or I've got coaches or I've got bloggers or I've got people that are interested in this and that and all this stuff. No, like being on your list is a privilege being able for people to have your excitement, your knowledge to be entertained by you to be around you to get your quick tips, your stories. It's a privilege, okay, so they're lucky that they're there, and you on the flip side are going to actually have a plan for them. And so when you go in with that mindset, all of a sudden, you're not scared to hit send because you get unsubscribes you're like, Oh, that's fine, right? So we need to actually start by making sure that our freebie is a really great gatekeeper. And I always say that for our freebies. It needs to serve the SIR mix a lot principal Britney Do you remember the song Baby Got Back faster mix? Well?

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Britney Gardner 04:53

Yes, yes, I do. And even if I didn't when my sister got married a couple years ago, we all ended up on somebody's motorhome RV and that song was busting up. And you guys, I just got to tell you, you will never ever, ever forget that song after seeing an entire very large bridal party bouncing around a motorhome to that beat.

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Kate Doster 05:14

Right? And so just like Sir Mix A Lot likes big butts. Because spoiler alert, that's the hook of the song. Yep. So does your email list, so does your wallet. Because think about it, you want people that are serious about whatever you teach with, whether you're teaching people meal planning, Facebook ads, how to love themselves, right? People are not going to have questions and doubt if it's just like, Oh, yeah, it'd be nice if I had more self esteem, but then they go on to the next thing. But when you can get them in that, "yeah but" stage, that's how you know that they are primed, that they are ready to actually take themselves seriously. And if they're giving you their email address, then you're doubly sure. So it's like, I want to start a blog. But I don't know what to write. But I don't know the attack button. No one will read it. But what do I do but how to make money, right? So if you're creating a freebie that answers one really specific, but they're gonna be like, Oh, my goodness, how did Britney know, they don't want to get more visible, but I'm nervous about being on camera. Of course, I'm going to go sign up for her freebie about like introverts that need to get more visible, like, you know what I mean? So they know that you are thinking of them, you know, that they have actually thought like, yeah, I want to

take this seriously. So it's like, Great, now we've got the right people, they've got the right attitude, and let's show up and serve them.

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Britney Gardner 06:28

I love that. So listeners who are on the show all the time, know that I have previously done a few rounds on really crappy freebies. And I think the reason why people are against freebies these days are because so many people have flooded the market with really crappy ones. And I got rates. I mean, Oh, it's so annoying. But like my number one like litmus test for a freebie is if that is something I can easily Google and inject from Google for free in five or 10 minutes, I should not have to give you my email address to acquire that information. That has to be something that I either maybe could Google, but it would take a while for me to find or like sift through or get to it. Or it has to be something that gets me to think and that is exactly what your Yeah, but principle does. It gets me to think, yeah, but how could I make this work in my world? Yeah, but I'm scared to make this work in my world or something along those lines.

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Kate Doster 07:28

Exactly. Because people will have different levels of doubt. Sometimes it is very, like a technical thing. But sometimes it is a little bit more internal. Like, I want to homeschool my kids, but I failed algebra. So now you need to not only show them how it doesn't matter that they failed it but that it's okay. And you're just glad that they didn't let that bad experience soil them from actually wanting to be able to homeschool their kids. And yeah, there was an ad and you probably got targeted with it too. But I'm like, let's just see what it is. Because again, like you I like to be the freebie police, it was the worst thing I've ever seen.

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Britney Gardner 08:00

It was like four pages. And like there was only like one sentence that mattered. And it was just like, I won't give it away. Cuz some of you might get targeted with that too. But it was something that's like the most common knowledge, like, we'll just say it's like build an email list. It was something that elementary where I'm just like, really, and you're paying for ads behind this, like everyone's gonna unsubscribe or wasting your time, because you want to prove in those first impressions that people get a view that you understand them, that you're here to serve them that you're going to help them that you're useful here and that you're a little entertaining, because turns out people go to their inboxes to escape, because they know they're supposed to be recording that podcast because they know they're supposed to be writing that sales page, because they know they're supposed to be

paying attention to their kids story, but it's boring. They're going to their inbox to escape. So that's why you need to make sure you show up with it. I feel very seen with that last example. You just Know your people, everyone! Okay, so we have a great freebie as the gatekeeper. What next?

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Kate Doster 09:07

Excellent. So depending on if you have any products or service and honestly, the price point first is truly going to depend if you're going to start off with a welcome series, or more of a funnel. So a funnel just so you guys can kind of know the difference between a welcome series and a funnel. A funnel is like you're just leading people towards the dance floor. Remember when we can have parties Britney? So go back go back a couple years ago, and we can have house parties. And you're just like now like I want everyone to play like Dance Dance Revolution. So like you're just showing them to the DDR pad. Now, a welcome series is more like, Oh, hey, Jim, here's the bathroom. Here's some chips. Here's some people sitting there's my cat because you know, there's always one person, just one side of the cat. I know. Yeah, we've got some DDR over here. So if you're looking to really cut loose Here it is. So welcome series is a bit more general. It's about setting up like Britney talks about your know like and trust and you're going to mention some products.

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Britney Gardner 10:00

You might even mention them twice. Whereas the funnel is like Britney, say, I know that I can help people get more visible. And I know this is truly their problem. This is where things are broken. And I want them to get in to this course, to this membership to this one on one coaching, so I can make it happen for them. So an email funnel is going to be more geared towards what would be standing in their way of seeing success, whereas a welcome series is just like, how did she know I didn't know what to send her How does she know, I wasn't quite sure what time is the best, that sort of thing. Whereas the funnel is like you're really like, what is preventing them from thinking to themselves, I can get this done. So that's truly the difference between the two. So for most people, I say start off with a welcome series, it's a little less intimidating for most people, they put a little less pressure on it, even if at the end or casual, you're going to mention something that's a bit more expensive.

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Kate Doster 10:53

When it comes to writing a welcome series, the format that I like to use a freebie This works for one off, you're gonna have to integrate it a little bit if you're going to do a challenge, or like a multi day course. And the second email, I always like to give a quick tip

and a welcome series and honestly in a funnel, because I want to make sure that people are consuming that freebie that I spent so much time to make. So my quick tip is gonna be based off of an email three is my favorite email ever. And that is the rant email. This is when you're gonna get on your high horse about something in your industry, something common guru say something that the whole world is telling people they need to know, but you know, is bullcrap. And the reason why you're doing it is because like we said at the beginning, being on your list is a privilege. So if you're trying to help people eat healthy, and you know, without a shadow of a doubt in your head, intermittent fasting is the way to go. You want all those people that are like, no, I need to graze throughout the day off of your list, because you can't help them, you can't. And so you're going to draw a line in the sand. So those are like the first three emails and like everyone's got to send. And then the fourth one, I'm technically on a rant email, you can definitely talk about your product at the end of that if you want to. But the fourth one, I'll have people who are very sales averse, I'll have that one be the first like moneymaker email where it's like, okay, you can talk about an affiliate offer a small product that you have that sort of thing. So that's sort of a general format for a welcome series as does that for and then if you know, for a fact, you're the type of person that doesn't email very often or consistently, then after you get that for, you can just sort of add some more emails along so that people are taking care of longer.

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Britney Gardner 12:27

I love how you're calling that out. I mean, everyone's got good intentions about being consistent in their emails, but but some of us know that it's harder for you know, one person than it is for another.

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Kate Doster 12:38

Some people would much rather spend two days writing out a, you know, 14 part welcome series that essentially is gonna go on for like three months, because the way they spaced it out. Whereas if you told that to another person, that'd be like, I can't even start reading email number one, because we'll never get to 14, right? So they would much rather just have that quick three, that quick four, and then write every week. So that's Know thyself and get to know what you are good at.

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Britney Gardner 13:03

Wonderful. So when you're advising people on undoing this, and when you're actually seeing how people implement it, are there any things that come up that you're like, Oh, no, no, that's not what I meant. Like, are there any common missteps?



Kate Doster 13:17

Let's see for welcome series, or a funnel or freebie. Which one?



Britney Gardner 13:21

Let's go with the welcome series. Okay.



Kate Doster 13:24

So for a welcome series, it's usually that people aren't putting enough of them forward. Meaning like, they have a hard time striking that balance of like, how do I make it about the person being the subscriber and making it about you? And it's not one of those where like, you need to tell your whole life story, because, you know, you try that, but most people, they hate writing about themselves, but it's like, you need to always answer the question, what's in it for them? So it's not like, oh, today, I'm sure my best tip ever, like, cool it down a little bit. Let's like today, you're gonna be able to learn the one thing that got me or got my clients or got my students this type of results. And then you give them a quick tip. It's making sure that yes, you show them pictures of you so they see your face. Yes, you can mention your cat that's really fun to have those sorts of a thing. But you want to make sure that you're always coming at your emails, even from that welcome series, as this the other giant pet peeve that I have. And this is really in that freebie email, especially if it's a confirmation email is telling people to whitelist your email. Do you know what the term of whitelist is? No, nobody does. So don't talk like that. You're talking to people. If you want them to drag your email to their inbox, the primary then tell them that don't be like, who makes sure that you wait listed me as you get my emails. Nobody knows what that is. True people like people.



Britney Gardner 14:49

Yeah, and realistically, most people don't actually have the ability to whitelist in whatever email program that they're using, because it's technically done on a server level. Something they can really do in the first place.



Kate Doster 15:02

Right? Like if you want to make sure that they are going to get your emails, I'm not saying that everyone will do this, but ask them to reply with literally a one word answer. Because if their Gmail or outlook, their hotmail if they're using hotmail still high score, Yahoo, Yahoo, right? My dad, if they see that you are actually interacting with this email, they're

more likely to put it in primary, they're more likely to whitelist it for people and bring it over there. And again, we're not asking in our first email, we're not asking for someone's life story. Yeah. And the second one, you're going to ask them to be like, Hey, why don't you post this on Instagram? So I can shout you out? Or have you ever felt this way in emails where you're going to encourage longer responses, but in that first one, you want them to read your freebie. So literally, just like, Are you excited about finally kicking your night cravings? hit reply back and give me a heck yes, that's it. Yes. Now your own inbox is gonna be filled lots of Heck yes, messages, but set up a filter, you'll be fine. I reply back. If you've got the time, like, why not? Like pretty damn excited? You're excited? Yay. Let's kick those cravings. What do you think about tip number three? And then they're like, what's tip number three? And then they go read your freebie? Yeah, that's what you want them to do?

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Britney Gardner 16:12

Yeah, exactly. And especially I think when people are getting this whole process set up, if they've never done like a legit welcome sequence before getting those replies back. Even if it does inundate your inbox, it's kind of affirming knowing that people really are reading and doing what you requested, they do

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Kate Doster 16:29

100%, and then you're going to want to keep going. I think that a lot of people get really sad, especially about open rates. So when they see how many people like percentage wise, of emails that you send versus opens, first of all, email service providers have a very hard time if people are on mobile, Android in particular. Now, definitely Apple, when they roll out their update, they have to send out this little picture that has essentially a pixel. So if they don't have images disabled, or if they have really like hard privacy settings, it's not going to register as an open. So realize that some people could be reading your stuff, but it's just not getting back to people. So don't be like get too frazzled when it comes to open rates. But, you know, go look, if you have your Instagram curator account or your business account, look at when you post something on your feed, what percentage of your followers are actually seeing your post? I guarantee you if you saw 30% of people who gave you a like on your Facebook business page saw your post, you would think that somehow Facebook got hacked and like you're paying for ads and you forgot. So be happy that 30% of people are reading your emails.

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Britney Gardner 17:33

100% Yeah, if I could get my email open rates on my Instagram account, I'd be thrilled.

Right, like and I think that sometimes people just forget that again, like to people like people, it's okay guys. It's okay. Alright, so now we have a good freebie, or at least not a crappy freebie, we've got a welcome sequence that is reading the room, introducing people around the place. And now we need to talk about email list size, because we keep hearing about people who have 20,000 people on their email list. And I don't know about you, but I definitely do not have 20,000 people on my email list. And I'm okay with that.



Kate Doster 18:09

I have to say, I have made so much money with a list size, that people are like, this is ridiculous. I do not sell products that are like my biggest offer. So I do one on one coaching. But that like is like people have to hunt me down for it. But honestly to the public, like I have one course that sells for 777. And that's the highest amount of money. So like if I make \$100,000 off of a launch with like 2000 people on my launch list, people are just baffled. They're like, how do you do this? You do this? Because again, one, they don't know that they're one of 2000 Yeah, my whole main list is bigger than that, obviously, but they don't know it. But when you treat those people like people, when you go in with the expectation of this does not matter that I only have 100 people on my list, I'm going to show up for them, and you have things that are priced appropriately, you can make a really great living, where you're going to run into trouble if you're like, I want to make \$10,000 a month, and you only have 100 people on your list and your offer \$7 well guess math is gonna come in there at some point, because no one's going to find your ebook a gajillion times over to get you to 10k. At that point, your goal is either get more people or raise your prices. But say if you're a coach or a service provider, and you have 100 people that 200 people, the right people because we now use a Sir Mix A Lot principle, it went 100% can happen, especially when it comes to your sales emails. When you are more excited for them to get results for them to avoid failure. Then I'm gonna say agony as in like, oh, like they're in pain, but like the embarrassment of having to walk by there's like this machine called a cricket my students told me about from scrapbooking, not my cup of tea, but like one of the biggest things that she was saying is that people will buy this thing. It's like \$200 And then it just sits in the corner. So like, if you are saving people from that embarrassment of wasting that \$200, because of your \$17 ebook, they're gonna love you. So it's not just like, get my Cricut ebook, it's \$17 It is like, fuck you bought this thing. It's intimidating, I totally feel that way. But when you utilize these simple settings, you're going to be able to make amazing things, and you're gonna make it worth so much more. And look, I've got an E book that's going to teach you how to do this, it is always putting your person's need first, and you're still asking for the sale. So don't feel like you're like, Oh, I have to get away for free. No, treat people like people, I guarantee you that we have said something in this podcast that you will not implement unless you give me or Britney money. Because the second that you do, you are now invested, and you will now do more

of what we say. It's just the way that human nature is. So that's really when you are coming at this, especially from sales and selling with a smaller list can be more excited for your people be really specific in your examples. And then it's like, oh, yeah, which is why in this product, we have A, B, C and D, it's not a, b and c or d are amazing. It's the best thing I've ever created. No, it's the other way around.

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Britney Gardner 21:12

You just nailed it. Like I don't even want to talk right now. Because you know, you really just put it out there. And I obviously say very similar things. It's you know why we're having this conversation. But the fact that that you so succinctly, were able to say, it's not about how cool your product is, it's about what it can do for your people. And and really, I love how you even just gave the the Cricut I guess the example. I think I know what you're talking about. But I am not that person either. But I'm pretty sure my neighbor across the street has one. So I think I maybe know what you're talking about. And I think we can all apply that to something in our lives. What was the last thing you spent 100 or 200 or 300 bucks that is literally collecting dust in your house? And how would you feel if it was suddenly easy to use? That would be a great thing.

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Kate Doster 21:59

Right? And I think that when you you know and this goes for higher ticket doesn't go for lower ticket because like I said, My students I love my students because we do have some people in the making money online niche you know, we actually have some people that are becoming copywriters, because that's what I was, before I taught courses. I was a copywriter with the web all i got paid gajillions of dollars to make hundreds of millions of dollars for people like this is what I do. I didn't just get lucky with a pen or a Facebook ad. And they'll come into this course and it's just like, oh, like they have such interesting niches. I'm just like, God, I love you guys so much. Like vegan cooking. I'm like, I don't even know what half the stuff.

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Britney Gardner 22:38

But you learn a bunch along the way. I do. And again, people or people or people or people, like that's just it, you treat people, like people, you treat them how you want to be treated. And then amazing things are going to happen. But I think that people, honestly and this is what makes you know, stuff we talk about both of us so much different is there's that whole mindset piece like I can tell you to I'm blue in the face, and I can give you the templates of what to write in your welcome series. But if you do not hit send, if you do not hit on for your automation, it's not going to work. And the only reason why you're

not doing that is because you're afraid. So that's why I make sure that I spent so much time besides giving the practical technical really attacking people's mindset when it comes to sales when it comes to being annoying when it comes to being judging and pushy. Like you have to you have to attack it on all angles. Y'all got this like I swear you wouldn't be listening to this podcast, you would have been listening to a different one. If you wanted to take a more hardball approach 100%. Okay, I'm gonna put you on the spot. And because I'm putting you on the spot, I'll give you an option, right? What is either the best subject line you've ever read in an email you received? Or the best one that you've ever sent out? That got crazy results and kind of surprised you?

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Kate Doster 23:55

We test a lot of subject lines, I send a lot of emails, I'm not quite sure anytime you use somebody's name, it works. There was one that went around in the online marketing space a couple of years ago that with someone like you know, heard you had crabs or something like that. And I talked about the analogy with a bucket. Recently, one of my mastermind buddies sent out an email subject line that was I'm engaged. And then it talks about her being engaged with her readers. And she said that she has never had a higher open rate. Like she did get a couple of people that were like, Oh, I thought we were gonna see a ring. So it's a little click-baity, but yeah, like I said, anytime you use somebody's name anytime you do this, I'd love to know what are some of your biggest subject line open rates,

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Britney Gardner 24:38

Actually, well one of the subject lines in my welcome sequence and this is placed very intentionally, that uses the word orgasm in the subject line. And it's actually about Nars' orgasm blush, but the subject line is something along the lines of I think that orgasm looks good on you. And I love going and looking at my stats and seeing how that particular emails, unsubscribe rates are about three times as high as any other email in my welcome sequence. And I'm 100% okay with that, because, well, I don't cuss in my marketing as a rule, if someone can't handle the word orgasm, they're probably not going to enjoy my other content as well. And it's not because I talk about sex. I don't it's not because I'm deliberately provocative, but I am bold. So I use that kind of as a as a litmus test. But despite the fact that it gets a lot of unsubscribes, it's actually my highest open rate of my my welcome sequence.

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Kate Doster 25:33

Maybe because people are unsubscribing

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Britney Gardner 25:37

an email last year. So again, I send out emails, I usually tend to say that I've got paid things in them, I sent one that was like, oh, such a buttface. Because when I launched this is a personal preference. I do not send all of my launch emails to my whole list. Like if you have not signed up for any of my pre launch content, my webinar that I had, like, I'm not gonna send you my full scale thing. But because you just might not be a webinar person, I send like one email, and then I'll resend it a couple days later, if you didn't open or click that was just like, I'm like, obviously, your face. And this lady was like, I think it's very unprofessional that you set the word buttface. I literally laughed, and then I went into Active Campaign and I like, delete, delete, delete, and like, you're gone.

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Kate Doster 26:19

Like, if you can't handle the word buttface, I'm just like, and then I was like, and this is why when you have your Sir Mix a lot and like, you know yourself again, like Britney said, She's bold, right? You're like, how did this person get in here? And like I say, but face to face, and like everything, I hope people homeslice is like, how is she allowed in here in the first place? So then I'm like, go investigating, and I'm making sure that like, What's going on here? Where did she sign up for it? I get mad at my gatekeepers rather than her. You didn't do your job. Right? I'm like, Oh, right. But again, I think again, you and I like we're go getters, the people listening to this podcast, we're go getters. We don't have time to reply back and be like, I think it's very unprofessional that you said the word orgasm. Yeah. What? Like, I've got other things to do than be a keyboard jockey. Yeah, totally.

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Britney Gardner 27:05

Okay, this has been such a fun conversation, and it has flown by, but we do need to kind of wrap things up. So where can people find you? And is there anything that you've got going on in your world right now?

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Kate Doster 27:16

Sure. So wherever events are listening to this, if you just search for an Xbox besties that as my podcast we publish every single Wednesday, we talk about email marketing, mindset, sales, mindset, digital products, all that goodness. And if you guys are like, but what do I send my list after my welcome series, or like, oh, I've already had people go through my welcome series or my funnel, what next? I want you to head on over to [Kate doster.com/KLTshow](https://katedoster.com/KLTshow). So no, I can trust but KL t show. And you can sign up for my two years worth of strategically planned email ideas. So I break it down month by month, I

give you four prompts. I make sure one of them is blatantly one where you can get money from though technically, you can use any prompt to be able to relate back to a paid offering that you have. And it really became like I'm listening to this. And it's like August. What about all those other months I missed? It turns out that January through July comes back again. So you can just use them next January next July. You're good.

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Britney Gardner 28:17

Okay, thank you so much for all the lights that we just enjoyed and being real, just just giving everyone exactly what they need. So they can turn around and walk away and start implementing.

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Kate Doster 28:28

Well, thank you so much. I had a great time.

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Britney Gardner 28:31

All right. Once again, thank you so much to Kate for coming on to the know like and trust show. I hope you guys enjoyed that. And if you're finding value for episodes like this, please let me know you can do that most easily by leaving a review of the show in whichever podcast app player you are currently using. Thanks, guys. See you next week.