

Virtual Coach Accelerator

Inner Game of Coaching

Nurturing Your Leads and Your List

What is Lead Nurturing?

- Most of your leads will not be ready to make a purchase right off the bat, this means in order to get prospects interested and willing to commit, you'll need to provide more value.

This is where an Email Nurture Sequence comes into play.

- Lead nurturing is the process of establishing a relationship with people on your list that aren't ready to buy your product yet.
- This involves maintenance at every step and is done by offering your target audience relevant information that they will find interesting, personal, and helpful.
- Different content can be sent to leads based on their title, role, industry, decision-making power, and where they are in the buying process. This content can be anything from eBooks and webinars to interactive product demos.
- When done right, lead nurturing can help you drive strong loyalty to your brand even before the prospect is ready to take the plunge and buy your product.

- *Think Gardening analogy if you ongoingly tend to the seeds it optimizes growth

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Why is it Important?

- Every marketer is interested in generating as many leads as possible but it's not enough to just generate leads.
- Some customers need time to educate themselves prior to buying a product and lead nurturing is about giving buyers the information they need to feel ready to make a purchase.
- Most folks get emailed so often that it is likely they feel overwhelmed, so you can't bombard them with too many choices since this can lead to fewer sales.
- This means you'll need to earn their attention and stand out from the crowd.
- Lead nurturing is there to relieve your consumers from their worries, address their concerns, and provide them with the information they need at that moment. Nurturing leads can also help you make more money on bigger purchases from your targeted consumers.
- In fact, in online marketing your list is the main source of income and most digital entrepreneurs know that the money is in the list not the product.

Top 3 ways to Nurture Your List

Nurturing leads isn't about convincing—it's about connecting.

- Nurturing leads can reduce customer acquisition cost (CAC) and increase average order value (AOV).
- When it comes to nurturing your list there are many ways you can go about doing it, and there is a lot of information out there about what one should do
- Automation, mapping the buyer's journey, scoring and grading leads (tags) are all good ways to manage and understand your list

Top 3 ways to Nurture Your List

- Personalize It
- Show Your Face
- Target Their Needs

Top 3 Practices

The top 3 most useful practices are:

Personalization-

- “Hey Sarah, I saw you just launched your website—congrats! I know how big that is.”
- “You mentioned wanting to leave your 9–5 this year—still feeling called in that direction?”

Show Your Face-

- Short 1-minute video update sent to email list: “Just wanted to say hi—here’s what I’m loving this week.”
- Instagram Story: “3 things I’ve been thinking about for my clients this week...”

Targeting Their Specific Needs-

- Content that addresses a common pain point like: “Feeling stuck in your niche? Here’s how I chose mine...”

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Personalize It

- Personalizing the buying experience is the single most effective strategy you can use.
- With the highest ROI in the business from (up to 5%), email marketing continues to be one of the best ways for reaching out to new leads and making conversions (i.e. converting leads into sales).
- Unlike social media channels, when it comes to your email marketing strategy, your email subscribers are your own.
- Meanwhile, creating landing pages that are meant to convert newsletter subscribers into loyal customers can help you create a buzz around the launch of an upcoming product or service.
- Take into account that 41% of consumers will stop engaging with a business due to a lack of personalization.
- Personalizing each email with their name, their interests and even demographics, you stand out

Show Your Face

- If you really want to take your personalized lead nurturing strategy one step further, you'll need to personally interact face-to-face with your leads.
- These interactions can include meet-ups with leads and/or in person events or live points of contact. (Videos with YOUR face talking to them)
- This also includes social media connections such as FB, IG, TikTok etc.
Note: it is not enough to just have a video of random things. (Likes do not equal loot!)
“Faceless marketing” is not what we want. You want your face, voice and personality showing
- Another way of contacting that is coming back on the scene is actually reaching out via phone and having conversations with prospects and connecting with them in more personal ways
*(This can be you or members of your team, but must be someone who represents your brand)

Create Targeted Content

- Create content that your specific audience will find relevant. Speak about what is important to them. (you can share about you IF it still applies to them or their ability to gain rapport with you)
- This means you'll have to research, and connect with, your buyer personas and then tailor your content based that.
- You want to include their interests, desires, objectives, and drives. You can know what these are according to data from analytics software, social media feedback and information, keyword research, and even surveys and interviews.
- By creating a marketing strategy for your content that is focused on your target audience's pain points, you're more likely to appeal to them so that they will turn into loyal consumers that will buy.

Common Mistakes to Avoid

It's easy to overcomplicate nurturing or lean too heavily on strategy. Here are a few gentle reminders of what not to do — and what to do instead:

Pitching Too Early- Don't jump into selling before there's trust. Just because someone joined your list doesn't mean they're ready to buy.

Instead: Lead with curiosity and connection. Offer value, inspiration, or a story before asking for anything.

Sending Generic, One-Size-Fits-All Content- Messages that feel robotic, salesy, or impersonal get deleted—fast. People can feel when you're speaking at them instead of to them.

Instead: Use their name, acknowledge where they might be in their journey, and speak like a human being—not a marketer.

Only Showing Up When You Want Something- If the only time they hear from you is when you're launching something, it erodes trust.

Instead: Show up regularly to share, support, check in, or simply remind them that you're thinking of them.

Hiding Behind Perfection- Waiting until everything is polished, branded, or “just right” often leads to silence. [Virtual Coach](#)

Instead: Let your people see you. Let it be imperfect, heartfelt, and real—that's what they connect with most.

Love On Your List

- When it comes down to it, lead nurturing is all about cultivating relationships that will last, which means your potential clients experience should be your number one priority rather than your product or goal.
- People will buy from people and places that they love
- As a marketer your role is to simply allow yourself to fall in love with them and share yourself enough so that they can fall in love with you
- Once you show them just how you can solve their problems with your service/product, they'll be hooked, but first they need to feel the love and know that you care about them- not about 'people like them' but about them specifically.
- Remember: Your leads are not just data points—they're people.
They're hearts and souls looking for guidance, resonance, and realness.
Nurturing them is a form of leadership—and it starts with how you show up.

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Exercise

We are going to start having you practice how you can implement these top 3 practices in your life/business right now. Take your time for each part. Keep it light, simple, and real.

1. Where can you see you can upgrade or further utilize these 3 key aspects in your business/life?
(Personalize It, Show Your Face & Speak to Their Needs)
2. Whether you have a list or not I want you to write an email (or text 3-5 people) that you have not connected with lately.
 - a. Make sure to include their name and some opening few sentences that are personal to them. Feel free to share a line or two about your life and why you are reaching out (Note: you are reaching out to connect, say hi, touch base, etc Not Sell/Pitch or Promote)
 - b. Suggest jumping on a call to catch up and/or include a picture of yourself from the holidays or just in your life.
 - c. Ask them about what has been going on in their life OR share something you think would be a contribution to them. (Article, video, book etc- this is not the same as sharing a facebook reel or IG post)

REMEMBER: You're not just building a list, you're building trust. You're not just sending emails, you're creating belonging. (See [google doc](#))