Module 4-5: More Strategies for Increasing Conversions With Meaningful Communication

Worksheet Instructions

- **BEFORE YOU START,** make your own copy of the worksheet by copying the file to your Google Drive (File > Make a copy…) or by downloading to your desktop as an Excel spreadsheet (File > Download as…)

The purpose of **the Communication Sequence worksheet** is to understand all of the components your email (or direct mail) messages should contain to maximize engagement and ensure that you're *serving your prospects and customers*. Use the examples in red for guidance.

- Column A shows the components that should be included for personal, engaging, "service-oriented" communication. Let's take a moment to understand each piece:

- **What do they need to believe?** Depending on the stage of communication, you can come up with a simple statement your prospect needs to believe to move onto the next stage. This could be believing that you understand their problems, that you have their best interest at heart, that your company provides the best solution to their needs, that you are trustworthy, etc.

- **Problem:** Most consumers are looking to solve a problem or reduce a pain point. By specifically identifying the problem your product or service addresses, you create trust and show that you understand what your prospect is going through.

  - **Desire:** Address the result your prospect is hoping to achieve. This is directly related to the problem you've presented and the belief you want them to hold. This is another way you can show prospects and customers that you know what they're going through.

  - **Solution (Closed Loop):** Now's your chance to offer a solution to the problem and desire you've mentioned previously. Here, you're providing value (not pitching a product/service). This is also where you're "closing" the "Open Loop" you created with your previous message (see the definition of Open Loop below).

  - **CTA (Call to Action):** Because you are ultimately guiding your prospect toward taking action, be sure to include the *specific* action you want them to take. Maybe that's reading a blog post, watching a video, making a purchase decision, sending you a reply, registering for a webinar, etc.

  - **Personal Touch:** To help your prospects and customers get to know you (and ultimately, like and trust you), include a personal story – or even an image - that shows them who you are as a person – something that makes you "real," not just a faceless company.

  - **Hook (Open Loop):** Like the cliffhanger before a commercial break, or "next time, we'll address…" – an "Open Loop" is a reason for your recipient to look forward to the next message. The point is to keep them engaged between messages.

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NOTE: The schedule of messages in Row 2 is merely a suggestion and a formula I tend to follow. Test diligently to find out what communication schedule works best for you.

1. Starting with "Day 1" in Column B and identify what your prospect needs to believe in the first message they receive from you (or, if you've communicated with them before, what they need to believe from the first message of this cycle).

2. Move through the rows, filling in the relevant information that accompanies the belief you listed at the top of Column B.

3. If it helps, you can also work left to right, brainstorming a sequence of beliefs (or problems, or solutions, or the communication component of your choice) to help get a better sense of the arc your communication will take.

4. Complete all of the cells in the worksheet to create a detailed outline of your messages, the intended purpose of each, and a list of components to be included.

You can refer back to this worksheet each time you begin a new campaign or email sequence, planning out what you'd like to achieve with each message, and using the chart to see how each piece fits together, moving your prospect or customer closer to their ultimate result, and closer to making a purchase decision.

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