

# RISE

GROW YOUR AUDIENCE, CREATE WEALTH, UPLEVEL YOUR LIFE



**NORTH STAR**  
KEY GUIDE TO ARTICLES

-  BUSINESS
-  HEALTH
-  FAMILY
-  SPIRITUAL
-  PERSONAL DEVELOPMENT

**IN THIS ISSUE**

Inner Circle Multiplies	How To Get 5-Star
How Referrals Boost Your	Reviews In Just One Week
Business from the Inside Out	6 Reasons Email Newsletters Tank
How to Attract, Grow and Multiply	Powerful Professionals Names its
1,000 Super Fans NOW!	Top Experts of 2019

New York, NY ♦ Palm Beach, FL ♦ York, PA  
 p: 844.420.7827 f: 727.495.7660  
**Powerfulprofessionals.com**  
 Price: \$97.00

**POWERFUL**  
PROFESSIONALS

# Dear RISE Reader,

"I have to make it work. I have to make it work."

On my flight home from speaking at a conference, our plane didn't have video screens but it did offer a few television and movie selections through the airline app.

I am glad there were only a few choices because if not, I probably would have gone with some new popular release instead of discovering *A Fine Line*, a documentary about female chefs in America.

While 50% of those graduating culinary school are female, only 7% of those heading restaurants are women.

Incredible.

One of the chefs featured in the film is Valerie James, who owns Val's Restaurant in Holden, Massachusetts. Customer after customer is featured in the film saying how amazing she is.

But to the camera, Val admits that on many occasions she would stop on the way home to look at the river before entering her house. She would decide to leave all of her fears, the debt collectors, and the pain outside.

Val kept moving forward but did it painfully alone, not believing anyone else would understand what she felt.

Thankfully her story has a happy ending (no spoilers, because I encourage you to watch the film), but during this moment as she shared what her pain was like, my heart sank. She shouldn't have needed to do this alone. She shouldn't have felt like no one understood. She should have been able to lean on a network and be part of her community.

It's one thing to be an entrepreneur which is tough enough. It's another thing entirely to do it all alone.

One of our goals when we started our Powerful Professionals membership was to create exactly that.

We wanted a place where entrepreneurs could not only discover ways to grow their audience, build their list and scale their business, but a place where there were others who would "get them." A place where people would cheer instead of jeer when you had success and who would be there with support and encouragement when it isn't time to celebrate yet.

Our members rally when our other members need it.

And that is why we are announcing at Power Summit that Powerful Professionals Business Coaching has now been changed to **#PowerTribe**.

**#POWERTRIBE**  
BUSINESS COACHING

A community of entrepreneurs who aren't willing to settle for the status quo.

(If this magazine hits your mailbox before Summit, I've just spilled the beans. So keep this secret between you and me, promise?)

We are excited about this shift toward community. A focus on the who versus the what.

You'll still get all of the benefits you are used to like the masterclasses with plug-and-play campaigns, the member portal chocked full of ways to grow your business, and special events for members.

But it is going to get EVEN BETTER.

Watch for even more benefits and changes coming your way in the next few months.

And if you aren't currently a member, join now at **[Powerfulprofessionals.com/powertribe](https://Powerfulprofessionals.com/powertribe)**.

We are waiting for you inside the tribe...

Cheers,

Kim "Proud Member of **#PowerTribe**" Walsh Phillips

*Kim Walsh Phillips*



**About the Cover Photo:** Because when you are named #475 on the Inc 5000, you celebrate it.

# WHAT WE'VE BEEN UP TO



MEETING TRIBE MEMBER  
JENNY BENZIE WHILE A GUEST  
SPEAKER AT GROWTH SUMMIT



CHEERS TO TRAVELING IN STYLE WITH  
KWP AND JACKIE SMITH



TEAMWORK MAKES THE DREAM  
WORK...KWP WITH CARYN AND  
DEEANN AT OUR FALL MASTERMIND  
MEETING IN POMPANO BEACH



AT THE  
INC 5000 AWARDS



IN THE SUITE BOX AT MILE  
HIGH STADIUM



INTRODUCING...INNER CIRCLE PLATINUM MEMBERS!

## Contents

How to Attract, Grow and Multiply 1,000 Super Fans NOW! .....	4
How Referrals Boost Your Business from the Inside Out .....	7
How To Get 5-Star Reviews In Just One Week.....	8
Inner Circle Multiplies .....	10
6 Reasons Email Newsletters Tank.....	14
Save the Date! .....	16

---

# HOW TO ATTRACT, GROW AND MULTIPLY 1,000 SUPER FANS NOW!

---



By Kim Walsh Phillips, CEO Powerful Professionals



Before I go on stage, I like to set the mood of the room of attendees by playing hyped-up motivational music like “Good to Be Alive” by Andy Grammer and “Best Day of My Life” by American Authors.

When I spoke at someone else’s event last week, the A/V team was great and let me keep picking out songs. Right before it was time to start, I asked them to play “One Foot” by Walk the Moon.

The A/V tech lit up with excitement and shared that not only was that his favorite band, but he has their logo tattooed on his arm. The other tech said, “Oh yeah, you’ve been telling me to listen to them.”

Advocating and tattooing a band’s name on his body...

This is a super fan...

Avid customers will go to great lengths not just to buy products but to advocate as well.

John Lennon used to say when he needed money, he was “going to write a swimming pool.” As in, if he could release an album, he knew his super fans would buy it and he would get a cash surge.

He had super fans.

When it comes to growing your business, you have two options...

Money grab and run, or grow a successful business that brings you joy.

A business that grows with valuable relationships of your best customers will in turn bring you joy.

Early on, I knew that I would never settle for a transaction-based business. I wanted relationships with our members that would strengthen over time. I would know their goals, their dreams, and their struggles. I could celebrate their wins, and help during their losses.

---

**THERE IS ALSO INCREDIBLE  
VALUE IN LETTING YOUR TRIBE  
KNOW THAT WHO THEY ARE  
RIGHT NOW AND WHAT  
THEY FEEL IS OKAY.**

---

But growing super fans goes beyond being helpful...

It’s more on the side of growing a “movement”... something your customers rally around that becomes important enough to share with others.

You’ll know you’ve found “super fan” customers when you start to get comments and replies to your emails saying, “You wrote exactly what I needed today.”

...When you get a gift in the mail from a customer just to show their appreciation.

...When a customer asks if they can introduce one of their friends to your products, programs, and services.

It changes everything.

You have relationships with customers that matter, not just stats on a P&L.

### **Choosing Who You Want to Work With**

Of course, first you need to decide which are your favorite types of customers and who you want more of. As an entrepreneur you get to pick.

When you step beyond the “taking anyone who is willing to pay you” phase of your business, you can pick and choose from all of the customers you currently have.

---

Two ways to decide...

1. Imagine you are on a flight from Atlanta to JFK, seated in first class with about 2 hours in the air. You have from the time of take-off until landing to work with the person seated next to you, and afterward, you'll be paid a million dollars if you help them successfully. What is this person like? This is your dream customer.
2. Think of your favorite customers, the ones you love working with. When you receive an email from them, or a call, text or tag on social media, you smile because you know it's going to be something kind, funny, supportive, or complimentary. You enjoy these people, and they pass the "chug test" (something outlined in one of my favorite books, *Bluefishing*, by Steve Sims who suggests you should only work with people you'd enjoy going to have a beer with).

Once you've decided on your who, it is time to go after more of them.

But how do you do this? Just wish? Just hope? Just manifest?

I mean, all of those things are important and I do them, but then they must be followed by action... the most important step. Taking action.

### Getting Your Super Fans

A few strategies to make your super fan relationship grow:

#### 1. Feature your best customers, clients, or patients.

When writing your daily emails, blog posts, social media stories and more, feature your best customers. Over and over again.

Ensure they are examples used when creating content. It does take longer to write content featuring them, but it's worth it. Your reader will know that a) they are not alone in their decision to work with you, b) they are part of a community, and c) aspire to be one of your success stories someday. Plus it makes for much more interesting content.

About three years ago I made a conscious decision to do this. We have features in RISE each month now with stories of our members (see page 7 about Jennifer Sanchez and page 10 about our newest Inner Circle members). We share photos in "What We're Up To" and I actually run my content through a checklist to ensure I mention at least five tribe members each week in our content.

We are so consistent in this strategy that during our last Incubator VIP Retreat, others in the room were excited to

meet Inner Circle Member Dr. Russell Strickland, because they had read all about him in our content. He has become a tribe celebrity.

Remember to consistently share stories of your tribe members in all of your content.

#### 2. Rally together as a tribe.

Having a common theme of "us against them" brings your tribe together.

Think back to when the 1%ers were the enemy and folks camped out on Wall Street in protest. Remember when people chose not to eat at Chick-Fil-A after the CEO shared his religious views, and then others got in line for hours to show their support. These groups rallied against a common cause and bonded over it, creating a tribe.

You can use this same strategy without making it political or anti-commerce. Instead, you can create a common enemy to uplift your customers.

In #PowerTribe we rally against the internet "gurus" who love to say "hustle and grind 24/7 is better than slaving 9 to 5." They pontificate that it's better to work 24/7 than to do anything else. Basically they're preaching it's okay to sacrifice your health and your family...

But at the end of the day, what's the point of having a business if you won't have your family or your health? We at #PowerTribe believe life is made of family, faith, health, personal fulfillment AND business, and we rally our tribe around this.

#### 3. Give them permission.

Sure, there is value in getting your tribe to believe they can achieve anything. That change is possible and within reach.

But there is also incredible value in letting your tribe know that who they are right now and what they feel is okay. It is normal. And it does not disqualify them from progress. From taking the next step. From reaching their dreams.

Start sharing this type of post weekly.

**An example from our #PowerTribe Facebook group.**



**4. Recognize their awesomeness.**

Build recognition into your regular schedule of marketing.

Years ago, Oreo Cookies did this brilliantly with a birthday of the day as their profile picture, featuring a different Oreo super fan every day.



Taylor Swift did this by retweeting her super fans when they went into stores and took a picture of themselves purchasing her new album. And she regularly tweets out congratulations to her fans for their milestones.



- 1 Clinton Wasylishen
- 2 Rebelrocksbling Suzi
- 3 Lou Santini
- 4 Sherry Lipp
- 5 Kaz
- 6 Lisa McNair Palmer
- 7 Teri Wiedeman-rouse
- 8 Teresa Erwin-Jones
- 9 Willetta Mays DeYoung
- 10 Angela Pappas

We regularly recognize our members, because they are amazing.

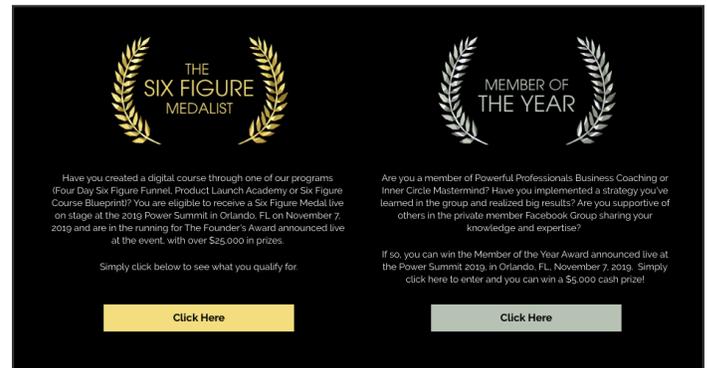
From being engaged in the member-only Facebook group, to sharing their takeaways from a masterclass, to their first post, we recognize members weekly.

**5. Give out awards**

At our Power Summit this month, we will recognize our members for their achievements, giving away awards for the Member of the Year and Power Awards for digital course sales milestones.

Start an awards program that recognizes your customers, and

this will also give an incentive so your other customers will have something to aspire to.



Want a full plug-and-play campaign you can use right now to generate super fans? Join us at our November #PowerTribe Business Coaching Masterclass.

**November 18 @ 1pm EST**  
**How to Attract, Grow and Multiply 1,000 Super Fans NOW!**

Not a member? Join now at [powerfulprofessionals.com/powertribe](https://powerfulprofessionals.com/powertribe)

**WE LOVE HEARING FROM YOU!**



## HOW REFERRALS BOOST YOUR BUSINESS FROM THE INSIDE OUT

# JENNIFER SANCHEZ



By Caryn Streat, Powerful Professionals



Jennifer Sanchez has successfully built up her med spa in Texas... all while her home office is located in Florida. And now that she's opened a second local location, what is the key to making everything run smoothly and bringing in new client after new client?

Referrals.

She builds loyalty from the inside out by, first, starting with her best resource — her employees. She coaches them to talk about it with customers on a regular basis. Instead of spending a lot of money on marketing and Facebook advertising, she tells them, "I'd rather give it to you."

Offering an incentive, especially during the holidays, has been her best motivational tool. One of her favorite giveaways was a Louis Vuitton purse. For customers, if you hit a certain threshold in your purchase that day, you received a ticket for the final raffle to win the bag. Each employee was also incentivized for how many tickets were handed out. Then they had the ability to win a makeup bag for the most tickets under each employee.

*— a gift for you —*

Mention this card at booking and enjoy \$50 towards your first service of \$125 or more.

CALL TO RESERVE (407) 566-8909

*"I fell in love with Dr. Sanchez! His character is so genuine and passionate about his craft! The staff was so so generous with going above and beyond!" - Giselle M.*

\$50 gift card valid for new clients only. Minimum service purchase of \$125 required. No other discounts apply. (NCBIR)

Jennifer found the best way to continually grow her business was letting her clients refer their friends and family. Each new person who walks through the door via word of

**“DON'T TREAT (REFERRALS) AS A REGULAR PROMOTION OR COUPON. TREAT IT AS A FOUNDATION OF YOUR BUSINESS.”**

mouth receives \$50 off \$125 or more. The referring client gets \$25 to use on any service, and it can be stacked as often as it happens.

Her best tip is to clearly label this policy on the back of every business card and reminder card. This way the cards can be passed out when you meet up with a friend or are chatting about it with the neighbor. As soon as the new prospect comes in, the med spa mails out a handwritten thank you note along with a sample product in a bright envelope to make it stand out. Jennifer says, "Don't treat it as a promotion or coupon. Treat it as a foundation of your business."

She recommends making the referral program as simple as possible. Put yourself in your clients' shoes so it doesn't involve extra steps and, as always, provide some type of incentive — even if the customer doesn't know about it! Surprise them with a small gift card in the mail or a glass of wine at their next visit. Online businesses can easily make this work with a phone call reaching out about your appreciation and a small note in the mail.

The best advice Jennifer offered was to track referrals for at least three months before adjusting anything. This provides you strong data to know what works best and what doesn't. For more information about Jennifer and her services, visit <https://www.beautiquemedicalspa.com/>

# HOW TO GET **5-STAR** REVIEWS IN JUST **ONE WEEK**



By Kelly LeMay, Powerful Professionals

The other day I was buying lint traps for my washing machine online.

Who knew there were SO. MANY. OPTIONS?

Because I don't have time to compare the differences between them, I chose the one with the best online reviews.

We live in a time where our purchasing decisions are based on the thoughts and opinions of strangers, rather than what the actual company has to say.

What are people saying about your company online?

---

**93% OF CONSUMERS SAY  
ONLINE REVIEWS IMPACT THEIR  
PURCHASING DECISIONS.**

---

If they aren't saying much, we have a quick 2-step campaign to get your raving fans talking about you online. The gist of the campaign is that you will send your customers a series of 2 emails asking for reviews on your Facebook page or Google listing, or wherever you'd like. The campaign has a couple key pieces:

- 1. Incentive** — People are busy and generally aren't going to share how they feel about your company unless they are overly pleased or overly angry. So you have to give them a reason to complete the survey. I like giving everyone who submits a review something small (like a coupon for your program/product/service), and then one person wins a larger prize (a \$250 Visa gift card is a GREAT incentive).
- 2. Deadline** — You don't want this to get filed in the "I'll do it next week" pile. Give people 1 week to submit a review.
- 3. Reminder** — Send one reminder email the day before the deadline.

Here's what the emails look like so you can plug-and-play for your business. Give them a whirl and let us know your results inside the Facebook group at [www.facebook.com/groups/powerfulprofessionals](https://www.facebook.com/groups/powerfulprofessionals).

## EMAIL #1

Subject: Win a <insert prize>

Hello <name>,

Thank you so much for being one of our valuable customers/clients/patients. We know life gets <insert reference to what the client does>, and that's why we're here to help!

As our customer/client/patient, we value your opinion and your time, so we are going to reward you for sharing your thoughts. We are offering a <prize> to one lucky winner who likes our Facebook page and leaves a review on Facebook.

Plus, just for responding to the survey, you will receive a <smaller prize/gift certificate for services>.

Please like us on Facebook and leave a review by clicking here. *(Insert link to Facebook reviews tab.)*

This offer is only around for <amount of time>, and will close on <bold date>, so don't delay. We really appreciate it and look forward to sending you your gift soon!

Name

Company

Contact Info

## EMAIL #2

Subject: Last Chance to Enter

Hello <name>,

Just a reminder that today is the final day to like us on Facebook and leave a review in order to receive your <prize everyone gets> and be entered to win a <grand prize>.

Please click here to do so now. (Insert link to Facebook reviews tab.)

And see below for all details.

Name

Company

Contact Info



# WELCOME

## TO OUR NEWEST MEMBERS OF POWERFUL PROFESSIONALS BUSINESS COACHING!

Mike Kaselnak

Christopher Colgin

Maria Papa

Tammi Young

Shanelle Simpson

Giovanni Stephen

Kathy Jo Connors

Asta Jakobson

LaHana Waddles

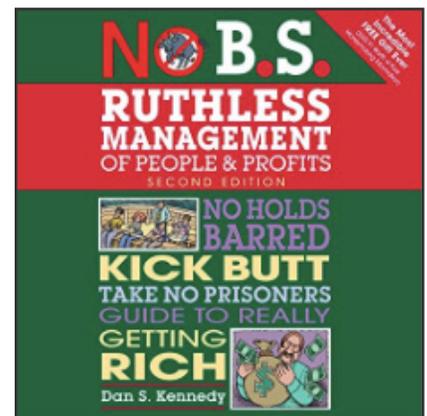
Rebecca Kimes

### Book Recommendation of the Month:

## **NO B.S. RUTHLESS MANAGEMENT OF PEOPLE AND PROFITS** **NO HOLDS BARRED, KICK BUTT, TAKE NO PRISONERS GUIDE TO REALLY GETTING RICH**

If you are looking for more time in your day, more productivity in your routine, and more control over how you spend your time, this book is for you! Not only will you think about your time differently, you will think about how you manage your employees, vendors, and partners too.

Great read and it is one of the first Dan Kennedy books available on audio so if you are an Audible fan like me, get it now.



# INNER CIRCLE MULTIPLIES



By DeeAnn Memon, Powerful Professionals



There has been a flurry of activity in Inner Circle as eight new members have joined the already thriving mastermind program that has helped so many launch successful six-figure businesses since December 2018.

What types of businesses can be positively impacted by private coaching, community with other entrepreneurs, and access to all of the trainings and live teaching available at Powerful Professionals? You name it! Check out our new member bios to see the wide variety:



**Shawn Casemore:** After more than a decade as a consultant and speaker, Shawn has joined us in support of his journey to build an info-marketing business. He's the father of two boys, Matthew and Dylan; the lucky husband to Julie, a fitness junkie (having won his first masters physique competition

earlier this year!), and enjoys relaxing by riding his Harley or snowmobile, mostly within the legal speed limits.

**Janet More:** Janet has been helping single men in the tech industry, who struggle talking to women and getting a date, by warp-speeding their confidence with women. As a "Geek" herself (with a Computer Science degree), she 'Speaks-Geek' because she has been working in the tech industry for over 20 years! Having completely transformed her own timid nature, she also understands how her fellow geeks can feel! By working with Janet, clients are in happy and fulfilling relationships... waking up next to the 'avatar' woman of their dreams!



**Bobbi-Jo Brighton, CST:** Mental toughness coach for emerging and evolving leaders.

Bobbi-Jo's short time with Kim has opened her eyes to even greater possibilities for living her purpose. She is in the process of narrowing her Mental Toughness

Coaching business to higher-ticket coaching for those who want to 10x their next 10 years, as well as beginning to play with ideas for building a monetized lifestyle community around her greatest passion — reading!

**Jeffrey Green:** Owner of an Insurance Brokerage, Jeff is creating a program for the average weekend golfer, to eliminate frustration, lower their score, and increase their game confidence: all with no swing changes.



**Gregory Sparks:** With an entire career of accounting under his belt, Gregory has begun a digital course teaching others how to start their own bookkeeping business as well as his involvement as a Quickbooks Solutions Provider.

**Mark Walczyk:** Mark is a biochemist with 30+ years in Sales, Management, and Consulting in the Healthcare, Medical and Pharmaceutical industries. In 2016 he started his own business to help medical practices and other health businesses generate revenue in the natural disease prevention, anti-aging, and aesthetic markets.



**Monica Olah:** Monica is a rock star Realtor who LOVES to lead the way in getting her clients the highest price for their home. She enjoys showing buyers the most desirable houses on the market and giving them the tools to get not just what they need, but also what they want.

**Lisa Palmer:** Lisa has been a disability lawyer for over 20 years. Her father was a Korean War Veteran and her older sister was one of the last victims of polio in her state in the 1950s. Seeing their struggles, their amazing abilities to overcome,



and their beautiful spirits has helped shape her life and her chosen career. She successfully fights for clients all over the country who have VA disability claims and Social Security disability claims.

Please join me in welcoming them to the Inner Circle Mastermind!

To learn more about Inner Circle and high-level coaching programs at Powerful Professionals, contact [Deeann@powerfulprofessionals.com](mailto:Deeann@powerfulprofessionals.com).



## POWERFUL PROFESSIONALS NAMES ITS TOP EXPERTS OF 2019:

**Keith Powell**

**Rick Patterson**

and

**Lisa McNair Palmer, Esq.** Law Office of Lisa McNair Palmer, PLLC

I help disabled Veterans and other disabled clients get the VA and Social Security disability benefits they need and deserve. I am privileged to practice law in a way that makes the most of my talents and helps my clients and their families feel more secure and sleep better at night.

To learn more about Lisa go to [www.linkedin.com/in/lisamcnairpalmer](http://www.linkedin.com/in/lisamcnairpalmer) or email her at [help4-disabled@usa.net](mailto:help4-disabled@usa.net)

## POWER STRATEGY: GIF IT UP



BY KIM WALSH PHILLIPS

Looking for a hack to increase engagement on your Facebook posts? Try GIF-ing it up.



Post asking for readers to respond to a question simply with a GIF. It could be in celebration of a big win you had, a new announcement, an upcoming program, or how they feel right now.

We posted with **“Drop a GIF below to share how you are feeling this week”** and got 27 comments in our **#PowerTribe** Facebook Group.

It’s fun and increases engagement quickly.

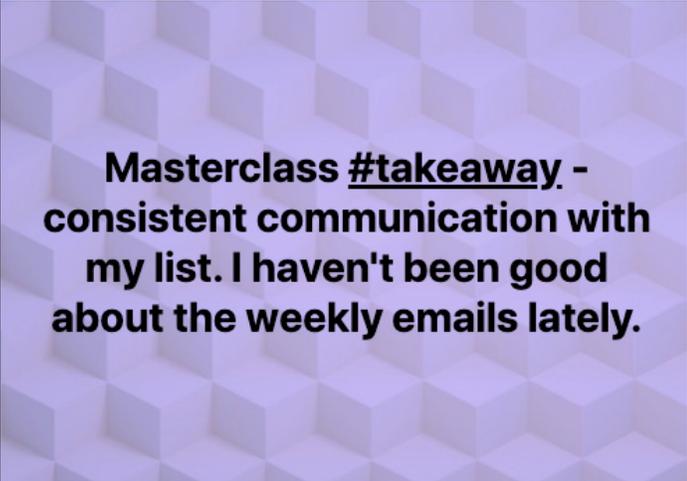
Try a post like that this week.

# POWERFUL PROFESSIONALS BUSINESS COACHING MEMBERS ARE ALREADY REGISTERED FOR THE NEXT MASTERCLASS.

Want to become a member?

Sign up at [www.powerfulprofessionals.com/action](http://www.powerfulprofessionals.com/action)

 **Sherry Lipp**  
October 21 at 1:44 PM



**Masterclass #takeaway - consistent communication with my list. I haven't been good about the weekly emails lately.**

 **Val Heart**  
One more #takeaway, the reminder about the prewritten emails for us. I somehow didn't realize they were there and we could use them to keep in touch with our tribe. I only remembered the 3 day payday emails! These will make emailing our list way easier. Thank you! 😊

Like · Reply · 2d

 **Willetta Mays DeYoung**  
October 21 at 1:56 PM

My #1 takeaway was the themed emails during holidays. I am trying this together with my first online summit between Halloween and Thanksgiving. And promoting it 72 Hour Buzz style. 😊

 **Charles Hunter**  
October 21 at 1:40 PM

Masterclass Take Away

My number one takeaway from the class was to stay engaged with my list and there are several creative promotions for the holiday season. I have not been in touch with my very small list like should and the engagement rate has dropped way off. Just purchased the List Builders Blueprint in hopes to grow a new list!

Thanks for the great class today Kim!

 **Val Heart**  
October 21 at 1:45 PM

#Masterclass #takeaway Great Masterclass today, Kim and Kelly! I loved the All Treats, No Tricks idea. I have several new courses I'd like to launch, in time for the holiday promotions, and this would be a nice way to introduce them. I also loved the last week of the year replays. I don't have that many webinars in my stack, but the idea is great. Maybe by this time next year I will, and then I'll know exactly what to do with them! Thanks so much ❤️



**Teresa Erwin-Jones**  
 ★ Rising Star · October 21 at 2:06 PM

**#1 #takeaway**

**Don't waste an opportunity!**

**Pick a strategy and get going!...**

See More

**Mimi Sheffer**  
 October 21 at 1:46 PM

October Masterclass #1Takeaway:

I love how creative and different Kim's campaigns are. It's not the same old campaign every month or holiday. It's always fresh and unexpected....and ALWAYS time-sensitive!!

Today's Masterclass made me think about promotional differently, from a new perspective.

She gave great promo ideas for all the upcoming holidays and I can't wait to get started using them!!

Thanks Kim!

**Deb Milotte**  
 October 22 at 12:38 PM

#masterclasstakeaway: Realizing how powerful the strategy is to offer a 'holiday' special one day and then move to an entirely different holiday special the next ... AHAA! ❤️ Thank you Kim Phillips and Team!

**Tammi Johnson Young**  
 🙋 New Member · October 21 at 8:56 PM

#masterclass #takeaway - communication. Keep a consistent stream of communication with my list - primarily my customers. This is absolutely necessary to keep the relationship fresh and connect with the customers.

**Rebelrocksbling Suzi**  
 October 21 at 1:46 PM

Masterclass takeaway.... get planning for between now and early 2020 by planning in all 6 strategies into my Planner

**Clinton Wasylishen**  
 October 21 at 3:05 PM

Masterclass #takeaway was work the list. I have been woeful at working the list, and so this is my mission going forward. Three times a week. Thanks for the reminder Kim Phillips!

**WE LOVE HEARING FROM YOU!**

**Sherry Lipp**  
 October 18 at 2:35 PM

Something exciting happened for me this week! I have my first coaching client for my business! I joined Powerful Professionals to help me finish my book (still working on), but I've been wanting to get into coaching. This person reached out to me to see if I would be interested in coaching her so I'm doing it as an introduction to me and what I have to offer as I work things out (she's aware of all this).

What I'm most excited about is I've started to establish myself as an authority in my niche! It was totally unexpected that I would have someone reach out to me and insist that she wants to pay me for coaching, I know this is what Kim Walsh Phillips talks about but it's the first time it's happened for me.

You and 4 others · 7 Comments

Love · Comment

View 5 more comments

**Kim Walsh Phillips** · Sherry! You are rocking this!  
 Like · Reply · 1w · 1

**Tammi Johnson Young** · Congratulations! Very exciting.  
 Like · Reply · 5d · 1

# 6 REASONS EMAIL NEWSLETTERS TANK



By Shaun Buck, The Newsletter Pro

My grandmother has a stack of handwritten letters from my grandfather that she's held on to for decades. Now that he's gone, she still takes them out from time to time to read and reminisce.



Think about the last time you received a letter from someone you care about. How did it make you feel? Did you read it word for word? Chances are you did, and chances are that letter is still tucked away somewhere in your home for nostalgia or safekeeping.

Now, imagine if that same message had been sent to you via email. Would you have treated it the same?

Since email is free and immediate, it's less impactful. You wouldn't send your significant other an e-card for their birthday, would you? Email lacks sincerity. Email is easily tossed aside.

Before getting into why print newsletters are more effective than e-newsletters, I'd like to make a quick disclaimer: Printing a newsletter isn't cheap, and dealing with postal regulations can be frustrating and unpredictable. That said...

Print newsletters are STILL more effective than e-newsletters.

## IF IT'S RELATIONSHIPS WITH YOUR CLIENTS THAT YOU WANT, YOU NEED TO INVEST IN THEM.

Here's why:

- 1. DELIVERABILITY.** Print newsletters have a deliverability rate of nearly 100%. Your message is actually getting out! Compared to email, with only 16%–60% deliverability, print wins by a landslide.
- 2. STAYING POWER.** Here's a fun fact: The average amount of time people spend reading an email is 15–20 seconds. That's yet another terrible number. Print newsletters can stick around for months or even longer if they're a good read.
- 3. BRAND BUILDING.** It's nearly impossible to build your brand with e-newsletters because only a small portion of your readership is even receiving your message.
- 4. CONSUMPTION.** Simply put, more people are reading, and they want reading material that adds quality to their life.
- 5. PASS-AROUND VALUE.** Sure, people forward email, but that email is going to look like spam in a friend's inbox. If you've only got one copy of a newsletter, you're more selective of whom you pass it to, which ensures that the person who gets it is the most likely to benefit from the content, which leads us to...
- 6. INCREASED REFERRALS.** Email newsletters don't result in referrals because people aren't opening them, and if they are, they're only spending a few seconds reading what you have to say. Print is a powerful referral tool because people are more engaged with your message. Plus,

if the person reading your newsletter received it from a friend, they're already more likely to do business with you because they trust their friend's judgment.

Even if email had been available back in my grandma's day, there's no way she would have held on to messages from her husband as long as she has kept his letters.

If it's relationships with your clients that you want, you need to invest in them. E-newsletters just don't cut it.

*Shaun is the CEO of The Newsletter Pro, the largest custom print newsletter company in the country — printing and mailing millions of newsletters annually for diverse industries worldwide. Shaun was named Marketer of the Year in 2014, and for two years in a row, The Newsletter Pro was excited to land at No. 120 and No. 343 on the Inc. 500|5000 Fastest-Growing Companies list. You can connect with Shaun at [www.thenewsletterpro.com](http://www.thenewsletterpro.com) where you can request a free copy of his book, and learn more about the power of direct response marketing.*

## SAVE THE DATE:



### POWERFUL PROFESSIONALS MASTERCLASSES

**November 18, 1 pm EST:** How to Attract, Grow and Multiply 1,000 Super Fans NOW!

**December 2, 1 pm EST:** Made to Thrive: Time Hacks for Productivity and Sales Multiplication

### MASTERMIND MEETING SCHEDULE

**November 15:** Tech Office Hours, 12:00 pm EST (NEW!)

**November 20:** Facebook Office Hours, 12:30 pm EST

**November 22:** Masterclass, 1:00 pm EST

**December 4:** Facebook Office Hours, 12:30 pm EST

**December 13:** Tech Office Hours, 12:00 pm EST

### UPCOMING LIVE EVENTS

#### ATLANTA

SOCIAL MEDIA CASH MACHINE ROCKET LAUNCH **December 5-6**

Register at <http://rocketlaunch.smcashmachine.com>

SIX-FIGURE COURSE BLUEPRINT INCUBATOR **December 5-7**

Register at <https://powerfulprofessionals.com/sixfigurecourse>

BRANDING PROFITS VIP RETREAT **April 23-24**

**Registration information coming soon!**

BESTSELLING BOOK INTENSIVE **May 7-8**

**Registration information coming soon!**

#### POMPANO BEACH

2020 POWER SUMMIT **November 5-7**

**Registration information coming soon!**



# SAVE THE DATE FOR THESE UPCOMING #POWERTRIBE MASTERCLASSES



**November 18 | 1 pm EST**

## **How to Attract, Grow and Multiply 1,000 Super Fans NOW!**

Discover how to nurture your best customers to even bigger sales and huge referrals.



**December 2 | 1 pm EST**

## **Made to Thrive: Time Hacks for Productivity and Sales Multiplication**

How to ensure 2020 is your best year yet!

**Plus, on every Masterclass receive exclusive  
plug-and-play campaigns, prizes, live Q&A and more!**

### **Your Masterclass Hosts:**



Kim Walsh Phillips and Kelly LeMay

**Not a member yet? Join now at [PowerfulProfessionals.com/action](https://PowerfulProfessionals.com/action).**