

There's a whole world out there of people that need you to serve that you are now investing your time and your energy, and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make sure happen no matter what this is meant for millions. Here's your host. Jenn Scalia. Hello. Hello, and welcome to met per million, the podcast for online entrepreneurs who want to create wealth and freedom with their online business. So you were in the right place. If you are looking for the mindset and strategy to get them known and paid online, I'm your host, Jennifer formerly known as Jenn Scalia, success and mindset strategist for entrepreneurs who want to leave a legacy each and every week, you'll get a short 15 to 20 minute training on how to build wealth from the inside out.

You'll get a little bit of strategy, a whole lot of mindset and a healthy dose of tough love with 100% authentic, raw and real advice on how to navigate the crazy world of entrepreneurship. I can't believe that after almost actually over 50 episodes, I have not talked about this topic yet, and I am excited to dive in today. It's going to be all about email marketing. This has been my number one strategy in making the majority of my sales online over the last five years. So I want to talk about number one, like how important your email list is. And if you haven't started to build your list, or maybe you have a list and it's just stagnant, you're not really doing anything with it. You're going to want to definitely stay all the way to the end with this episode, because I'm going to be dropping some serious email knowledge for you today.

So let's dive into some juicy email marketing magic. I am so excited to be sharing with you today. Some strategies and some things that you probably just don't know about the power of having an email list. I have been using my email lists since 2014 to not only build my audience, but to make sales. I would say about 80% of my sales have come from my email list and not social media. For me, social media is like another layer for me. Social media is like, Hey, I got your email. I know what's going on. I see your offer. And you just reminded me about it by seeing you on social media. So for me, the social media, isn't the number one thing. It is just an added layer for people to continue to see me, to see me often, but it's not where I make the majority of my sales.

And trust me, I have nothing against social media. I love social media. I've been doing social media for probably about 20 years, if it's even that long, but as long as I can remember before I even started my business, I was getting paid by high profile companies and corporations to do their media. I've been around since the MySpace days. And here's the reality. All social media can come and go. Anytime the rules of the social media game can change literally day by day. We see that happening all the time with the algorithms and different rules and regulations and guidelines and things like that that are happening with, I would say the two major social media channels right now would be Instagram and Facebook. Those are the ones that I use. And like I mentioned, I have nothing wrong with social media. I love social media, but if you were only using social media to grow your business, it is not sustainable.

It is not something that you are going to be able to keep in the long run. It is so important for you to build an audience outside of social media. And that would be through your email list. There are so many things that you can do with an email list and with email marketing that you can't do with social media, I'm going to be sharing some of that with you today. If you are only selling on social media and maybe you're really, really good at it, you know, I have, I know a lot of people that are like crushing it with social media sales. Could you imagine, like adding another layer, like adding an email marketing strategy to that, you'd probably be able to double or triple your sales by adding that other layer. So really think about that. Whether you're using social media successfully, or you're not using social media successfully, here's the thing.

Social media is also very, very fast paced. Very, very fast moving, especially right now, like everybody's online, everybody's posting people are posting five, six, seven, 10 times a day. People are doing daily live

streams. It is literally a fight to get seen on social media, with the algorithm, with everything else that's going on. From my perspective, it is not a fight to be seen in somebody's inbox. So when you think about social media, when you think about the algorithm, only a very small percentage of people are actually seeing your posts. We know this, right? We know this through the algorithm and all the changes and everything that are happening. Only a small percentage of people are saying, here's the rebuttal that I get from a lot of people they'll say, but the email open rates suck. The email open rates are low. This is true.

I would say on average, you know, from a lot of the marketers that I speak to about 20%, sometimes even less is average, but here is the difference with social media. You're not getting a hundred percent of people to see it. Either. The social media percentages are actually much lower. The social media percentages are probably more around six to 10%. So let's just say you have a thousand people on your email list. 20% of people are seeing it. And you have a thousand people on your social media and 6% of people are seeing it. So 20% of 1000 is 200 people. So even though the rate is pretty low in comparison, it's still 200 people, 6% or less, just even be nice and say 10% of your social media following, it's going to pay attention or see your posts. That's a hundred people. So it's half now.

Here's the kicker. I don't know about you. But when I become friends with someone on Facebook, I don't become friends with someone on Facebook so that they can sell to me. The reality is most people are not connecting with you as a friend on social media so that you can sell to them. Actually to the contrary, there probably have some ulterior motive of selling you at some point. Whereas if you think about your list, your list is literally people who have raised their hand and said, I want to hear about your business, send me things. So these are people, the 1000 people on your email list are hot. The 1000 people on your email list actually said, I want to hear about you from your business. And you can't say that about the people on your social media, maybe a handful of them, but not everyone.

That's your friend on social media is your friend, because they're interested in hearing from you about your business. So this is a big distinction, right? If we want to talk about numbers, if we want to talk about percentages, if we want to talk about what's kind of happening here, would you rather be in a room of a thousand people who actually want to hear what you have to say, or would you rather be in a room of a thousand people that maybe potentially Mike care what you say? I would go with the first. So this is why for me, the email list is so, so important. These people either, whether they signed up for something, a webinar, a challenge, and Upton, whatever they want to hear from you explicitly about your business. And so if you're not emailing them, let's say you have a list and you're emailing them.

You're missing out big time. If you haven't began to build your email list, you're basically shooting in the dark by posting on social media and trying to make sales. There's only a very small percentage of people that I see online that are doing sales online in a really big way, and in a really amazing way, like they're actually making sales online. The majority of the people aren't. However, when you're building an email list, when you actually are nurturing and creating a relationship with people who want to hear from you about your business, you have such a higher percentage and chance of getting those people to actually buy something from you. At some point, I was doing some research on hair, cause I really wanted to find out like, what is the algorithm? And I couldn't find an exact number. I got like 6%, 10%, but really the algorithm.

When you think about I'm specifically talking about Facebook and probably Instagram as well, it's really based on are people liking your stuff? Is this good content? As I was doing some research here, I came across an article that basically said on average, there are 1500 stories that could appear in a person's newsfeed. Each time they log on to Facebook, 1500 stories. Every time they log on to Facebook, we friend everybody, we accept all the friend requests right now that has actually gone up to 15,000, 15,000 potential stories could appear any time they log in. So basically you're in competition with as

many as 1500, which is a lot to begin with up to 15,000. So this is why Facebook has the algorithm, because Facebook it's only going to show you the most important things. So out of that 1500, the newsfeed will probably show you about 300, right?

So that's just a very, very small percentage. One fifth that you're actually going to be shown. The same thing is for other people, when they log into their Facebook, they're only going to see a very small percentage with email. Tell me the last time that you logged into your email and you had 1500 to 15,000 new emails. Every single time you log in. Some people I get it, like don't open their emails. And you know, I'm not talking about that. I'm talking about new emails, not a lot. I am subscribed to a lot. And I would say every time I log onto my email list, I maybe have five new emails, 10 new emails. If it's been a long time since I've checked, but I'm not competing with 1500, I'm not competing with 15,000. I want you to really take an objective, look at the numbers here and why it's so important for you to get inside somebody's inbox besides the fact that, you know, if they do give you your, their email address, that they're actually saying they want to hear from you.

So I want to talk about a couple of things that you can do with email that you can't do with social media, because of the algorithm on social media, it's hard to build a relationship with one person consistently. Whereas with email, I want you to think about like when you send an email, like if there's only one person on the other side of that email, right? Even if you have a list of a thousand or 2000 or 10,000 or whatever it is, there's only one person that's actually reading that email on the other side. And you're able to build a relationship with that person consistently because they're going to see your stuff. They're going to get your stuff. They're going to read the emails that is if you're actually sending out good emails, which I'll talk about in a second there. And the other thing that you can do is you can actually segment your list and you can also send people things based on their behaviors and based on what they like and based on what they enjoy, you can't do that in social media.

Again, social media is kind of like, I'm just spewing everything out there. And I hope that the right person sees it. Whereas if you build your email list correctly, if you nurture your email list correctly, you can actually say, you know, this person really responds to this type of content. This person has opened my email or has clicked on a link for this particular program multiple times. You're not able to see that with social media, when you're putting links out on social media, you have no idea if people are even clicking on it. If people are, you have no idea who they are. You have no idea. If they're clicking multiple times, you can do this with a properly built email list. For example, if I look at my active campaign, which is the software that I use, I have multiple lists. I have a buyers list.

So I have a list of all of the people who have ever bought from me before, which if I have something specific, I can go right to those people and, and speak to them as the person that they are like, I can literally say like, Hey, I know that we've worked together before and XYZ. So you can specifically talk to people and tailor your messages to people based on how you segment your list. You know, I have a list of people who are interested in business coaching and a list of people who are interested in mindset coaching. So because I do both, I can tailor my messages and tailored my offers based on what that person likes and what that person desires. And based on their behaviors. If I have an offer, I'm doing a launch or I'm selling something, I can actually keep track of.

Who's clicking my links. I can see if somebody has clicked on my link multiple times, I can actually then send an email to them that says, Hey, I saw that you were interested in my XYZ program. Do you have any questions for me? You can't do that with social media. You can ask people what they want specifically with email and then segment your list based on that. So for example, when I send out my first indoctrination emails, I asked people, where are you at in business? What information are you looking to get? What kind of content do you like? Basically, I sent out a little survey and now I know that

there are certain people who may be beginners in business. I have people who want to scale their business. So I really can really get in touch with the people based on what they desire.

I can see their moves. I can see their behavior. I can see what they want. You can't do that on social media. With email, you're able to give high value and also sell pretty much all the time. As long as you are always giving value, I feel like you can always have a call to action in your email. If you always have a call to action on your social media posts, you're going to get really fricking annoying to your audience. They might even hide you. We know that that's a feature on social media where people can snooze you or hide you, and they don't have to see your posts, right? So you're able to do this in email, or you're able to write longer posts. You're able to really just get to the heart of the person. If you're doing this correctly, if you're building that relationship, if you are creating something that they actually want, people will continue to open.

People will continue to read your emails and people will eventually buy from you. These are just some of the tips that I wanted to give you and just show you how powerful having an email list is. In addition to your social media, I'm not saying get rid of the social media. Although there may be some people on here are like, I'm just tired. I'm tired of social media. I'm tired of having to post 18 times a day. I'm tired of having the fight with the newsfeed. I'm tired of, you know, my posts getting unseen. I'm tired of whatever. Built an email list, build an email list, nurture your list and sell to your email list. You can train your email list to do whatever you want them to do. I remember when I first started, I was just doing a lot of like inspirational stuff.

And when I started to sell, it was, it was like, Oh crap. Like, people didn't want me to sell to them because I had trained them to just get inspiration from me. So I had to retrain my audience and really let people know this is what my email list is for. I'm going to give you high, high value. I have a mission too. With every email I send, give you something of value, give you something that you can use in your business today. But I'm also always going to ask you to do something. Whether it's sign up for a free thing, join my Facebook page, listen to my podcast. I was able to really train my audience that I'm going to sell all the time. And they know that, and it doesn't mean that they have to buy all the time, but they know that I'm always putting the call to action.

I've gotten so many people who have replied to me, to my emails who have sent me messages, letting me know that they've been on my list for two years, five years. I'm the only person whose emails they actually open. And this is what happens when you can really cultivate a relationship with your email. And I know for a fact, for me, my main objective is to grow my email list because I know that at some point, whether somebody is on my email list for two weeks, two years or five years, at some point they're going to buy something from me because they're getting value. And at some point they're going to be ready to buy. I highly encourage you to really think about this. If you're either haven't built a list at all, or if maybe you have a couple of people on your list that you're really not utilizing it, or maybe you're only utilizing your email to sell.

This is a huge mistake. I'm on a few people's email lists because they're either friends or, or people that I have been in contact with, or maybe bought something from. And it sucks when the only time I get an email from them is when they are selling. There's definitely an art and a science to building, growing, nurturing, and selling to your email list. And I'm super excited to be doing an email program called the email millionaire because I have literally made millions from my email list. So if you head on over to JennScalia.com forward slash email, you can get all of the details on the email millionaire. I'm not going to talk about it too much here. I want you to head on over there, check it out, feel into what I've said today on the show. Really look at it from an objective point of view of how do you want to run your business?

Do you want to create something that's sustainable? Do you want to be on social media, 24 seven? Most of the people that I know don't want to, and here's the best part too. Like with email, you only have to

send one a day. Maybe most people don't send one a day. Most people send a couple of times a week or once a week. It's not like on Facebook where you have to post 18 times a day in order to get noticed, right? Or in order to have people see what you're offering. So I love email. Email is magic. This is where I've made most of my money online. And I encourage you to think about this from the perspective of building a longterm business and building a relationship with your audience outside of social media. So that wraps it up for today's show. I really hope you enjoyed this.

I really hope he got some perspective and some insights on why it's so important to have an email list why it's so important to build this audience outside of social media. So I would love for you to head on over to the show notes where I will have the link there for the email millionaire. It is [@jennscaliamail.com](mailto:jennscaliamail@jennscaliamail.com) forward slash E 53. That is in letter E and the number 53, or you can just head on over to [Jenn scaliamail.com](http://jennscaliamail.com) forward slash email and get all of the information on what we're doing in the email millionaire, how it's going to play out. I'm going to be sharing with you, how to get the emails, how to nurture the emails, and then how to sell to your audience in a non sleazy way. So head on over there and I'll see you back here next week. For the next episode,

let's keep this conversation going to join us in the private discussion group. The ambitious babe, where ambitious driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at [Jenn scaliamail.com/tribe](http://jennscaliamail.com/tribe).

[inaudible].