

7-13-20 When People Unsubscribe from Your List

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Hey everyone, welcome to another episode. Recently, I have been sending out email campaigns to these legendary women who have shown an interest in having legends guide them on their path, right? Maybe they've gotten a little freebie that I've put out there, which I love doing. Maybe they started listening to the podcast like you're listening to, maybe they join the free Facebook group.



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You know what, whatever it is,



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whatever the situation is, maybe they have, you know, in some capacity, gotten on my list. And so I've been sending out email campaigns, asking them to do different things from you know, hey, check out this new podcast or, hey, come join this group, or, you know, whatever the case may be. Now I'm asking not because I need them to do it. I'm offering rather I'm offering them the chance to come and join a community or get a free resource, or just simply learn right in other words, I'm giving them the tools pools to find their villain. That's really what I'm doing. And I'm sure that you're doing the same thing in your business, right? Whatever you offer service or product, you are helping your client or your customer fight, whatever enemy they're coming up against, that your service or product

helps him with, right. But I can't help but get a little sad. And this is just me speaking honestly, for a moment, when I see some folks unsubscribe from my email list. Right? Now, if you have an email list of any size, it doesn't matter if it's three people, if it's 300 people or 3000 people, when you see people unsubscribe from your list, it's a little game to your heart, right? It's a little mental crap, what I do wrong is, you know, it's kind of like getting dumped a little bit. You know, you're in 3000 relationships. And one person says, nope, you know, I'm out of this one, and you're like, Oh my god, whatever. Wrong. And so that's just human nature, right? We, we, especially those of us who are working hard to serve. And that's what we're here to do. And so the emails that you're sending and the podcasts that you're creating, or you know, the free tools that you're generating, or the group in the community that you're building, you're doing it to serve. That's number one, you're doing it to serve. And when someone opts out of your service, you're like, Ah, you didn't need my service. Are you sure that I serve you wrong? Then I'm gonna give you what you needed. Right? We start to look within ourselves. And, again, that's our villain coming up against us, trying to tell us we're not okay. And of course, that's when you go get with your circle your people. You reach out to your mentor, your coach, and you have that chat. And so let me tell you what I tell myself and problem and definitely what I tell my clients, and then probably what your people tell you. And so let this serve as a little world. reminder, because as you continue to grow your business, as you continue to grow your online presence, through the changes that are happening in the world, you're gonna have people that are going to come in and out of your group. And that's just a part of life. Okay? Just like your friends came in and out of your group in middle school or high school, and it wasn't easy, and it was hard to understand. At the end of the day, remember this, you're there to serve. And you are serving and you're giving. And you're not always asking for the sale, right? We're not always asking for sale we're giving. We're just giving to give because that's what we exist to do. When we get first, the revenue Come come later, it'll just naturally be there. So we're not worried about that. Okay, when you are giving, and someone does not want to take what you're offering, they're not part of your group anyway.



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It's not you It's them.



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Okay, we all have to remember that. And that's a hard one even for me. Like I said, I'm running these email campaigns and I'm, you know, creating all these different content. And I'm working diligently to try to give additional resources through the changes based

on what people need right now. And when someone opts out of that inherently one, when I do wrong,



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but I quickly have to stop myself and say, no, no.



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It was one person out of hundreds. You're right, hundreds, thousands. It's one person. You can't think that it was your fault, but at the same time, could us shoot another note, potentially, at some point to say, you know, I'm so sorry that I've lost you. Is there something that I could do to serve you better? Is there a resource that you need that I could help with? Absolutely. can always ask that question. That's definitely making sure without a doubt that what I am offering is what she needs. And that's just a part of good customer service. So don't think that you can't ask the question. But what I'm encouraging you to do is not let someone who unsubscribes or doesn't take you up on your offer, or isn't a fan of your free stuff or whatever, right? Any anything, anything that you're offering at any level. You know, we'll look through the window of your brick and mortar store but never comes in. Right, some of those pieces, anytime you're feeling that realize, maybe that is not your customer or your client. Maybe they've changed. Maybe they've decided that they need something different. And that's okay. There's still a large number of people out there that need what you're offering. So don't let your villain tell you that you're failing, such that you fail all of those hundreds or thousands of other people that truly do need you and are taking in what you're offering for that one person to those two people or three people that maybe weren't your customer or your client to begin with. Okay? That's where I want you to anchor yourself today. That's what I want you thinking about as you're growing your online presence. We all get a little disheartened whenever we see someone not want what we offer. Okay, rejection is just not fun. at any level. It doesn't matter what level it is. But remember that it's not rejection of something that you are offering, it may just be the fact that he or she is not your customer. Continue to serve those that are. But continue to ask for feedback. ask for feedback from those who left if you feel comfortable doing that, but ask for feedback from the people that are still there. Is this serving you? Is this what you need? Is there something else that you need? constantly stay in tune? If you're a servant leader in your business, then you're asking what people need and you're reacting to it and you're giving them that okay. But don't, don't get off path when people unsubscribe, or don't take what you offer, okay? I have to remember that I can't let my villain win on that one. You need to remember that don't let her defeat you on that path either. You've got this okay? Go and be legendary.

