



# The Nature of Nurture: 11 Questions

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FOUNDER and WHAT NOT



You can get more customers in two ways. By getting new leads, or by converting the leads you already have.

Converting your existing list at a higher rate doesn't cost you a penny more.

Here are 11 Questions to consider as you're designing a nurture process.

# 1. What is the desired outcome?

Ask yourself what you're trying to accomplish. Is it just "buy"? Buy what? When should they buy? Or maybe you're nurturing them to get them to sign up, or refer someone, to leave a testimonial. Get clear on your objective and be consistent.

## 2. How am I providing value?

This is the biggest thing people skip when building a nurture funnel. If you are simply asking for the sale, sooner or later they're going to get tired of seeing emails from you. Find ways to make the customers life better. Tips, tricks, strategies, and case studies are all good examples. **You'll build trust and position yourself as an expert.**



### 3. How long do I nurture?

It'll be based on your buying cycle. Your nurture should be 1.5x the average time it takes for a customer to buy from you. Look at your customers, find out how long it took them to sign up. Find the average. Multiply it by 1.5. This is important because you want to stay in touch with people who may need a little more time.

## 4. How often do I follow up?

Another common question. The easiest answer here is:

*“The frequency with which you contact your prospects should be proportionate to the value you provide.”*

You can email me every day if you’re making my life better. Show up with value.

## 5. Am I using pattern interrupt?

Pattern interrupt has a few definitions, but we suggest finding ways to mix up your messaging. If you always send HTML emails, try sending a plain text email. If you always send emails, try mixing in a direct mail piece. People will listen differently if you mix it up.

## 6. Have I added a personal touch?

Adding a personal touch is a great way to cultivate an **actual** relationship. Think about the experience your customer is having, are they getting to know you? What sets your brand aside from others in your space? Maybe send greeting card, a gift basket, or a [potato through the mail](#).





## 7. What happens to those who don't buy?

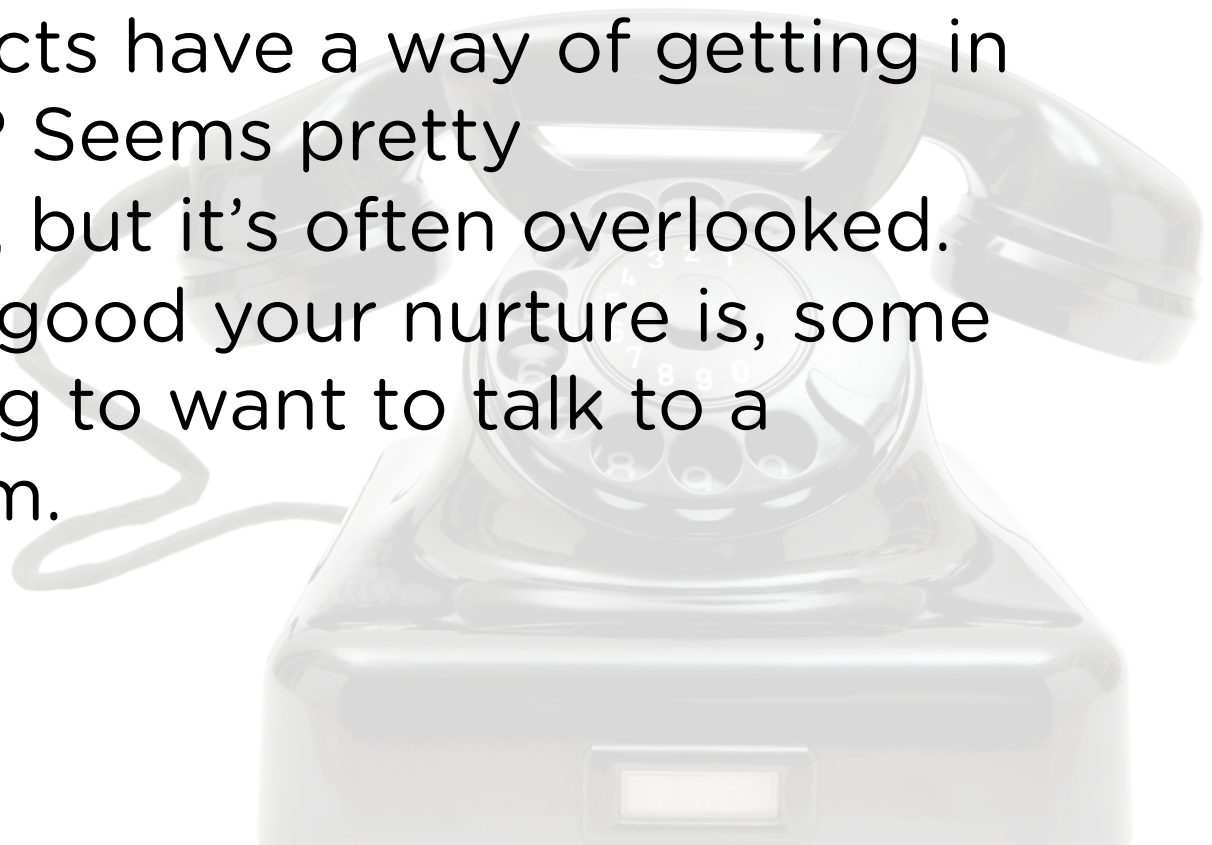
We spend so much time thinking about getting people to sign up, that sometimes we neglect the people that don't. Here's a secret:

*People who don't buy from you don't hate you.*

Follow up with them too, see what you can learn. You might be surprised.

## 8. Can they contact me?

Do your prospects have a way of getting in touch with you? Seems pretty straightforward, but it's often overlooked. No matter how good your nurture is, some people are going to want to talk to a person. Let them.



## 9. How am I positioning my brand?

Chances are you've spent a lot of time and energy crafting your brand. Don't tarnish it by sending emails that you didn't spend time on. If you're showing up in your prospects inbox and rubbing them the wrong way, you could be doing your brand a massive disservice. But, if you're showing up and providing value, that's how they'll learn to think about you.



## 10. What do I say?

Okay, so you can't just show up and ask for a credit card, right? Think about the questions your prospects are going to have, and answer them proactively. Address the common objections you normally get ahead of time. If your product costs more, explain why it's worth it. If there are some unique uses for your product, dive in to the things they might not have considered. Remember, you're the expert.

## 11. How do I measure it?

Consider what you decided your desired outcome would be, and ask yourself how you'll know if you're achieving it. This might be simple, maybe it's just that your sales numbers will go up. But make sure you've got the reporting in place to validate *why* those numbers are going up. And **don't be afraid to iterate on your nurture process over time.** Odds are very slim that you'll get it right the first time.



Yes, you'll probably want to have different nurture processes for your different products or services.

Eventually.

Start with one nurture funnel for everyone. A safety net for anyone who would have slipped between the cracks. Then, iterate on it over time.





Nurture is the single least expensive way you can increase conversions. It's all about doing more with what you already have.

Good luck!



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