

Campaign #3: Fertile Ground Survey

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Q: Why Should You Use This Campaign?

A: Because it establishes and/or strengthens RELATIONSHIP with your email list of clients and prospects, so your influence grows, and so does their attention and compliance. **Relationship is the key to almost every door that matters:** retention, compliance/results, referrals, lifetime value, and of course, most important of all - selling.

INSTRUCTIONS: GO TO "FILE" IN UPPER LEFT CORNER OF THIS DOC AND SELECT "MAKE A COPY" TO SAVE THIS INTO YOUR GOOGLE DRIVE. YOU CANNOT USE THIS CAMPAIGN UNTIL YOU FIRST MAKE A COPY TO YOUR DRIVE. This internal marketing campaign is a multi-step email sequence you will send to your clients and prospects separately - as indicated in the instructions for each email.

1. Fertile Ground Email for clients/members
2. Survey Email #1 for clients/members
3. Survey Email #2 for clients/members
4. Fertile Ground Email for prospects (everyone else on your email list)
5. Survey Email #1 for prospects (everyone else on your email list)
6. Survey Email #2 for prospects (everyone else on your email list)

All the marketing tools are provided for you below.

In addition, **you will need to take 2 pictures** of you with your staff. One for clients, and one for prospects. If you're a solo practitioner, then you with your family, or you alone. Get a large sheet of white paper and some colorful (dark) magic markers. Then write this **CLIENT** sign in large letters:

Thank You!

[I/We] LOVE Our [Clients/Members/Fitness Family]
And Work Hard To Show It

Gather your staff and have someone take a bunch of pictures of you all holding that sign. Try different poses and different backgrounds. Make it fun, show some personality. (You'll want a lot of pictures so you can pick the best ones.)

The second picture is for **prospects**. Your prospect sign should read:

[I/We am/are] Here for YOU!
To Help You Become the BEST Version of You
Call or Email [Me/Us] Today

Fertile Ground: Creating fertile ground means giving your clients and prospects some love - nurturing them - so they feel a stronger relationship bond. This makes you more influential, and makes them more responsive/compliant.

You'll begin asking for (developing) that compliance immediately by soliciting feedback from those on your list – getting them to respond and provide valuable information you can use to improve what you do.

This campaign can be used at any time. And it can be used if you mail your list regularly or not. If you do NOT regularly email your list of clients and prospects, this sequence is a perfect way to initiate your email marketing. I strongly recommend you make it a priority to begin emailing your list at least once a week. 2-3 times per week is better, as long as you're sending them helpful information.

“Helpful” is a broad term meaning: instructive, inspirational, educational, motivational and promotional (because people are looking for solutions – that's why they're on your list). Just be sure you're not always promoting. Your email 'mix' should be roughly 70% informative and 30% promotional.

Segmentation: With each email listed below I give you specific instructions on WHO to send it to - which “segment” of your email list. It will always be either clients/members OR prospects. Prospects are everyone else on your list that's not a client/member. MATCHING THE CORRECT MESSAGE TO THE CORRECT MARKET IS A BIG PART OF EFFECTIVE MARKETING. When you review the emails below you'll see how I've made adjustments to the message based on who is receiving it. That's called “message to market match.”

The easiest way to segment is to use TAGS in your email marketing. Hopefully your email service provider has a tagging feature. If not, I encourage you to [use ConvertKit](#) -

the email service provider I use and recommend. They have a very generous free account to get you started (with emails and landing pages).

Programming: The first email also contains a gift offer because it's important to begin 'programming' your people to take some form of action when they receive your emails. *You are training them to engage and respond to your emails.*

The Offer: You can gift those who respond with anything you want. Some ideas:

- A helpful resource like a PDF nutrition guide
- A PDF gift certificate for a product or service you sell
- A sample of a nutritional supplement you sell - just have them come in to pick it up, or you can offer to mail it, but that can be pricey.
- A new T-shirt or other apparel you sell
- A special training video (or video series)
- Use your imagination!

To fulfill the gift offer in the email, have folks reply to your email saying they want it (if you plan to snail mail something, be sure to ask for their address). If it's a digital gift, like a PDF, just email it out when people call or email.

Systemization: Plug this 3-email campaign into your marketing calendar two times every year (bi-annually). The survey information you get back is pure gold.

Survey: It's very important that you know what your clients like and don't like about your business. And it's equally important that THEY know you care enough to ask. Same goes for prospects, but they get a different set of questions.

This survey email sequence helps you get that valuable intelligence and show how much you care (thereby continuing to create fertile ground with your clients). You can use Google forms (free) to set up your survey. All you need is a Gmail account. [Read this tutorial for instructions on setting up your survey.](#)

How This Survey Is Different and Better

Lots of companies ask for feedback via survey. But almost all of them do it in such an impersonal way it almost negates the impact. And they generally ask far too many questions that take too much time to complete. So it leaves you feeling burdened, not cared for.

The **client survey** tells an emotional story that resonates with most consumers – because most of us have had a similarly frustrating experience. And it logically leads into the “reason why” you’re sending the email and asking for a response. Plus it’s a quick read, with two easy ways to respond.

The **prospect survey** uses emotional copy to move prospects to action. Both are effective in their own way. **But you’re still likely to get a small response.** I want to be clear about that. Don’t expect to be deluged. It probably won’t happen, unless you already have a really strong relationship.

So if you DO get a significant number of responses, that’s awesome. But if you don’t, don’t worry. Marketing is a process. What we’re doing is progressively creating fertile ground.

And ultimately, it’s more important to tangibly demonstrate how much you care (by actually writing and sending the email) than it is to get a big response. It will still resonate with your audience even if they don’t respond.

But all who read your email will see that you *expect them to respond*. So even if they don’t reply/click the link, they’re still being subtly trained/programmed (in a good way).

And finally, from those who do respond you’ll get some **killer intelligence**. You should put all the responses in a spreadsheet so you can review them in bulk.

Then fix the bad stuff. Anything bad should be personally addressed with the sender if they weren’t anonymous – let them know you HEAR them and you’re fixing whatever they commented on, as long as it’s reasonable.

If three or more people make the same negative comment in response to question #2 (client survey), then you know you’ve got a problem that must be immediately addressed.

And leverage the good stuff.

1. First, send a personal, handwritten thank you card (if you have their address – if not send email) to all those who said nice things. Remember that behavior modification requires positive reinforcement!

2. Second, immediately (while they're "hot") ask those who said nice things if you can use their comments as a testimonial with attribution (using their name, town name and occupation – or as much of that as they're comfortable with).
3. Third, make a list of all the responses you get to question #3 (client survey) and REVIEW them with your staff. This can potentially be a gold mine of information. Are there product/service ideas here you could develop to increase client lifetime value or use as attractive front-end offers?

It's always smart to listen closely when your best clients/patients talk!

CLIENT SEQUENCE

CLIENT Email #1

Subject: We took this picture for you, [Firstname]

Hey [Firstname],

I just wanted to reach out and share a picture with you that's kind of fun, but also very sincere.

You see, I got into the fitness and wellness business to serve people and make a difference in their lives.

Folks like you tell us all the time that we do a really good job of that, but I'm still humbled and appreciative every time someone puts their trust in us.

And I always will be.

Because without the interest of people like you, [your business name] wouldn't even be possible.

So from all of us here, thank you for being part of our fitness family, [Firstname]!

**[PICTURE OF YOU AND STAFF
HOLDING CLIENT SIGN GOES HERE]**

[Name and describe everyone in the photo, like this: From left to right: Jenny is our office manager and your primary point of contact if you have any questions or concerns – she is a delight! Bob is (something about Bob). Sheila is (about Sheila). And I'm on the right (something about you).]

We're all grateful for you, and want to say a sincere and heart-felt THANK YOU!

[Your name]

[Your business name]

P.S. I've got a cool gift for you. [Describe the gift.] Just reply to this email, or call us at [your phone number], and we'll send it right over.

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CLIENT Email #2 - Send two days after Email #1

NOTE: If you live in an area that is shut down due to COVID, then you can't send this out as is. You'll need to make changes to the story.

Subject: This kind of stuff really bugs me

Hi [Firstname],

The other day I was out running some errands and went into one of our local shops (you probably know it)...

...and the staff treated me like I was interrupting their day.

Crazy.

It was obvious they didn't care about me - the customer. Just themselves.

They didn't care that I was there to spend my money with them, instead of with their competition.

They didn't seem to understand it's customers like me who keep them employed.

It really got under my skin.

So I just walked out.

And it got me thinking about you.

Here at [your business name], we always try to make it REALLY clear how much we care about you - that we appreciate your trust in us, your friendship and your patronage.

And I like to think we do a pretty good job of showing that.

But what I think doesn't matter.

It's what YOU think that counts.

I know the only way we can keep you as a [Client/Member] is to make sure you're THRILLED with what you get from us, and the way you're treated by us.

That's why I'm sending you this quick note - and why I'd like to ask you a quick favor.

Would you please reply to this email, and tell me your thoughts on the 3 questions below?

Or you can just [go to our online survey](#) to answer the questions anonymously (no name or email required).

Either way, I'd be really grateful because your feedback really matters to me.

Here are the 3 questions:

- 1. What do you like most about us?**
- 2. What would you like us to do better?**
- 3. What else could we provide that would be helpful to you?**

Please be candid. Don't pull any punches. We're committed to being the best [type of business] in [town name], and the only way we can do that is by knowing what you really think about us.

You can reply to this email directly or you can answer the questions anonymously [by clicking this survey link](#).

Thank you very much!
[Your Name]
[Your Business Name]

P.S. If there's anything I can do for you to return the favor, please let me know. And if you have any questions or concerns, just send me an email or give me a call at [yourphone].

=====

CLIENT Email #3 - Send two days after Email #2

Subject: Did you do this?

Hi [Firstname]

If you completed the quick [3-question survey](#) I sent you the other day, thanks very much. I really appreciate your feedback.

But if you didn't get a chance to complete it, would you mind doing that now?

It's super quick and easy. There are just three questions:

1. What do you like most about us here at [Your business name]?

2. What would you like us to do better?

3. What else could we provide that would be helpful to you?

Please be candid. Don't pull any punches.

We're committed to being the best [type of biz] in [town name], and the only way we can do that is by knowing what you *really* think about us.

You can reply to this email, or you can answer the questions anonymously [by clicking this survey link](#).

Thanks very much!

[Your Name]

[Your Business Name]

P.S. If there's anything I can do for you to return the favor, just let me know. And if you have any questions or concerns, just send me an email or give me a call at [your phone].

PROSPECT SEQUENCE

PROSPECT Email #1

Subject: We took this picture for you, [Firstname]

Hey [Firstname],

This is [Your name] from [Your biz name]. I just wanted to reach out and share a picture with you that's kind of fun, but also very sincere.

You see, I got into the fitness and wellness business to serve people and make a difference in their lives.

Folks like you tell us all the time that we do a really good job of that, but I'm still humbled and appreciative every time someone puts their trust in us.

And I always will be.

Because without the interest of people like you, [your business name] wouldn't even be possible.

So from all of us here, thank you for your interest and friendship!

[PICTURE OF YOU AND STAFF
HOLDING PROSPECT SIGN GOES HERE]

[Name and describe everyone in the photo, like this: From left to right: Jenny is our office manager and your primary point of contact if you have any questions or concerns – she is a delight! Bob is (something about Bob). Sheila is (about Sheila). And I'm on the right (something about you).]

We're all grateful for you, and want to say a sincere and heart-felt "We're here for you!"

[Your name]

[Your business name]

P.S. I've got a cool gift for you. [Describe the gift.] Just reply to this email, or call us at [your phone number], and we'll send it right over.

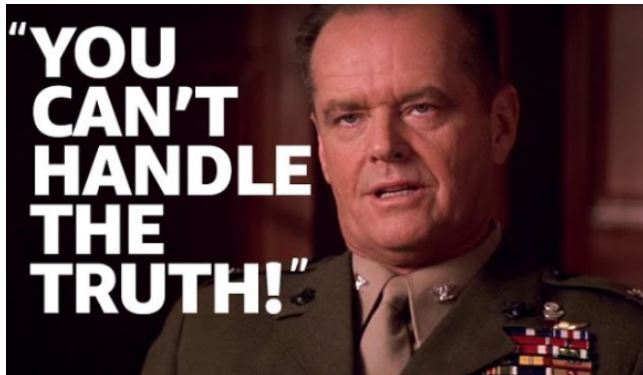
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PROSPECT Email #2 - Send two days after Email #1

Subject: You can't handle the truth

Hi [Firstname],

Remember that famous courtroom scene with Jack Nicholson from A Few Good Men?



Well, some folks really can't handle the truth.

But I'm not one of them.

I'm kind of a curious person by nature. And you've got me wondering...

Did I do something wrong? Is it possible I've offended you in some way?

Because most people who sign up to my email list become [Clients/Members].

But you haven't. At least not yet.

And I'd really appreciate it if you'd take just two minutes to tell me why not.

The more candid you are, the better (really, I need the truth in order to improve).

We're committed to learning and growing. And getting candid feedback from you is one of the most important ways for us to do that.

Maybe something came up in your life that's interfered with your goal of getting in great shape. Or maybe you've chosen some other [solution/gym/club].

Or maybe you just don't believe we can help you? I don't know, but I'd sure like to know...

...if you're willing to tell me.

And you can even tell me anonymously, if you like.

Whatever you're comfortable with.

I'm not trying to put you on the spot or anything.

I'm just trying to get better, to learn and to grow.

I guess that's what we're all trying to do. That's sort of life in general, right?

So, will you help me?

I just have 3 questions.

And you can reply to this email with your answers. Or you can take this [quick online survey](#) anonymously. Whatever you're more comfortable with.

Here are my questions:

- 1. Do you still want to get in great shape?**
- 2. Do you believe we can help you do that?**
- 3. What is holding you back from taking the next step to work with us?**

I'd like to send you a really great free gift, whether you're willing to answer my 3 questions or not (but again, I sure would appreciate your feedback).

It's called...

[Describe your gift here]

Here's what to do now:

#1. Just reply to this email with the answers to the 3 questions I asked you earlier and I'll send you your special gift right away.

#2. Answer the 3 questions anonymously [in this online survey](#), then reply to this email and just say "I took the survey". I'll get your gift right out to you.

#3. Or, if you don't want to answer my 3 questions, just reply to this email and say "send me the gift."

Whatever you decide is fine. We're here to help you any way we can.

Thanks for your time today and I hope to hear back from you.

[Your Name]

[Your Business Name]

P.S. Here are the 3 questions again. Thanks in advance for helping us with this:

1. Do you still want to get in great shape?
2. Do you believe we can help you do that?
3. What is holding you back from taking the next step to work with us?

You can reply to this email with your answers or take this [anonymous survey](#).

P.P. S. If there's anything I can do for you to return the favor, please let me know. And if you have any questions or concerns, just send me an email or give me a call at [your phone].

=====

PROSPECT Email #3 - Send two days after Email #2

Subject: Did you do this?

Hi [Firstname]

If you completed the quick [3-question survey](#) I sent you the other day, thanks very much. I really appreciate your feedback.

But if you didn't get a chance to complete it, would you mind doing that now?

It's super quick and easy. There are just three questions:

- 1. Do you still want to get in great shape?**
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3. What is holding you back from taking the next step to work with us?

Please be candid. Don't pull any punches.

We're committed to being the best [type of biz] in [town name], and the only way we can do that is by knowing if you want our help and what you really think about us.

You can reply to this email with your answers, or you can answer them in this [anonymous survey](#).

Thanks very much!

[Your Name]

[Your Business Name]

P.S. If there's anything I can do for you to return the favor, please let me know. And if you have any questions or concerns, just send me an email or give me a call at [your phone].