

myweeklymarketing.

Janice Hostager: AI is moving fast, like the blink of an eye fast. And if you're a small business owner trying to keep up with marketing while also serving your clients, running your business, and maybe having time to eat lunch, it can feel like you're already behind. But that's not the case. Today, we're talking about one area where AI can actually be incredibly helpful: your email marketing.

My guest is Audrey Kopp. She's an email strategist and copywriter for course creators and heart-led brands, and she's joining me to talk about how small business owners can use AI in their email marketing right now. We're talking about where AI can save you time and how to use it without losing your own personal voice, the thing that makes you unique.

So if AI has you feeling like you're trying to drink from a fire hose, grab your coffee, take a deep breath, and let's figure this all out together with Audrey.

Janice Hostager: Hey, Audrey, welcome to My Weekly Marketing

Adri: Thank you for having me

Janice Hostager: So first up, I want everybody to hear your story, 'cause I, I read your bio and I love that you made a big pivot in your career, right? So tell us about your pivot and how did that pivot take place?

Adri: Yes. So out of college, I actually became a zookeeper, and spent eight years as, as a keeper of mostly carnivores, big cats, bears. Yeah, the big guys. I loved them so much, but I did decide it was time for just a full career pivot. There was, you know, a lot that I loved about zookeeping and a lot that just didn't align with my future goals for my life. And yeah, I knew that I wanted more kind of freedom and to exercise my creativity and things like that. And so I found myself in the online marketing space and I absolutely love where I've ended up. I love where I came from. It really worked out well. I definitely felt like a fish out of water a little bit when I first [00:02:00] arrived in, in the online world, partially because, you know, I didn't even have the background in business at all.

I hadn't-- wasn't working for a traditional corporation or in an office setting. And so, you know, when I first started out, I was trying to figure out Google Docs for the first time, you know, and

Janice Hostager: Oh, right. Right

Adri: But I did find that a lot of what I learned as a zookeeper has carried over into the marketing space because so much of it ab- is about psychology and behavior, and that was a big part of what, you know, I was learning and, and using as a zookeeper as well, so

Janice Hostager: That's, that's really interesting. I mean, the, the fact that, you know, I didn't think about that as a zookeeper, but yeah, you really have to understand what that animal is likely to do and like...

Adri: What

Janice Hostager: Y-

Adri: them,

Janice Hostager: Yeah, yeah.

Adri: Over time, and, you know, even, even things like training, we, we call it operant conditioning, but that's just the fancy word for basically, you know, when you reward a behavior, you're gonna see more of it. If you punish a behavior, you're gonna see less of it. And we see that with marketing too, where, you know, when people get a reward after they open an email and there's, you know, a gift in there or something along those lines, they're more likely to continue opening those emails. And if, you know, they open an email and it's kind of a dud and it was, you know, just a boring email with nothing in there, they become less likely to open your emails in the future, and that's all just, you know, standard behavior science, but it, it works on humans too.

Janice Hostager: I love that you made that segue. I, it's, that's perfect. At least you don't have to worry about your customers eating you. Well, maybe, but I would imagine good z- zookeepers don't worry about that, but who, who knows? Yeah.

Adri: I, yeah, I mean, with Carnivore Keepers, we definitely had our systems of safety in place for sure

Janice Hostager: oh, gosh. Well, well, to [00:04:00] now talk a little more about email marketing, so AI is moving so fast that a lot of small business owners, you know, are just almost maybe feel a little behind. I know I do 'cause there's so much happening every single day. So what do we actually need to know now about AI and email marketing specifically?

Adri: Yeah, I think that the big thing that I'm seeing is to be a little cautious with just kind of handing over the entire task to AI.

Janice Hostager: Hmm, mm-hmm.

Adri: a lot of, a lot of small business owners in particular, which is, it's really understandable why it's tempting, right? You, you are trying to get as many tasks as possible off your plate because you're wearing 17 million hats. And it really makes sense that you, you know, if you can ask it to write an email, it can absolutely write an email for you. But is it the type of quality email that in turn makes your subscribers interested in opening your next email, you know? And I've

definitely seen that recently where I subscribe to a new list and it's very obvious that the emails I'm reading have been written by AI. There's not much, you know, original or personal in them at all, and it just really breaks that sense of, like, human connection that email used to bring, I think,

Janice Hostager: mhmm

Adri: because it is a platform that you can get very personal on and, also be playful and original with email, I feel like, even more so than other platforms. And I, I just see that now it becomes so easy to, you know, grab whatever you came for if it's a freebie or a discount code or something, and then one-click unsubscribe, right?

Janice Hostager: Right. Yeah

Adri: that you're not capturing pe- that's, that's what email was so good at for so long is keeping loyal, building loyalty, keeping customers coming back, retention, and that can, that can carry a business so [00:06:00] far when done properly.

Janice Hostager: Right. That's, that's so true. And I, and you know, those of us who spend a lot of time in AI can, can see the tells, right? The, the more than the em dashes or the, you know, the setups, you know, the, we all know the phrases that will pop out to us

Adri: Yeah

Janice Hostager: when we're reading something that's done by AI.

But how do you... y- because most business owners don't want their emails to sound like AI. How do you use AI without losing your voice?

Adri: Yeah, I think that there are some even, like, really simple ways to do it where ... Like, I've been kind of impressed with AI sometimes where I'm taking a walk in the park and an idea pops in my brain, and I just take a voice note. And I actually, like, this is a weird thing to say, but I feel like I'm bad at taking voice notes. Like, my brain stutters when I try to record my own thoughts.

Janice Hostager: Yeah,

Adri: And

Janice Hostager: too.

Adri: me, who is not eloquent at taking voice notes, I'm just kind of just dumping some ideas into a note. Even when, if I just take that really, really rough, rough brainstorm of ideas and dump that into AI, it does such a better job of coming up with an original, you know, I 'Cause usually I'm bringing up of the topic, the hook that's gonna be in the email, right?

Janice Hostager: Yry

Adri: essence of what I wanna get across. And when you have that essence already there, then AI's able to, like, grab onto something. I think that when it really sounds horrible, like really horrible, is when you kinda go to AI and you just say, "I just need you to write an email for me," right?

And you're not giving it anything, then it really struggles. I think it does a decent job, too, when you, you have like a blog [00:08:00] post or a podcast or something form that you can give it and ask it to write an email from that, that, you know, maybe you wanna send your subscribers to a blog or to a podcast. It can do a decent job because it has so much to pull from your voice and your ideas that you already have put into the content that you created. But when you're just asking it to kinda create from nothing is when it really struggles and is, is gonna come across really strongly to your subscribers.

Janice Hostager: Right. Yeah, yeah. Yeah, I, I mean, I, I feel like, the more I, the more I work with AI, like sometimes I'll ask for an outline and for like if I'm doing a solo podcast episode, for example, I will have an idea. Maybe I'll have several ideas. It will add to that and spit out an outline for me. I will fill it in in my own voice, give it back to AI, and it's able to pick up on that.

The more I do that, the more I've noticed that what it gives me is better and better. So the more it hears your voice, the more it is able to, to mimic it, so to speak, like your brand voice, so to speak.

Adri: Yes,

Janice Hostager: however, not completely. Still never, not there. Yeah, yeah

Adri: And one simple way that you can make it work for you better, even just for doing editing rounds and things like that, is to pick, like, 10 of your favorite emails that you've ever sent

Janice Hostager: Mm-hmm.

Adri: Or it doesn't even have to be emails, it can be other content. But those all into one document and give that to your AI, you know, project or whatever as one of the project files

Janice Hostager: Right

Adri: give it and, and, and label it, you know, voice matching or like something along those lines, and that way every time that you're asking AI to write for you, it knows it can pull from that document of how you want it to sound, what the ideal finished product is, and that definitely takes it up a notch.

It, it's a really, [00:10:00] really simple way to, to bring it up a notch

Janice Hostager: Yeah. I do this for a project for each of my products that I'm selling, 'cause the the ideal customer is a little different for each of them. And then we put information about who my ideal customer is and really get that thoroughly in there. And also examples of like, here's what my emails sound like, here's what my podcasts sound like, here's what my social media sounds like, and just really give it all the stuff so that it like you said, it does have something to work with.

So I think that's a really good idea. So with AI generating emails flooding everybody's inbox, what actually makes an email stand out?

Adri: Yeah, I think now more than ever, bringing personal stories into your email is great. If you're, if you're willing and able to be kind of the face of your brand, it really, really helps to have personal experience and stories

Janice Hostager: Yeah

Adri: Woven throughout all of your emails. Also, like, even photos is, are great.

Like, having relevant pictures of yourself

Janice Hostager: Mm.

Adri: Throughout is a wonderful, like, easy addition for a lot of people.

Janice Hostager: Yeah.

Adri: yeah,

Janice Hostager: Good idea

Adri: think just really trying to lean into your own voice, whatever that is. I think, you know, a lot of people have a tendency when they hear the word personality to think of big, bold personalities that are often funny, right?

Like, that's

Janice Hostager: Mm-hmm.

Adri: Personality means I need to be funny," and that's not true. You can be compassionate, you can be encouraging, you can be empathetic or, nurturing. There's just so many different voices you can bring forward that don't have to be just ... I mean, if you have a great sense of humor, lean into that.

That's wonderful, but I think a lot of people struggle to pin down what their own personality, brand personality is. But if you can, that's gonna be really important moving forward, I think, to [00:12:00] have

Janice Hostager: 100%. Yeah. Yeah, I agree. I find that it's hard to think of the story sometimes. Like, some people just have a million stories at their fingertips, and it's like, especially tying it into s-something like, yeah, I don't know social media or something. You know, it's like, okay, I've ... How many stories can I come up with?

But it really doesn't need to be an exact tie-in. It might just be, like, a time that you got confused about something, and that ties it in. So it's, it is kind of challenging, I think, to find a story that really relates to an email. But yeah, 100%, that makes it so much more interesting for people to read.

And, that's what I look for in emails. Like, if there's somebody telling me a story, I will read that before anything else on the, on the email itself. Yeah.

Adri: I think too, we put a lot of pressure on ourselves to have these kind of like big elaborate stories when sometimes these miniature micro stories are all you need to really launch into the topic. So for instance, I recently wrote an email about how I was like checking my work emails in the dentist waiting room, right?

And that is such a micro moment, like that's hardly a story, right? I, I was checking my emails in the dentist waiting room, but it launched me into this email about, you know, how we're all, we, we rarely have moments of disconnection anymore. We

Janice Hostager: Hmm.

Adri: of fully unplugging from as business owners.

Janice Hostager: So true

Adri: And, you know, and it, and it's a poignant lesson, or just like moment of recognition that we can all agree on and, and resonate with my audience. So it can be as simple as something like that that is almost just one sentence, but it launches you into a topic that you can chat about and, and kind of express that shared experience that we've all, we all have.

Janice Hostager: Yeah. Yeah What about subject lines?

Adri: Oh, yeah. I have opinions about AI and subject lines.

Janice Hostager: Yeah. Well, I know that, like, Apple and Gmail now are [00:14:00] summarizing emails before often people read them too, so, I haven't really noticed if they've- are doing that

with the subject lines. I don't think they are in the preview text. I think they're leaving that as is, but, you know, they will do a summary of the email itself.

How does that impact how you write? 'Cause I mean, at that point, it's n-not even in your hands anymore, right?

Adri: To some extent, yeah. I think, like you said, it, it depends on, you know, what platform somebody's opening it on and stuff. They do leave the subject line and the preview text untouched, but like you said, sometimes that summary does pop up there. But what I would say is that what I'm seeing right now in, in the numbers is that the curiosity-driven subject lines are still working, even if that summary is popping up and giving people a peek at what's inside. They're still very driven. If you're, if you're writing a really good subject line that, that creates a heavy curiosity, that AI summary still isn't gonna be enough to truly answer their question and, you know, where

Janice Hostager: अच्छा

Adri: want to open it and, and find out that specific little thing that you teased in that subject line, you know? But when AI is writing the subject lines, it does tend to do the AI summary method where it just writes a summary as the subject line, and I don't recommend that because we've never seen that perform as, as good email subject lines in general, so.

Janice Hostager: One thing I did that I thought was really, really helpful was I took, I don't know, five years' worth of emails, and I plugged them all into Claude, and it was able to pick out the patterns for my subject lines that worked the best, patterns for the emails that worked like, this is something I could have never done on my own.

So it was, like, it was an amazing way that I could, thought I could use AI for something like that, right? And it gave me a template, so to speak, for, for subject lines that performed the best. Yeah, it matters You know, it's [00:16:00] gonna be different for everybody, right?

Adri: Yeah, who your audience is and what, what you're bringing as a business is absolutely gonna change across the board what resonates with your audience. And, and definitely I see that with my different types of clients of certain things work well with one client and don't work at all with a different client.

So you definitely want to be paying attention to your own data and use any data points you do have, for sure.

Janice Hostager: Yeah. Yeah. And even feeding that, the, the data into AI can, can spot things too and help you, I think, for sure. So, also now this isn't really AI related, but delivery has gotten harder. Like Gmail and Yahoo really have tightened their sender requirements.

Adri: Mm-hmm.

Janice Hostager: what do non-techy business owners actually need to know without getting into the server side of email delivery?

'Cause that can be so complicated, but

Adri: Yeah. Yeah. To basically summarize it is, is essentially that you don't have to worry so much anymore about, used to we had these, these lists of like, you know, you need to avoid these specific words, or you

Janice Hostager: Hmm.

Adri: Follow this exact pattern of you shouldn't have more than this number of links, or you shouldn't have, you know, more than this number of images or, or things like that, that were trying to help your deliverability. Nowadays, because of AI and the way the algorithms work, it's much more dependent on your audience and the way that they react to your emails. So keeping strong open rates and click rates, although open rates are somewhat, or like they're not a very trustworthy metric at the moment

Janice Hostager: A-accurate, right

Adri: and, and things like that.

But they're still paying attention to how many people are opening your emails, how many people are clicking on them, and reply rates are actually like stronger than [00:18:00] ever in terms of being, helping or hurting your deliverability. So, having a strong reply rate, rate is really, really excellent right now. So essentially, it's actually giving you back a lot of freedom in how and, you know, when you do your email marketing, as long as you're doing it in a way that engages your audience.

Janice Hostager: Mmmm Mhmm

Adri: pay as close attention to those little tiny triggers and instead get to just really try to produce, you know, quality for your audience that they want to engage with. And the one thing I'll say as well is keeping a clean list then matters a lot too because they're pay- the algorithms are paying such close attention to how the group as a whole is reacting to your email. Essentially, if, you know, if you don't have a very clean list and you are getting a 10% open rate, that is gonna kind of realize that not many people are opening your email, and then it's gonna bury it further for a lot of people.

Like it's unlikely to... know, you've got on if you've, you know, visited your promotions tab in Gmail anytime recently, as some people do and some people don't, but if you do, it'll actually lift emails to the top that it thinks are valuable to you, and that can be based on your own behavior of how much you've clicked on those emails.

But sometimes it's actually based on the behavior of other, subscribers and, you know, it can sense

that an email is really popular with other subscribers and it thinks, "Oh, you might like this too," and it's lifting it up. So it is almost becoming more of that algorithm. So we wanna just make sure that people are engaging with the emails, and we're not sending to a bunch of unengaged [00:20:00] subscribers.

Janice Hostager: Okay So let me just clarify a couple things. First of all, we don't have to worry about it hitting like a spam filter? Like, what I mean is like, think it was last year, I put something with the word sexy in it, in the, in the , in the email and I was just...

After I sent it, I was like, "Is it gonna get like thrown, in the, the junk mail or the," you know, it's like, "Oh man, did I just ruin something?" You know, and, and it was fine. But you know, it- things like that where y- and I know a lot of email service providers will give you, a check basically to make sure that it's not gonna hit the spam filter.

Are you saying that we don't need to worry that, about that as much?

Adri: Yeah, not as much anymore. And like, like you said, it ended up being fine because typically now it has more to do with the patterns over time than, you know, one specific word in one specific email

Janice Hostager: Okay, gotcha and then by a clean list, you mean just making sure that I don't have bots on my list, or that the people on there are active users and not, just somebody that signed up and everything else goes to s-spam. What am I trying to say? Keep, make sure that the people that are not active i-g-get on, on a, like a re-engagement or automatically unsubscribed, right?

Adri: Yeah. Yeah. And you know, there's methods to you

Janice Hostager: never want

Adri: bots right

Janice Hostager: Right.

Adri: your list, for sure. That is something that you want cleaned out. But you also, like you said, just want it to be the most engaged people. So I know it's really hard when we work so hard to get subscribers onto the list. It's really hard to let go of them.

But if somebody hasn't opened or clicked on one of your emails in, you know, over 18 months, are they really ever going to come back, right? It's, we, we have to be cleaning those people off, so

Janice Hostager: Yeah

Adri: at that. And, and if you're, you [00:22:00] know, brand new to this, you can usually, whatever platform you're on, if you're on Kit or ActiveCampaign or any of those, Mailchimp, you can Google in their support, how to clean my list, and they will have a step-by-step guide for you on how to go about cleaning your list to get it back to the most engaged subscribers

Janice Hostager: Yeah, I think Kit even has like a, a existing, automation. I think ActiveCampaign does as well, so that you can just, yeah, just set it up and, and it will take care of that for you. But, but you're right. It is, it's painful.

Adri: Yes.

Janice Hostager: But, you know, so much of having an ideal customer and identifying who that ideal customer is, is letting the people that are not the right fit go.

And, you know, you're gonna be better for it. You don't want people on, you don't wanna pay for people on your list who aren't gonna buy from you.

Adri: Absolutely

Janice Hostager: So, what metrics now, like you mentioned the Apple's email privacy, protection that they have got going on there. So what metrics actually matter now?

Now, you mentioned open, i'm sorry, reply, right? So, and I'm certain- certainly trying to do that to get people to reply to my emails. I've noticed that in a lot of other people too. It's like, how you recommend that you go about doing that? What, like, is there, are there some tricks that I haven't learned yet?

Adri: Yeah. I mean, around with it a little bit. There definitely are ways that you can, like you kind of said, little tricks that you can use to get some replies. But obviously the best way is just to ask genuine questions that your audience might be interested in answering.

Janice Hostager: Yeah

Adri: sometimes, you know, you can, you can incentivize it a little bit by letting them know that you will actually reply to them and, and maybe offer a tidbit or something.

Janice Hostager: Mm-hmm.

Adri: I wrote, I wrote an email about subject lines, and I, you know, in there. I said, "You know, if you're working on an email right now [00:24:00] and want me to take a look at your subject line, shoot it back to me, you know, and,

Janice Hostager: Oh,

Adri: on it."

Janice Hostager: good. Yeah

Adri: you know, anything like that can really incentivize those replies. There's also, you know, you can have people vote on something, kind of take a poll, but instead of, you know... has a wonderful polling feature, which is great

Janice Hostager: Yes. Yes

Adri: but it's not gonna get you those replies. So sometimes just doing a very natural, you know, "Hey, A, B, C, or D, reply to this email and tell me your answer," like can get a whole bunch of replies very

Janice Hostager: Mm-hmm. Mm-hmm.

Adri: you know, they're not quite as engaging as an answer to a question or something might be, but at least you're getting a little influx of replies from stuff like that.

Janice Hostager: So, I've been doing emails for a long time . Since emails probably were invented. But,, I will say that, the thing that I used to look for w- more than open rate was click-through rate. And that was also because I wanted people to click into my site b- for reasons for search engine optimization too.

So it's, everything is connected. Is that still an important metric?

Adri: Absolutely. Yeah,

Janice Hostager: Okay.

Adri: you know, as we said, that open rate has become a bit unreliable, so, the click rate is probably the thing I look at most regularly because replies, while we know they are absolutely wonderful for your deliverability, actually measuring a rate on it is pretty difficult because it's usually gonna be a minuscule number compared to

Janice Hostager: Yeah

Adri: You know? And it, and it just varies so much from email to email, so definitely click rate is kind of actually what I'm looking at the most these days.

Janice Hostager: OK.

Adri: because yeah, some people would say, you know, also to be looking at your unsubscribe rate and things like that.

Janice Hostager: Mm.

Adri: I watch the unsubscribe rate, but with a grain of salt, because as we talked about, you want [00:26:00] your ideal customers on your list, and people who self-unsubscribe are letting you know that they're not your ideal customer.

Janice Hostager: Right. Yeah, yeah

Adri: I, I actually appreciate sometimes a small spike in unsubscribes as ... Like, I'll check the content of the email just to see, you know, okay, what, what caused that? But as long as I stand by what I said in that email, then hey, I know that maybe some people didn't resonate with that, and that's okay, and they took themselves off.

And I'd rather have them remove themselves than become dead weight on the list.

Janice Hostager: 100%. Yeah, yeah

Adri: yeah. So it actually, I'll, I will, you know, check to make sure that I didn't say anything I actually regret saying for some reason or something, you know?

Janice Hostager: Right.

Adri: And I'll, and I'll pay attention to what type of content created that.

Janice Hostager: Right.

Adri: yeah

Janice Hostager: Yeah. So let's talk a little more about list building here. What, what separates a list, an email list that get, makes money from one that kind of gets ignored? What is... Are there some factors there that you feel like, "Oh yeah, this is a, a better list than maybe they had in the past," if you've, after you've worked with them?

Adri: For, you mean for what goes into building the list rather than what they're doing with the list? Is that what you're

Janice Hostager: Well, I guess in that question I, I would probab- yes, I guess I was thinking about building the list, but yeah, I guess what they're doing is a list also, but that, that might be a little more complicated to answer, but yeah.

Adri: Yeah, I mean, a little bit of... For both, I would say, in my experience, a lot of times lists that have been built purely by ads be very challenging then to sell to, depending on what the ads were for and, and stuff. But I feel like with especially meta [00:28:00] ads, people are responding to something they've spent two seconds engaging with a lot of times.

Janice Hostager: Oh, right

Adri: they're also jumping on from an ad platform, right? Or from a social media platform, I should say. And so sometimes they're not even ever going to their email to open your emails,

Janice Hostager: Mm.

Adri: actually see that relatively often with accounts that are running ads that a not tiny portion of the subscribers that they got from the ads will actually never engage with an email.

Janice Hostager: Interesting

Adri: it's, it's a bummer because you spend a lot of money to capture that lead, and then you're not actually getting to engage with them, and, you know, there's probably a million reasons that that happens, but obviously whenever you're, you know, you're capturing somebody on one platform and then trying to engage with them on a different platform, there's gonna be some, some friction there, some different reasons for that. And that's not to say they're all turning out that way, but I do see that relatively often. Whereas the leads that come in more organically, whether they're finding your website or, you know, you're promoting a lead magnet that's really aligned with your offer, those are the leads that tend to engage in the long term and continue opening, continue clicking and, and

Janice Hostager: So the people that click the ads that don't engage, do you think that's just a colder audience?

Adri: Yeah, absolutely.

Janice Hostager: OK

Adri: like I said, I think that there's some factors there where you're asking somebody to go to a different platform that's probably not their favorite platform. Whereas, you know, somebody who regularly checks their email every single day, they might be out in different places.

They're not on Instagram every day, you know?

Janice Hostager: Yeah

Adri: the, the people who are on Instagram every day maybe aren't checking Gmail every day. So

Janice Hostager: Mmm [00:30:00] Mmm

Adri: your ad money is then translating into people who actually are showing up where you've asked them to be in Gmail or, or whatever email platform they have. , But you're always gonna have, I think, a subset of people who, you know, they just wanna grab whatever, maybe a free thing that you're offering or a low-ticket thing, and then disappear. And some of them are even gonna give you fake email addresses and things like that. So

Janice Hostager: Yeah. Yeah, which was actually the thing though. I mean, like if they wanted something, they would've had to give you a real email address or they wouldn't get the thing, right? But, and, and you know, it sounds like that's sort of a vote for using something like... a platform like ManyChat where you can actually deliver a link right in the, DMs of Instagram, for example.

And then they're not having to go and dig for something in their email address. However, and they get on your list, but at that point you still, you still want them to be engaged, and you still want them to be, somewhat interested in buying, 'cause that's ultimately what, what you're wanting to do, right?

Adri: Yeah, and it, it, it can be just a little bit of a, of a feeling of a trapped situation. Like, we, we've experienced this with our own business that I have an online course as well, and we have, like, a mini course that's free. And what we found is that when we kind of forced people to go to their email to get the link for the mini course, we had a subset of people who would just never engage, and they never went and actually clicked on the mini course and, and watched it. And so we were just losing that portion, and so we've played around with, okay, what happens if we, know, capture their email, but then we give them immediate access right

Janice Hostager: Mm-hmm.

Adri: the, you know, the, the confirmation page takes them to the mini course. And then we do, we have maybe a little bit more actually who immediately engage with the mini [00:32:00] course, then it still seems like there's a 50/50 chance whether they come back to the emails or not.

Janice Hostager: Yeah

Adri: but it does seem like sometimes you get people ... If you can get them to engage with your brand, then you might keep 'em around a little longer, whether the emails or at least on the social platform

Janice Hostager: I mean, it, it is hard. I mean, as my coach always says, "If people don't pay, they don't pay attention." So you know, and especially if you're asking them to complete something that is gonna take time or energy away from them, then they'll just put it off till later, and then, of course, we all know later never comes.

But you know, talking of lead magnets, so much has changed, I think, since AI came on the scene, because we used to put something out as a free PDF, like 10 steps to do this thing, and now they can just go to Claude and ask the same thing and have it immediately.

Adri: Yes

Janice Hostager: what do you see that's working now to build your list?

Adri: Yeah, I think quizzes have always been, I mean, they- they've always been pretty enticing, but I think now even more so because like you said, a lot of those older free resources that are just answering a question, they can get that answer from AI. But if you're, you know, you're offering whole journey for them a little bit that can't provide, then that's, that's more interesting.

So our, our, our free miniseries is still doing pretty well. It's like a little video miniseries.

Janice Hostager: Hmm.

Adri: I've done quizzes, like I said, that are still doing really well. Little like, calculators and, and things that are very specific, that the things that can kind of answer a question that AI can't.

Yeah.

Janice Hostager: Mm-hmm. Mm-hmm. Is there like a lot of my listeners, you know, being coaches, consultants and s- and so on have you know, kind of a, a [00:34:00] warm email list, but maybe they're not engaged real frequently. How often should a small business email their list? I mean, once a week, is that adequate? Or do it more often, less often?

What are your, what are your thoughts on that?

Adri: Yeah, I mean, I do think it depends on the business and the audience. I always say that, like, the absolute bare minimum is once a month. Like,

Janice Hostager: Yes

Adri: please don't go below that. But with the influx of emails being higher than ever before, I really think that once a week is becoming more of the minimum because people are gonna miss even some of those, and you want to be truly them seeing you at least once a month, right?

To have those contact points where you're staying top of mind. If you're being seen any less than once a month, then it's gonna be a struggle. And if you're only sending once a month and getting a 50% open rate, which is a great open rate, you're actually only being seen maybe every other month. Maybe it's the

Janice Hostager: Hmm. Mm-hmm.

Adri: opening every month, and you're

Janice Hostager: Yeah

Adri: by the other 50% of your list. So more frequency is working right now, but to a point of what cadence can you find where you're still providing a lot of value and making it interesting and not relying on these, you know, AI slop emails to just get something out. I think having one really quality email per week is still gonna be a stronger strategy than pumping out three to five per week, but they're not valuable emails.

Janice Hostager: Mm-hmm. I 100% agree that you really, you know, you have to train your readers to look for the value. And if they're happy, they understand that you have a business and you have to sell sometimes but just making sure that that value is there I think is definitely, definitely true.

Adri: Yeah

Janice Hostager: what about somebody who's let their [00:36:00] list go for a bit?

Let's say... I just had, I actually talked to a client today that did that, and doesn't really know, what do you recommend they do? Do they, just reengage all of them and just tell the truth? Which is actually what I, I told her to do, is just, like, reach out and saying, "Hey, I had to pivot.

I was a..." You know? Or what do you, what do you recommend in a situation like that?

Adri: Yeah, it's funny. I'll actually ... I, I hear other email gurus give the opposite advice, which they say, you know, "Just pretend nothing happened. Just jump back in. You don't have to acknowledge it. It's ju- that just makes it awkward," or things like that. But I actually agree with you. I just acknowledge it, you know?

You point out what's been going on with your life. It's a great way to, to make it a little personal

Janice Hostager: Yes. Yeah

Adri: them know and be really honest and open. I mean, authentic- authenticity is better than ever

Janice Hostager: Yes

Adri: now, like real authenticity. And

Janice Hostager: Especially with AI. Yeah

Adri: And, and so I do think it's just an opportunity to be really open.

And even as an email marketer myself, I have ghosted my list many a time, and I have jumped back in with a acknowledging it and then diving into the good stuff after that, and my list responds really well to it. I think that people kind of build up this tension where, I ghosted my list. Now, like, coming back," just, like, breaking that barrier becomes, for some reason, such a hurdle, 'cause you almost feel like the quality has to be even higher when you restart, I think, or

Janice Hostager: Yeah. Yeah.

Adri: But what I've found is actually kind of the opposite, that when you reengage, your loyal customers are, are there waiting. They, especially when you have put yourself, you know, and, and given good quality in the past, trust is not easily broken.

They are excited to reengage. They, they're there for you. You might have a [00:38:00] smaller portion,

Janice Hostager: Mm-hmm.

Adri: that list clean matters, so, you know, when you take that step and start reengaging, you do wanna be careful with, you know, you might have to clean some more people off your list. But it's a lot easier than you think to, to re-engage that audience and they'll remember you, and they'll, they'll jump back in with you.

Janice Hostager: Yeah, I, yeah, I agree. I think, we all love to know that we're not alone , every single business person I have ever met, whether they're gonna admit it or not, has gone through times where they're, you know, something in their personal life happens, or they get sick, or, or, you know, s- something where they have to take a break.

And if you're a solopreneur especially, and even if you're not, even if you have a small team and y- you're responsible for writing the emails or it's your voice you know, it all adds to that know, like, and trust factor that we're all looking for, especially with AI. We just don't wanna be talking to robots.

And I think, yeah, just being, being authentic, like you said, I think that's, that's great advice. So, what's one AI prompt or workflow or something that you feel like every small business should try now that if they haven't already? So one thing in email that if people wanna walk away today with a quick win about something they can implement right away, what would it be?

Adri: Yeah. I think a, a very quick win actually what we talked about earlier, like trying, trying the voice note thing. Dumping your thoughts into a voice note

Janice Hostager: Yes

Adri: what AI does with that, because I think you'll be surprised how it can, it can come across. And even if you're, if you're struggling to come up with ideas or come up with a, a hook or anything, rather than asking the AI to just create something for you, try asking the AI to ask you questions

Janice Hostager: Yes. Yeah

Adri: something because then

And then [00:40:00] you can, again, you can click the little voice button and just thought dump into it and don't try to edit it or anything, just like give it back to it and see what it can come up with for you. Because I think that people would be generally surprised at how less AI it when you've given it a little, a little something to grip onto that is truly you

Janice Hostager: That's really good advice. You're like the third person that's told me that, and I just, I literally just downloaded Claude from my phone yesterday, and I had ChatGPT on there, but I do more on Claude now, I think. But, but yeah, just, like, doing that voice note. But I know what you mean.

It's like, okay, like, I have to talk to this robot now. I don't know what to say, you know?

Adri: and I just force myself not to try to edit it at all, because that's the thing that AI's really good at, is pulling out the, clear thoughts from your jumbled mess.

Janice Hostager: OK

Adri: just leave it and dump it all in, repeat yourself how many- however many times,

Janice Hostager: Good to know.

Adri: at cleaning that up

Janice Hostager: Yeah. Yeah. I think that is the hard part, especially if you come from a writing background, which I do.

Adri: Yeah

Janice Hostager: You know, it's, I like everything to be all pretty and polished, and

Adri: Yes

Janice Hostager: that's not even the part that resonates with people, and it sounds like it doesn't resonate with AI either, so.

Adri: Yeah.

Janice Hostager: Audrey, where can people learn more about you?

Adri: Yeah, you can find me at www.koppcopy.com, which is a confusing play on my name. It's K-O-P-P C-O-P-Y .com., And if you go to backslash get my emails, you can get my emails, which is, you know, where I shine best, so

Janice Hostager: Awesome.

Adri: all on that, that list.

Janice Hostager: That sounds great. Thank you so much for joining us today, and of course, the link f- for that will also be in the show notes. So thanks, Audrey. Appreciate it[00:42:00]

Adri: Thank you for having me!

Janice Hostager: Well, I hope this conversation helped you take a deep breath when it comes to AI, because here's the thing, you certainly don't have to turn your entire business over to robots. But AI can definitely help you save time, generate ideas, and make so many parts of your marketing a whole lot easier.

The key is remembering that AI is just a tool, and it's not the marketer. It can help you get from point A to point B a little faster, but you still know your customers, and you still bring the experience, the personality, and the human connection that makes your marketing work. So start small and experience. So you can find the show notes for anything we talked about today at myweeklymarketing.com/174. And if you found this episode helpful, be sure to follow or subscribe so that you don't miss next week's episode too. I'll see you next time. Bye for now.