



How to Create Persuasive Nurture Content to Sell More

Let's Get Right Into It...

What Does It Mean to Nurture in Marketing?

It means to put valuable and persuasive information in front of your audience **BEFORE** they ask for it.

Address silent objections.

- some objections are real barriers
 - single mom working 2 jobs might not be a fit
- but many barriers we can address
 - This won't work for me
 - I don't have time for this
 - I work all day so this won't work for me
 - I don't know if I can afford this
- address these barriers in your content to nurture prospects into buyers

Nurture content is designed to

- Educate - helps audience learn about your offers (establish credibility)
 - Most first time CEOs get this right via free tips that connect offers.
 - This is NOT the end all, be all of nurture content.
- Engage - encourages the audience to take the next step.
 - Most first time CEOs get this right with CTAs.
 - This is also NOT the end all, be all of nurture content.
- Inform - helps audience understand why your offer is the best solution.
 - Most first time CEOs do not get this right.
 - Your ICs won't know how to evaluate one solution from the other.
 - You must help them make those comparisons bc they don't have the same knowledge as you.
 - You have to position yourself against competing solutions as the better option.
 - Ex: ads certifications

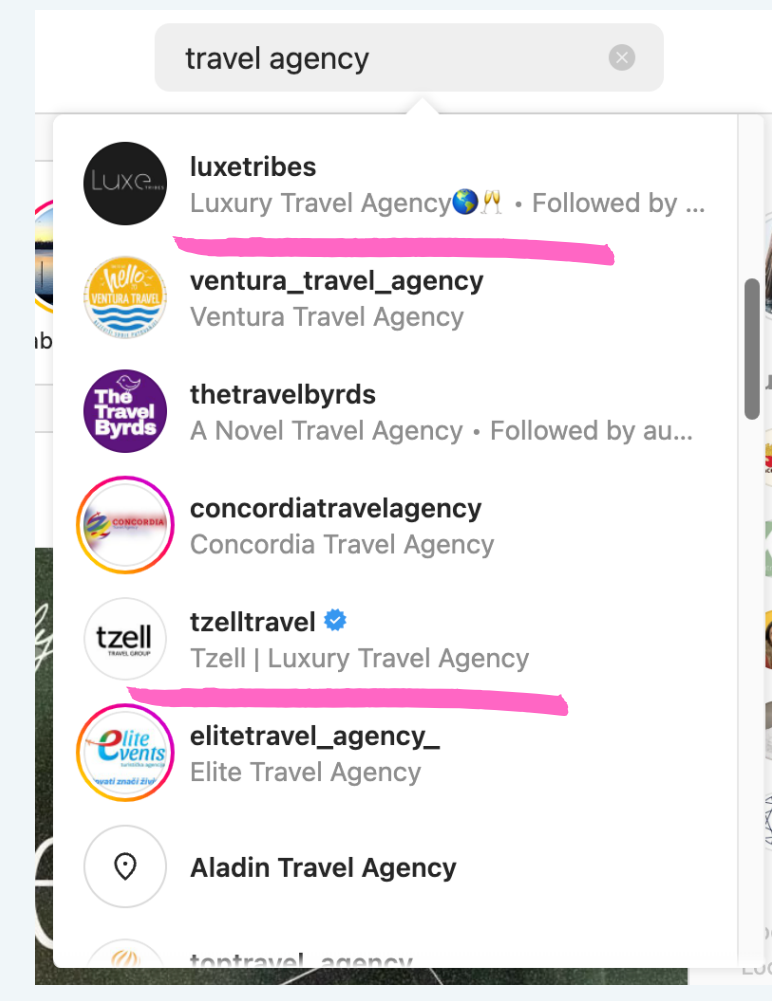
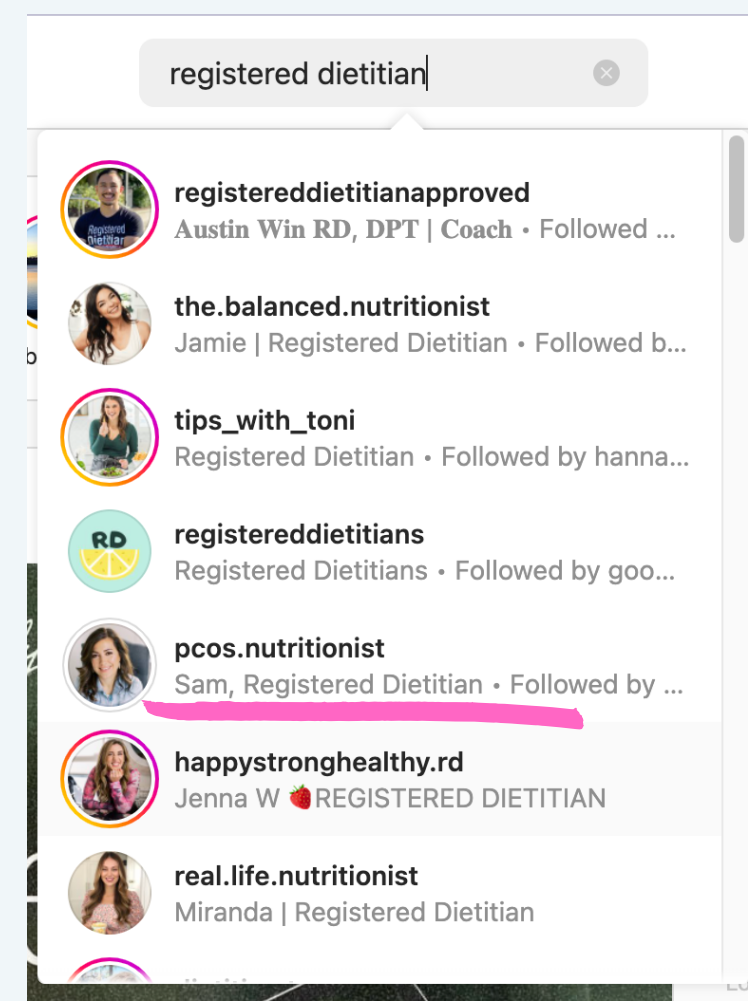
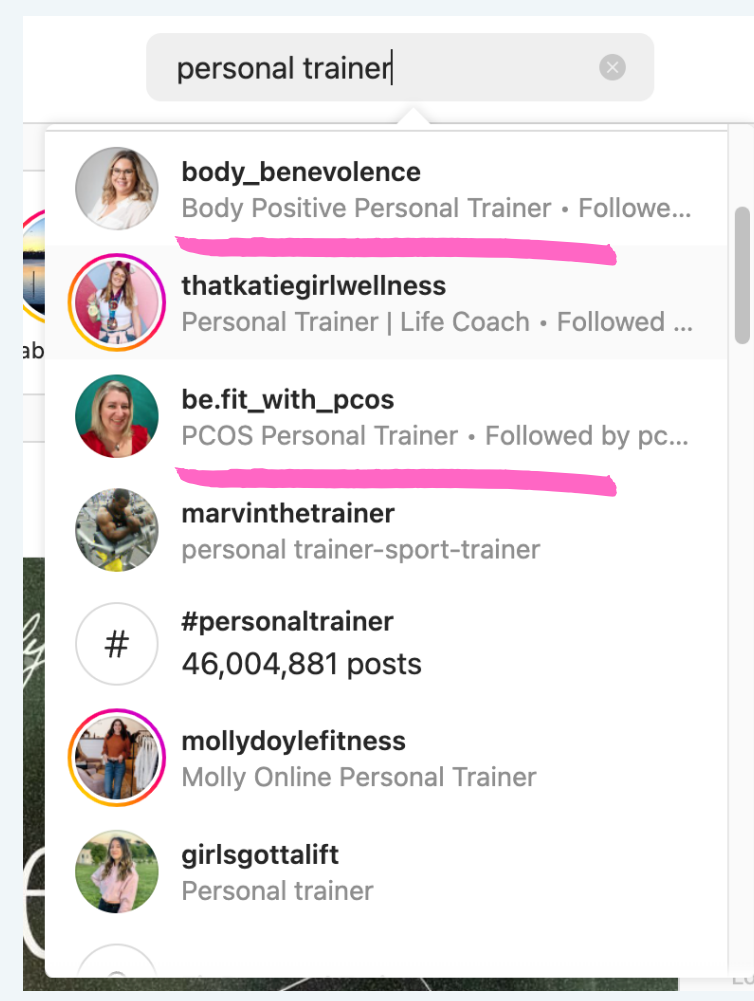
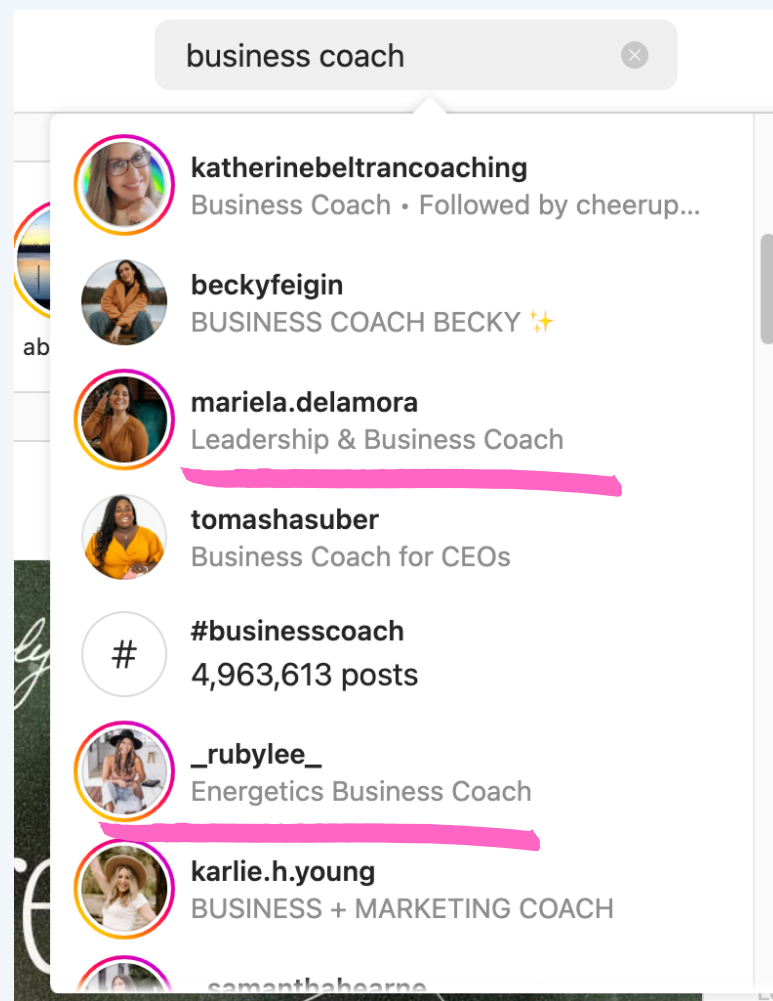
You need to do all three.

**Your Nurture Content Needs to Help
You Stand Out From Your Competitors**

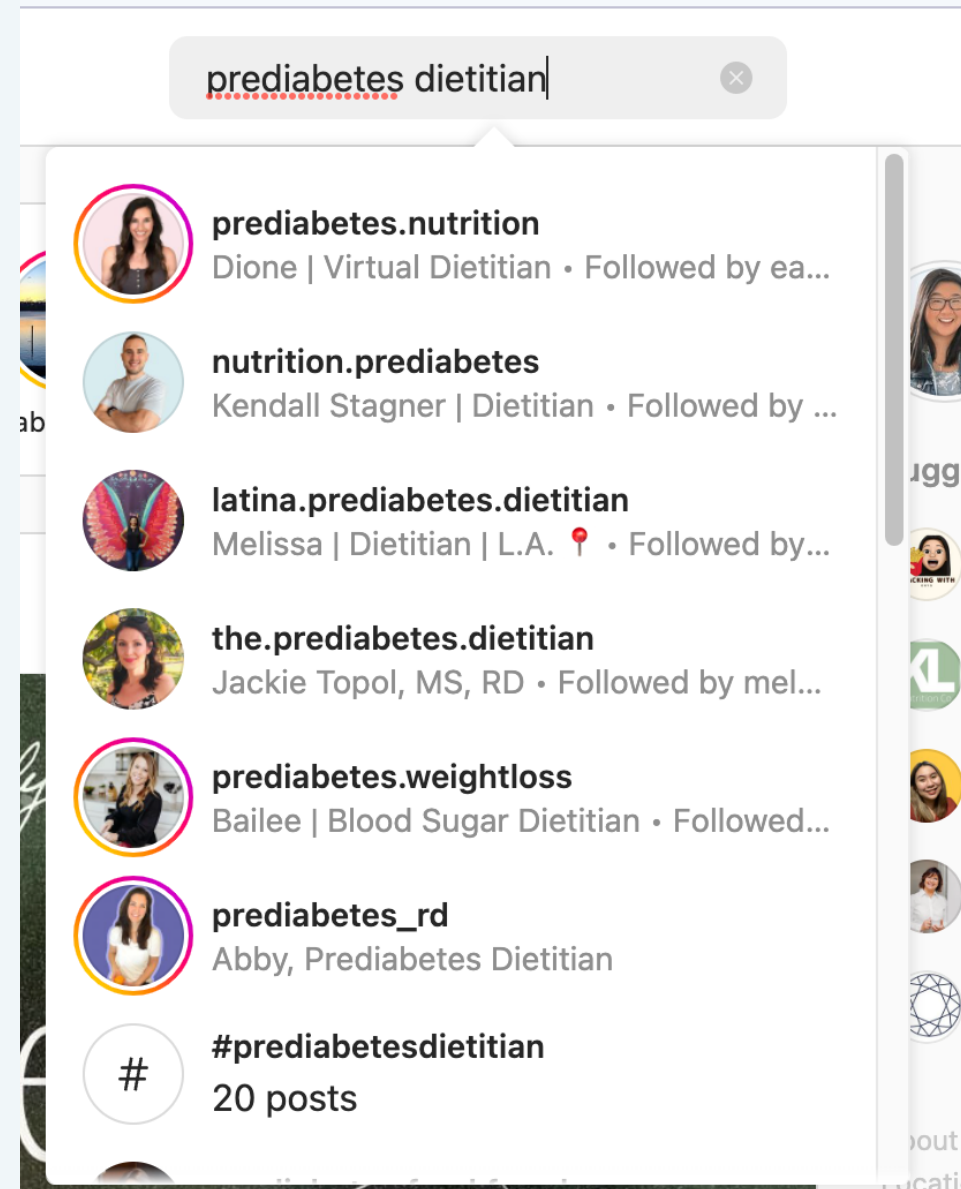
This is called Competitive Differentiation.

This is NOT the same as choosing a niche.

When an Ideal Client searches, they have lots of options ... being in a specific niche can help you stand out.



But you need to go a step beyond that because you have competitors within your niche....



(also "do nothing" is everyone's competitor)

Here are the IG bio's for six different CEOs who have all niched down... but none stand out 🤔

Nutritionist

🥬 Pre & type 2 diabetes

✨ Empowering you to eat without confusion

📉 Balance blood sugars & heal your gut = 📈 A1C

Join waitlist (4 week program) 📌

Nutritionist

🩸 Pre & Type 2 Diabetes

🥑 I help you manage blood sugars & eat without confusion

📉 Lower your blood sugars and A1c NOW 📌

Nutritionist

🚫 Stop Cutting Carbs

🌶️ Balance Meals

🎯 Improve A1c

Nutritionist

🍞 Enjoy carbs without confusion

📈 Balance blood sugars to 📈 energy, 📉 cravings & prevent type 2 diabetes

📌 Let's work together

Nutritionist

🦋 prevent/reverse diabetes w/ out fads

📉 insulin &/or weight loss resistance

🔥 feel confident in a healthy body

📺 WATCH STORIES + WORK WITH ME 📌

🔄 Reverse prediabetes

🍓 Eat carbs with confidence

📌 Apply for coaching

You have to differentiate within your niche in a way that your Ideal Client resonates with then it's called Competitive Advantage.

Most first time CEOs seem to struggle with this a lot and instead copy what others are doing assuming it must be the right thing to do... but it's not.

Examples of Competitive Positioning/Advantages in Bios

██████████ | YOUR NICHE COACH

Coach

♥️ **HELPING NEW COACHES:**

- 1 Find their NICHE 🎯
 - 2 Create their coaching program 🖥️
 - 3 Launch their 1st high ticket offer 🚀
- 🎯 **Click to find your niche** 🖱️

**no competitive advantage.
anyone could use this bio.**

Storytelling and Niche Coach 🌐 she/her

Coach

- ⚡ Helping Entrepreneurs Unlock Their Brand Story, Niche & Magnetize Clients
- 👤 Journalist: 38+ Million Views
- 💬 DM "Discover" for 1:1 Private Coaching

**Storytelling Niche Coach
Journalist: 38+ Million Views
Big competitive advantage.**

Niche Expert + Sales Coach

Coach

I help coaches find their niche + sell in a way that feels good to them
5yrs 9-5 sales+Niche Clarity Intensive™ Founder

**Niche + Sales Coach
5 Years Sales Experience
Big competitive advantage**

Examples of Competitive Positioning in Bios

Coach A

██████████ | YOUR NICHE COACH

Coach

♥️ **HELPING NEW COACHES:**

- 1 Find their NICHE 🎯
- 2 Create their coaching program 📄
- 3 Launch their 1st high ticket offer 🚀

🎯 Click to find your niche 📌

taplink.cc/rockydiehm

**no competitive advantage.
anyone could use this bio.**

Coach B

Storytelling and Niche Coach 🇺🇸 she/her

Coach

⚡ Helping Entrepreneurs Unlock Their Brand Story, Niche & Magnetize Clients

👤 Journalist: 38+ Million Views

🗨️ DM "Discover" for 1:1 Private Coaching

Storytelling Niche Coach

Journalist: 38+ Million Views

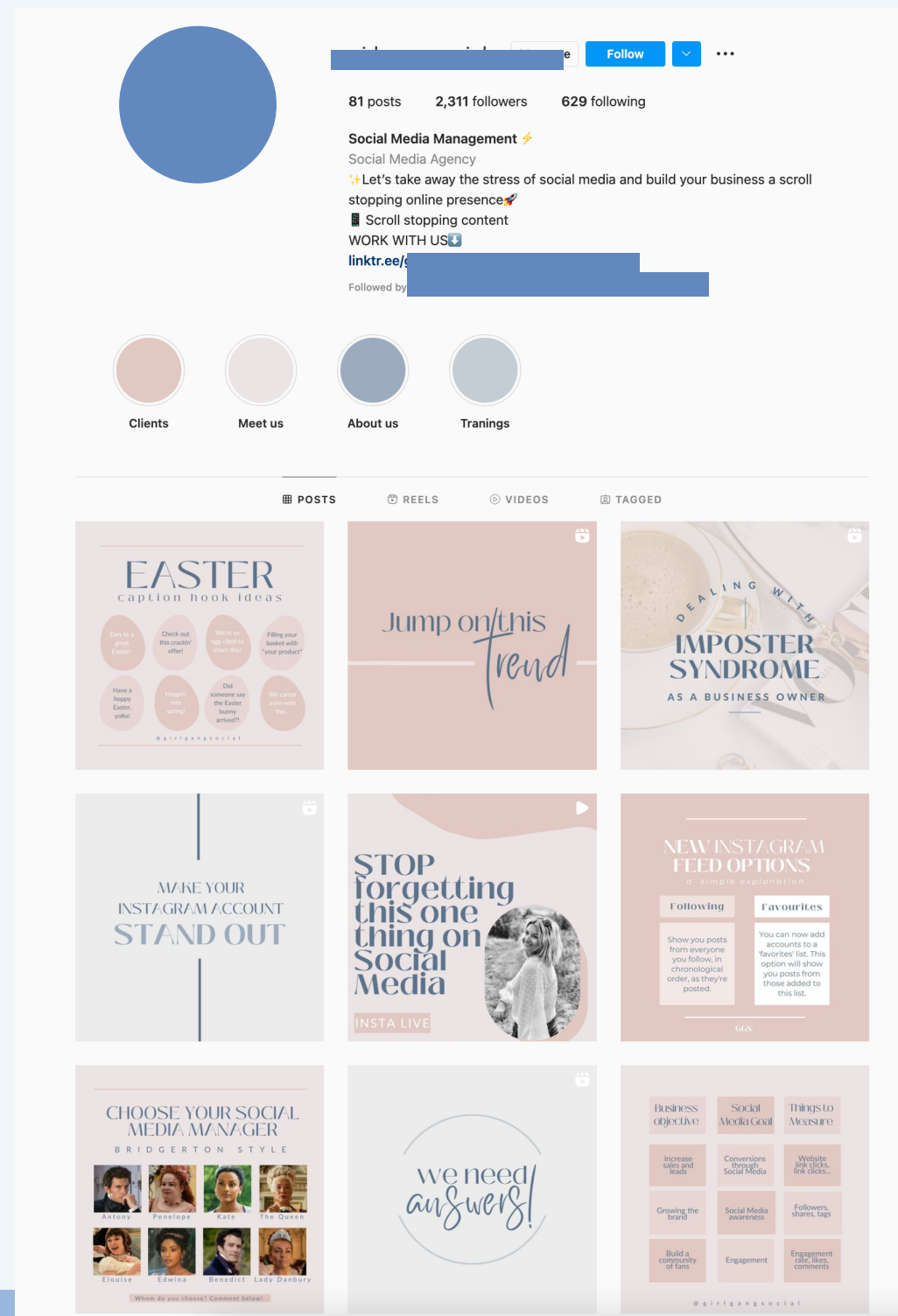
Big competitive advantage.

**Coach B could steal Coach A's bio because
it's so generic with zero competitive differentiation
But Coach A could not do the same.**

Niche = okay...

Niche + Competitive Advantage = HECK YES!

This same problem can often be seen with Instagram graphics, too.

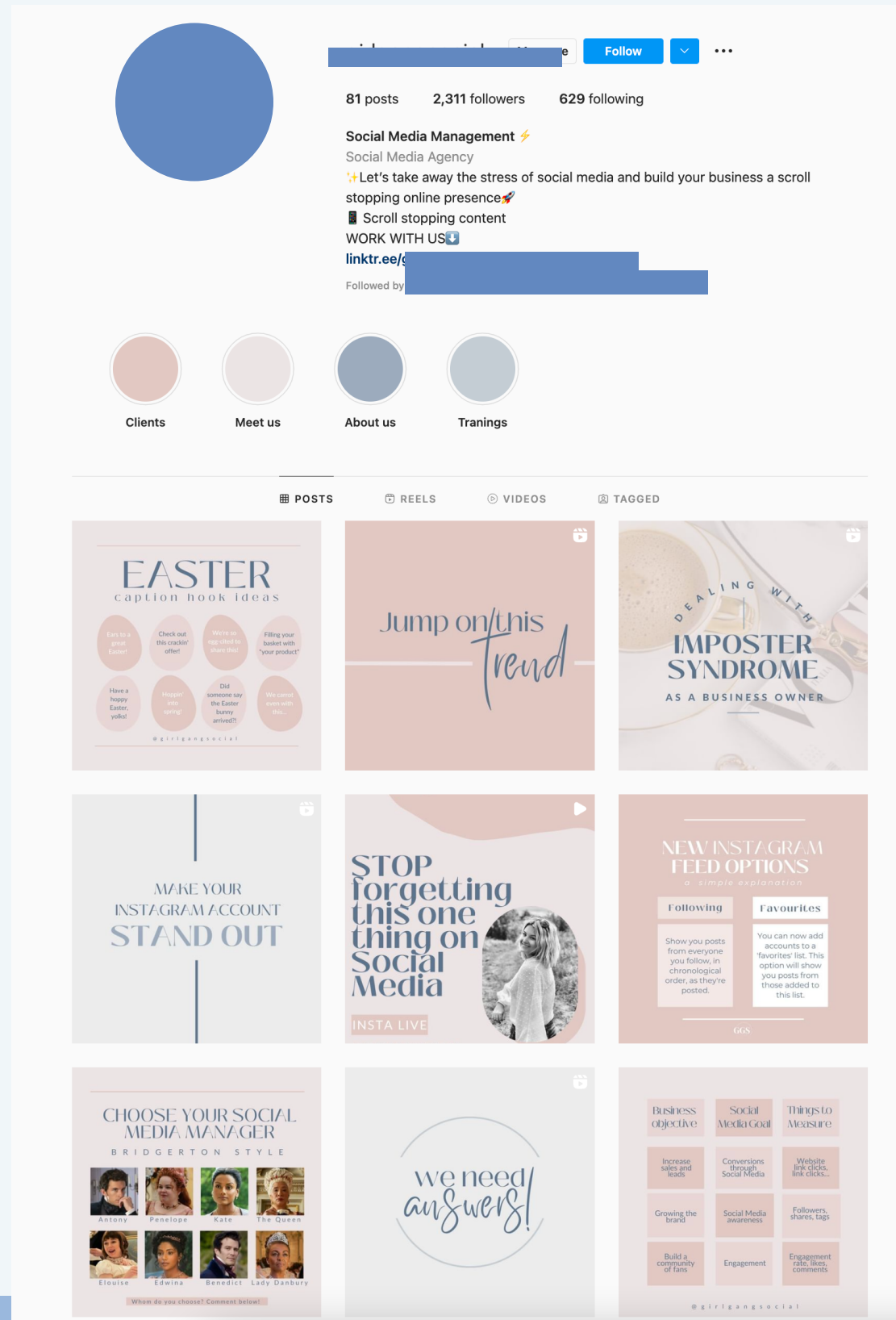


Bio with zero competitive differentiation.

Graphics with zero competitive differentiation.

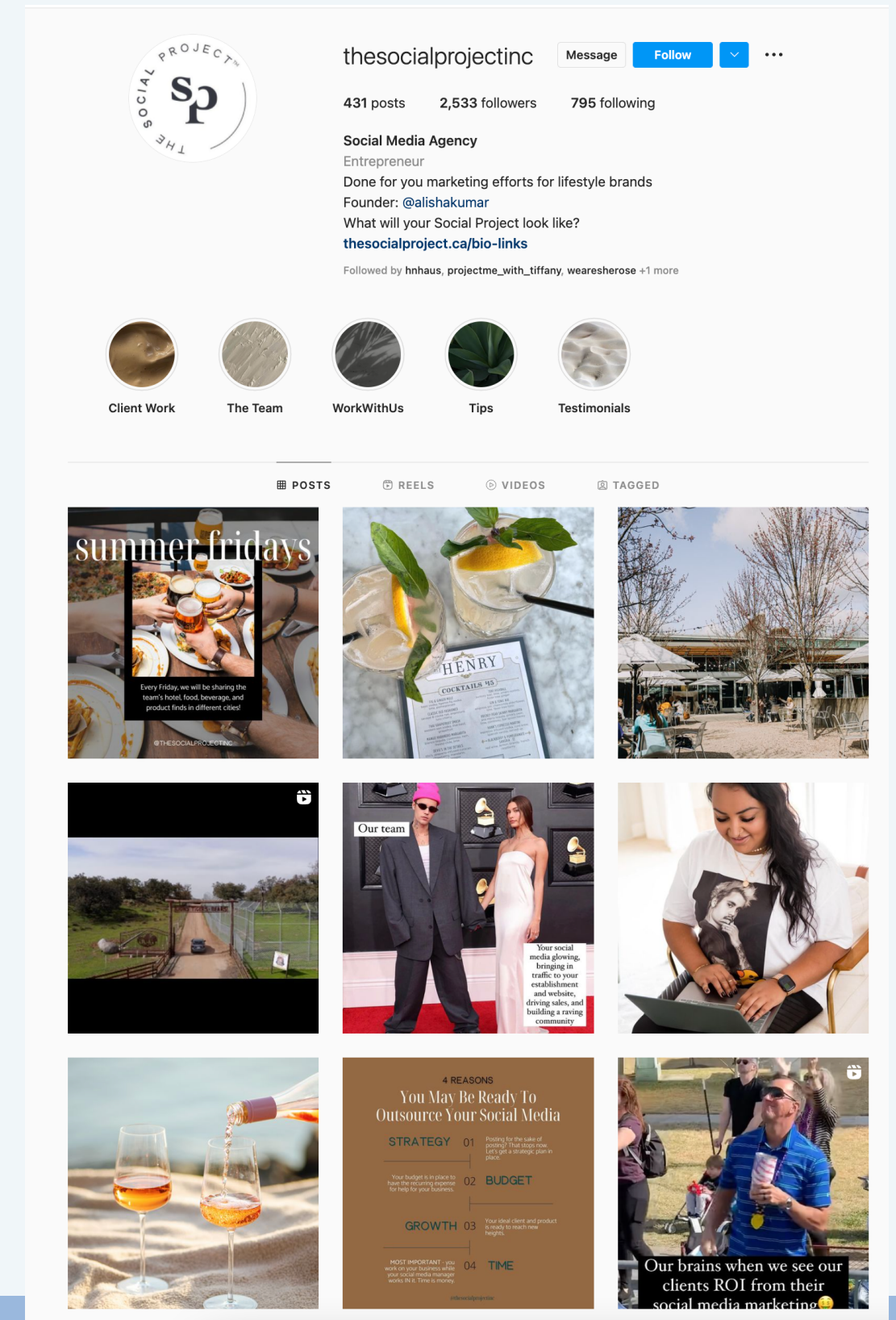
Brand

Simple Competitive Differentiation Exercise



Brand

Introducing a competitor...



Competitor

**What happens if we take the IG bio
and graphics from our brand and
use them for the competitor...**

**would it be obvious that our content
was stolen, or is our content so generic
no one would notice?**

Swap is Easy - Nurture Content is Too Generic

Profile page for a social media agency. Bio: Social Media Management, Social Media Agency. Let's take away the stress of social media and build your business a scroll stopping online presence. Scroll stopping content. WORK WITH US. linktr.ee/...
Stats: 81 posts, 2,311 followers, 629 following.
Menu: Clients, Meet us, About us, Trainings.
Grid: 9 posts including 'EASTER caption hook ideas', 'Jump on this trend', 'IMPOSTER SYNDROME AS A BUSINESS OWNER', 'MAKE YOUR INSTAGRAM ACCOUNT STAND OUT', 'STOP forgetting this one thing on Social Media', 'NEW INSTAGRAM FEED OPTIONS', 'CHOOSE YOUR SOCIAL MEDIA MANAGER BRIDGERTON STYLE', 'we need answers!', and a grid of social media goals.

Profile page for 'thesocialprojectinc'. Bio: Social Media Agency, Entrepreneur. Done for you marketing efforts for lifestyle brands. Founder: @alishakumar. What will your Social Project look like? thesocialproject.ca/bio-links.
Stats: 431 posts, 2,533 followers, 795 following.
Menu: Client Work, The Team, WorkWithUs, Tips, Testimonials.
Grid: 9 posts including 'summer fridays', 'HENRY COCKTAILS', 'Our team', 'Your social media growing...', 'Your ideal client and product...', and 'Our brains when we see our clients ROI from their social media marketing'.

Profile page for 'thesocialprojectinc' overlaid on the competitor's page. Bio: Social Media Management, Social Media Agency. Let's take away the stress of social media and build your business a scroll stopping online presence. Scroll stopping content. WORK WITH US.
Stats: 431 posts, 2,533 followers, 795 following.
Menu: Clients, Meet us, About us, Trainings.
Grid: 9 posts including 'EASTER caption hook ideas', 'Jump on this trend', 'IMPOSTER SYNDROME AS A BUSINESS OWNER', 'MAKE YOUR INSTAGRAM ACCOUNT STAND OUT', 'STOP forgetting this one thing on Social Media', 'NEW INSTAGRAM FEED OPTIONS', 'CHOOSE YOUR SOCIAL MEDIA MANAGER BRIDGERTON STYLE', 'we need answers!', and a grid of social media goals. A red arrow points from the top right towards the 'STOP forgetting this one thing on Social Media' post.

Brand

Competitor

Brand's Bio + Posts on Competitor's Page

Are Your Captions Generic, Too?

Let's take away the stress of social media and build your business a scroll

EASTER

caption hook ideas

Ears to a great Easter!

Check out this crackin' offer!

We're so egg-cited to share this!

Filling your basket with *your product*

Have a hoppy Easter, yolks!

Hoppin' into spring!

Did someone say the Easter bunny arrived?!

We carrot even with this...

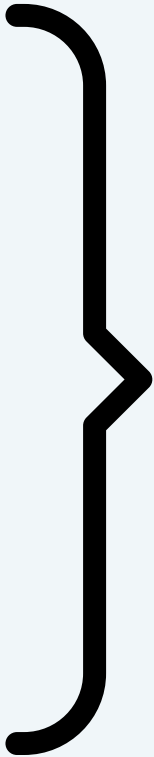
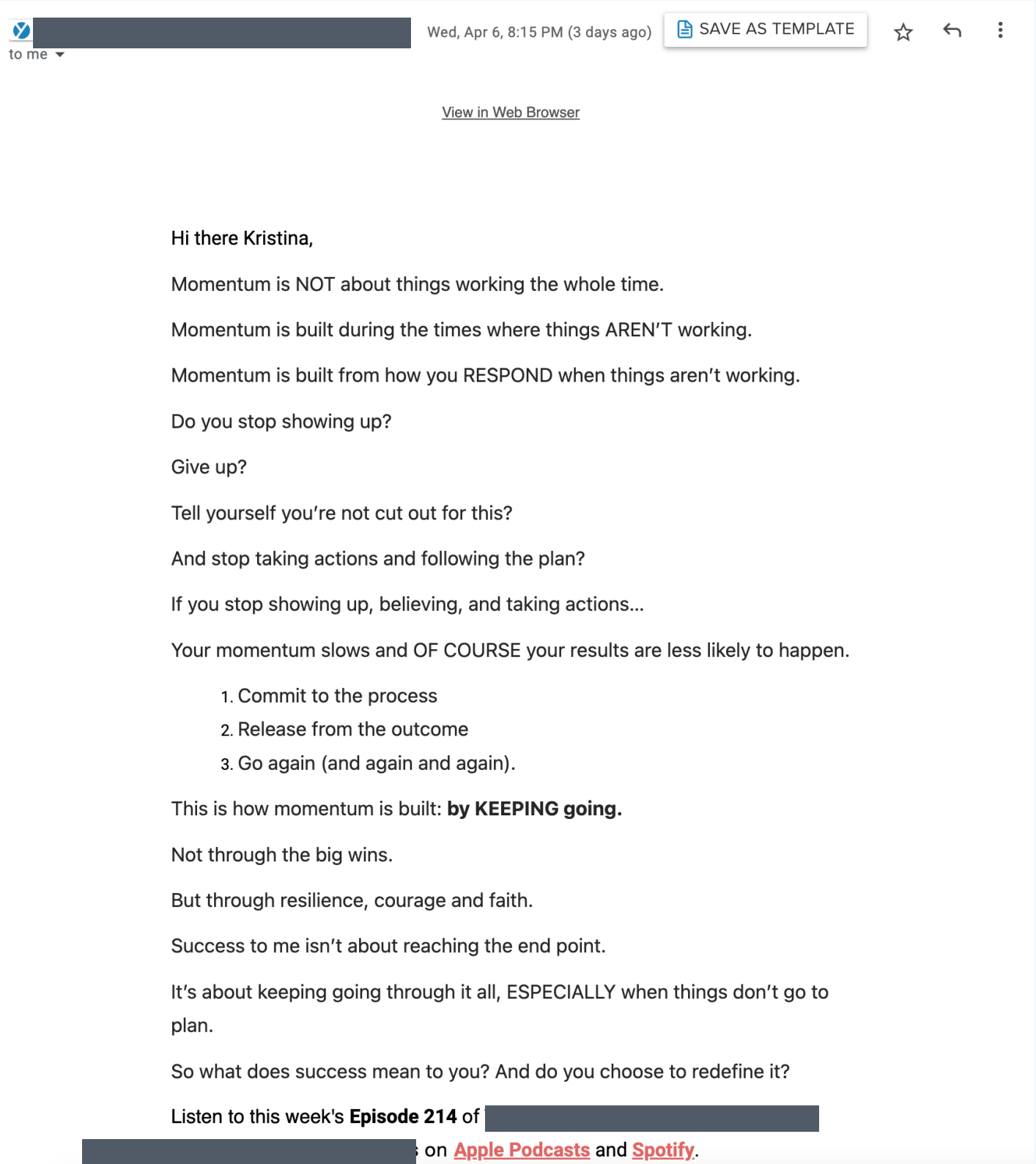
@girlgangsocial



When using generic graphics, captions are a great place to differentiate!

Generic graphics are sometimes needed to create edu content but captions can be unique.

What About Your Nurture Based Emails?



Is there anything in this email that is specific to the sender, or could any business coach take this copy and send it to their list?

You bet they could.

But I wouldn't advise it.

It's Time to Get More Specific

Add elements that are unique to you that a competitor absolutely could not steal.

I love using testimonials for this!

Make sure they STAND OUT visually.

Don't let your best content get lost in the weeds.

✓ Last Chance to Save \$150 on ([redacted])

[redacted] Fri, Apr 8, 8:31 AM (1 day ago)

Hi Kay,

Today is the last day you can [register for the \[redacted\]](#) off the regular price.

[Join the Course](#)

If you've been wondering if this course is for you, here's how to tell:

- Does your child eat less than 30 food items?
- Does your child experience chronic tummy aches?
- Does your child have constipation and/or need to take Miralax daily?
- Does your child experience brain fog and seem less present than they should?
- Does meal time end in meltdowns when you try to introduce new foods?

If you answered yes to any of these questions, the [redacted] course is tailor made for you.

Inside the course you'll get access to video trainings teaching you step-by-step how to expand the range of foods your child will eat with ease.

See What These [redacted] Moms Are Saying

"Recently he has been eating almost everything that is put in front of him - which is so unlike him! I think that he is feeling so much better." [redacted]

"This homemade Pad Thai has rice noodles, crunchy bean sprouts, mushrooms, fresh cilantro, carrots, green onion, and he's eating it 🤪🤪🤪 thank you 🙏" -E.H.

"He asked for chicken with his tortilla, which was honestly shocking! He has always loved his plain tortillas, so it was a big deal for him to voluntarily suggest putting something



Ways to Establish Competitive Differentiation

- Offers that go above and beyond
- Bonuses

- Client success stories
- Testimonials
- Your personal story
- Use your personality

Use this content throughout your customer journey.

**Let's talk about nurturing throughout
the customer journey.**

Steps in the Customer Journey

- Attention - your ideal client discovers who you are for the first time.
- Engagement - you turn attention into engagement by giving something in exchange for attention.
- Transaction - you solve a micro problem for free (lead magnet) that gets you an email address.
- Micro-commitment - you get them to commit time or money (free consult/low ticket).
- Proof - you prove you can help them with the next step; give something of value to build trust.
- Progression - if you build trust you will get them to progress to the next offer.
- Advocacy - if you deliver a good experience they will give you a testimonial.
- Champion - if you deliver a great experience, they will champion you to others (referrals).

Attention

Attention - your ideal client discovers who you are for the first time.

- Social media
- Social ads
- Google Ads
- SEO
- Pinterest
- YouTube
- Billboards / print ads / etc.

Make sure your content here sets you apart (within your niche).
This is likely your social media bio and/or homepage.

At this point your Ideal Client is likely evaluating multiple solutions, and you're just one of them.

Help them see why they should dig deeper into your offers.

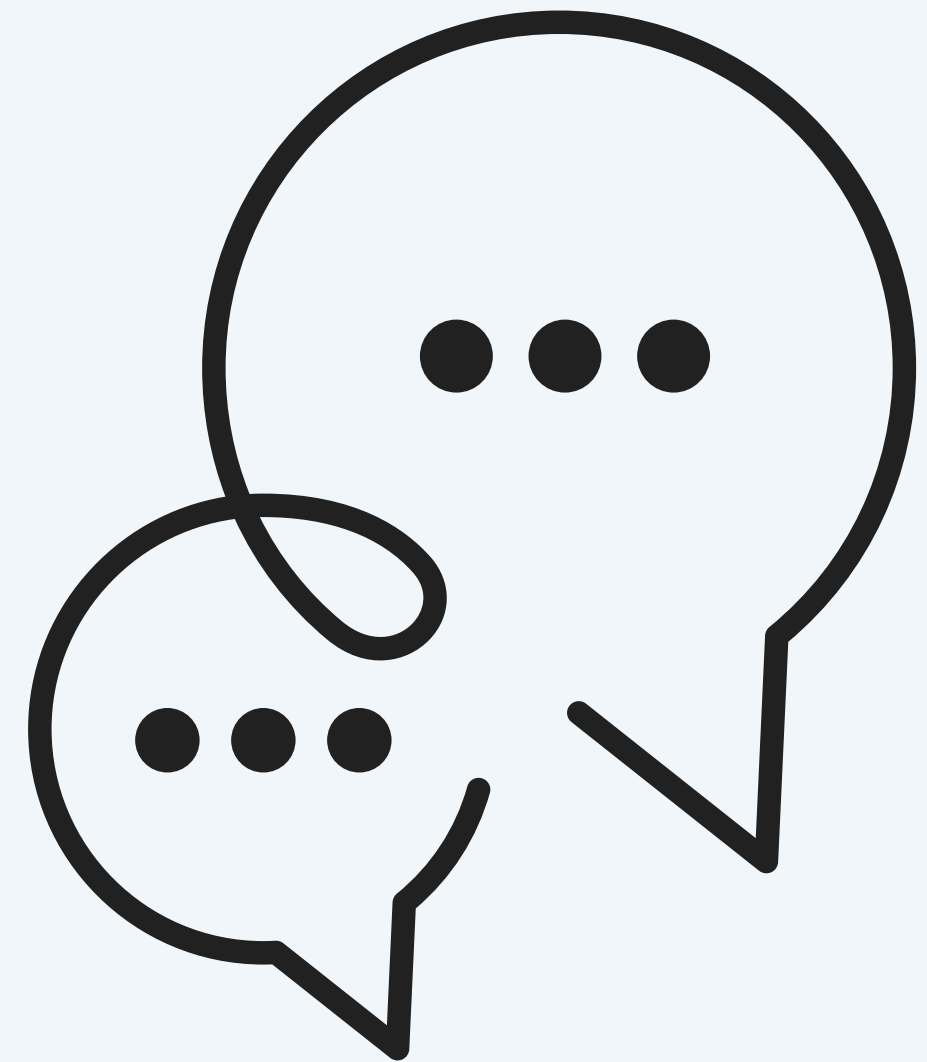


Engagement

Engagement - they read your top of funnel nurture content and if it resonates they will:

- Follow
- Like
- Comment
- Reply
- Save
- Share
- DM

At this point your IC is likely are also looking at multiple brand accounts, so having your nurture content stand out here is important so they start seeing how you're positioned to be a better fit to solve their problem.



Transaction

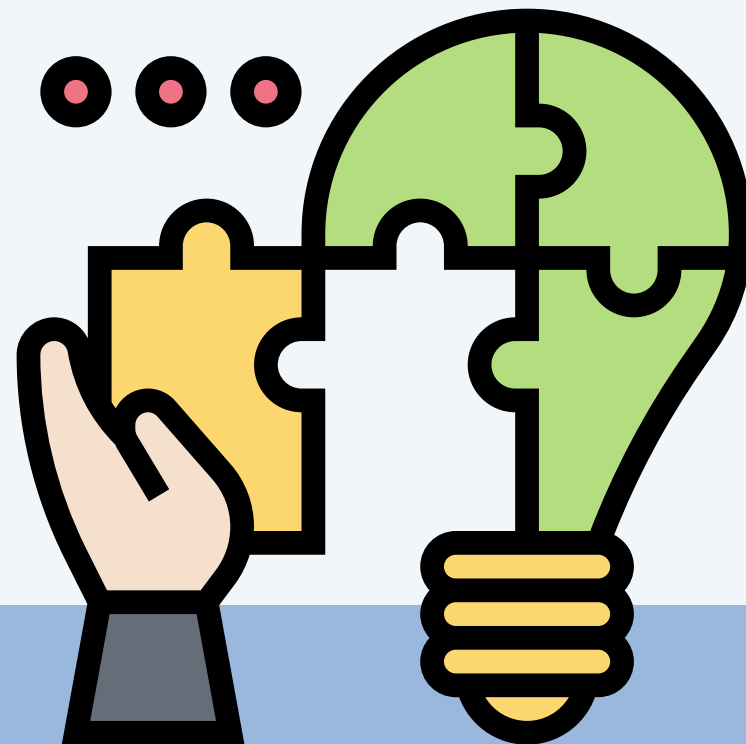
Transaction - you solve a micro problem for free to demonstrate value and build trust.

- Free lead magnet
- Highly valuable
- Solves an immediate problem
- Mutually beneficial
 - They give you their email, you give them a solution to a problem
 - For this to work it must meet them at the place they're at in the customer journey
 - Ex. If I told a first-time CEO who had made \$0 in sales how to manage a \$10K per month ad budget, they might be interested because it's aspirational but it wouldn't be immediately helpful
 - Ex: You give someone tips on how to host discovery calls but they don't have an audience to talk to.

Micro-commitment

Micro-commitment - you ask them to commit time or money to take the next step.

- This only works if you have actually proven to them you can solve a problem they have.
- They **MUST** feel curious to learn how else you can help them.
- Next step is usually a discovery call, free consultation, or low ticket offer.
- To help them make a quick decision you must position yourself as the best solution.



Proof

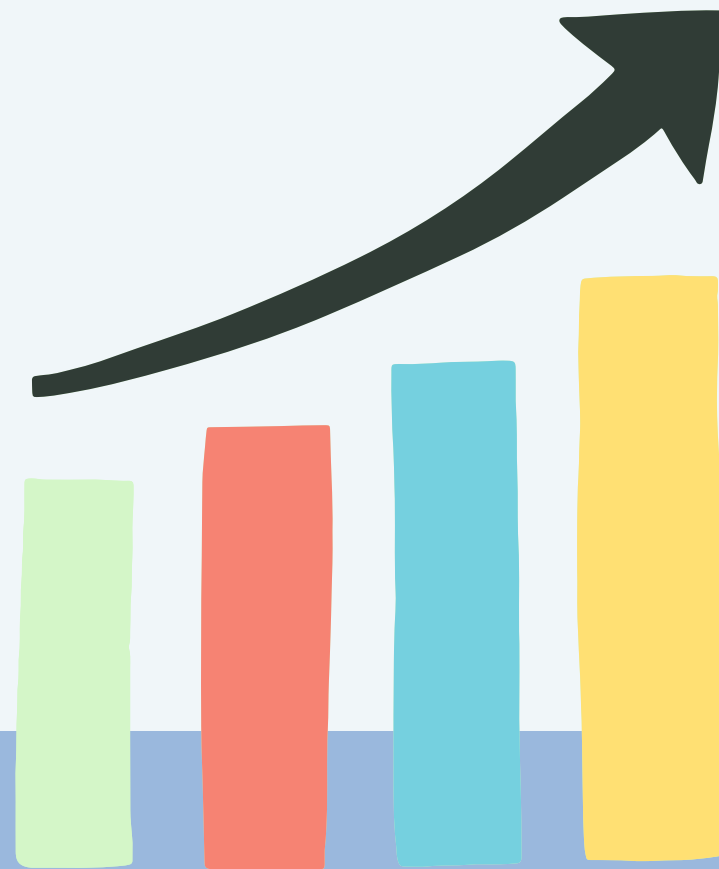
Proof - in the next step you build upon the trust you earned with your initial transaction (free offer) by showing you can 100% continue to help.

- You do this through persuasive conversation (discovery call / free consult / DM conversations)
 - Demonstrate you have the solution to their problem
 - Tell them WHY not HOW
- Or have a low ticket offer that over delivers on value
 - This is a loss leader in many cases
 - But you deliver the WOW factor
 - Make them think "I need more" and "I want the next step right now"
 - Then they buy your higher ticket offer where you generate profit

Progression

Progression - if your proof that you can help them is persuasive and strong enough (and different enough from the competitors they're evaluating) then you will move them to the next step.

- They will progress to your core offer or next offer
- You will see profit / ROI
- You will start the relationship off on the right foot - no skepticism of "will this work"



Advocacy & Champion

Advocacy - if your client has a good experience in your core offer, they will want to advocate on your behalf. They will give you testimonials.

Champion - if your client has a great experience, they will be willing to champion you by referring others to you so they can have the same experience.



Your unique nurture content that positions you as the best solution should be woven throughout the customer journey.

Yes, you will still put out some more generic educational content to demonstrate subject matter expertise... but this should not be the ONLY content you put out to nurture prospects.

Okay now it's your turn to talk....

Q&A