

Stephen (00:00):

Hello again, welcome back. Now, it's time to get our hands dirty around supercharging your email. So you are ready to go with this three time a week cadence. So, let's dig in. We're going to cover purpose, frequency and cadence in this short video. Let's start with frequency and cadence and, I think I actually mentioned this in the previous video, what we have tested and tested really, really well, or what tested really well is the three time a week cadence. That breaks out to be Tuesday, Thursday, Sunday, or what we recently just went to because of some feedback from our audience. We actually just moved the Sunday to Saturday and we're noticing some higher open rates and we got some feedback of, hey, you know what? I don't work on Sunday. And so then I don't see your email until Monday, so if you could maybe change that to Saturday, that would be awesome.

Stephen (01:03):

We're doing some experimenting there and the initial results have been positive. So that's cool. Let me walk through the type of content that is being shared at each of these stages. And then we'll go back up in higher level into purpose. So the Tuesday, Thursday, Sunday, or Saturday breaks out like this. The Tuesday email and the Thursday email, that's where you're going to be sharing a golden nugget, something that you recently discovered in maybe a Q and A call, or maybe it was a call with a client or prospect, or maybe this was a nugget out of research, or maybe you are a guest on somebody else's podcast or video series and you sliced and diced three or four golden nuggets out of the content that you shared during those interviews.

Stephen (02:00):

We'll get into the topic finder in just a little bit, but that's what we're talking about with respect to golden nuggets, which we covered in the fast eight, how to slice and dice your content like a pro. But so Tuesday and Thursday, think of those days as these are golden nugget days. This is where I'm trying to be super helpful to our audience, Tuesday and Thursday. And it's just the one single golden nugget. Okay. And then the Sunday or Saturday email is more of a newsletter. So this is where you're going longer form. This is where you're sharing maybe a video and then maybe a golden nugget from a podcast interview. And then maybe something like this is where you're going to promote your Q and A. I'm going to share several examples with you of content for the Tuesday, Thursday, Sunday, so that you can see all of that dialed in and in good, tangible examples in this module.

Stephen (02:58):

We're going to walk through an example during the video, but in this module, there are downloadable examples, templates, if you want to use them as such where you can copy and paste and just be able to replace with your content, your golden nuggets, but the formatting is there. In order to save you some time and make this as practical and tactical as possible, this is where we're getting our hands dirty right. In these modules. Okay. So that's the frequency and cadence, Tuesday, Thursday, a golden nugget, Saturday or Sunday longer form where you're combining video golden nugget, or maybe a golden nugget from a video, golden nugget from a podcast interview, and then maybe a promotional thing like you're inviting people to your weekly Q and A, that three chunks, three different content sections, I should say, would be a great way to format your Saturday or Sunday eNewsletter.

Stephen (03:53):

Let's dig back into, let's dig back into purpose. When we're talking about purpose, what we mean by that, or what I mean by that, is this is where you are sharing your smarts and you're sharing your smarts

through the lens of let this be the litmus test, right? Think about it through the lens of your audience. And when they receive that golden nugget email, they're going to be thinking, how does this help me be better today? Ultimately that should be your litmus test before you hit send, you should be thinking, okay, if I'm on the other end of this and I receive it, how does this help me be better today? And if you can't answer that question, then you should revise the content. So share your smarts through the lens of how are you being helpful today by hitting send.

Stephen ([04:48](#)):

That's the first thing. Next is how do you, in this content that you're providing, you're helping them be better. That's awesome. But are you helping your audience grow? Now, think about that from a couple different perspectives, grow in capability, because you're sharing your smarts, you're helping them grow in capability. But are you also writing content that is worthy enough to maybe forward and share? And so then your audience grows in numbers because the content is that helpful and it's that good. Okay. Lastly, and actually, I'm going to add one more to this. Not lastly, next to last is this is not about, oops, this is not about selling. Your Tuesday, Thursday, Sunday or Saturday, newsletters are not about selling. Occasionally will you put some lead gen in like the Sunday newsletter, if you're testing out a new program and you want to see if anybody would be interested in that? Sure.

Stephen ([05:56](#)):

The true selling or the lead gen content that is going to be coming, that's going to be coming through -- also in the fast eight -- your spear email or the spear emails, the separate spear email, or the spear emails that are baked into the new lead sequence. The three time a week cadence is really, truly about, the whole purpose is about helping, about teaching, but generously sharing your smarts. Then one last thing is your email is simply for delivery of your smarts. It's not all of your smarts crammed into one email. So for example, let's say that you guested on somebody else's podcast. Awesome. And there were like three or four golden nuggets out of that episode. Awesome. And maybe you've taken that content either wrote a blog post about it, or the podcast host gave you the original audio file or you downloaded it and you have that now as part of your website content with some blog post content wrapped around it.

Stephen ([07:13](#)):

Well, fantastic. Your email is only a delivery mechanism of the golden nugget and enough of the golden nugget to entice the recipient to want to click and read the blog post, or go listen to the entirety of the episode, or go watch a video that you sliced and diced out of it. So that's the point. This is not you sending like a thousand words or 1500 word long email. Sometimes some very, very good writers are great at sending long form email. And I have no doubt that that works for them, just to be clear. But what we're suggesting here, three times a week, is shorter form. And we'll get into that recipe in a little bit and is not the entirety of your smarts. It is just a delivery mechanism or delivery vehicle for a golden nugget out of your smarts. That's purpose, frequency and cadence. We'll come back and we'll cover topics and formatting and all of that in the next several videos, as well as the templates, so that you're fully dialed in and can start sending supercharged email right away. Be right back.