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WRITING EFFECTIVE NURTURE CONTENT - A HOW TO GUIDE

Here's your quick template for writing effective nurture content. There are other forms of content that I can teach you, but this is the primary and best way to move people toward buying.

A few tips before we dive in:

After every single piece of content you write, and before you get feedback from me, reread what you wrote and MAKE SURE you are:

- Speaking to your Next-Level Client, not your OLD ideal client, and using their words
- Addressing a real micro-problem you know they have
- Speaking to the solution and some of your process, but not going down a rabbit hole of detailed how-to's
- Using details and visual cues so people can picture themselves
- Sounding conversational and real
- Ditching any extra words, sentences or paragraphs that aren't necessary

Here's the format:

1. **SHOUT OUT: Use a casual-sounding, provocative, short subject line** or lead-line if it's a social post -- as opposed to "The 3 keys to XYZ" (which are ok to use once in a while, but are overdone at this point). Notice how specific these are.

Examples of how you can do this:

- a. **The thing they really want:** *Intimate group programs that sell themselves* or *Earning money while you're at yoga class* (these are VERY effective, start here, in fact you could use these every time)

- b. **Provocative question:** *Are you ready to step fully into your role as teacher/ leader? (you have to test subject lines and see which work best for your audience, questions can work or not work)*
- c. **A problem they have:** *Over-giving and under-charging as a business model OR When you're attracting clients who expect you to do the work for them*
- d. **Controversial topics:** *The problem with "6-figures" as the standard of success*
- e. **Random or silly:** *Overstuffed burritos (this doesn't work with all audiences - this was from a post where I compared burritos and over-packed group programs)*

PRO TIP: If you use the thing they really WANT as a subject line (a), people are more likely to read all the way to the bottom, because they want to know how to get that.

You also want to TEST these. I use the A/B split testing mechanism on Mailchimp (super easy) and have learned a lot about what my clients open and what they don't.

In social, you just see how many people like and comment compared to others.

And, another Pro Tip: if you have a really low open rate on something, you can resend it with a different subject to folks who didn't open!

2. **MICRO-PROBLEM SCENARIO: Choose ONE very specific present pain or problem your clients have** (they have hundreds, these are all sub-problems, or micro-problems or symptoms of the main problem they have) and spend the first few lines or paragraph talking about it in DETAIL so they know you GET exactly what they are experiencing (they feel SEEN). Like set the scene - (you can even say "picture this" though please don't overuse that, but that's the idea).

Write about the immediate impacts as well as the larger ripples of negative impact it can create in their lives when it goes unchecked. Like someone may not feel well, but then it also means they missed a

special dinner party with their friends, and this affects their mood, and then they blame themselves for xyz, etc etc.

And what are they currently doing to solve this problem? This is all part of the problem scenario... the problem itself, and how they're trying to deal with it.

This may also be framed as a MYTH they believe or a MISTAKE they are making and how they're trying to fix it. This all sets the stage.

There is an art to this... don't make people wrong or they won't be attracted to working with you. There's a difference between critiquing a *system or pattern or habit* and judging someone's behavior. Have compassion, show people you get them, not making them small.

You also want to be careful not to spend TOO long in the muck of what's wrong, because, well, that's just not so inspiring, and you'll attract people who are in a lot of struggle or people will just check out of reading. Don't spend 5 paragraphs describing the pain.

You can use a story or a metaphor too. Like you can tell a client story, a personal story, or you can do something like my overstuffed burrito post to make people really get your point. Just set the scene, no matter how you do it.

- 3. THEIR ASSUMPTION: What do they believe that is causing them to behave this way?** What's their belief about how it's gotta be, and/or what the conventional wisdom says it has to be, or the rest of the industry or society says they should do about it. You're basically saying *"You keep doing xx and thinking it's the only way through, because you were told that this is how it has to be."*

And you can also point out that often this way of doing things actually makes everything WORSE, even though the person doesn't always realize it (though sometimes they do).

To give a basic example that combines #2 and #3: Someone feels crappy they gained weight after pregnancy and wants their damn jeans

to fit again. They go on a very strict diet, they skip meals with friends. They do lose some weight but then gain it all back, and go through the whole yo-yo diet thing, and it's actually making them feel worse, inside and out. They feel like the only way to look and feel better is to restrict themselves.

Another way of accessing this is: What's the assumption they're making and acting on that's holding them back from what they really want?

The assumption might also appear earlier, integrated into the problem itself. For example, you could start a post with, "Many folks believe XXX," or "Do you really have to post on social everyday to grow your business?" and then move on to describing the problem in more detail and then move on to #4.

4. **MINDSET SHIFT: Tell them why the conventional solution or the way *they're* thinking about it isn't working and tell them what will **actually** change their situation.** This is the meat of it, the moment where they get that super valuable "a-ha," and realization that there actually IS another way besides the ineffective or even painful stuff they've been trying.

(By the way, THIS is a huge gift to your audience, to give them a realization that change is possible. And it's where they see how YOU are different/have a different way)

So here you bust their assumption and give your analysis, your *point of view* about the problem and the perceived/faulty solution. Then, you share, according to your model, what's really going to move the needle.

Be specific, don't worry about giving away too much. Show people you have a truly different way of looking at this and a real solution that's different from everything else. You can also share a little bit of your methodology here, although, you don't need to get into major details of your methodology in this kind of post, the basics are plenty or people will glaze over.

In keeping with our example, you explain why yo-yo dieting and restriction isn't working, and then offer your solution, which might be

that diets aren't even the answer, it's actually about accepting your body as it is.

*Make sure to mention that when they embody this shift, or change this thing... they will start to see that outcome they really desire. Be specific of course about what that is, in this example, it might be finally feeling like themselves or liking their body again, or wanting to get out and start doing things in the world again post-pregnancy.

5. **CALL TO ACTION: Say something to the effect of: THIS is what I help people with, call me, and share the process.**

It's so important to be clear here, and to make it easy and comfortable to reach out to you. People won't reach out if they don't know what they're reaching out for or what will happen next.

Specifically, you can say something like:

In my XX program, we will help you do [the thing you talked about in this post] so that you can [restate your big outcome/offer statement.]

If you'd like support with this, please email me back/DM me, and I'll send you all the details. If it feels right, we can set up a chat to make sure you're a good fit.

Our next round is enrolling now, and there are limited spots (if that's true).

Another way to say it:

This issue (the one you just wrote about) is one of the things I help [your ideal client type] with everyday so they can [your specific, major outcome]. It's also a big focus in my XX program, along with [these other two or three amazing things we do]. If you're interested, email me back/DM me, and we can have a chat to see if it's a fit.

However you write this, be specific and tie the point you made in the post back to the larger outcome they want (which is your offer statement!)

Question everyone asks: *Do you do a CTA each time? When you're launching, yes. When you're not, you don't need to. Though you can always be adding folks to the waitlist for the next thing. Leave a few without a CTA so you're not selling ALL the time (and so people realize your program is time limited and not ALWAYS available.)*

That said, simply asking people to get in touch if they're interested at the end of a super high-value post is not pushy, sleazy, or salesy. You're simply letting folks know there's help available if they want it.

These posts can be of any length, from super short and bold (like a provocative sentence or two) to multiple paragraphs, as long as the writing is compelling so you don't lose people. (Unlike the [Hand Raiser](#), which is meant to be brief.) I personally aim for about 600-700 words, but they are often a bit shorter or longer. Everyone is different!

Another way to look at it: These posts are short stories:

You have this very specific problem and it's causing xyz to happen in your life. (Or, you believe this myth.)

So you try this and that because so-and-so/society told you that's how you solve this problem.

But then what happens is xyz, and THAT doesn't work/feel good/etc.

Here's the thing... that solution doesn't work because it's not addressing the actual problem.

Here's what's actually happening, and to solve that, you actually need to do [your solution.](this is the mindset shift or a-ha moment!)

I help my clients with this all the time, in fact a client the other day [just had this awesome transformation]. If you need support with this, send me a DM and we can set up a time for a no-pressure chat to see if my XX program is a good fit.

We start next week, and there are two spots left.

Thinking of Ideas for Content:

- **Problems:** What do your clients ask you on calls? What do they say in sales conversations or on your application form that they are having trouble with? What are their comments to your posts and emails? (this is where I get the VAST majority of my post ideas)
- **Assumptions:** What assumptions do your clients make about how something has to be done?
- **Objections:** What objections do your clients have? (this won't work for *me* because xyz)
- **Build on what's worked:** If you got a great response to some content, sit down and think of three different ways to go deeper into that topic, or three other angles on that topic, and start writing.

If you're stuck, ask for a group brainstorm session on one of our calls!

And definitely keep a repository of ideas so that when you go to write, you don't have to think of something on the spot.

Finally:

You'll see in the samples that I don't always follow the exact order, exactly. Once you've written a few of these, you'll start to see how the problem, their response to it, the assumption, and what works better can really be woven together in different ways.

It may feel awkward at first, but you can absolutely do this. All marketing strategies take time to learn. Would you rather learn this or how to create a webinar funnel?

And, you can use this SAME FLOW on video. It's literally no different.

And hey... this takes time. Sometimes, someone will see ONE POST and sign up to work with you. But what we're doing with this kind of content is creating long term relationships and moving people toward the sale over time, without crazy, short, intense launch periods (we Low Key Launch instead.)

