

Ep #214: Why You WANT More Email Unsubscribes

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With Your Host

Simone Grace Seol

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked, without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science, and you can do it too. Listen on to find out how.

Hello, my friends, let's talk about email unsubscribes. This is something that I teach my clients about very often. I want you to know exactly how I think about building an email list, and specifically, the most sort of emotionally, you know, difficult. I mean, it can be emotionally difficult part of things. Which is, when people sign up to your email list, and then unsubscribe.

I cannot count how many times I've coached my clients on how to deal with emails unsubscribes, how to think about it so it doesn't wreck your day, it doesn't wreck your self-esteem, it does not, you know, become this big, scary thing that, you know, damps down your confidence. I hate to see that happen. I have a very unique philosophy on email unsubscribes. I want to tell you all about it, so that you will never be brought down by an email, unsubscribe, again.

So, here is my bold assertion about email unsubscribes. You want lots of email unsubscribes, all of the time. You want more unsubscribes. If no one's unsubscribing to you, if only like one or two people every so often unsubscribe from your email, you have a problem. A healthy email list includes lots of unsubscribes. I want to tell you why. I'm going to tell you exactly why in a minute.

But before, I want to tell you what your email list is for. Your email list, actually, I'm gonna tell you first what it's not for. Your email list is not a popularity contest. It's not a friend group. It's not a WhatsApp® chat group, where you are supposed to get along with everyone. It's just not. Your email list is a mechanism through which you create intimacy with the people who want to buy from you.

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It's a mechanism through which you make yourself useful to them, and then sell to them. I'm going to repeat that; your email list is a mechanism through which you create intimacy with people who want to buy from you. Think about it, people who want to buy from you is a very different subset of human being than people who like you, people who are your friends, people who are your acquaintances, people who even love you; there might be some overlaps.

There are lots of people who love me in my life. Not close to all of them, are interested in buying anything from me. My brother loves me. He's not going to buy something that I sell, because he's not my sort of target clientele. I have a bunch of friends who have zero need to learn about coaching or marketing. And they love me, they adore me, they support the shit out of me. They love everything I do. I mean, these friends I have, and they're never gonna buy from me.

People who like you and support you, I literally want you to imagine Venn diagrams, right. There is a Venn diagram circle of people who love you, people who are your friends, people who support you. And then, there's a Venn diagram circle of people who actively want to buy the shit you sell. There is a small intersection between these Venn diagram circles. And I need you to be very clear, which circle and which intersection you're speaking to.

If someone is not actively interested in becoming your customer, or already is and wants to buy more from you, they do not belong on your email list. I don't care how much you love them, how much they love you. And even that, I want to say, not everyone who loves you and actively wants to buy from you, not even all of them are on your email list. I have tons of people who don't receive emails from me, but they buy a lot of things I offer, because they see my offers through other ways.

But the very minimal requirement that someone needs to, you know, remain on your email list or get on your email list, is that they need to want

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to buy from you. If they don't meet that qualification, they need to fuck off with love. And I don't mean fuck off aggressively, just need to go away. They don't belong on your email list. Right?

So, please remember this, you only want one kind of people to remain on your email list. And for whatever reason, if they don't meet their requirement, and they somehow made it into your email list, let's say somebody was a friend, they want to support you. But they're not your ideal clientele. Somebody, I mean, for whatever reason, they were interested in something you're offering, but they're not interested in being a customer anymore.

For whatever reason, if somebody made it onto your email list, and they are not actively wanting to buy from you, then you know what they should do? They need to unsubscribe; you need to cause them to unsubscribe. I mean, you don't need to like go out of your way to think about that. Because if you do what I'm going to teach you to do in a minute, that's naturally going to happen.

I'm going to tell you something amazing, and I think I heard originally, my friend Kara Loewentheil say this about her email list. And then, somebody said that my other coach colleague, Corinne Crabtree, said this about her email list. So, I'm not sure who said it originally. But I want to make sure, I want to let you know that I wasn't the one who came up with it.

But when I heard this sentence, I was like, mic drop, that is the best. And the sentence is this, "Buy from me, or get off my list." Buy from me, or get off my list. One of my coaching colleagues, who has a giant business, said that at some point. I was like, damn, that is good. You're gonna buy from me, or you're gonna get off my list, you're gonna unsubscribe. I love the unapologetic attitude of this sentiment, of this statement; buy from me, or get the fuck off my list.

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And I have some variations of this that I am going to suggest to you, that you adopt as your models, as well. When I think about my list, here are the kinds of thoughts that I have. And by the way, these are effective thoughts, because my email list makes me lots and lots and lots of money. So, I think, buy from me, or get off my list. I also think to myself, love me, adore me or get off my list, right?

Because I get emails sometimes, from people who don't necessarily love me and adore me, and they want me to change this or that, or they don't like this or that about me. That's not a problem. There's nothing wrong with them, there's nothing wrong with me, they just don't happen to be in a position where they love and adore me. Totally fine, they just need to get off my list.

Another thing I say to myself, hey, you know what? You're going to be dripping wet and turned on by me and everything I'm selling, or get off my list. Listen, literally, if we're gonna have this relationship, if you're gonna receive my emails, if we're gonna have this ongoing relationship in which I take up precious room in your inbox, I don't want it to just be meh for you.

I want it to be good for you. I want you to want it. I want you to get pleasure from it. I want you to look forward to it. I want you to be juiced up about getting emails from me. I want you to be turned on by me. I want you to be turned on by my selling. I want you to be turned on by everything I do.

If you are not, totally fine. Get off my list. You're gonna love me so much, you want to hear every word out of my mouth, even when you're not planning on buy from me. That's totally fine. But if that's not you, get off my list. Be someone who's so nourished by every damn sentence out of my beautiful brain, whatever I'm talking about, or get off my list. Right?

So, you see what I'm doing? I'm intentionally building relationships with people who fucking love me. Who love to be sold to by me. Who love hearing every idea I have, every thought I have about whatever. If you get

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my emails, you know that I actually talk about lots of different topics. You know, I often talk about marketing and business, but not always.

Sometimes I'll just tell you about my life. Sometimes I'll tell you about something super random. The other day, I think, like last month or something, I just sent a poem. Just a poem that I read, which I loved. There was no context. There was no 'buy this,' there was no sales pitch, it was just a poem. I was like, this poem is so awesome, my people are going to read it.

Or, even if they don't want to read it, I'm at least going to ask them to consider reading it, right. I do all of that. And I want the kind of people who are like; whatever Simone's talking about, I want to hear about it. Even if she just sends me a poem. If Simone thinks it's worth reading, it's probably worth reading. Like, I want that person on my email list.

And everyone else can please unsubscribe. And when I am being loud enough, insistent enough, about who I am and who I'm building a relationship with, guess what? People who are not that, naturally opt out, they unsubscribe; that is good.

That is how I have such a high email open rate, high click through rates. You know, that just means, among everybody who gets your emails, how many of them actually reading? How many of them are actually reading the emails and taking action? Right? Those are the metrics that matter.

That's what matters, not your unsubscribe numbers, right? So, I gave you, so far, my philosophy on who you should be thinking about when you're writing emails. Who you should be thinking about when people respond to your emails. Because I've seen so many coaches' confidence be rocked by this kind of thing. Where they'll send an email and they'll get replies from people who do not belong in the right Venn diagram intersection, right.

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They might be like; oh, I don't like that you're doing this thing. You shouldn't be selling that. You shouldn't be charging money for that thing that you're charging money for. Right? I disagree with what you said about... You're sending too many emails. You're making too many offers. I disagree with you. All those people, there's nothing wrong with them. There are lovely people who are on an email list they shouldn't be on.

My personal strategy for how to deal with those people, is that I just let them have whatever opinion they want. And, I keep doing my thing until they unsubscribe. You know, if you're going to talk to lots of people, some of them are going to talk back. And your job is to say what you want.

Stay in the frequency of what you want to transmit. Be in the energy you want to invite people into. And have all of that be so clear and strong, that anybody who's not vibing with exactly that, naturally gets the hint and show themselves out the door.

That is what an unsubscribe is. People who don't directly contribute to the best in your business, showing themselves out. So, whenever my clients say, "Oh, I got this many unsubscribes," I always say, "Yes, celebrate. If you're getting unsubscribes, you know you're doing it right."

And on the corollary, I say, "If you're not getting tons of unsubscribes, that's actually not a good thing. And it could mean one of four things." Okay, let me just repeat; if you're not getting a lot of unsubscribes, you actually want to be curious about what you might want to do differently. Because not a lot of unsubscribes could mean one of four things.

One, if you're not getting a ton of unsubscribes, it might mean that you're actually not sending enough emails. If you're not sending enough emails, the problem is your subscribers don't know that you exist. Or, they might know that you exist, but only very vaguely register who you are and what your business is about.

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If you don't send enough emails, people barely register that you exist. And therefore, they don't really think to unsubscribe, because your presence is so, like, not there. Like, there's nothing for them to react to. Which also means, like I said, that people don't know about your offer. Which means you're not going to be selling. Which means your selling is weak through email, because there's just not enough.

People don't know you exist, therefore, that's why they're not unsubscribing. You see what I mean? If you're not getting enough unsubscribes, it might mean that you're just not sending enough emails for people to register, one, that you exist, and two, that they can buy from you.

Second reason that you might not be getting enough unsubscribes, even if you are sending enough emails, in your emails, you might be being so bland, and so like, nondescript and so generic, that you're not repelling anyone. But that also means, that you're not attracting anyone powerfully either. So, you're not giving them... No matter how many words you say, how many emails you send, you might not be saying anything that's worth a response. You're not eliciting powerful reactions in anybody.

So, as far as you're concerned, how people think about you is like; oh, yeah, she exists. She's fine, I guess. But it's not like; oh, my God, I have to work with her no matter what. Oh, my gosh, they are so great, I need to find out more about them. Oh, my gosh, I'm so addicted to what they're saying. Oh my gosh, I want to buy everything they're offering. Like, that is not happening because you're being bland and boring.

When that happens, people don't really unsubscribe; they don't really subscribe to your offers either. You cannot just attract without repelling. These are like opposite forces that go hand-in-hand. You have to repel, in order to attract. Because when you repel and attract, it means you're saying something that's worth people paying attention to, it's worth reacting to.

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So, if you have a powerful presence, if you aren't taking up space in a powerful way, if you are sending a powerful message, how you know that you're attracting people who resonate with the message, is that you will also get people who will say; hey, I don't like that. Hey, you can't say that. Hey, I disagree.

That's not a bad thing, that's a good thing. Right? It means you're saying something worth responding to. It means you're saying something that creates both attraction and repelling. There is no such thing on earth, in which you're just attracting and not repelling anyone. And what happens when you repel people by email, they unsubscribe. The more unsubscribes, like that means the more repelling, that means more attracting.

That's how you get people to buy. To feel strongly enough about who you are and what you're saying that some people are like; oh my god, I have to buy from this person. And other people are like; no, I'm out of here. I don't like this. That's good. You want to elicit those kinds of strong responses.

Here's the third reason you might not be getting enough unsubscribes, is that you might be sending all the emails but you're not selling enough. You're not making enough offers. Remember what I said about emails and who you should be writing to?

You're only writing to people who want to buy from you. Who are actively considering buying from you. Who benefit from your selling. Who are looking forward to you selling. Who are like, talking themselves into whatever you're selling. They want to see your offers.

The advantage of doing that, is that, again, if you're selling enough, everyone who doesn't want to be sold to, which of course, those people don't belong in your email list in the first place. They're going to show themselves out, they're going to opt out, they're going to unsubscribe.

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I think a classic error that I see a lot of coaches make like, honestly, like eight or nine times out of 10. When coaches tell me; oh, I've been, you know, doing my business. I've been marketing. I've been doing, giving people all kinds of value, but nobody's buying, nobody's signing up. What's the problem?

And I ask them, how many explicit offers they made? Like, how many times did you literally say; Buy this. Pay me here. Here's how you can give me money. Here's, literally, how you sign up for this, and buy this thing.

How many times have you literally said those things, out loud to people? And they're always like; oh, I guess like only twice in a week. Which means nobody ever saw it. Right? Most people aren't selling enough. Meaning, most people don't repeat their offers enough for people to even register that you're selling something. Much less, consider what you're selling deeply, and develop a desire to buy it.

And if you're making enough offers, meaning positioning yourself as somebody who has something they can buy, something that they can give you money for. If you're not doing that, obviously, your sales results are going to be poor. And also, you're not going to have too many unsubscribes. Right?

Making enough offers naturally weeds out people who don't want to buy, at the same time that it powerfully serves people who do want to buy. Listen to me, this is so important, there is no such thing as making too many offers.

There is no such thing, and I'm going to tell you why. This isn't like a quirky personal ideology I have. It's literally like a fact of psychology, where what feels like too much for you, like, I've already made too many offers; it only feels that way to you, because you're the one thinking about it all the time.

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You're only one of like, trillions of informational data input in some other person's brain on a given day. you are spending all of your time thinking about yourself, your business, your offer, your coaching, whatever, every time you make an offer, and somebody sees it, that is one bit of data. One piece of data, amongst trillions of bits of data that they're going to encounter that day.

So, that means, for that piece of data to even make an impression on them, they have to see it multiple, multiple times. And, they have to see it multiple times to even register and remember that you have an offer. And then ,they need to see it multiple times again, for it for them to consciously think about it. Right?

Like for example, I see ads for say Coca-Cola® all the time. How many times am I actively thinking about Coca-Cola? Not very often, right? I might think about it when I am deciding, you know, on what kind of beverage to get with my burger or something. But the reason that's in the unconscious soup of my mind, is because the company Coca-Cola has shoved their Coca-Cola ads in my face five bazillion times.

And I'm sure they've done the same to you, because we all live in the same world; where I don't think you could be anywhere in the world and avoid Coca-Cola ads, right? Probably like Antarctica, right. Or, if you're living way off the grid. They plant a million offers in front of you, so that in the very rare moment, when you're actually thinking about what kind of beverage to get, you can consider a Coca-Cola, right?

If you're the one in charge of advertising for Coca-Cola, you're like; oh my gosh, we have 5 million advertisements everywhere. Isn't that too much? But from your perspective, it's like; oh, I registered that they exist. So, just please know, that I almost want to call it like a bias of the brain, your brain will always really zoom in on your own experience.

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Your brain will register everything you want to do, all the thoughts you have, who you are, what you care about. Your brain is going to blow those things up really big. And, it's going to sort of really skew the perception of what that actually looks like to others. Right? You want other people to remember, first of all, register your offer, remember your offer, develop a desire for your offer, and then, you know, get to the point where they actually commit to handing over their money.

That is a journey; every single one of those steps in that journey has to involve them seeing your offer again and again and again and again. So, if you're not selling enough, you're probably not making enough offers. And there's probably, in 99.9% of cases, no such thing as too many offers.

And every time a coach tells me how many times they've actually made offers, it's not enough. I have never, ever, ever had a conversation with a coach where they told me how many offers they've made, and I was like; whoa, that's too much. 99.9% of the time I said, that is way, way, way, not enough. Even though their brain told them it's too many.

So, let's bring it all the way back. If you're making enough offers, if you're making lots of offers, people who aren't interested in buying, who should have never been on your email list to begin with, are going to show themselves out. That's a good thing. It's a sign that they take you seriously.

The people who are remaining, take you seriously as a business person, as someone with an offer that they can buy. Please don't kid yourselves, and don't weirdly, like patronize the people on your email list, by pretending like this is some kind of friendship group; it's not your business.

That doesn't mean you only have to treat them like your business. Of course, be human, be a friend, be all the things you want to be as a human being. But again, this is not a friendship email chain; it's a business email list. They got on, if they're the right person, because they wanted to buy.

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Treat it as such, and you will always have people coming in and out, you know, opting in and opting out, if they are not the right kind of people, meaning, people who want to buy from you.

The fourth thing that it could mean, if you're not getting a lot of unsubscribes, is that you might not be growing your email list enough. You might not be adding enough people to it, for some new people to be opting out. So, for example, let's say, I add 100 people to my email list. Out of those 100 people, if 100 people... If, let's say, I did a campaign, or I said; hey, opt into my email list and download this thing. You're gonna like it. You're gonna find it useful.

So, people 100 people opt in. Probably, only a minority of them, maybe only 20%, 30%, 40% of them are actually my, you know, good fit clients. Only, maybe 20%, 30%, 40% of them are actually going to be interested in what I have to sell. So, if I add 100 people, that means 70, you know, 60 of them, might not actually belong on my email list. Which is why an email list is not forever. If you opt in, you can also opt out, you can also unsubscribe, right?

I know that if I get 20, 30 people unsubscribing, all that means is that I got 100 people, out of which 20, 30 people are my right people. So, what happens, from time to time, is that some people, you know, they forget to put in the effort to add new people to their email list.

They forget to invite more people, new people, to join their email list. They get kind of complacent with, you know, finding fresh pairs of eyes, fresh pairs of ears, who could benefit from their work, and they just kind of have the same people on their email list all the time.

And that is not necessarily a problem. I want to say, like, if you have the biggest business you want, if you're making the money you want, if you have the impact you want, that's not a problem; you don't have to change

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anything. But if you want to be selling more, if you want to have a bigger impact, then you want to be asking more people to jump on your email list.

You want to be consciously adding more people to your email list. And guess what? Like I said, for every 10 people you add, not all of them are going to be good fit clients for you, they're not going to be your best sort of target clientele. And, a few of them are going to opt out.

So, that ideally, if you're growing your business, that should ideally always be happening. Lots of people, you know, some people opt in, a few of them opt out. Some new people opt in, a few of them opt out. It has to be like this organic inflow outflow.

If you are causing that healthy inflow outflow, that means you're inviting more people in and letting some of them leave, inviting more people in and letting some of them leave. If no one's leaving, it probably means no one's really coming, no one new was coming in either.

Which again, not a problem if you have the business you want. But if you want more, then it's probably something you want to think about. And again, I always have to add a caveat. I have built my business with what... You know, to others at every income level for me, I always had way fewer email subscribers than other people with comparable numbers. I mean, with comparable dollar amounts, that they made.

Because I really always focused on quality of email interactions, email people, not quantity. I never went for like the biggest numbers. I always went for high quality relationships with people who really resonate with what I have to say. People who love and adore me and what I offer. And like I said, the kind of people who would just want to check out a poem because I told them it'd be worth their time.

Like, I had no interest in getting the biggest numbers and like spamming them until they buy. I'm like, no, you really have to resonate with me. You

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really want to... Like, I want it to be pleasurable and joyful to get emails from me. And if you don't have that reaction to me, there is nothing wrong with you. There's nothing wrong with anything. It's just you might not belong on my email list.

So, because I prioritize this quality of relationship building, I always had... You know, I think I made my first \$100,000 with only a 200 people on my list, and, you know, et cetera, et cetera. I still don't have that many people on my email list, considering other entrepreneurs, who are also making millions a year, like me.

I will be the last person on Earth, to tell you that more is better, and that you need giant numbers. I'm always going to be the one to tell you that quality matters so much more than quantity. But, like I said, if you want to have a bigger impact, if you want to be selling to more people, you want to also be sure that you're also inviting new people into your work all the time, right.

So, it's about hitting that right balance between really cultivating quality, and also being mindful of quantity. Knowing that quantity has to be vetted by quality, right. And if you have lots of people in your email list, however you define lots.

Let's say you have hundreds of people, or even dozens of people, or even 1,000s of people, and not a lot of them are opening your emails, not a lot of them are buying from you. Then, I would probably say, in most cases, work on the quality of your emails, work on the quality of the relationships you have with your people. Because if you're not effectively maximizing the email list you have, just adding more people isn't actually going to change that. Right.

So, when I talk about improving the quality, that means writing more authentic emails. You know, being more assertive about selling. Being more intentional about selling to people who actually really want to hear

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from you. Who you assume will love you. Who are turned on by every word out of your mouth. Like, assuming that's who you're talking to, that allows you to show up more authentic, more courageous, more vivid, more of who you really are. As opposed to some weird marketing personality, right?

And sending higher volume of emails, too. Like, sending more emails. Just putting more into that relationship. That, if you haven't done that work yet, or if you're listening to me talk about this, and you're like; oh, yeah, that sounds like something I need to work on. Do that, before you overworry about adding new people, always quality over quantity. But don't neglect quantity, either.

You have something important to offer that's going to help people, and you want to make sure that new people are hearing about it. Okay, so that is my spiel on unsubscribes. Like I said, if you're one of my clients, if you tell me; oh my gosh, Simone. I got the big... I just sent an email and I got the biggest number of unsubscribes ever. I'm always gonna give you a high five. I'm gonna be like, good job. Keep it up.

Whatever you did in that email, keep it up. Were you controversial? Awesome, keep it up. Were you really coming out with an aspect of yourself that you were hiding, and people had a problem with that? Keep it up; make it bigger, make it stronger.

I'm not saying be an asshole. I'm not saying intentionally offend people. I'm not saying any of those things. It's just that when you really show up in the fullness of who you are, unapologetically, when you sell unapologetically, the natural consequence is going to be more unsubscribes. And, more sales, more impact, more money. And, that is all the good things we want.

Alright, my friends keep that in mind. I also want to say, like, you're human, I am human. When some people unsubscribe, there is gonna be that pain, a lot of times. Of like, oh, no, somebody rejected me. Somebody doesn't want to play with me anymore. Like, that moment of ouch, don't fight it.

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Like, I'm telling you all these things, but I'm human too. I sometimes see unsubscribe numbers. I'm like, aww, like I have that moment of feeling, that hurts. I wish everyone liked me. I wish everybody wanted to stay with me forever. There's a part of me that just wants everyone to love me and be my friend, and hang out with me forever and ever.

And I'm adding this piece, because I really want you to know that that's not something that you have to scrub out of your consciousness. You don't have to be the kind of person who's like; yeah, well, fuck them. I don't care. Like, I mean, maybe that that really is you, but that's not me. Like, I'm sensitive. I want everyone to like me. I want everybody's approval, right?

So, the part of me that is like that, I let that part of me hurt a little bit. And that's okay, I let that part of me hurt, like I let myself be human. But also, I know, consciously, hey, these are all the reasons I can celebrate all these unsubscribes. So, I just have to add this, you know, add this point to make sure that you don't try to make your humanity a problem, or you don't try to like to turn your own tender emotions into an enemy.

Because that's something beautiful about you. But also, that doesn't mean that has to control your business decisions. That doesn't mean you have to control... That has to overwhelm all the rest of how you interact with your business.

Okay, that was enough said. Go out. Be bold. Be you. Make offers, and get some people to unsubscribe. I'll talk to you later. Bye.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you better get on my email list. Sign up to receive my free e-book called, *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So, get on that link in the show notes, and I'll see you in your inbox next time.