Drip Campaign

Subject A: You’re busy. And stuck.

Subject B: Post “when you can” is not a good strategy

A lot of self-employed people like you (and me) make a deadly mistake...

They mislabel “busy” as “making progress.” You and I both know that these are two completely different things. You might have a five-minute call that lands you a huge client, but spend hours writing content that goes nowhere.

If that’s what you have going on in your LinkedIn, then you’re missing out on huge opportunities.

What can a good strategy get you?

How about successful course launches, packed webinars, a waiting list for all of next year, and so much more. People who are smart with their time on LinkedIn can make huge moves in a matter of minutes.

If that’s not you, then we should talk.

You already know that Ally Marketing can help you turn your business around and make it ten times more visible. But, I have one more benefit for you - we do it without you.

That means you have more hours to run your business, more free time, and ZERO hours spent trying to come up with posts, sending unanswered messages, or straight up screaming in to the void.

Want your time back? Click here and let’s revamp your online presence today.

Talk soon,

Alisa Cook

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2. Subject A: Your fence-sitting is costing you...

Subject B: Let’s unmask the real bottleneck...

Every week you stall, someone else lands your next client.

Why are you sitting and waiting to improve your online connections? I'm guessing you have a lot of the usual reasons...

- You feel weird about posting online. How do people do this every day?
- Your confidence is high when you work with clients, but when you have to talk about yourself on the socials? That's when your inner critic wakes up and starts sniping at you
- You tried making some posts and only your mom took the time to click "like"

What's happening here?

The problem is that social media, LinkedIn in particular, is riddled with nuances that most don't take into account. Many users misunderstand the platform as a place to keep in touch with old roommates or work friends, but really it's a space to build a new, dynamic presence. This is where you can truly find your audience and speak directly to them, but it doesn't happen on it's own.

That's where my team at Ally Marketing comes in.

We dedicate ourselves to not just helping you post better, but building up a foundation that lifts you above the noise and makes everyone who reads your posts think, "Damn, I gotta talk to [FIRST NAME]..."

Ready to blow their minds? Click here and let's talk.

Chat soon,

Alisa Cook

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3. Subject A: You have all the answers, you're just missing this...

Subject B: Scared sh*tless? You're not alone...

When the logistics of your company pile on top of you until you can barely breathe, there's no opportunity for you to grow. But you didn't start your company to get a few good clients and then stop, did you?

Of course not.

That sense of “I have to do it all myself,” is a common one. It comes from being inundated by photos of smiling young upstarts who proudly proclaim how many millions they made in the past month while you were chasing potential clients. Rarely do they mention how much delegating they do, how much support they had along the way, or the fact that they barely side-stepped bankruptcy only months before.

Want to hear the real secret?

Most of them are lying to you. They feel just as crushed by the weight of their companies as you do and are praying that if they simply lie about being successful they’ll speak it into existence. Unfortunately, that is a tactic that can stir up interest, but it’s a BS approach that only works for a few days.

The real success stories stay quiet, hire good people, and focus on their companies, not their socials, so they can actually earn money as opposed to manifest it.

What about you? Are you focusing on your strengths or are you wasting time trying to master LinkedIn when you could be crafting new offers, developing a great course, or taking more discovery calls? If you said anything other than the first option, we need to talk.

Let my team at Ally Marketing take your social media time off your hands and give you back an enormous gift - more time.

Ready? Click here to get started.

Talk soon,

Alisa Cook

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4. Subject A: You’re not using LI’s secret weapon...

Subject B: Your instant list-builder is waiting for you

Every hour you spend making blase’ posts on LinkedIn is an hour stolen from your actual genius.

But...

LinkedIn has a feature that my clients adore and that I use myself - the newsletter.

Cue the eye rolls.

Seriously, a newsletter? I can hear you muttering as you get ready to delete this email. But this is so much more than it appears. Let me break it down for you:

- LI newsletters cost you nothing to start, are open to most users, and give people a low-commitment way to interact with you
- LI users are readers! They want long-form content that answers their questions, helps them get to know you and your business, and helps them better understand something in the world
- Every subscriber has to give you their email. That makes LI newsletters instant list builders, and a list is a money maker, full stop.

I know, everyone likes to say that no one reads anymore or has any attention, but I've found that's not at all true. People on LinkedIn love to see insightful articles and subscribe to newsletters so they can keep learning. A regular post from you can get you not just a following but recommendations, a usable list you can take off the platform, and a lot more opportunities to make serious money.

Let me guess - you don't have any time to write one?

Not to worry. You can delegate your newsletter to me and my team at Ally Marketing along with your posts, articles, comments, and more. We help you take control of your LinkedIn and sharpen your strategy on the platform like no one else.

Why? Because we're damn good at it and we want to see you succeed.

If you want to tap into LinkedIn's multiple tools without sacrificing any more of your precious hours, click here and let's get started.

Talk soon,

Alisa Cook

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5. Subject A: This is how you win people over

Subject B: The post followers love to see

You may be a total badass at work, but I have bad news...

It’s not enough. Today, you can’t just kick butt in your profession, you have to be seen kicking said butt, or else your authority ends the moment you complete the task. And that won’t help you grow.

Want a quick solution?

Here’s what my team and I help my clients do on a regular basis; the documentation post. Here’s how you do it:

1. Set up a common task that you know you knock out of the park. Maybe it’s a pitch meeting or a new course outline.
2. Get permission to film anyone who will be in the space/zoom call with you or set up your screen so you can record it along with your voice as you narrate the process. Your face is optional.
3. Talk your way through the project or film it from beginning to end so that when you post it, people can see not just what you do but how you do it.
4. Do some light edits, (leave in a couple of mistakes, those make you relatable), and then post it on your LinkedIn.

Why do this?

First, it shows people what it’s like to work with you. This is why so many companies care about resumes less and less and instead focus on the kind of worker they’re hiring. Many want to see exactly this style of post before they hire someone so they can see the problem-solving process as it happens and feel confident about their newest addition.

Second, it answers questions and helps the viewers.

Know what everyone online loves? Real, no-strings help. That’s why so many doctors are getting popular online - they offer insider information into big, scary medical problems and take the sting out of the situation.

Third, it shows you off in an organic way that your followers will love.

Yes, you can list yourself on Google and rank high, but who are you? What are you like? What happens once I hire you?

These are all questions you can answer via video by turning your company inside-out and letting new people see behind the curtain. This helps people trust you and see you less as a risk and more as an investment, which is what you are, right?

The documentation post is just one of the many ways my team and I at Ally Marketing help you restructure your LinkedIn and win clients.

Want to get lots more? Click here and let’s get into how we can collaborate to grow your company.

Talk soon,

Alisa Cook

More prompts