



LAZY SOCIAL SUCCESS.

www.StartCollectingEmails.com



WHAT IS TODAY?

Walt Disney Day



ROXANNE ROCKVAM

3

Two Time IMBC Best Profit Center Idea Winner

ICON Ultimate Marketer National Finalist

Darlene Briggs Marine Woman of the Year.

Achieved Insider Status for selling 100K online

Former National Champion at Baton Twirling – coached two national champions.

Speak Japanese

Dog's Name: Sir Golden Waffles

Hobby: Making Funnels & Websites.

Pontoon Girl®
PancakeAndWaffles.com
StartCollectingEmail.com



Spring Park — Lake Minnetonka - Minnesota

ROCKVAM BOAT YARDS, INC.

- Dockage
- Dry Stack
- Repairs & Service
- Winter Storage
- Boat Club
- Pontoon Rentals
- Ship's Store & Gas Dock



AWARDS MARKETING

National Marina of the Year – Marina Dock Age Magazine

Best of Summer – Minneapolis St. Paul Magazine

Readers Choice for 11 years and counting

Awarded Elite Fleet Status by Marinas.com

Minneapolis Boat Show Best Marketing

Best Political Advocacy by National Marina Day

Minnesota Clean Marina

Entering our 62nd Anniversary Celebration



WHY EMAIL

Email is... Lazy Social Media

Who Has Email?

How Many time a day do you check it?

Are there emails you do not open?

It is all about the content and engagement

BONUS We will focus on what goes IN email & this will make you have better social posts, too!

TODAY'S GOAL

We have an hour

Take out a piece of paper.

Write "Action Plan" at the Top

Use the entire sheet. Write the numbers 1 to 6 on the left going down the page, leaving space between each number.

READY???

TODAY'S GOAL

Thank you again for letting me teach this...

AND

Thank you for a little leeway in exploring Social Media Posts – it will all make sense as we quickly approach the value of email.

Let's do this!

WHY ARE WE DOING THIS?

This year we need to engage.

Things are getting strange.

People are running out of money.

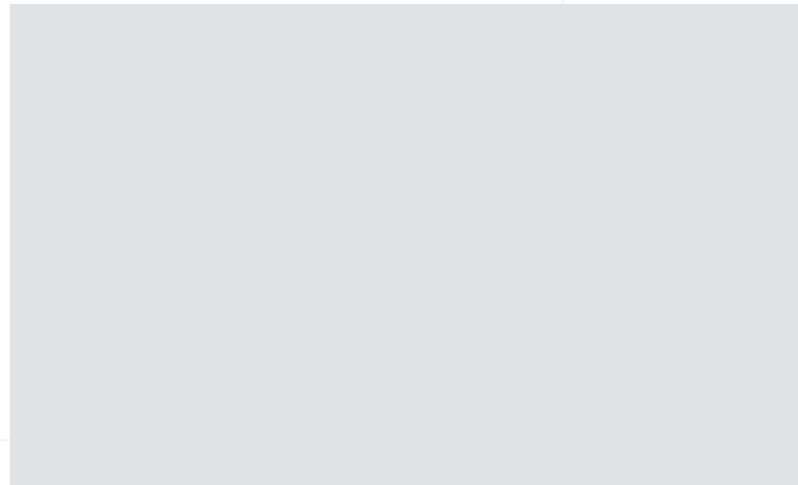
YOU MUST CONNECT WITH THEM ONLINE.

BUT... social media has also changed with censorship so you need to develop your **email** list to gain control of your marketing and create an asset.

READY???

LAZY SOCIAL SUCCESS

- 1) Show UP — even when all you hear is Crickets
- 2) Update your Instagram, Facebook, and Linked In Profiles and About Me sections
- 3) Know who you are talking to
- 4) Create a Call to Action
- 5) Be Engaging
- 6) Schedule it!



TODAY'S GOAL IN ACTION

We are going to “Level Up” your **COMMUNICATIONS**

You already have places online that you are communicating with your customers, but the goal is **ENGAGEMENT**.

Social Media is a conversation.

READY...



THAT'S IT.

- 1) Show UP – even when all you hear is Crickets
- 2) Update your Instagram, Facebook, and Linked In Profiles and About Me sections
- 3) Know who you are talking to
- 4) Create a Call to Action
- 5) Be Engaging
- 6) Schedule it!

LET'S START WITH #3

#3 - Who are you talking to?

Under #3 on your paper. Write the name of your favorite customer – the one you just LOVE to work with... write down why you enjoy them. Is it because of the boat, the friends, pay their bills, order lots of service work.

Write their name and a few reasons you picked them.

And now...

LET'S TALK ABOUT PEARS



SERIOUSLY.

Have you ever
wondered how to
market pears?



LET'S DO THIS...

If you were tasked
with selling
pears... what
would you do?



WOULD YOU SELL THEM LIKE...



OR LIKE THIS...



OR LIKE THIS



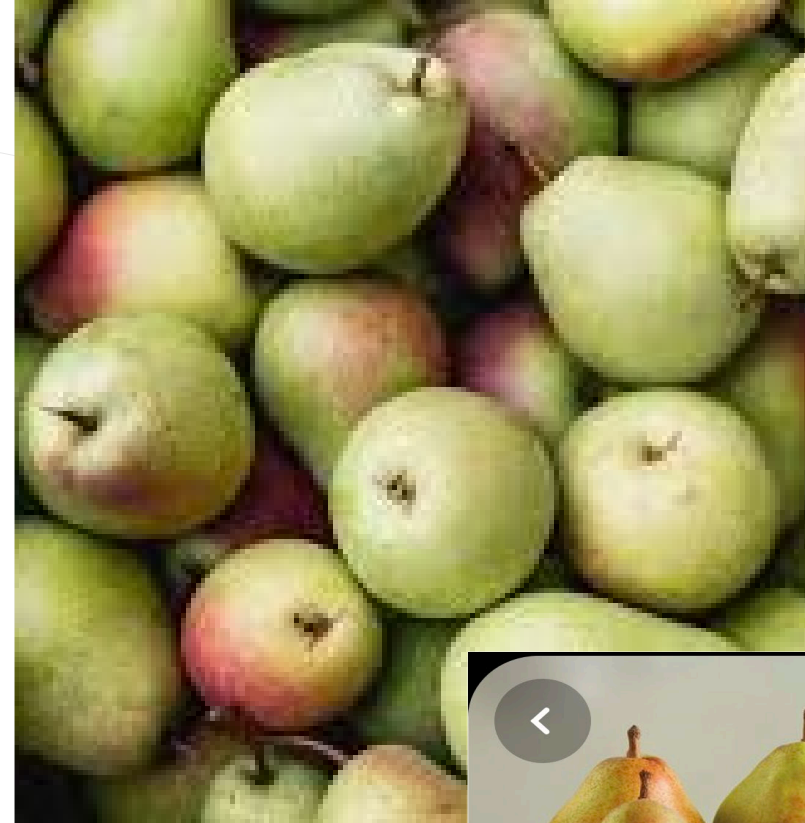
THEY'RE ALL PEARS

But they have very different price points.

Lots of different ways to present the product.

There are lots of different reasons to buy your product...

BUT WAIT... THERE'S MORE!





If you say “I want to buy pears” it can mean many different things

HOW ABOUT THESE PEARS

You are still selling pears...

ENOUGH ABOUT PEARS (FOR NOW)

I used Pinterest and
searched for boats...



THIS WAS THE FIRST RESULT



Awesome Stuff 365 - Co...
66k followers

Follow

Luxurious 50-Meter Super Yacht

❤️💡👀 5,530 people



Save



FOLLOWED BY...



Article from Power & Motoryacht

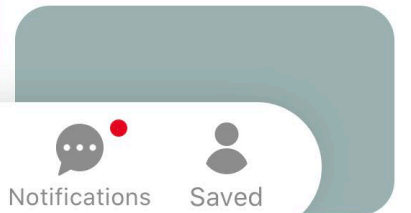


Visit

Save



More like this



19



Home



Search



Notifications



Saved

FOLLOWED BY...

I looked up open bow...



Article from Small Boats for Sale, Ro...

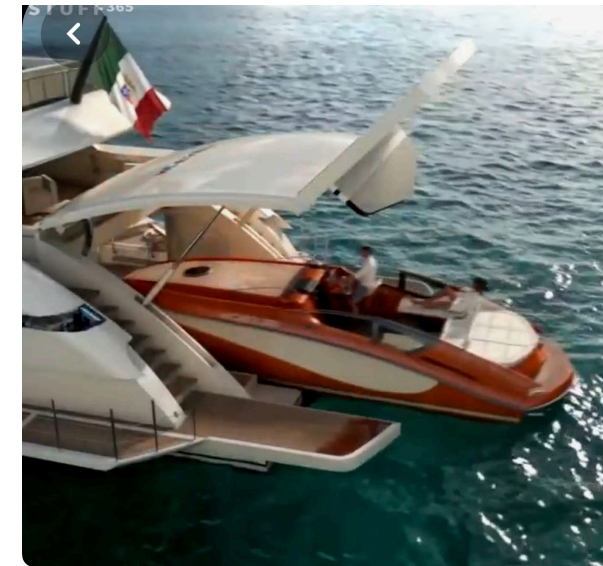
**Dovetail Rowing Boat - For
Small Lakes & Ponds |
Heyland Marine**

AND GOT THIS....



AND THIS....





Awesome Stuff 365 - Co...
66k followers

Follow

Luxurious 50-Meter Super Yacht

THIS is today's biggest take away.

WHO ARE YOU TALKING TO?

What are you saying?



#3 AND #5 - THAT'S IT.

- 1) Show UP – even when all you hear is Crickets
- 2) Update your Instagram, Facebook, and Linked In Profiles and About Me sections
- 3) Know who you are talking to
- 4) Create a Call to Action
- 5) Be Engaging (content)
- 6) Schedule it!

Think about your ideal customer in #3



Your message is
somewhere between

bulk pears
and
super yachts.



Awesome Stuff 365 - Co...
66k followers

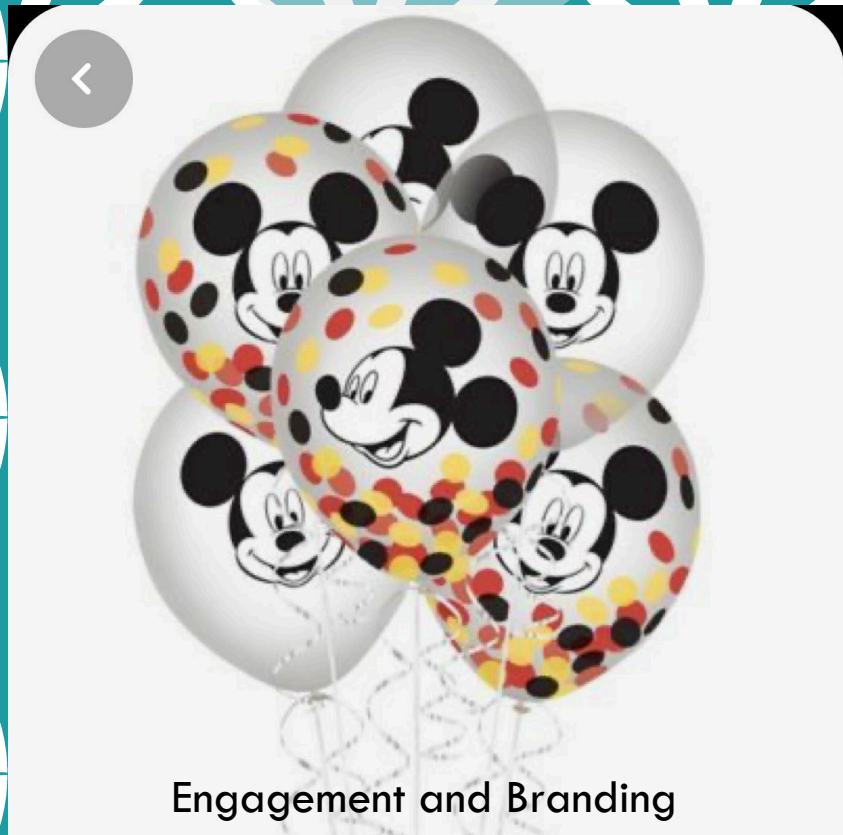
Follow

Luxurious 50-Meter
Super Yacht

WHO ARE YOU TALKING TO?
WHAT ARE YOU SAYING?



REMEMBER
It's Walt
Disney Day



Let's create
a post...

FOR Today
For Your Marina

WHO ARE YOU TALKING TO?

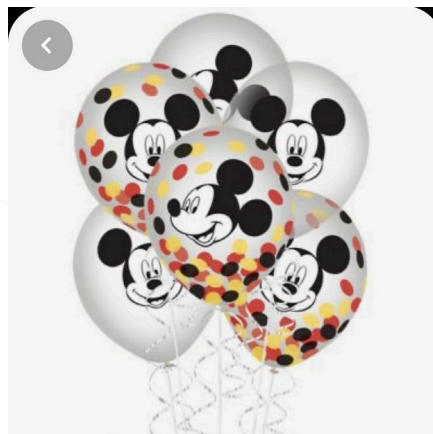
What are you saying?

Behind the Scenes



MICKY MOUSE PRETZELS

Thank you to Abby for making the delicious and creative M & M chocolate covered pretzel treats. AND thank you to Walt Disney for letting us celebrate your day! How will you celebrate?



Branding



MICKY MOUSE COOLER

It's Walt Disney Day! Imagine taking Mickey on a boat ride all summer long. Just fill this cooler with your favorite beverages and hit the water! It's a celebration for years to come and available in our store. Speaking of stores, a couple years ago I was at Walt Disney World on Mickey Mouse's birthday, AND even met one of the artists! So... How are you celebrating Walt Disney Day?

These posts are engaging!

34

Behind the Scenes

WHY?

People will feel a connection with you.

More than a “Today is
Walt Disney Day”

Branding

Selling



MICKY MOUSE PRETZELS

Thank you to Abby for making the delicious and creative M & M chocolate covered pretzel treats. AND thank you to Walt Disney for letting us celebrate your day! How will you celebrate?



MICKY MOUSE COOLER

It's Walt Disney Day! Imagine taking Mickey on a boat ride all summer long. Just fill this cooler with your favorite beverages and hit the water! It's a celebration for years to come and available in our store. Speaking of stores, a couple years ago I was at Walt Disney World on Mickey Mouse's birthday, AND even met one of the artists! So... How are you celebrating Walt Disney Day?



#4 - THAT'S IT.

- 1) Show UP – even when all you hear is Crickets
- 2) Update your Instagram, Facebook, and Linked In Profiles and About Me sections
- 3) Know who you are talking to
- 4) Create a Call to Action
- 5) Be Engaging
- 6) Schedule it!

MOST BUSINESS ARE CONCERNED ABOUT

**Facebook, Instagram,
Twitter, Snapchat...
Where do I post????**

.

SOCIAL MEDIA IS LESS ABOUT WHERE

AND MORE ABOUT
CREATING A CONSISTENT
CONNECTION.

.



#1 - THAT'S IT.

- 1) Show UP – even when all you hear is Crickets (consistent)
- 2) Update your Instagram, Facebook, and Linked In Profiles and About Me sections
- 3) Know who you are talking to
- 4) Create a Call to Action
- 5) Be Engaging (content)
- 6) Schedule it!

SOCIAL MEDIA IS LESS ABOUT WHERE

Who are you talking to?

WHAT ARE YOU
SAYING?

When and How often are you saying it?

BACK TO #1

- 1) Show UP – even when all you hear is Crickets (consistent)

Under #1 on your paper.

Social Post: DAY and TIME

Email: DAY and TIME

Make a decision right now to do this.



NOVEMBER 18 WAS... NATIONAL PRINCESS DAY

Look at the water... and remember the “boats”

Think about your #3 customer

Who are you talking to?

What are you saying?



**TIP: PHOTOS MAKE A DIFFERENCE
CONSISTENCY ONLY WORKS WHEN
YOU ENGAGE!**

EMAIL... OH YES... EMAIL •

The online world is changing.

Me: I've been locked out
of my Facebook account 3
times in two months.

•

EMAIL... OH YES... EMAIL •

Build an email list And Build an Asset.

****Just remember you cannot spam people and they must properly join your list in compliance with CAN-SPAM laws.*

EMAIL... OH YES... EMAIL ●

Create your very own
personal
money printing machine.

•

EMAIL... OH YES... EMAIL ●

I did not believe this.

Then we sold \$1,800
in two hours!



EMAIL... OH YES... EMAIL •

SAME GOAL!

Consistency
& Engagement

•

EMAIL... OH YES... EMAIL •

SAME GOAL!

Who are you talking to?

What are you saying?

EMAIL... OH YES... EMAIL •

* TOPICS *

Things that are important
to your customers... NOT
things important to you.

•

EMAIL... OH YES... EMAIL •

* TOPICS *

Oil Change

vs.

Sunsets
(or drinks)

EMAIL... OH YES... EMAIL ●

* Fun Fact *

What's important to you
Is **NOT** important to your customer

BUT what is important to your customer
IS important to you.

●

WEEKLY NEWSLETTER

StartCollectingEmails.com

TONKA THURSDAY

THE LAKE MINNETONKA EXPERIENCE

ISSUE 127 | DECEMBER 19TH TO DECEMBER 25TH, 2019

BROUGHT TO YOU BY ROCKVAM BOAT YARDS, INC



UGLY SWEATER CHRISTMAS PARTIES

Enjoy Ugly Sweater and Holiday Christmas parties all weekend long at the following bars and restaurants:

McCormick's Pub and Restaurant
Friday the 20th from 8:30 PM to 11:30 in Wayzata

Maynard's Restaurant
Saturday the 21st from 9:00 PM to close in Excelsior

Carbone's Pizzeria Bar & Grill
Friday the 20th from 8:00 PM to 1:00 AM in Mound

Back Channel Brewing
Friday the 20th from 6:00 PM to 11:00 PM in Spring Park

The Red Rooster
Saturday the 21st from 6:00 PM to 11:30 PM in Long Lake

HOLIDAY MARKET

Wayzata Brew Works is hosting their annual Holiday Market on Saturday the 21st from 12:00 PM – 4:00 PM with over 15 vendors with hot chocolate and adult beverages.

POP UP BAR

The Old Log Theatre in Excelsior has been transformed into the Jingle bar, a pop-up Christmas cocktail bar. Open 6:00 - 11:00 PM, Friday and Saturday.

CHRISTMAS EVE BUFFET

Enjoy a Christmas Eve buffet including a NY strip, honey glazed ham, a seafood display, and more at Ninetyfive in Wayzata on Tuesday from 5:00 PM – 9:00 PM.

WEEKLY NEWSLETTER

StartCollectingEmails.com

TONKA THURSDAY
THE LAKE MINNETONKA EXPERIENCE

ISSUE 127 | DECEMBER 19TH TO DECEMBER 25TH, 2019
BROUGHT TO YOU BY ROCKVAM BOAT YARDS, INC.



HOUDAY MARKET
Wayzata Brew Works is hosting their annual Holiday Market on Saturday the 21st from 12:00 PM – 4:00 PM with over 15 vendors with hot chocolate and adult beverages.

POP UP BAR
The Old Log Theatre in Excelsior has been transformed into the Jingle bar, a pop-up Christmas cocktail bar. Open 6:00 – 11:00 PM, Friday and Saturday.

CHRISTMAS EVE BUFFET
Enjoy a Christmas Eve buffet including a NY strip, honey glazed ham, a seafood display, and more at Ninetyfive in Wayzata on Tuesday from 5:00 PM – 9:00 PM.

UGLY SWEATER CHRISTMAS PARTIES

Enjoy Ugly Sweater and Holiday Christmas parties all weekend long at the following bars and restaurants:	Carbone's Pizzeria Bar & Grill Friday the 20 th from 8:00 PM to 1:00 AM in Mound
McCormick's Pub and Restaurant Friday the 20 th from 8:30 PM to 11:30 in Wayzata	Back Channel Brewing Friday the 20 th from 6:00 PM to 11:00 PM in Spring Park
Maynard's Restaurant Saturday the 21 st from 9:00 PM to close in Excelsior	The Red Rooster Saturday the 21 st from 6:00 PM to 11:30 PM in Long Lake

Who are you talking to?
What are you saying?

Restaurants

Happy Hour

Festivals

Unique Events

WEEKLY NEWSLETTER

StartCollectingEmails.com



Who are you talking to?
What are you saying?

We also attach
an email that
includes...

What happened
in the past week

Boats for Sale

Special Offer

DOES THIS WORK?

**NOTE: 15%
IS A GOOD OPEN RATE**

Email ~Contact.FirstName~ - Holiday Shop... Sent Nov 23rd at 12:53 PM	Sent	50.2% Opens	5.6% Clicks	⋮
Email ~Contact.FirstName~ - Workout, Liv... Sent Nov 17th at 5:33 PM	Sent	50.3% Opens	5.3% Clicks	⋮
Email ~Contact.FirstName~ - Boutique, Ab... Sent Nov 10th at 11:15 AM	Sent	49.6% Opens	6% Clicks	⋮
Email ~Contact.FirstName~ - Beer, Fitness... Sent Nov 3rd at 11:15 AM	Sent	53.2% Opens	5.7% Clicks	⋮
Email ~Contact.FirstName~ - Halloween, H... Sent Oct 27th at 11:16 AM	Sent	52.2% Opens	5% Clicks	⋮
Email ~Contact.FirstName~ - Flamingos, B... Sent Oct 20th at 7:15 PM	Sent	49.1% Opens	5.8% Clicks	⋮
Email ~Contact.FirstName~ - Pump Out /... Sent Oct 16th at 10:41 AM	Sent	58.6% Opens	0.9% Clicks	⋮
Email ~Contact.FirstName~ - Trivia, Succul... Sent Oct 13th at 12:41 PM	Sent	50.4% Opens	5.3% Clicks	⋮



NEWSLETTER CHEAT SHEET

- 1) List 20 area businesses
- 2) List their websites

They are going to write your content.

Look up NationalToday.com and pick out relevant celebrations to you.

Follow the 3 to 1 rule!

Have a template – takes less than 30 minutes a week.

BUILD YOUR LIST

- 1) \$1 for every name
- 2) Collect email addresses

Form on your counter

Add check box to your contracts

Sign up for “newsletter” on website (pretty ineffective)

FREEMIUMS

1) Create something of value others want


Tonka Thursday - Lake Minnetonka Fun Guide
Brought To You By Rockvram Boat Yards, Inc.

Discover What You Need To Know About Creating A Fun Outing On Lake Minnetonka...

WHAT'S INSIDE: A List Of 60 Area Restaurants, Our Top 12 Ideas For What To Do Around The Lake Area, The Best Festivals On The Lake, And 6 Hand Crafted Self Guided Tours You Can Take On Lake Minnetonka. You'll Also Receive Our Tonka Thursday Weekly Newsletter!

 **YES! Please Share the Secrets**

MONETIZE YOUR LIST

- 1) Sell stuff
- 2) Print on demand
- 3) Affiliate



BACK TO #5

Be Engaging – GREAT TOPIC GENERATOR!

Under #5 on your paper.

Pick one profit center...

Write three of your most asked questions
**GOOD STARTING POINT WHEN YOU
CAN'T THINK OF ANYTHING TO WRITE!**

Notice I said Profit Center – NOT Marina...
Marina is kind of like “boats” on Pinterest
– too BIG of a topic.



FINAL REVIEW

- 1) Show UP – even when all you hear is Crickets (consistency)
- 2) Update your Instagram, Facebook, and Linked In Profiles and About Me sections
- 3) Know who you are talking to
- 4) Create a Call to Action
- 5) Be Engaging (content)
- 6) Schedule it!

BACK TO #2

2) Social Profiles.... OMG. Be Engaging with your profile, too. People want to do business with PEOPLE! So share cool things...

Under #2 on your paper.

WRITE "DO IT TODAY"

DO NOT BE BORING!

WRITE AT LEAST.... One Unique Thing.

Favorite Food.

Hobby.

Notice I said do not be boring but
Hint... DO NOT OVERSHARE.



ROXANNE ROCKVAM

Two Time IMBC Best Profit Center Idea Winner

ICON Ultimate Marketer National Finalist

Darlene Briggs Marine Woman of the Year.

Achieved Insider Status for selling 100K online

Former National Champion at **Baton Twirling** – coached two national champions.

Speak Japanese

Dog's Name: **Sir Golden Waffles**

Hobby: Making Funnels & Websites.

Pontoon Girl®
PancakeAndWaffles.com
StartCollectingEmail.com

ROXANNE ROCKVAM

Two Time IMBC Best Profit Center Idea Winner

ICON Ultimate Marketer National Finalist

Darlene Briggs Marine Woman of the Year.

Achieved Insider Status for selling 100K online

Former National Champion at Baton Twirling – coached two national champions.

Speak Japanese

Dog's Name: Sir Golden Waffles

Hobby: Making Funnels & Websites.

Pontoon Girl®
PancakeAndWaffles.com
StartCollectingEmail.com

FAVORITE!!





REALLY IT'S THE FINAL REVIEW

- 1) Show UP – even when all you hear is Crickets (consistency)
- 2) Update your Instagram, Facebook, and Linked In Profiles and About Me sections
- 3) Know who you are talking to
- 4) Create a Call to Action
- 5) Be Engaging (content)
- 6) Schedule it!

TAKE ACTION.

Incase you're wondering
why pears...



THIS IS
WHY...



a Partridge in a Pear Tree...

Then I
thought
Christmas

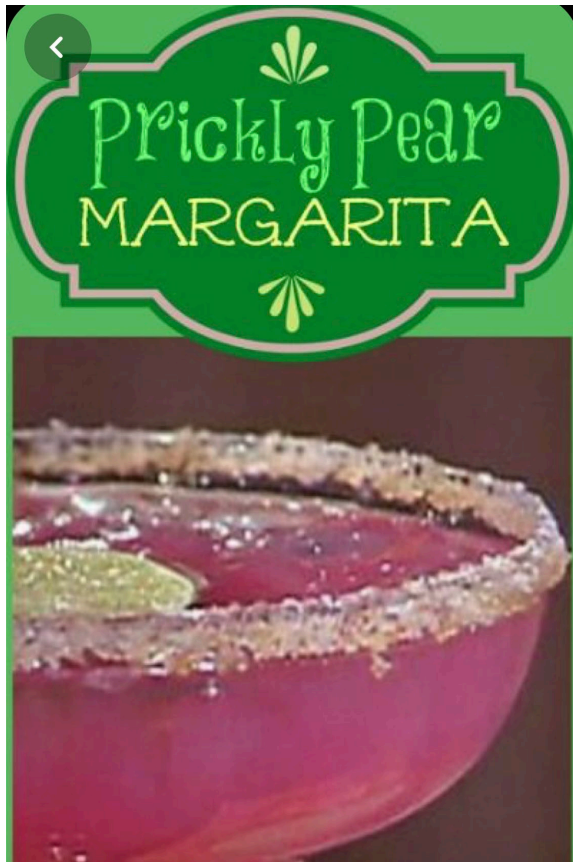
THEN I WONDERED...

When is National Pear Day?

NATIONALDAYCALENDAR.COM ●

HINT... write that under #5

December 8th!



BONUS TASK

ADD: Create an email about pears...

Use Pinterest:

Which is better for Your audience?



Remember to create a call to action!

WHO ARE YOU TALKING TO?

What are you saying?

REVIEW: TODAY'S GOAL

Do you have a one sheet of paper “Action Plan” to start leveling up your communication?

With a bonus?

Now add this...

FREE DOWNLOAD GIFT!

Start Collecting Emails.com

50 Topic Ideas

Email collection template (TODAY)

Cheat Sheet of Mistakes to Avoid



**THANK YOU
GO GET LAZY!**

StartCollectingEmail.com

WOAH! Send me your pear email...



Roxanne@pontoongirl.com