

Laylee: This week's episode is one you're going to want to take notes during or go back and listen to twice. I can guarantee that because Zafira Rajan is sharing so much information about writing emails, identifying your five personality pillars to give you ideas on what to write in your emails and to make sure that people actually want to open the emails that you're writing.

She does such an amazing job of this herself. And I was so excited to learn from her and I know that you will enjoy learning from her as well. So I hope you love this episode.

Laylee: Hey friends. Welcome back to the show this week. We are being joined by the lovely Zafira Rajan. She is a sensory storyteller and she's a copywriter, a brand strategist. She's an incredible speaker as well. I have had the chance to meet her in real life at my conference and we connected and I just feel like we were fast friends, so I'm so excited.

So if you're to have you on the show and to have you teach us about Emails that people actually want to open and they actually want to read. And I like, I feel like I have heard so many people talking about email copy and strategy and all the things, and it's become so overwhelming. But I, I, one thing I love about the way that you write and the way that you communicate is you break things down in a way that's so approachable.

And so I'm excited to learn from you and to have our audience learn from you. And I'd just love to hear like a little bit about your story and how this came to be something. That was important to you and that you enjoy teaching about.

Zafira: Oh, thank you so much, Leili. And I'm so excited to be here. I'm also just like, oh, are we fast friends now? That's made my day. well, yeah, I love copywriting. I've been a writer as long as I can remember. Honestly, I was always the little girl with my nose stuck in a book while everyone else was playing outside or making up stories and writing about them as a kid.

How my journey started is in marketing originally. And I lasted about two years before I realized I wanted to be an entrepreneur and I just loved helping people share their stories and doing it with a lot of red tape wasn't a lot of fun,

Laylee: Yeah.

Zafira: I started out on my own and started working with a wide variety of businesses and entrepreneurs.

And over time, that's really evolved. into helping creatives, coaches, course creators, specifically people who just love to infuse personality into their copy because that's my specialty. So I have always really helped people realize that there is a fun writing voice within all of us. There's a personable writing voice within all of us.

We are all good writers at our core. We just know how to do it. And I would say like my gift has been able to Tease that out of people and really help them fall in love with it in the process. I've now been doing this for about a decade, actually, I think about it, I'm getting old, possibly.

Laylee: Oh

Zafira: But, Now, I just really, I really want to encourage people to lean into using the power of their voice, especially in this age of AI. And, with our markets all being oversaturated, the 1 thing people cannot take away from you is your personality, and there's no better place to showcase it than in your emails where people are hearing from you consistently.

So the more people I can get on board with that, the better.

Laylee: my gosh. Well, I think that is so needed because as somebody who definitely struggles to utilize my own story and my like personal stories within my copy and infusing that, I, I will say that has been a struggle for me throughout my career. Um, I've had my ups and downs, so I'm personally so excited to learn from you, especially when it comes to emails, because I always, I mean, this is just like, I, I still send the email, don't get me wrong, but I have to constantly fight that little voice in my head.

That's like, you're going to bother them. Like, just stop sending them emails. Nobody cares about this. I have all those exact same voices that people, that I will coach my, my coaching clients and students to be like, that's not true. People care about you. But then when I go to send it, I'm like, nobody's even going to want to open this.

So. Let's get into it. Like, how do we write emails that people actually want to open?

Zafira: Yes. Okay. Let's get straight to it. Well, I think when you're writing your emails, people really need to start recognizing that you have a certain take or opinion or things that they can turn to you for. And so staying grounded in your content means you don't have to like box yourself in, but it's important to stand for something that means a lot to you.

So when I even think about like, Any favorite influencers or people that I follow, like there's something unique about them that springs to mind. Like if we're even talking about you lately, like when I think about you and your brand, I don't necessarily think straight away about conferences or speaking, but I, you know, I think about your cat.

I think about Lucy, I think about pickleball. I think about like how much you love being an auntie. You're like work bestie retreats that you're doing. Like those are really positive, uplifting things that connect to your brand and they have everything to do with. who you are as a person and how you also show up in your business.

But those are parts of your life that are just happening around you all the time anyways. And my audience might find me talking about like we were just talking before this. Like I live on the Sunshine Coast on the West coast of Canada. I live by the beach, you know, new books I'm reading. And the objective is that beyond everything we're selling and our offers and our services, you know, what are the other dimensions of your personality that can be really solidified Things that people would say are so you, those are the things that create instant brand recognition and staying power and really bring in more of your ideal audience because you're offering multiple points of connection for them.

So I know that all sounds great and we're all like, okay, cool. Like we all have those parts of ourselves. So now what? Okay. What do I do with it? Well, I have an approach that I call, personality pillars and I love leaning on it because it gives you a really easy way to create some buckets of content that you can always turn to.

And they are your core values, your stamp of weird, your intentional impact, your unapologetic opinion, and your Z factor. So there are five pillars and we can break them down step by step.

Laylee: Oh my God.

Zafira: them?

Laylee: I'm so, I am so ready. Like you had me at the, what was the second one? Your stamp of weird. You had me at your stamp of weird. Let's go.

Yeah. Yeah. Yeah.

Zafira: up with personality pillar number one.

At the base of who you are, we've all got personal and business values, you know, It could be things like, do you give back to a charity? Are you committed to inclusivity? That's like one of yours. I know for sure. Do you believe in not working on the weekend? You know, whether it's personal or business related, we all have values and things that we stand for over time.

And your audience really wants to know about them. just like, you know, you mentioned the word, like, I don't want to bother them with this. Like, no, like we want to bother people with these things, you know, and it's not a bother once in a while. People realize that this is what separates you from the pack.

It's going to draw them further in. So examples of an email that could like resonate with my values, for instance, might be like, Hey, these are women of color in my community that I support. And I believe other people should learn from like, put them on your radar. Or maybe even talking about something that I tried that either worked really well, or that I really failed at in my business, just because One of my values is transparency.

And, you know, I believe everything is an experiment. So there's so many ways we can talk about our values in our email that don't sound like, know, a business y about page, but your values are showing up in your day to day life. And when something really bothers you that you stand for, that's the acute to write about it, or at least try to.

Okay, then let's get into personality pillar number two, which you want to hear about, your stamp of weird. We've all got our quirks, and our elements that are just, you know, so Laylee, that are so Z the way I like to think about it is like, if you had a postcard stamp for you and your brand, like what would it be?

Images and what visuals would be on there, for instance, like, maybe yours would have a cat on it, you know, but like, are you obsessed with dogs or astrology or mermaids or chicken wings, like, whatever it is, think about the posts that people tag you in the memes that your besties send you in your inbox, um, you know, things that people say, like, Oh, this really made me think of you. do people find weird, or funny, or natural, or just so interesting about you?

And if you're feeling stumped, because I know a lot of people think that they're boring, and that there's nothing interesting about them, the easiest way to come back to it is to reflect on the stuff your childhood or teenage self loved to do.

Like, I just talked about, like, I've, you know, I'm a copywriter now, but I used to, like, write stuff. There's this series about Maria the mermaid when I was a child and like, I just used to do that for fun, you know, or I just used to read for fun. There was a certain innocence to the way we did things as a child that was just because we wanted to do them.

And as we've grown up, they've become tasks or they've become things we have to intentionally set aside time for. But those are the things that really bring us back to ourselves. So that's a good way for you to be like, okay, what are those like fun, weird, quirky things that could even be like, I like my peanut butter sandwich this specific way, you know, or I like this particular snack and in terms of how this can show up in your emails, let's say, If you're watching a show on Netflix that you really love, you know, you can talk about it and maybe a lesson that you learned from it.

We've seen people do that really well. Maybe you're applying it to your business or creating a fun analogy from your audience to learn from. You know, if you're obsessed with like the ocean, like I am, it could be an opportunity to talk about how taking walks by the beach is something I just like can't live without.

And It's just a fun email to invite my audience to share what they usually do to stay grounded and keep going. the point of really leaning into your weird is to help you realize that you don't have to think too hard for ideas when it comes to your emails.

Laylee: Yeah.

Zafira: these things every single day.

We just have to bring our audience into the fold a little bit.

Laylee: I love that. That totally makes sense to me.

Zafira: I'm like, I see your wheels turning.

Laylee: Yeah.

Yeah. Yeah.

Zafira: is, our intentional impact. So we've all, you know, there's something that binds us in business or something that really drives why we started to do this, in the first place.

And this might be something that is really hard for you to identify after you've been in business for a long time, but there are a few ways you can turn, you know, your impact into even a soft email that still reflects your personality effortlessly and still sells what you offer. You know, maybe you got an email from a client recently that shared.

How grateful they were for your work together, or the progress that they're making because of you, even just taking a screenshot of it, like, maintaining their privacy and embedding it in an email, you know, talking about, like, where your client was before they approached you. What's happened after or since and, like, the personalized.

approach you're taking that's producing results. That's an email right there and linking to that offer. It's so easy for people in your audience who are photographers or creatives and your clients are like, Oh my God, like I can't get over these pics or like you totally nailed this shoot. Like that on its own is an email waiting to happen.

And we all love visual proof. So there's nothing like a good screenshot to keep you going. And that's an impact that you're having on someone's life. But it's hard to think about it that way when you've been doing it for years and years or it's just part of your business. So remember to take a minute and step back and realize that, like, you really are touching people's lives and you are impacting them on a personal level.

And, you know, stuff like that is a really good opportunity to share it with the world. And when you're really stumped, just remember that we all love a good origin story, you know, get back to your roots and remember what motivated you to do what you did in the first place. Just take

Laylee: Yeah. Oh

Zafira: moment with vivid details.

You know, did you walk out of a corporate job? Did you quit something? Did you slowly transition? Did you have like an aha moment where you're like. I knew this is what I'm supposed to do. No matter how long your audience has been around, they've all come into your business journey at different stages.

And they might not even know why you've been in the game this long or why you started, but that's such a really good way to reflect that intention back to them authentically. And that's the kind of email you can reuse and repurpose time and time again. then personality pillar number four is, where we get a little bit polarizing and that's your unapologetic opinion and I think you're going to be pretty familiar with this one

Laylee: Maybe a little bit, maybe just a little bit.

Zafira: just a little bit, just a little

Laylee: Yeah,

Zafira: well, you know, at one point or another, you're bound to have said something to someone that they disagreed with or sent an email that got a ton of unsubscribes and that's a really good. Because we need more content that zigs when everybody zags. And so ask yourself, what point of view do I have that I'm scared to share?

And who have I shared it with safely that received it warmly? Who didn't and why? And then factor it into the lens of your business. Because we don't just say polarizing stuff just for the sake of being polarizing. It's important your audience to know this. Why? Is it connected to how you show up in your work?

Should you save it for the bestie group chat or your family? What's that group? So lately, for instance, I know you're really great example of this when it comes to advocating for diversity and speaker lineups. And I know that you're really like, to be transparent about what's not okay in the industry and you'll break it down.

That might polarize others who are just like, happy to just coast along with the status quo. And they're just like, Oh, like, you know, do we really have to get into all of this, but it could also draw in an even more aligned and engaged community people like me. And that's a big reason why I chose to come to your conference this year is why I listened to your podcast and that's such a defining quality about you.

That really, really draws me in. And what if you were to write more emails about this? and really talk about it and dive into it in more depth. So we all have our various mediums that we are comfortable these things in, and emails can be a really powerful way to make sure that that message is really getting heard.

You never know what you're going to say that's going to stay with someone forever, but typically it's these polarizing opinions that are going to define how people see you and want to lean into your brand.

Laylee: I feel like it actually like sparks wanting to send more emails for the sake of connecting with people versus always having a, like feeling like you have to have a quote unquote reason to send an email, like a something to sell or something to share. That's very concrete and, you know, to the point, but being able to connect, it sounds like is really important too.

Zafira: A hundred percent, right? Like we all need to be nurtured and we all need to be connected to who's on the other side of the screen and a big part of why I love email is that it gives you the opportunity to do that, right? And like I mentioned, starting out with a personality player says so that people start to look forward to hearing from you because they know you're going to educate them where you're going to share with them these pieces of your life or your opinions or your hot takes that they're not going to get anywhere else.

Laylee: Yeah.

Zafira: if you're sporadic about it, or if you only do it once in a while, they won't start to connect those dots. But if you are genuinely connecting with them on this level, you're really facilitating discussions and important conversations in the background all the time. And that's really what helps people stick around for the long run.

Yeah, this is my last one. And so your Z factor, which is your zest factor. And that's the stuff you just like sprinkle on top of everything that's uniquely yours. It's the real sweet spot between what you do and why people care about it.

And it's the parts of your approach and your personality that really make your audience choose you over the competition. So, If you're not sure what yours is, here's a really great, unique, tangible way to do it. In any testimonial or wrapper form that you have, ask the question, what stood out about working with me compared to others?

why did you choose me over another photographer, copywriter, whatever it is? And that answer usually gives you some really valuable insight into your superpowers. instance, So many of my clients, every time we work together, the copies performed well, the launch went really well. When I asked this question, they were like, Oh, you were just like, so organized about everything.

It felt like, you know, mentally, I could just take a break during this launch, or I could just take a seat back because I knew you were taking care of everything. So it was like, my project management. skills, my communication skills in between things that really help put people at ease. That's not what I'm selling.

And that wasn't something that I talk about often, but now really leaned into it into my, in my emails. You know, I talk about how. know, good listening is important. I talk about customer care. I talk about like hospitality as a client experience and why it's so valuable. Um, the gifts that I sent people and why they're so thoughtful and what I think about.

And, um, that's just a really fun way to reflect something that I love to do. And that is like natural and effortless for me, but really valuable for other people. So, yeah. Ask that question. And if you have like, ask it to your current clients, ask it to past clients and see what they'll say. And I guarantee you that you'll be surprised.

So those are 5 pillars. a lot, but we can talk about how to organize and use them. If you're feeling overwhelmed by all that information.

Laylee: Honestly, like it was a lot. I would really recommend people go back and listen to it like twice, three times, and just like write down all the notes, but of course, in our show notes, we have transcriptions and everything people can go and, and kind of organize their thoughts a little bit. And I would love to talk about how to, how to actually utilize them.

But one thing I really wanted to ask as you were speaking about this was, I feel like one of the most common, Like issues that my clients come up with or my students have when it comes to having these kinds of emails, when it comes to email marketing is like you said, you have to be consistent with it.

Right. And I feel like people are afraid to be consistent and to not quote unquote, have anything to say. So would you say when you are going to talk about like organizing it, is what's your process? I would love, I would love that so much.

Zafira: Yes, okay, so many good things here to talk about. Okay, for the super organized people and who are like, I need I need a system around this. Like, I organize my pillars in a sauna project. Where, like, each pillar has a board

Laylee: Okay. Yeah. Yeah.

Zafira: stamps of weird, like, I love the ocean.

I love my two dogs. I like, you know, dumplings and digestive cookies. Like, those are like parts of me that like, I should really remember to talk about frequently, or these are my values, and these are the things I care about. Because it's a lot of information to hold, even though it's just about yourself.

But also, you'll probably collect nuggets along the way, or you start using this process, you'll be like, Oh, I can add something to it. And if you're a really visual person, even having like a row of sticky notes in your office where you've got your like components under each pillar can be really, really helpful.

And it just helps you stay grounded in your voice. And a lot of the reasons why we're afraid to show up or we think that like, Oh, like I have nothing to say is because we're not grounded in it. We're not practicing. We're not remembering what it is that is, you know, our audience wants to hear what we want to say.

And there can be such a disconnect, especially when you're writing from a place of pressure. So when you start learning to write from a place of ease and fun, which is what. You know, these pillars really give you an opportunity to do, then you can get over that hump a little faster. That makes sense.

Laylee: Yeah, that totally makes sense. And I feel like a followup to that for me would be just your thoughts around it being specifically for email. I feel like a lot of times I've heard that I've heard of, of pillars and content buckets for like social media. And it maybe feels easier because people are so trained to use Instagram to scroll.

Like that's something they're doing probably too much every single day, but we're not. We're not emailing our list every day. Right. And so I think how, how, I guess, how would you find a balance of what, what to email and when, so that people don't lose, I mean, so when people don't fall off, but also do we care if people fall off?

I think that's another, sorry, this is like turning into three questions, but my brain is just kind of racing about a lot of my coaching students. They're still in the process of trying to grow their list. Right. And so they're still curating that. So how much do they need to be worried about people dropping off and alienating them or versus the balance of what's personal versus professional?

Zafira: Okay. So many, so many things to dig into here.

Laylee: Yeah.

Zafira: I'm going to question, um, you know, what you first said, which is just like, well, you know, we're on social every day and everyone's scrolling.

Laylee: Yeah.

Zafira: argue not 1 of the 1st things you do in the morning. Check your email,

Laylee: Yes, you're right. You're absolutely right.

Yeah.

Zafira: And, that's the place we intentionally go to, to consume content, whereas social. Can have a myriad of reasons we can be using it to them out. We can be using it to entertain. We can be using it more as like a reflex, whereas I actually feel like when we are checking your inbox, that's an intentional thing we're doing and mentally.

Our brain is primed to absorb. Long form content a little bit easier compared to if it was on social now, that being said, like, everyone has a different process when it comes to creating content for me. I feel like the easiest way that I do it is I write an email 1st and then I repurpose that for social media and so I start with an email and.

Then, you know, Peter it out over social. And reason for that is that it's so much easier for me to extract content that way versus reverse engineering. And I know it can be probably different if you're a visual person. And maybe you're like, oh, I want to like, showcase the shoot. I just did like, of course, I'm going to post on social first.

Right? So it might just have to take some like retraining of your content muscles to see which it is. application feels easier for you. For me, I feel like when it comes to like the long game in your business, emails are the way to go. And that's because you own your subscriber base. You own that data. You have more access to insights on the actual impact of that content, what converted, what didn't.

It allows you to test things in a more intentional way. And your audience has genuinely opted in to receive your content. You're probably not signed up to 5, 000 email lists, but you're probably following 5, 000 people, you know, and that's a lot to keep on top of. So in terms of like the pool of how you get seen

and recognized and absorb when it comes to email, chances are, your audience is going to be a lot more engaged and when it comes to consistency, you know, I think that there's a lot of debate around that.

Um, My personal take, because I have to be honest, I'm not the most consistent person out there, but my goal is to always be memorable.

Laylee: Yeah.

Zafira: always lean on things like my personality pillars to feel like To help my audience know that this is the kind of content you can come to expect from me when you open my email, you know, it's going to be good and that's feedback.

I've gotten consistently like, oh, yours are the only emails. I like still open in my inbox, even though they're not there all the time because they know it's going to be valuable and it doesn't have to be valuable in the sense of like, I'm giving away like my best, you know, Intel for free. It's valuable.

And so far as I'm telling a good story, I'm making someone feel something. I'm helping them like, you know, Take a moment to see a reframe or different perspective. So, yeah, I would just question those norms a little bit and, really think about your business and the longer end and the bigger picture and where, you know, where your energy is spent when it comes to creating content.

Laylee: Gosh, I love the fact that you listed out what a value add could be in this perspective because I do think that so often, like I said, people overthink that and they think, well, is this valuable? I'm not giving, you know, five ways to X, Y, and Z, but being able to create value in other ways I think is, is equally as important.

So I love that you shared that. What I, I also, Ooh. I also really actually admire that you shared that you're not the most consistent, but that the consistent part is that your people know what to expect. And I feel like I could probably get better about that as well, because I mean, they know that usually when I email them, it's, Like I get excited about something and then on a whim, I'm, I'm not the best at like scheduling things out to where I'll, I'll say, okay, this was such a good podcast episode.

I've got to email my list. And so it's like, I almost feel like I'm emailing a friend one on one because that's how I envision people. But I could be better about probably sharing more insights as they come or like writing them out and scheduling them. They don't have to be sent that second. So what are some

processes that you use, I guess, to enable you to, Take the reins a little bit on what it is that you're creating, crafting, and sending out.

Zafira: So, you know, I do map out like my launches, for instance, like,

Laylee: Right.

Zafira: every quarter or Every six months so I know when I'm in like a pre launch runway or not and You know if that's the case I'm probably showing up a little bit more with value for about like five to six weeks before I launch something Again, it's like I I am like a one woman business and they still struggle to do all the things

Laylee: Yeah. I am.

Zafira: I do my best But in between, like I am, I'm not apologetic about taking space to rest or like recalibrate and I will only write to people when I feel like I have something valuable to share.

But that being said, I also keep what I call like, a sensory journal, which is just like a note on my phone of like moments that want to turn into stories or I can connect the dots between like this happened and this is like, you know, valuable insight for my audience. So, even though I might not write about it right away, when I'm ready to send an email, I, I have something and I'm not like, starting from scratch.

If that makes sense. But yeah, like I, I'm probably one of the more unconventional marketers and that it's a little bit more organic and I would say you're probably the same, you know, even just hearing you talk about, you know, how you send emails. I love a Laylee email full of exclamation marks. Like, I know you're so excited about something.

And like, I can feel the energy in that and I really think people feel that like through the screen,

Laylee: Yeah.

Zafira: so I think people also can tell when you're writing an email for the sake of it. Like you're like, I have to just send something out because it's my Monday newsletter.

Laylee: Yeah.

Zafira: to feel that way with writing because it's what I do, it's what I love, and I never want it to feel like a task or a chore, and so it shouldn't be.

So yeah, I'm going to stand on my, on my soapbox around like, you know, being memorable. You don't have, like, you don't have to be consistent, you just have to be memorable. And I think that will help you stand out in the sea of, of all the emails out there that people want to read.

Laylee: Oh my gosh. So freeing. Like, I just feel like a weight was lifted. Also, not me, like, deleting half my exclamation points and they still take up, like, so much space.

But it just is what it is. Like, it's

Zafira: part of your stamp of weird.

Laylee: so weird. I'm so, I'm like, so extra, but it's okay. At least people know what they're going to get when they see me in real life too.

And that's, that's something too, is I feel like people, maybe, do you find that people over professionalize in their heads, like, what an email should be? Like, do they, do you, do the people that you work with struggle to make the differentiation that, like, it's okay to be yourself in email too?

Zafira: A hundred percent, especially if someone is transitioning into online business from a really professional degree, like being a professor or a teacher or, you know, in healthcare. And I, I, I really have to like. hold them down and be like, let's just peel these layers off, you know, these layers of programming and like

Laylee: Yeah. Yeah. Yeah. Yeah. Mm hmm.

Zafira: the way you're supposed to write.

and, you know, Just how you were saying, you're like, Oh, when I write my emails, I feel like I'm writing to a bestie. Like that's, that takes a while for people to get to that level when, if they're not used to it. I also find though, for my audience in particular, their main challenge is like, okay, how do I.

make the segue from this like personality part of me or the story to something that's relevant to my audience. And that's where I find people struggling. They're just like, I don't know how to like cross that bridge, but it can be really

simple. It can be as simple as just using transitional sentences, you know, like, if I'm telling a story, it can be like, oh, and this is, you know, what made me think of you or like, and you might be wondering where you come in, you know, um, And so it just it doesn't take a lot but you have to like be able to master that balance and still remember that your reader is in the room even if you're writing about your story about yourself inherently you want to reflect something back to them you want them to relate to you on some level so just remember that as you're writing you know in this way.

Laylee: Yeah. Yeah. That makes total sense. One more question that I thought of while you were saying that was, what would you say to somebody who you were working with who maybe had a hard time deciding how much of themselves to share versus how much to make it about the person who's reading it? Cause I love that you brought that up. And I think I've always been, I mean, we're all hearing, and I'm always saying like People care more about how it relates to them or people care about the transformation for them.

So how do they find that give and take, how do they find that balance?

Zafira: I know it's going to sound really annoying but it's really practice

Laylee: Okay. No, I love that.

Zafira: you know and I think like the best email marketers have just I've practicing and doing it over and over and over again until they really understand that like, oh, okay, I've nailed it, you know, like, if you are a facts and figures person, like, in my mind, it's kind of like a 60/40 approach, like, 60 percent is like your leading story and then 40 percent is where you flip it back to the audience and you really bring in what's relevant for them, what they can take away from it, you know, your offer, your service.

If that's helpful for people, but the only way you're going to get good at it is if you just continue trying. And like, I think, you know, the reason people so scared about email is because it really does feel like you're sending something out into the void and you're like, okay, okay, like, I'm done.

And you're like, close your laptop and run away, but But it can be really helpful, I think, for you to practice in a safe space or sharing with like a group of business besties or peers and like, Really hold each other accountable to sharing with them. First, you know, visibility, it can take a hit on your nervous system and writing an email is an act of visibility.

So make sure that you feel really safe in your body. Make sure you feel really safe before publishing something. Otherwise, it's going to continue to feel scary and vulnerable and people can also sense that energy too. And over time, you will not need those critics or you will not need that. Like. Pool of cheerleaders to be like, okay, go do it, you know, but I often tell people I had a team of first readers for many years while I was writing my emails, which is my husband, my best friend, my dad, my mom and my brother.

So, I'm like, before I send anything, I'm like, does this sound weird? Like, should I do it? And they're like, oh, no, it's great. You know, so we all need that with everything that we do. And, um, I think writing just is one of those things over time, especially in online business. has been seen as such a solo act, but it is not something that comes naturally to everyone, but it can, it can over time.

So the more you practice, the better, gather your business besties, start practicing writing emails with them. You don't have to send every single one, but get into the rhythm of it. Otherwise, it's always going to feel weird and it's always going to feel uncomfortable. So it's just like any new habit that we're developing.

Laylee: I also, I really enjoyed the way that you, not only did you say that it does take the practice and I feel like that's anything in our business, it's going to Time to accumulate a skillset and to actually expand your knowledge and your, your practice to make progress in that arena. But I also love that, although it might take a little bit of time and effort, I love that you brought up that you repurpose.

The emails into your social. So really you're, I mean, it might take a little bit more time and it might take some buildup, but eventually you're streamlining things and saving time in the long run. So for those listeners who are like, give me a quick fix. This might not be a quick fix, but it will make things quicker.

Later on,

Zafira: Exactly. Yeah, I'm all about playing the long game in business, you know, and emails like the time and energy takes to produce one email. Like, you might as well. as much of that out as you can, like an email can then be your blog post, it can be your social, it can be on LinkedIn, like, you know, it's so easy for it to happen that way, um, but get the hard part done fast first, and then the rest of it is going to be so much easier.

Laylee: We went over so much stuff that people are going to have to definitely listen to this a couple of times, which I love. That's like my favorite kind of episode. As we are kind of like wrapping up, I would love to hear, we call it our unpopular opinions here, but what's your unapologetic opinion?

I love that. I just like, think that's the best phrasing.

Zafira: Well, I think I kind of said it in this episode, to

Laylee: Yeah.

Zafira: is like, be memorable, not consistent, like, when it comes to emails and being consistent. You know, on top of your game. Yeah, I think that's like the main thing that comes to mind after this conversation.

Laylee: Yeah, I love be memorable. I feel like it just applies to so many things as well. And like you said, people's presence on, in the open and social and your emails and your everyday life, it, it is, we are individuals and that's what makes us memorable. And I think sometimes we forget that when we just are trying to emulate the things that we see.

So I think that's a, I think that's a great unpopular opinion.

Zafira: Thank you. I also think that email is more valuable than social, but I'll just like sneak that in.

Laylee: I mean, I believe that too. I really do believe that. I mean, we're, we're told that over and over again for a reason that, you know, We have zero say about what happens to social media. It could all be gone tomorrow. And then what would happen? You know, do you have a way to contact your people? I just think that that's, that's absolutely true.

I would agree with you a hundred percent. So how can people continue to learn with you? Because I feel like I'm going to have people on here are just going to want to get into your brain and be like, how do I do this? Tell me more.

Zafira: Thank you. Well, if you want to stay connected, visit my website, ZafiraRajan.com or follow me on Insta at Zafira. Rajan and if you want to learn with me, I have a couple of programs and I have a membership where you can practice. It's writing on a regular basis called the Tide Pool, so you can see all of that info on my website.

And please feel free to slide into my DMs, share your unapologetic opinions with me and your personality pillars with me, and I would love to continue the conversation with all your folks.

Laylee: Oh, I love that. And I will say. I will vouch that she does a great job hitting you back up in DMs. We share a lot of fun, a lot of fun DMs back and

forth. Thank you so much for being on and for sharing your expertise. You are just such a wealth of knowledge.

Zafira: Laylee.