

EMAIL MASTERY!

- ✓ Get more prospects
- ✓ Convert more leads
- ✓ Orchestrate referrals

Dean Jackson

Email Mastery

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Birth of the 9-word Email

Welcome to Email Mastery!

You're just minutes away from sending your very first 9-word email, you will be amazed at what happens.

Here's how it works...

I developed this idea for a real estate agent, client, who had generated a lot of leads from their website, and got so busy they ended up neglecting a lot of the people who had responded to their ads. They had a few hundred people who had inquired over the previous six months, but they had not been in communication with them. It's not at all uncommon for that to happen.

So, I asked "do you know if any of them are still looking for a home?" They answered what anyone in that position would have to answer.

"I don't know."

So, guess what I said. "Why don't we email them and ask?"

Simple right? That was really it. The birth of what I call 'The Amazing 9-Word Email That Revives Dead Leads'

We sent a short email to the list with only their first name in the subject line.

Subject: Jason

Body: Are you still looking for a house in Georgetown?

That's it. Nothing else.

You know what happened? They got dozens of replies and tons of engagement. They even connected with a client who bought that weekend and even more amazing, they sold several other properties over the next couple of months.

Fast forward to today. We've now sent thousands of 9-word emails over the last few years with amazing results. I've never seen anything as effective.

It's very exciting to see this email work in all kinds of different situations. I've seen it used across the board in countless businesses and services

- to reconnect with anyone who had inquired
- or downloaded a free report
- or requested information on a website

This is how it works. I love this, it's such a great story.

A yacht broker sent the 9-word email to some yacht prospects he hadn't spoken to, and uncovered a buyer for a \$100 Million yacht.

All the email said was "*Hi Dean Are you still looking for a yacht?*"

Here's another great example.

A motorcycle jeans manufacturer in the UK sent a message that simply said, "*Are you still looking for stylish motorcycle jeans?*" they sold over \$9000 in less than a week. I have lots and lots and lots of examples how you can use this super effective email. It all starts here.

The Big Idea

The big idea is to send an email that sounds like you just ran into them (in person) at Starbucks and you're asking them a question *and* are expecting a response.

- Short
- Personal
- Expecting a reply

We want the email to feel like they are the **ONLY** person in the world getting this email. Believe it or not it can be a lot trickier than it sounds, because we're so used to sending out messages that sound like we're addressing a **GROUP** of people.

The Truth is.

They don't know or even care that they are part of a group. They don't know they're on your **LIST**. They have zero relationship with the other people on your list. They only have a relationship with **YOU**.

The Secret is.

The better you get at this type of email, the more responsive and engaged your prospects and clients will be with you. And, that's always a good thing.

The Temptation is.

We are always tempted to add more to it. We feel the need to pad it down and fluff it up. Believe me, you are going to be tempted to explain the reason you're asking. "*Are you still looking for a house in Georgetown?*" Because if you are...have I got a deal for you!

Do NOT do it!

This dialogue method of email is best when you 'serve it' exactly like a conversation. Just a really slow conversation. You know how it works. You see your buddy Steve at Starbucks, then what happens?

You say something. He says something. You say something. You are talking. Does that make sense? Well let's dig in and go deep on this I've got lots of advanced ninja email strategies, to reveal to you.

The Power of You

Do you ever get email?

Silly question? We can all agree we get way too much. Email can be one of the biggest annoyances on the planet. So let me break it down like this, Do YOU ever get email?

Here's what I mean.

Most emails are a mass communication, like we spoke about earlier, it's a group conversation, not a personal conversation. It's like standing on a chair at Starbucks and yelling to everyone in the room, you aren't speaking *to* anyone.

You know what I heard the other day? I think it was Brendon Burchard who said,

"Your email inbox is a fantastic tool for other people to organize and prioritize your time."

Can you relate to that? I know I can, so let's begin right at the beginning here, with our discussion about email marketing, because I really do believe it is the best power tool, it is ***the tool*** for marketers, if you use it properly. You can be a welcome email from a friendly face, instead of a nuisance trying to stuff my inbox.

If you use email in the right way = friendly dialogue.

Most often what I find is people come into it with the wrong idea.

- They either try and get it to do too much
- Or they're trying to do too much, at once

They're not really using it in a way that capitalizes on the ability for email to be a *tool* for dialogue, a 'conversation creator.'

Here's what I mean. Using email as a word barrage or a 'word blanket' where you just throw it over everybody is not using your power tool for the highest and best use. It's like using a power saw, without plugging it in. That makes for a whole lot of extra work!

Your power source for email

You really want to know what supplies the juice for your emails? The true power source, is you've got the ability to have an interactive dialogue where different actions happen, depending on how the response goes.

Look at it this way.

If you and a friend are going out to eat and you ask them, "Do you want Thai Food tonight or do you want BBQ?" Depending on their answer, you know which restaurant to go to.

Your next action depends on their response.

I know I just mentioned the amazing 9-word email that revives dead leads, and I'll talk about that again in a second. But what I want to talk about is the psychology in play before you push the send button, and how to really get that right, so you understand the potential.

*"I often say to people they don't know what
they want their emails to do"*

They don't know what their objective is. The **most important thing** is to really begin with the end in mind.

Beginning with the end in mind means:

- Knowing who we're speaking to
- What is it, what's the verb, what's the action
- The outcome we want to have happen as a result

Knowing these things will help you realize:

- What the opportunities are
- What the limitations are of email marketing
- Why you are sending the email in the first place.

I always think about the environment surrounding somebody when they're checking their email. If you really think about it, how would *you* begin with the end in mind?

We begin with How

How it's going to be received in real time, most people tend to check their email on their iPhone, they're checking it all the time, they're checking it on their iPad. It's not very often that you can't reach somebody by email pretty quickly, if you wanted to. Even though, people have aspirations of checking email once or twice a day, that's not the reality for most people. Think about it for a minute. What do you do with your email?

The Compulsive Poltergeist

So I want to share a quick story with you, my good friend Joe Polish shared with me the other day on one of our episodes of I Love Marketing Podcast. I had asked him how many times a day he checks his email. His answer:

"To answer your question, I check my email throughout the day. With an iPhone, there's a magnetic, addictive force. Since I already have sort of an addict brain anyway, it's truly hard for me to restrain. If I go somewhere and don't want to check email, I literally have to turn the phone off, so I'm not drawn to it. There is a compulsive poltergeist built into electronic devices, it hijacks your brain and makes you look at them constantly."

Plugging into the Juice

In the last chapter, I spoke to you about plugging your 'email power tool' into the power source.

Power Source = Interactive Dialogue where different things can happen

But what's the juice? What makes it whirl and spin and light up? What makes your email buzz?

Email Juice = Irresistible Offer

Here is the second half of the conversation from the episode. Joe was getting ready to go to the Jay Leno Show. This is a perfect example of Email Juice.

The Power of an Irresistible Offer.

Joe said, Yesterday, before I went to see Jay Leno, I sent an email to Richard Branson and Peter Diamandis. I said, *"I'm going to go meet with Jay Leno tonight. Do you want to be on the show?"* Now with Richard, sometimes I'll send him

an email and I won't hear back. Sometimes, I hear back the same day, other times it can be days. And there have been a couple of times, depending on how busy he is, he won't respond at all because he misses it or whatever. But I'll tell you, both of them responded back immediately,

"Yes, I'd like to be on Jay Leno's show."

That's the power of the right offer, no matter who they are, including billionaires, they will respond, quickly, if they're looking at it. You know what? We really have this nailed down, this irresistible offer stuff. It doesn't matter who the person is. An irresistible offer, is an irresistible offer.

It was a simple, short email. *"Richard, would you like to be on Jay Leno?"*

It really shows most people are constantly looking at their emails and you will get a response.

At that point I had to interrupt Joe and said, "You want to know something spooky?"

"Richard, would you like to be on Jay Leno?" is a 9-word email. Maybe there is something magical about 9 words. So I asked Joe how long it took Richard Branson to respond to that particular email?

You want to hear something fantastic?

He responded within an hour. There we go that just goes to show, my point is that it wasn't 3 days. It was literally almost instantaneously. Right?

The Power of Personal

Okay, so we've stumbled on something. This is part of the really deep psychology of what's going on here.

**The element that made that work is
he knows who you are, first off.**

Admittedly, most people aren't Joe Polish they can't email Richard Branson, they don't have his email. He doesn't know them, you've got to have rapport with him.

Somehow Joe got the email that Richard Branson checks. That's all I'm saying. It doesn't even matter whether he has a close relationship with him or not. I'm sure the email that Joe has isn't the email that everybody in the world gets for Richard Branson.

It's his personal email, that's where the magic happens.

If you've got somebody's personal email, you have a very intimate connection to that person.

I say intimate meaning, 'inside access', no matter what else is going on, no matter where he is.

Here's what I'm talking about.

We already spoke about the undeniable attraction of your phone. This magnetic draw of checking your email, always seeing what's going on. Richard Branson could be with The Queen, but when he slips into the bathroom or something, he's got his phone with him and is checking it while he's out of her sight. Everybody's like that. That's just how it happens. It's a Universal Law.

You have this intimate access to people.

Think about it in your own life. When you look at your email, do you think, at the time that Richard Branson looked at his email, it was the only email in his in-box?

No. There were probably tons.

So, let's break it down like this. What happens when you scan through your email? You begin a type of sorting process. We treat it the same way we treat the mail in our mailbox. I love an example that Gary Halbert talked about, with people sorting their mail over the garbage. The A-pile and the B-pile. Right?

There are 3 levels of sorting going on.

- People skim their email, because they come in bulk, you can't stop them
- They come too fast. So you check your email, there are 20 new ones since the last time you checked, even if you're checking pretty often
- Most people are using Gmail and probably don't delete emails

I call it the OCD loop. I check my email, I check leads or stats, I check my stocks, then guess what? I go back and check my email! Of course, there are several more emails that have come in since the last moment I checked it. I never really delete anything. Do you?

Here's why I never delete my emails.

It's the Ultimate Search Tool. I love it, as long as you know it's in there, you can search it, find it and utilize it. I like that a lot.

I speak to thousands of people a year I can safely say most people, it's not really about deleting. It's not like they've got this backlog of emails all piling up on their computer, clogging up their hard drive. You young whippersnappers don't relate to this but back in the day it was limited space you had to delete your email so you could run one of your programs. Crazy I know, can you even imagine how hard life was for us old timers! It's not like that anymore, Thank Goodness, we have evolved.

The BIG Decision

It's not so much about the email being deleted. People are skimming the emails. The big decision is, really, one of 3 things:

1. Am I going to open this?
2. Am I going to read this?
3. Am I going to respond to this?

Those are really the 3 things I know for sure are happening.

The Only *Important* Thing.

There is only one thing that's going on in the subject line and the from line. People are making the decision whether they're going to open the email or not. That's the only thing on their mind.

Personally I read the subject line first, and then I look over and see who it's from. So, if it's a subject line that looks like a personal email, that's going to get some great attention. Right?

If it's clearly a tagline or teaser copy in the subject line, it tips me off that it's not somebody just sending it to me. And if it comes from a company or comes from a website as the from line, I know that it's not a personal thing.

Subject: 3 Days Left on our Super Sale

From: Pottery Barn Marketing

Vs

Subject: Sally were you still interested in the Bahamas Cruise?

From: Ramona

So immediately you know, going into it, which ones you're going to scan. You have your A-list, you've got your personal emails, your friends and associates and people that you want to hear from or frequently hear from.

When you decide to open it, the next decision is what am I going to do with it? Am I going to read it?

Dead Giveaways

When you look at the first item.

1. Do you have to turn images on?
2. or 'click here' if this email's not displaying properly

Those things are a dead giveaway and tip off that this is not an email from a person to one person.

This may sound like I am breaking a Cardinal Rule of marketing, but stick with me.

Graphic Emails

When I look at sending out these emails, I am never sending graphic emails. When I say, 'Graphic Emails' there is no need to grab your children cover their eyes and run from the room. By 'Graphic Emails' I mean that I never send html emails.

That's not to say I don't send html-coded emails, they just don't have graphics in the emails. You've seen them a million times in your own email box. These emails are stuffed with pictures and logos and have all kind of stuff on them, to get the most response.

When you preview the beginning of it, you can see that the first words are 'turn images on', in the email, that automatically lets people know that this is not a personal communication.

So, let's look at those first 2 things.

1. If you look at the emails that you actually respond to, they're going to be emails that are from somebody that you know, from somebody that you wouldn't be surprised to have a dialogue from
2. Even if it is somebody that's asking you a question, a question is really one of those magnetic things that demands attention. You have to willfully decide to ignore somebody, if you're not going to answer a question, if all of those other things fall into place

Now think about the emails that you send to people you know.

Emails that we send back and forth are very rarely more than 2 or 3 lines, because they're a utility.

- You're sending something
- You're expecting a reply

The Magic Formula

When I look at emails, the elements that I have discovered that are the 'Winning Formula' for email are to send emails that are:

- Short
- Personal
- Expecting a reply

If you can get those 3 elements in the email, you have something that has the potential to be magical.

It's really interesting how effective this technique is. I have a friend Kim White, from Austria. When we were doing our email for the I Love Marketing conference, I sent out an email to subscribers that had just their first name in the subject line.

Now, if you see an email like that, that's going to get your attention.

That's an email that is going to draw your eyes. It's proven, when they do all these studies, that your name, when you see it in print or when you see it in an email, your eyes dilate and you gravitate towards it. It's kind of like when you hear your name.

This is where the Magic happens

Really the magic happens when you see your name, seriously in these eye-tracking studies they show your eyes are actually attracted to your name and your eyes dilate. It's almost like getting those little squirts of dopamine. It's like, "*Hey, that's me!*" You have that identity to it.

I find this so fascinating, it doesn't have to just be their name, but something that is going to get their attention in a personal way. When I sent out that email, I sent it out, with the subject line that simply read, 'Kim' And then, the email itself was just a simple email. "*Hi, Kim! Are you planning on coming to the I Love Marketing conference next month? Dean*"

That was it, nothing fancy, no bells and whistles. That was all it was. That was the end of the email. And Kim responded and

said that he wasn't going to be able to because he was in Austria and went on to share some other things that were going on.

Words have Energy

A few weeks later I saw him when we were in Toronto. He said to me, *"That email that you sent, I thought that was a personal email to me."* But he had to come up and confirm with me that it was a broadcast email, because he looked back at it and saw, piecing it together, that this was an autoresponder.

But the immediate thing, his immediate thought and the words that he said to me was that, *"The energy of that email was very different than other emails that you get."*

Before we move on I should describe what Kim does. He's an energy worker, I think that's the best way to describe it. Although my good friend Dan Sullivan calls him a 'Spiritual Plumber'.

Dan describes his work like this.

"You know how when you have a relationship with something or somebody that just kind of irks you? Or you feel some negative energy around it, or you're in some kind of argument, maybe you've got some kind of negative energy around that relationship? So, what Kim will do is work with you and remove that negative energy."

Dan is a huge fan of his. He talks about him all the time. So, for Kim, as an energy worker, to say there's something about that email, the energy of the email.

I really feel part of the energy of an email, like that, is my intention, my pure intention from that email is that I wanted it to feel like an email from one person to one person. I truly did want it to be an email from me to them, a personal email. I say that because even though you're sending out an email to thousands or tens of thousands, or hundreds of thousands of people, they're only being read by one person at a time.

A Word Blanket

Remember earlier we spoke about the difference between speaking to the room versus an individual? So often, people

- in the language that they use
- the way that they word the email
- the tone of the email
- speaking to a group
- It's broadcasting or announcing

It's the difference between getting up onstage and presenting your email to the entire room, versus taking somebody aside in the hall and having the communication with them one person at a time.

That is a very big distinction, you don't have to use email as a broadcast tool.

That being said, sometimes it makes sense because, often, we send out broadcasts where we just want to get a message out to everybody. Not every email needs to be short, personal, and expecting a reply.

Sometimes, sending out emails for the purpose of communicating information to a group is great. That's what makes the short, personal, and expecting a reply email so powerful, is you sparingly use them when it's your intention to have somebody respond to something. When you want them to take an individual action at the highest rates possible, you have to communicate with them one person at a time.

It's a Private thing

So, as I am sharing these behind-the-scenes insights of how your email works, are you getting the picture of what you do when you're checking your email?

I really want to paint this picture of creating the environment of how people engage with their email. We're doing it alone. Nobody is like,

“Hey, everybody, let’s gather around and check my email.”

That’s not the way people do email. They don’t check it in a group. And nobody prints them off and reads them aloud to the group. *“Hey, everybody, I got another one! Listen to this one!”* That’s not the way that we interact with email. And it sounds funny when I say it like that, but you’ve got to imagine that that’s often the way people are writing their emails.

They’re writing it as if people are going to be gathering around having it read to them. Does that make sense?

So now that we’ve gotten all private and one-on-one, what do we do about the unsubscribe button?

Well, you always have the unsubscribe button. You have to. But what you don’t have to do is make it the prominent thing. It’s always going to be there. You’re not trying to hide it, or mask it or not include it.

But when you’re looking at the email, there’s nothing wrong with having a little separation between your message and the unsubscribe portion of the email. You can do that. There are lots of different things that you can do where you are making your message the prominent thing.

Only come over if you’re invited

Remember when you were growing up your Mom or Dad would say you can’t just barge into people’s houses, you have to what?

You have to be invited.

So, I’m saying this because I want to be really careful with the way that I say it.

The only person that you should be sending email to, in the first place, is somebody who has invited you to send it.

1. By signing up in an opt-in list, somebody who has asked for something
2. Or somebody who has voluntarily given you permission to email them

I'm **NOT** talking about scraping emails or doing things like compiled lists, and all that stuff, all the other kind of spammy things. I'm talking about, you having a context for communicating with them.

Smaller Really is Better

It's easy to get intimidated when we all stand around and compare the size of our email lists. It's important to remember that a smaller list of people who actually want to hear from you is far more powerful than a giant list of people whose names and emails you've captured or scraped somehow.

Email from a person you know = Yeah!!

Email from a stranger + that knows your name = **CREEPY!!!**

"Hi, Dean..."

Okay, let me give you a real life example:

Say you have a brand new business and have 10 clients. You're going to send a personal email, to them, versus putting them into a database. That would be the best option for you to start sending it versus using an autoresponder like, Getresponse, Infusion, Aweber, Constant Contact, Salesforce, or GoGoClients.

GoGoClients is actually my favorite, very streamline I liked it so much I bought the company ;-)

When starting out what's the Rule of Thumb?

Certainly, when you are sending something to someone that knows you, that's a personal, individual email they are going out in the old onesie-twosie stream, versus even doing a group. Doing it that way will definitely increase your chances of a higher response.

But here's the thing: I would always recommend using an autoresponder or an email broadcaster. Here's why. When I think about it this way,

***I like to use automation to do
what I would do if I could count on me to do it.***

When you think about it you're sending one email to 25,000 individuals, rather than sending one email to a group of 25,000 people.

You're not sending 25,000 emails to one person. Hey, Joe! Hey, Joe! Hey, Joe! Hey, Joe! Can you even imagine? No. You are sending one email, and you're writing the email as if it's only one person who's going to be reading it.

That's why when I go through all of this stuff, it sounds like we haven't even really gotten to the content of the emails. Like, what's the best language, what's the best thing to say? So much of it hinges on, you getting these things right.

- if you can get the psychology of why those emails work so well
- and why you should send short, personal, expecting-a-reply emails

It's going to make the emails that you write so much more powerful.

Like the email that Joe sent to Richard Branson I think it was the perfect, 9-word email and it got a response in less than an

hour. But that's exactly how it works. And that's why a guy whose business is energy is saying how that email had the energy and intention of being a personal email.

I'm not saying it's easy.

Because it's not easy your first time. Even though those emails are very short, I'll often spend a lot of time wordsmithing those emails. It takes time to make an email seem like you just sat down and fired it off.

We all start small, we all begin at the beginning. So, I don't want to assume that you have heard past episodes of I Love Marketing, I don't want to assume you know all about the 9 word email magic.

So let me go back to the beginning so you can better understand the laying of the foundation.

I want to tell you a story, real quick, because I want you to understand the context of email. When I'm talking about email marketing things, I'm talking about a before unit email. Typically, those emails are sent to people who are sitting in

- Profit Activator #3: Educate and Motivate

You've gone through the work and you've identified your target market, your single target market in profit activator #1 (Narrow your Focus and select ONE target market)

You've done whatever it is that you're going to do to compel them to identify themselves.

(to learn more about the 8-Profit Activators download your free copy of the book at BreakthroughDNA.com)

This is where you're going to compel them to:

- come to a landing page
- leave their name
- and their email

for whatever it is that you're offering.

You're going to then have this pool of people who are sitting in profit activator #3, which is where all the gold is in your before unit. This is where it all happens, because once you gather those people there, now you can patiently and systematically educate and motivate them to do something (purchase, join, download, etc) when they're ready, at their own pace, at their time.

You can do so much. You can communicate with people, you can educate them, you can send, every week, some kind of valuable updates to them, you can invite them to come and listen to your podcast every week. Those are all part of the education process, where you're kind of giving them valuable content. You're adding value to them.

Then, when it comes time for you to make them an offer, you take the lead and initiate the process where you lead them to a better outcome that's good for them. You already know where you want them to go, you know what your offer is.

I'll give you some examples.

For our real estate buyers, here are a couple of good examples. We'll do things like run AdWords ads on Google. Every time somebody searches for real estate in Winter Haven or homes for sale in Winter Haven, we compel them to come to the website.

When they get there, they see all of these things that they can get 'Free inside', 'More inside', and they choose to leave their name and their email address.

Now, what's happening there is all Profit Activator #2 at work (Use Direct Response Offers to Compel Prospects to Call You).

1. We've compelled them to identify themselves
2. We've taken an invisible prospect and we've made them visible

And now, all of those email addresses that we have, everybody who has come to the site and left their name and their email

address is sitting there, waiting for us to start that education and motivation process in profit activator #3 (Patiently and Systematically Educate and Motivate Prospects to Meet you...When They're Ready)

So the next step, we use email to educate and motivate every single week.

- we send them a market watch newsletter
- an email, with all of the new listings that have come on the market in the last week
- with links where they can see all of those properties
- A little dialogue where Julie Matthews is talking about the types of homes that she's showing
- A feature of the people that she's working with right now, maybe highlighting a property
- and then making an offer on that email

So, you can see how we know what buyers are going to want to do. They're either going to be driven by wanting to go look at homes so we've got that offer for them.

Or they're going to want to get their financing all straightened out. Some people are motivated to check financing before they go look at homes. Some people may just want to know what the prices are and what's going on in the market, to see what they can get for their money.

Either way, we know, every single week, in those emails, we're including our super-signature, which is in the PS or below the PS of the email.

The 'Super Signature' = All the offers that you have for people to take advantage of.

So, staying with our real estate example. We know that they want to look at homes, we don't want them to have to take the initiative and say, *"Hey, would you show me some homes?"* Nobody likes to take initiative.

So, we make an offer. We say, *"Join us for a daily tour of homes. We do tours of homes every day, at 10:00 and 1:00. If you'd like*

to join us, just click here." It's a great way to see homes in any area in Winter Haven. People click on that, and pick the tour time, they can join right in, because we're crystal clear on what we want them to do.

This is Important:

The reason that we're able to make that offer is because we know what they want. We've thought through what their next step is. They want to look at homes, but they don't want you to go out of your way. So, we make it seem like they can just jump on this tour.

Lots of people may want to know how much they can afford, but they're afraid to get a pre-approval. Pre-approval sounds scary. It sounds like your approval is going to be put into question.

So, we position that, and we talk about a, 'Free Home Loan Report', which sounds like it's already done, or it sounds like there's a voyeuristic element to it, where I'm going to get to see all of this information. It's not that I'm being examined, it's that I'm now getting access to examine all of these loans.

Remember, we talked about the home loan report before, where we monitor hundreds of loan programs all across the country. This is what the Free Report lists

- the lowest interest rate loans
- the lowest total cost loans
- the lowest payment loans

and we put all that together and put our findings in our 'Free Home Loan Report.'

When people click on it, they can read about everything and sign up for the Home Loan Report, because it sounds like it's already going on. When you sit back and look at it you realize, none of us are ever at the same place at the same time. Some people may be just getting started, and don't know, yet, what they can get for their money.

So, we offer the, “*Free Guide to Winter Haven Real Estate Prices*”, with pictures and profiles and maps and community information – all the stuff that somebody would want to know about Winter Haven – and they’re happy that somebody has taken the time to do this.

Surprise Inside

So we make all these offers in that ‘super-signature’ I’ve been talking about. So how it works is, each week, when we send out the market watch email, we’re highlighting one of the offers. So, after we say, “*It’s been a busy week in Winter Haven. Here are some of the new homes that I got a chance to look at. Here’s the links for all the new homes that have come on the market in the last week. And if you’re going to be in town this week, and you’d like to look at some homes, we do daily tours of homes at 10:00 and 1:00. It’s easy to join us. Just click here, pick the tour time that you want, and we’ll do all the rest.*”

That’s really a very simple type of email formula for sending an educational email *every week*.

Now, it’s clear, because we use language at the top that shows this is, ‘The Market Watch Report’ and it’s got the date and it’s from Winter Haven, it has the weather, and all that lead-in stuff. It’s very obvious, so people are clear that it has a newsletter feel to it. It doesn’t feel like I’m the only one getting this email.

The Power of the One+One Punch

As you can see as we go along it’s the power of the personal that makes the magic. So this is what we do. We send that report out to you today, then tomorrow, we send out a personal email as a follow up that is a ‘Re:’ of the first email.

One+One=Explosive REsponse

This second email includes the first email that I sent you yesterday, but at the very top of it, it asks you a simple question.

The question says, *"Hi, Joe, are you an investor or are you looking for a house to live in? Julie"*

That very simple email gets an incredible response.

The Power of Re:

The Magic behind the Power of Re: is because the email seems like it is only intended for me, and it absolutely is. It absolutely is only intended for you, even though 2,500 people are getting that email. It doesn't matter how many people get it; it's how many people are reading it at once. Right? So, people respond to that email.

- ***It's short***
- ***It's personal***
- ***It's expecting a reply***

And if you send emails like that, you are going to get more response than you've ever gotten to any emails that you've ever sent.

But that's not the end of it.

It's not just about sending out an email that gets people to respond. Now, you have to skillfully, like a chess master,

1. Know where this is headed
2. You have to know what the end game is
3. You have to know what's going to happen when somebody replies to that email

And the reason that it's so responsive is that it's not immediately clear where it's going. We're not solving the mystery for them. I'm not saying, *"Hey, Joe, are you an investor or are you looking for a house to live in? Because if you're an investor, I would recommend that you blah, blah, blah."* I've solved the mystery for you.

So this is exciting, part of getting people to respond is knowing that you're not going to solve the mystery yet, and know that you're going to engineer the situation so that you know what to reply, no matter what they reply.

This is what I'm talking about. When you send out an email like the one above, and people say, "*Yes, I am an investor*", we know that 95% of the people that get that email are not investors. Most of the recipients are looking for a house.

Here's an awesome Ninja technique.

Of all the questions that you ask somebody, you want to craft the email question so that it's really engineered to get the most response, but, and here's the kicker, you want a purposeful response.

It's really instant results when you do this, I've spent a lot of time and still do spend a lot of time thinking and crafting these types of emails that are 'engineered for the highest response' it's very important that they give you a purposeful response, then I know it's going to lead somewhere.

Here's an example, we have all seen attorneys on T.V. use this technique. When the attorneys are questioning witnesses. There's different kinds of questions that are in examination and cross-examination, they ask a line of questioning, knowing that it's not just the one question that they're going to ask, but they're asking a question that the answer to it is going to determine what the next question is.

Kinda like Tic Tac Toe

If you can patiently engineer something that will get to where you want to go in 3 moves, then you're really onto something.

That's what we're really looking at. There is a TON of value in being able to sort these types of things. This is how I look at it,

One of the types of questions that we ask is a sorting question

- this or that

“Are you an investor, or are you looking for a house to live in?”

That kind of question is going to get one or the other type of response.

This is a great example. We did the sorting question with Vince DelMonte, asking people, *“Are you looking to lose fat or gain muscle?”* Sorting. We’re sorting people into that, because if people come to a fitness site, you don’t know what their intention is. But, you can find out.

1. What would be valuable for you to know?
2. How do you want to steer that question?

If you can think that through, knowing the dialogue method of email is going to get the most response that you’re really going to get. You can then focus on, what is it I want to know, from each individual person?

I’ve really gotten to the point where it’s not uncommon to send emails that get 60+% response, because I’ve sent it to one very specific person from one person to one person.

There’s something very powerful about that.

But you have to know where that’s going to go.

Here’s what I mean. If you take the Realtor example, if they respond they’re an investor, now you can go down that whole investor line of questioning where you can say, *“Perfect! Are you looking to buy and hold or something to fix and flip?”*

When they answer that question, you move on to the next sorting question, something that is going to take them a little further down the path with each answer.

So each question you ask gets them further along and with each answer they give you, you’re getting deeper into your dialogue with them.

Part of the reason, I think, that people respond to those emails so much is, just morbid curiosity to see is this really a personal

email. Even if, most likely they are thinking, in the back of their mind, *"This might be an autoresponder, or, is this person really sending it to me?"*

Remember the Power of Re: When you send the second reply that's an intelligent response based on their response to the first question, now you've got their attention because now they feel like, *"Oh, this really is live. This is really somebody."*

That's really pumping the magic into your emails.

This is my favorite part, I find it fascinating. What you'll find is that after 3 or 4 of these types of emails, where you're going back and forth like this, you'll get what I call the 'Love Letter'.

The 'Love Letter' is the email where they tell you everything you need to know or everything they want you to know, because, they now feel like they have the ear of somebody who cares and is in a position to really help them.

So, if somebody's going down that path as an investor, *"Perfect! Are you looking to buy and hold or fix and flip?"* And they'll say, *"Well, we're looking for deals to fix and flip" ... Perfect! Have you seen this one and this one?"*

Now, we are suggesting options to them.

You're demonstrating your expertise in that area, and it just so happens that Julie is an investor herself and buys and flips a lot of homes, so she knows the homes that are best suited for that. She can point them out, sending them in the right direction.

What's so fantastic about this approach is now people will give you their feedback and start to say, *"Well, yeah, that one right there might be something. Here's what we're really looking for."*

At this point you're completely engaged in a dialogue with somebody who, just a couple of hours ago, was just a number, an email on a list of people getting all of these weekly updates. They were just sitting in the crowd with their feet propped up. Now they are essentially, hanging out with you, visiting.

9-Word Email, Eats like a 7 Course Meal

I know that a 9 Word Email sounds simple enough but if you've been following along you can see there is quite a bit involved. Every piece is essential to 'Email Mastery', so let's keep it bite size and do a little reviewing.

So, let me cut this up and serve it one piece at a time. Here's what I want you to take away from this first portion:

- When approaching email marketing, understand and really strive to use email as a tool that is absolutely best-suited for dialogue style communication
- You will use short, personal, expecting-a-reply emails, knowing that the only purpose of the email is to get a response
- You've got to know what it is that you want somebody to do, when they read your email
- What's the purpose of it? Is it just to deliver information?

That's fine. It doesn't really matter how you do that. Just send that out.

But when you want a response, you've got to convey what response you want from them.

Earlier, I painted that picture where you are when you get an email and how you go through and sort your emails, remember? I know you can relate to that, how people interact with their email and figuring out what they're going to do with it.

- So the very first thing we know needs to happen is get the email opened

They have to click on it to actually see the email, and then you want them to take that next step.

What's the Next Step?

Now you understand what that next step is, you can be completely focused on just that one result. What's the one thing?

Okay, this is so ridiculous, but this is actually how I explain it when I'm coaching my clients. I say to them, *"Imagine if you were a powerful wizard, and you had the power to get anybody to do anything you suggested, and you could just type it in invisible ink? And whatever they saw, they would just do what you say."*

Your Subject Line: could say, *"Open this email"*, and people would open it. And when they get to the next thing, say, *"Click on this link"*, and they would click on that link. Or, *"Answer this question"*, or whatever it is that you want them to do.

Does that make sense?

Because really, there's only 2 things that you can get them to do in an email, that is perfectly suited for you.

1. You can get them to click on a link
2. Or hit reply

Those are the 2 actions that you want with an email. When you think about it. That's really the bottom line. That's what we're trying to get somebody to do, is take an action.

Most people, if you were to look at their email, you would see quite crystal clearly, that they have absolutely no idea what the purpose is of their email.

Getting a Reply

Both actions are great, don't get me wrong. The thing about getting a reply is that you can now engage in a dialogue with the person, and there are so many, many ways to use this. Let's talk a little bit about some of those, because it really is about being and thinking like a chess master, where you've got the ability to kind of guide a conversation with people.

You can go through the process of having a conversation just like if you were standing in line at Starbucks with them. You could have the conversation be a very valuable interaction, one person to another person, rather than just using email as a broadcasting tool.

It's the difference between walking into Starbucks and getting up on top of a chair and saying, *"Excuse me, everybody! Can I have your attention for a second, please?"* and then sharing your information with everybody.

That's a broadcast. The difference would be quietly going into line and striking up a conversation with one person, while you're looking them right in the eyes. You say something, they say something, you say something, well I could go on, but I think you get the picture.

That's the most effective thing that you can do. That's the most responsive thing,

No Earthly Idea

Actually, they have No idea why they're even sending it, or what it is that they want their prospect to do.

So when they finally realize that they're not going to convince anybody of anything, they say, "*Well, I just want people to Buy Now*", but are they going to buy right from that email?

You want them to go somewhere, and they're going to buy from that page. That's where your Buy Button is. That's where your shopping cart is. Right?

So, it's not about sending your web page to them through email. It's about getting them and compelling them to come to your web page.

Let me give you a perfect example.

We use my Postcard guys in Sarasota to do all of my postcard mailings, and we have a program together called 'Getting Listings Sold'. So part of what we do is, once we get all of the up to date data of the new listings that come on the market, they send out the emails.

What you have to understand is the emails were HTML, beautiful, graphic emails explaining to people, who they were, and all the experience that they had in postcards. Then they were presenting the whole case for people to buy postcards right from the email.

These guys are great, they track and test everything beautifully. So, they're testing and tracking and tracking and testing. They had 3 emails that they were split-testing, and one of them they were happy because they had gone from 3% click-through to 5% click-through with this new email.

So, I came in and we crafted an email that gets over 30% click-through.

Then, if they don't click, we send it again, and it gets another 30%. So, we get over 50% of the people who we send these emails to, to click on the email.

And all we did, was imagine that we're sending one email to one person.

Here's a real-life example.

If you're a real estate agent and you get a new listing, let's say you listed 22 Graystone, and you go to bed and wake up in the morning, and you're checking your email, and in the subject line of one of those emails are just the words '22 Graystone', that's going to jump to your attention. Right?

Because it could be somebody inquiring about your new listing. That's what it could be. It's certainly about 22 Graystone. And you're all excited about it, because you just got that new listing.

Now, instead of – when you click on that email – having this beautiful HTML graphic-loaded email and presenting a whole case for sending Just Listed postcards.

What we did this time I wrote a very short email and said,

"Hi, Joe. I put together some marketing ideas for 22 Graystone. Take a look and let me know what you think."

And then, we put a link that said, '22 Graystone', and signed it Ramona, which is who was sending the email and who would be responding to those emails.

That one email immediately went from 5% click-through to over 30% click-through because it had all of those elements and used the dynamics that are going on when people are reading their email.

Invisible Ink

So let's think about this together. When I say to you, "*If you were a powerful wizard, what would you put in the subject line?*" the only thing that matters in the subject line is "*Open this email*". That's really the essence of what it is.

That's the naked truth of what you want that subject line to say. You probably would get more people to open an email that said, "*Open this email*" than some of the subject lines that we see. Right? You just overtly said it.

"Open this email, really quickly"

But here's the trick you can't **actually** use those words, "*Open this email*". What you want to do is figure out **what are the most compelling words that are going to get that result?** That's the only purpose of the subject line, "*Open this email*".

Then What?

And then, when you get them to open the email, you have to know what's the outcome.

1. Do you want somebody to respond?
2. If you want them to respond, then you ask them a question
3. Do you want them to go to another website?
4. Do you want them to click on a link? Then you just say whatever you need to say, whatever they would find compelling, all cheese, to click on that link

(Are you familiar with More Cheese and Less Whiskers? You can grab that book at MoreCheeseLessWhiskers.com)

Let me say something important right here. When you are sending these out you need to be congruent with what it is you're saying. For instance, we used the Jay Leno example to Richard Branson. I've seen some people that will send out emails with a subject line like, "*Want to be on Oprah?*" from people that have never been on Oprah and that have no possibility of getting somebody on Oprah.

So essentially there would be no cheese in that cheese.

Profit Activator #2 and The Before Unit

There are so many different ways to think about your before unit, but as far as a 9-word emails, or an email to engage people, it's so powerful to realize that your purpose in the before unit is to

- Generate leads that convert into appointments or sales
- or first-time purchases, or engagements

You're moving people all the way through the 8 profit activators. Remember the Profit Activators, they are from my Breakthrough DNA book.

Having selected a single target audience, or re-engaging people where you already have their email. Your objective is to compel them to raise their hand and respond: *"Joe, are you still looking for a house in Winter Haven?"*

Now, when he's engaged, we're going to continue that conversation, we're going to educate and motivate him to join us for a daily tour of homes or come to our homebuyer

workshop, or get a Free Home Loan Report, whatever it is that he's most interested in.

1. What would be the most effective thing for the prospect, right now?
2. What would be the most valuable thing for them?

We're moving people in that direction. That's really what I'm talking about here.

Whose address is it anyway

So, when we look at the types of email addresses that you're likely to have, it's usually an email address from somebody who just opted in moments ago, or it's an email address that you've had in your list for 60, 90, 120 days, 2 years. You're likely to have people who've never bought anything from you; they've opted-in in the past. That's kind of the spectrum of emails that you are likely to have, somewhere on that scale. They've either just opted in, or they've been in for more than 90 days.

So why that's important is, we need to understand, first, the dynamics of what happens when people come into your email list, their buying cycle. How long is it between the time that they opt-in and the time that they actually buy?

If you're doing offers that are early lead generation offers, where you are giving away something, like to our lakefront homeowners, the report on lakefront house prices. You're going to generate people who are going to be interested in that information now, but they may not actually sell their lakefront house for 90 days or 6 months, or a year from now. And there may be situations where somebody's going to opt-in, and then they may buy right away.

Everything has a Cycle

It's important to understand or at least have a sense of what the cycle is in your business. What is the cycle of how long it's going to be before somebody actually buys?

Do you know?

It's okay, don't feel bad, most people don't know.

When we talk about converting leads, and I really started going deep into learning how to understand lead management and lead conversion, this was one of the things that I went in depth. I like to call it the timeline of things.

Let me tell you a quick story.

I don't think I've ever shared this story before, but there's a company called The Inquiry Handling Service, they are a company that if you've ever been to a trade show you'll know what I'm talking about. Or if you have ever read a trade publication or magazines, you've circled the reader service card, the business reply request. Then you send it in and they'll send you information about the product or service.

So, if you're looking through a home decorating magazine and you were interested in faucets, you would circle it on the reader card then send it in, and they'll pass that on to the company, to send you information about the faucets.

So, these guys handle millions of leads across all different industries. They did an analysis and found, the timelines when people buy, they were able to identify a pattern across-the-board.

Here's the breakdown.

They collected this data by doing what they called 'Did you buy' surveys. If you inquired about surveys, they would call you up at 90 days and they'd say, *"Hey, Joe, you inquired about faucets a few months ago. Have you bought faucets yet?"* And you would say yes or no.

Then, they would follow up again, in 6 months or 9 months, 12 months. They follow up with a sampling of people all the way across, up to 18 months. What they found, just over half of the people who inquired about something will buy what it is they've inquired about within 18 months.

What's that mean for you

There's a good chance, a 50% chance that somebody inquiring about anything is actually going to buy it in the next 18 months.

They also found that only 15% of those surveyed were going to buy in the first 90 days. So, that means 85% of the value of a bundle of 100 leads, let's say, is 90 days or longer out. They're more than 90 days away from buying.

Patience is a virtue = A lucrative one

Nowadays, everything is instant so most of the time, people are largely impatient with their leads. They want to kind of squeeze the most they can out of the leads right away. And if they don't buy right away, they often get discouraged and think, *"Those leads are no good. They were unqualified, or they're just lookie-lou's, or they're not going to buy."*

I see this happening all the time with people who do opt-in marketing.

They'll send people to a squeeze page. They'll get their name and email, and then they'll blast them for 7 or 10 or 14 days in a row, trying to get as many of them to buy as they can, right now. That's their follow-up cycle, that's it they just drop them off a cliff. They don't have any sort of concerted effort.

They start counting too soon. They only count their conversions on that little window. Judging it on how well people converted right on the front end, not realizing that the majority of the value is much longer than that.

So let's look this over.

When you magnify the value of an email list, you must realize that there's a lot of people who will buy later. It's very important to set up your system so that you can continuously add value to those people. Make sure you can continuously be in communication with them, that's where using a broadcast type of email is effective.

But let's focus.

Where this 9-word email comes from – this whole idea of engaging with people, is focusing immediately on the first 90 days. This is the group that we want to focus on, because when somebody first ops in, the only person who is going to be monetarily valuable to you right this minute is one of those 15%.

If you look at it if we were to say, "*Where should you place your bet?*" kind of thing.

- You know that 85% of the people are not going to buy right now
- But you know 15% of them are going to buy in the first 90 days

Even 90 days is longer than most people have the patience to follow-up with anybody anyway.

I see this all the time.

People say, "*Let me show you my conversion sequence*", and it's like a 7-day sequence, and then it ends. You never really see anybody who's got that kind of concerted follow-up effort beyond those 90 days.

Do you have a minute for me to tell you an 'Old School' story of marketing? This is a great story it goes way back to the days before the internet, I know, shocking really.

Joe has a course for professional carpet cleaners and restorers, which he's sold since 1994 or 1995. He started selling it to cleaners to help them market their business. One of the

sections in the course is a group of letter, one of the letters is a 3-step letter process for new prospects.

Now remember when he started this there was no Internet, so they were literally printing and mailing them, or putting them in envelopes, or rubber bands, or whatever, and placing them, hand-delivered to neighborhoods. It was a 3-step letter offering a free room of carpet cleaning and a carpet audit, a process Joe came up with, which was an educational method to go into a home and evaluate the condition of the carpet.

Regular as Clockwork

So how this relates to what we were talking about follow up. Joe describes it is letter #1 goes out, then 2 weeks later everyone that didn't respond would get letter #2, and 2 weeks after that, letter #3.

Dan Kennedy has been preaching a 3-step letter methodology for years. What we would always tell people is the time to quit going back to the well is when you dip the bucket down and no water comes back. Then, you quit doing it.

Keep dipping your bucket

So let's get back to length of follow up, 90 days is where I'm saying people would show up to buy. But keep dipping your bucket. Like one of Joe's clients has taken that same letter to a particular neighborhood and delivered it, every 2 weeks, 23 different times. What's that mean? He put that letter out 23 times, with just slight changes to the intro of it, before the arithmetic quit working, meaning it stopped being profitable.

Fast forward to the Wild Wild Web. I've had many people that have emailed a simple letter 5 times, 6 times, 7 times, before it kind of grows tired.

But I always say, *"People just don't realize there is a lifetime value of a client."*

If you want to be in the relationship business, you need to prepare yourself to educate and nurture in the context of email.

Here's the thing.

Even when people set up their sequence, after the opt-in sequence, they're writing it with a tone that is a broadcast tone, they're still sending it to and communicating it to a group of people.

They're not doing it in a way that is a personal interaction.

Zone Out - You'll Like it

Were you one of those kids that was always looking out the window in school, dreaming? Well, now is the time to put that skill to good use.

One of the things that really helps is if you can imagine, just visualize, and I often do this. It's so crazy. If you've ever seen my evil scheme hatchery the way I have a room up in the front that's got these 2 comfy club chairs with an ottoman. And sometimes, quite often actually, I'll just sit there and close my eyes and imagine having a conversation with people.

I'll imagine when somebody opts-in, that they're walking into the room that I'm sitting in, right there in the room, and I'm visualizing them. I'm imagining what our conversation would be like? What would I say to them if I were there with them in person?

That's literally where, if somebody walks in and they're a realtor, they'll opt into our real estate site, (that was the exercise that got the conversational email of), *"Hey Joe, are you an investor or are you looking for a house to live in?"*

So much of it is imagining a personal, real interaction. That's what's really going to help you identify what's on that person's mind.

- What do you think they're expecting when they come through?
- Imagine, magically, when they opt-in, they are transported into this room?
- What would they be looking for?
- What are they expecting to see on the other side of this opt-in?
- What are they expecting is going to be there?
- What's the treasure on the other side of that doorway that they're looking for?

Treasure inside

Do you know what the treasure your clients and customers are looking for?

It's their selfish desires.

That's the treasure.

It's their selfish desires. It's not about you.

It's never about you. It's always about what are they looking for?

So, hopefully, you can be congruent all the way through. When we look at narrowing your focus to a single target market, you've already gone a lot of the way down that path in Profit Activator #2 (use direct response offers to compel prospects to call you), when you offer them a cookie, you offer them something compelling that is going to get them to identify themselves.

You know what it is. If you don't know, do the exercise I just showed you and have a little chit chat with your imaginary customer or client.

Our Target Market

For our real estate sites, I've chosen Lakefront Homeowners. I've offered them the 'Free Report on Lakefront House Prices'.

When they opt-in, what is it that they're looking for?

We do the same thing with the buyers. We offer the 'Guide to Winter Haven Real Estate Prices'. And then they opt-in because I am offering them (a cookie) something of value just for them.

5-Star Prospects

‘Big Boys’ Branding

Here’s the deal, it’s not like people want to do ineffective marketing or advertising, they just don’t know any better. Unless they’re listening to our ILoveMarketing.com, podcast, which teaches them how to have laser focus on the client, most likely, they’re just trying to make a living. They’re trying to go out there and sell stuff. Of course, if you have something to sell you should tell people all about yourself so they will trust you and buy your stuff. Right?

Well, kinda sorta, but not really. You have probably heard this as much as I have. Brand Marketing, get more eyeballs, stay on top of mind. Have your logo everywhere...

This reminds me of an episode we did on ILoveMarketing.com where Joe interviewed Jeff Madoff the genius behind the Victoria’s Secret commercials. (it’s episode 094 by the way).

Don’t get me wrong there are plenty of people that have very successful brands. The point is – it’s about them. It’s really about the customers secret desires. So many people that do brand marketing and advertising, think they’re talking about

their customers desires, but they're really not using copy that's saying that. They're not using calls to action.

That's not a sustainable strategy for small business owners. For example, let's say you spend years really developing a reputation, that doesn't happen with a website and business cards. In the interview with Jeff Madoff he talks about Victoria's Secrets being an 'aspirational brand'.

It's true, right? That didn't happen overnight, and it certainly didn't happen from a business card, postcard or a website. There's billions of dollars put into what it is now. You know what I mean?

Anyway, I'd say that most small business owners, that's not something their company will attain. That's not their business. That's not what they're going to be doing.

Nurturing 5 - Star Prospects

When it comes to putting together a plan, I want to frame this for small business sustainability. We talked about a 90 day follow up campaign earlier, but there is so much more you can do by adding longer follow ups.

When you think about implementing or engaging a marketing campaign, don't think of it as just being an email. We're talking about one part of a full, encompassing plan of communication, lead generation, follow-up, nurturing, etc.

So, when you hear people say things like, "*A marketing plan*", do you think year out, 90 days, 7 days?

Begin at the Beginning

Here's where it starts. I think at the very beginning, your only focus should be imagining, that the person who has just opted-in is a 5-star prospect and is going to buy imminently.

This is the best course of action that you can take.

- Not trying to convince them to buy
- Not try and convince the people who are not there to buy
- Focus only on being there and speaking in a way that would let people who are 5-star prospects, who want to buy know you're there
- You're ready to help them
- Here's what I suggest you do if you are ready to buy

Love at first Click

So, when we really look at it, when somebody opts-in, you've got to know that they have never liked you more than the moment they press submit on that opt-in page.

That's the peak of your relationship.

What happens from there is either going to continue that and amplify it, or it's going to filter it. You're going to either fall out of favor or you're going to endear yourself to them, immediately.

Here's what I mean. Everybody belongs somewhere within a relationship. So let's break our relationship with our prospect into a quadrant. Imagine a page divided into 4 quadrants. The top and bottom 2 quadrants are divided into "*yes, they're going to buy*", or "*no, they're not going to buy*". And then, the left and right divided into "*now*" or "*later*". We'll call later 90 days or more from now.

	Now	Later
Yes	15%	85%
No	N/A	N/A

So, if we go clockwise from the upper left, we'll call that quadrant one, it's *"Yes, they're going to buy, and they're going to buy now."* We'll call that 90 days. That means according to all those studies, 15% of the people fall into quadrant one.

If we look at all that research we know that 90 days or more is one of the options, 85% of the people fall into that quadrant 2.

Next, if we go down on the bottom, it doesn't matter whether they fall into either of those quadrants, because they're the people who are not going to buy. There's nobody that matters below the line. All we're worried about are the people at the top, who are going to buy, and whether they're going to buy now or later.

So, our first strategy has to be focused on that 15%, because, in reality, it doesn't matter what you do to the 85% until 90 days from now, because they're not going to buy for 90 days anyway. Right?

Speak to the Top

So, the only people we can speak to, are going to have value or desire to do something today, are the 15% who are in quadrant one. What we are looking for is 5-star prospects. We're looking for people who meet some basic criteria. So, I'll share what we look for on the real estate side. And this applies basically everywhere.

1. willing to engage in a dialogue
2. friendly and cooperative
3. know what they want
4. doing something in the next whatever amount of time frame is right for you, 90 days, 6 months, whatever it is; and
5. they'd like us to help them

That's what a 5-star prospect is.

They are going to buy in the next 90 days. They're now prospects.

That would be a 5-star prospect.

And they'd like you to help them.

Anybody, who meets those 5 requirements is a 5-star prospect. And the only thing we're trying to do initially is identify who those 5-star prospects are.

There's no way to do that, unless you start at the top and see who is willing to engage in a dialogue, because that's the first step.

So, Do You Come Here Often

Now is the time for what appears to be small talk. That's why, when we send out simple emails, we'll give them a chance to first tell us about themselves, give us more information, identify themselves. Somebody coming to the real estate site, they leave their name and their email.

Whenever I talk about lead conversion I'm really talking about lead statistics. You can make more sense of these numbers if you think in terms of a bundle of 100 people. You can wrap your mind around that. You can figure out what the value is, and how the numbers make sense.

Let's take 100 opt-ins and personify them, line them up, you've got 100 individuals standing there in line, there's no way, just by looking at them, to tell who's who. We know that half of them are not going to buy, so we can eliminate half of them. But we don't know which half. We know that 15% of them are going to buy in the next 90 days.

But, again, just eyeballing them, you have no idea who is among those 15%. So, your first job is to separate out the 15% who are going to buy now.

Grab a shovel

How do we dig out the 15% how do we find the gold in there? We're looking for 5-star prospects, and the first element of a 5-star prospect is that they're willing to engage in a dialogue.

So, what do we do?

We try and engage them in a dialogue.

So let's go dig a little deeper here. When you look at this scene, it helps so much to imagine exactly what I'm describing to you. Imagine these are real people, you're looking at them, you're eyeball-to-eyeball in your imagination, *what would you really say to them?*

That's often a barometer of whether the email that you're about to send is going to make sense. If you imagine reading it one person to one person, often it will identify itself as a broadcast email or something that you wouldn't actually say to somebody.

It's important that you know where you're headed.

Remember, think of yourself as a chess master you always know where it's going, knowing where you're ultimately going to lead them once you know what the appropriate place is. That's why #5 in our 5-star prospects is willing to engage in a dialogue, friendly and cooperative, know what they want, moving in the next 90 days, or whatever it is you say in the next 90 days, and they would like us to help them.

So, until and unless you know all those first 4, you can't make a prescription for what to do in #5. If you have that kind of engagement with somebody, and they identify themselves through a sorting question, as an investor or as somebody looking for a house to live in, now you can move down that path.

Patience is a Virtue, Every which way

We've done this in so many different ways, asking somebody whether they're looking to lose fat or gain muscle, and go down a different path with those people. Those kinds of questions are very valuable as you move forward. You can intelligently have a conversation, but use technology to do it. Always, use technology to help you automate the process whenever possible.

So, beginning with that in mind, you will know what you need to say in the email subject line to get your point across, that you want them to, "*Open this email*". That's the command that we have for it.

You can certainly use their first name in an email, or like we spoke about earlier, using the 'Re:' to something they've asked you or something you've asked them.

Those types of openings are getting you going in the right direction. And, let's be honest, the subject line on its own, if somebody doesn't want to read it or isn't at least familiar with who or why you're emailing them, they probably won't open it.

I've seen this done too many times, people being tricked into reading the email. That's not what we're looking for. You want them to feel like it's relevant. You want them to feel like there's a sense of welcoming from the email, rather than a jaded sense of, *"Oh, I'm opening this, but I know it's a scam"*, kind of thing.

Do you think this is really hard for most people? Or do you think people just don't focus on things that are really the 'Big Lever Movers'?

It Ain't Easy

I really think it's hard for people. I think what's happening is people really struggle being patient and knowing they'll have more luck taking 3 moves to get somebody to a buying position than they will getting them to buy in one move, or one email.

Often, that's the stickiest point, people are just too impatient. Patience is a virtue, but it ain't easy. It seems when emailing, the first instinct is try and get people to buy right away. They come on strong and loud, over and over and then slowly let the prospect drop off a cliff. Buy Now, that's their only focus they are just trying to get them to buy now.

Buy Now

Buy Now

Buy Now

Buy Now

Buy Now

Desperation is Never Attractive

Let's look at what might cause the impatience. The underlying issue, maybe you're just desperate. You need the money. You NEED to make a sale.

It's just like when you want a date. If you're desperate and so badly want someone that you approach them and literally creep them out. It's not attractive, ain't no one got time for that.

Sometimes it's the positioning or the status is just completely wrong, you seem weak, you seem clingy or aggressive. It's the Universal Dating Dilemma, guys who are genuinely, nice human beings can't get a date because they appear extraordinarily desperate or needy, and that unattractive.

So let's think about our prospects, they're going to respond the same way. If your whole approach is you so badly want to make a sale, they will see right through that.

Talking about patience, is a really important issue. However, we also need at the same time to eliminate the danger of, *"I really need the money"*.

Here's what I mean.

Two Vultures are Sitting on a Fence

Do you remember those black velvet paintings? If you live in other parts of the world you won't know this store, but there's a store, Spencer's, which sells gag gifts and novelties.

So, anyway, in this painting, there are two Vultures sitting on a fence starving to death. One Vulture says to the other, *"Patience My Ass, I'm Gonna Go Kill Something"*.

Essentially, they've been sitting there waiting for something to die, for them to eat, and they're starving. But, there are a lot of people in that situation, they need it so badly, that they're making decisions they think are needed, but they are really undermining their ability to have success. This happens all the time with marketing.

I like the analogy, *"selling is like seduction"*. You just don't immediately go and approach someone and say, *"I want to sleep with you"*. It's going to creep them out.

You have to start slow, get to know each other. Build rapport. You need to do those things slowly and in stages.

So, what if someone's in that catch-22 situation where they need a sale today to pay their rent, what do they do?

What I always say is, if you're really in that situation, you don't have any money to do any marketing. Then you probably have time, because if you don't have money, the only thing you've got is time and resources. And if you don't have resources, you have to be resourceful. Literally, go out and talk to people one-on-one, if you need to.

As Joe tells it. *"When I was a dead-broke carpet cleaner, I was literally doing manual labor. I had to do that until I could establish even a little bit of foundation to create a marketing system. You've got to put in the wood in order to get the fire started".* Just don't panic in the meantime, be easy.

This will ease your mind if you are in that situation. If you can imagine those 100 people lined up, again, as your bundle of 100 opt-ins, knowing that 15% of them are 5-star prospects who are going to buy right now, meaning in the next 90 days, there's nothing you can do to create those people. You're not going to convince anybody. What you're looking to do is identify who those 15% are. That's what's most valuable to you.

Once you know who they are, now you can communicate with them in a way that's going to get them to the end result faster.

Steady as She Goes

It seems initially like you're delaying the sale, but it's not delaying at all. You want to engage. We're trying to move somebody through this 5-star prospect filter as fast as we can. It's like the staged lighting system at the drag races. They've got that tree of lights, the first light comes on, then the next one and the next one, then they're off! It's the same thing that we're looking for here. We want this to happen as fast as that.

And it can happen right away.

1. Are they willing to engage? Yes
2. Are they friendly and cooperative? Yes
3. Do they know what they want? Yes
4. Are they ready now? Yes
5. What would you like them to do? Buy now

All that can happen very quickly. We've had it happen as fast as opting-in today, coming out, looking at a house tomorrow, and buying it. It can happen that fast.

But, somebody who's not going to be ready for 6 months from now, no matter what you say, you're not going to convince them to buy on your timetable. What you're trying to do is skillfully identify the people who are ready right now, and make the right offer to them, so they will take action now.

Does that make sense?

Let's Review

Let's put this in a nutshell. The fundamental thing is realizing who we're talking to, right now. We're focused on these people who are in that 90-day window, the ones who are going to buy now.

1. We want to identify those people
2. We want to engage them in a dialogue
3. We want to have a prescriptive solution for them that's leading them to take action, where they're going to do something

That alone, just having that mindset, is really the great foundation for this. Also, realizing we're going to come back. We're going to circle around, we're still going to serve these people who are 90 days or more away, we haven't talked about them yet. We have really powerful ways to communicate with them in a way you'll be right there when it's time for them to take action.

Just be aware of that. Know that this is really about slowly engaging one person at a time. Even though you're doing it with technology to hundreds or thousands of people, you still want the tone to be you're doing it to one person, and don't be surprised when they respond.

Landslide

The biggest thing that I see, when we suggest someone send out a 9-word email that will re-engage the people on their list, is they get totally overwhelmed by the amount of response. We just had that happen with Kathleen, who came to our Breakthrough Blueprint event in Phoenix. She sent out a 9-word email to 3,000 people, and she's gotten 1,200 replies, now she's rushing through, trying to figure out what to say.

She's getting it all under control now, but it's so invigorating to see. Certainly, most people, when sending an email out, aren't used to getting that type of response.

Are you?

You Talkin' to me?

Everything we have been talking about up to this point is the, 'Before Unit' strategy. I've been sharing things that anybody can do right now. It's one of the – I call it – magic tricks that we can create without any cost, and generate some revenue for you, generate some money very quickly, just by crafting the right 9-word email.

Next, I've talked a lot about this idea of using short, personal, expecting-a-reply emails as a way to engage people in a dialogue with this one-to-one approach.

- This is definitely not something that you're going to automate

We can automate the initiation of the dialogue, but once somebody raises their hand, once somebody responds to the email, now you've got the best opportunity ever because you have the attention of somebody who's a real person.

Like we talked about a moment ago, if you can imagine them as a real person, like I shared how I do in my evil scheme hatchery. I visualize the front door of my evil scheme hatchery

as the opt-in box, Poof! suddenly standing there is a real person. What would I say?

That kind of thinking is really the way to get inside your real prospect's mind. It changes the way you communicate. Group vs Personal. People know the difference. It's very important to make sure the times you are communicating one-on-one, that people really know it is meant to be a personal communication.

Me?

When we look at the pattern that seems to unfold, we'll ask people, "*Are you still looking for a house in Georgetown?*" and even if they think it's an autoresponder, they will reply with a very short answer because they feel like they might get punked or something. They don't want to look silly responding to a message that is not manned by a real person.

It's almost like the short responses that you get initially are the email equivalent of somebody turning and saying, "*Are you talking to me?*"

Somebody might respond to that initial question with a one-word reply or a very short reply, and that's okay. Back to the Gym example. In this way, by asking a sorting question,

Are you looking to gain muscle or lose fat?

You know there are 3 possible responses:

- I'm looking to lose fat
- I'm looking to gain muscle
- no response at all

Those are the 3 basic options that you're going to get.

Remember, we already talked about, when you go back to them, and engage in that dialogue, you'll find that after a couple of exchanges, they'll know they're in dialogue with a real person, and they'll send you what I call 'the love letter'.

The love letter is when they open up, because they have the attention of somebody who can help them and who seems to

be sincerely interested in helping them, they'll share everything about their situation. They'll tell you. They'll be so much more forthcoming, and they may ask a question, and be more talkative. Just like when you're in a real conversation, you have a couple of short interchanges then somebody's going to go off on a little bit of a tear.

Now this is important

After the first few emails (conversations) and they go on a tear. You must remember to stay focused because this is all designed with one purpose in mind. This sort of dialogue method is designed to focus all of your attention – initially – on the 5-star prospects who want to buy right now.

We are looking at our list in bundles of 100 prospects at a time. After 100 people, typically, what happens with the first 100 will happen with the second 100, and so on.

Since we are only focusing on the Top 50% of the group, the people who are going to buy, that means they're going to buy now. If not now they're going to buy later, we know that 15% of them are going to buy in the first 90 days, and 85% are going to buy in the longer than 90-day timeframe.

So continuing with treating everybody as a 5-Star Prospect your intention is so important here.

There's nothing wrong with treating everybody like a 5-star prospect until they show you they're not, versus treating everybody like they're not a 5-star prospect until they prove they are.

That's the approach that most people take. They have this sense that leads are dirty, almost. The questions people ask, "*Are they scrubbed leads?*" or "*Are they qualified leads?*" all kind of things that foreshadow the treatment people are going to give them, they're so concerned; they don't want to waste time.

Time Invested is Never Wasted

I'm telling you, right now, that the very best thing you can do is treat everybody like a 5-star prospect, and waste some time on them. Spend some time. Invest some time in them.

What I'm describing to you, these types of email dialogues, it's time-consuming. Don't get me wrong, it takes time. It's the most effective thing.

It's what is going to get you in dialogue with the most people, and find you the most 5-star prospects. You will convert more of them.

I'm not saying it's easy.

I'm saying it's effective.

It's a more powerful tool than anything else. It's worth doing. It's worth trying to figure out. It's like we always talk about the idea of not letting logistics dictate what you do. Don't let logistics get in the way of really stellar logic.

I can't stress this enough. We want to focus on those people, and we want to engage them in a dialogue. If you have the ability to staff that role, even if you're doing it in high volume, it could be somebody's whole responsibility. Like an email concierge, an email dialogue generator, somebody whose role is to engage in a dialogue. That's what we have with Lillian here, running the websites for Living in Winter Haven. That's her whole role, is to engage with people. She's able to connect with more people than anybody else would be able to, because they're trying to fit it in when they've got some time. But it's her whole responsibility.

Yes, I'm Talkin' to You...

Okay, I have been talking about a very powerful way to dialogue with people. I shared some of the engagement strategies earlier. What I want to focus on now is moving into this bigger group of people, that 85% of the people who are not going to buy right now.

It pains me to see how much people lose by not having a real, concerted strategy for communicating on a long-term basis, that adds value to all of those people who have raised their hands, knowing that's really where all the gold is in your list.

It's so funny.

I had a client – I won't say who this was – that generates thousands of leads, they have a high-volume system for finding people who are going to do something right now. They pride themselves on this 21-day process they take people through a 21-day follow-up, they're able to convert about 10% of the people who come in through that process. It's a high-dollar item, so it's a really great conversion process.

Wash your mouth out with soap

But then the client told me, after they go through that 21-day cycle with the prospect, they'd go into 'the archive'.

So, I had them set up a swear jar, and I said, *"If we refer to that group of people as anything other than the goldmine, from now on, I want people to put \$100 in that swear jar. I never want to hear the word 'archive' again".*

In a short time, we were able to craft some simple, simple messages to these people, that were able to bring out hundreds of thousands of dollars of new business. Not a bad outcome for a little swear jar, and much easier than soap :-)

You're sitting on a goldmine!

Words to Live By:

If you have been using opt-in email marketing, where you're bringing people to a squeeze page and they are leaving their name and email address.

Don't *ever* let yourself get complacent about that.

Don't ever let yourself underestimate the value of that.

When somebody leaves their name and email address, they now move into your profit activator #3, where we can educate and motivate them.

So, we focus on the first group. We focus on the 15%, who are going to buy right away. We do that by really engaging in a great dialogue.

Now, parallel that and think long-term, we immediately start implementing a strategy to keep us in contact with those people in a valuable way for a long period of time. I'm not talking about setting people up on auto-drip, where they get this sequence of follow-up messages, trying to squeeze more buying opportunities out of them.

I'm talking about educating and motivating these people.

You really want to think, about a weekly flagship publication that goes out to everybody. It could be as simple as an email. You could do a podcast, like our I Love Marketing podcast. We're constantly in contact with hundreds of thousands of people every week, by communicating and adding value. These aren't sales messages. This is adding value. We're building a relationship with people.

You can do that same thing. What would be a dream-come-true for your audience? If you think about our audience as business owners, entrepreneurs, coaches, real estate agents, and carpet cleaners, people who want to apply marketing to their business, what would be a dream-come-true for them is to be able to *tune in every week and get actionable, cutting edge strategies that they can apply right away*. That's what we do with ILoveMarketing.com Podcast. Every single week, we're sharing the best stuff that we know, to our audience, that builds tremendous relationships with people.

A Dream Come True

So, what would be a dream-come-true for your audience?

For the Realtors,

- we send out a weekly Market Watch email to all of *their* prospects who are looking for homes
- we send out a Market Watch email with all of the new listings that have come on the market
- some short little dialogue that shares the kinds of homes that you've been looking at or
- showing, the kinds of people that you've been working with
- if you're the real estate agent sending this out, then links to all of the new listings

How could you use this in your business or industry?

Then, keep in mind, we always want to lead to the next step. We always want the prospect to take that next step, and we want to make it easy for them by offering them cookies. We've talked about the idea of offering cookies, is taking the initiative. It's so much more powerful than to wait for your prospects to take the initiative. Nobody likes to take the initiative. You will get much more interaction by offering a plate of freshly-baked cookies and saying,

“Would you like a cookie?”

See, these kinds of things, this is the way that society works. We're wired to not want to take the initiative. We want to respond. We want people to ask us for help, then we can jump into action and demonstrate how helpful and enthusiastic we are, and how sincere we are in wanting to help them. But we're scared to death to make offers to people, in case they reject us.

So, how we overcome this natural tendency is make offers that seem like they're already happening. If we go back to our real estate example, there are three types of people that are on our Market Watch Newsletter.

1. Buyers looking for a Home in Winter Haven
2. How much can I afford buyers
3. First time home buyers wanting to get educated

Let's go a little deeper here.

Take these three buyers, you already know the conversations going on in their minds.

What's the Trigger that will set them off?

They all want to go look at homes, right? So we would expect them to take the initiative. We may say something like, *"If you ever want to look at homes, please feel free to email me and let me know. I'd be more than happy to do the research, find the homes for you, and show you any home that you want to see."* That's kind of like we're saying, *"If you want me to bake you some cookies, I'd be happy to. I've got all of the ingredients here."* Unfortunately, most people do that, and they end up with a lot of unbaked cookies.

Nobody would ever impose and ask someone to bake cookies.

So here's your, Ready, Set, Go! Pull the trigger offer. *"Hey, if you're going to be in town this weekend, we're doing daily tours of homes every day at 10:00 and 1:00. You can join any of the tours. It's a great way to look at homes in any neighborhood or area that you want to see."*

That sounds like you've already baked the cookies. It's on the calendar. The schedule is there. The bus is pulling out of the station at 10:00 and 1:00. That's what it sounds like, so it sounds easy. I'm not obligating myself. I'm not imposing on you. I'm just going to jump on the bus. I'm just going to jump on this tour that's already happening. I don't want to miss that!

Everybody is a 5-Star Prospect, until proven differently

Let's look at the buyers who want to know how much they can afford or understand how the financing works. Notice I always refer to them as buyers, it's important you keep that clear in your mind. Thinking of them as buyers, you will always treat them as buyers, not looky-lou's. So, instead of saying to people, *"If you have any questions about mortgages or you'd like to get pre-approved for a mortgage, feel free to email me, and I'll be happy to put you in touch with our lender, who will get you pre-approved right away."*

Well that's just exhausting for everybody. Or often we start mandating to people and pushing it on them, *"**Now**, you've got to get pre-approved before you go and look at homes."* Again, treating people like they're not 5-star prospects until they prove that they are.

Both approaches are way too common. I'm hoping, as I'm describing this, you're hearing it and translating how your

situation might be similar. I'm describing it to you in a real estate situation, but I want you to understand the psychology of the passive approach versus the attractive approach.

What I'm NOT saying

What, we're not saying. *"You've got to get pre-approved",* and we're not saying, *"If you'd like to get pre-approved, I can certainly help you."*

What I AM saying

What we are saying, *"We offer our Free Home Loan Report. Every week we monitor hundreds of different loan programs around the country, to find the lowest interest rate loans, the lowest monthly payment loans, the lowest down payment loans, and the lowest total cost loans, and put the findings together in our, Free Home Loan Report. You can get one just by clicking here."*

That sounds like it's already done, like something that is in place and you just grab it.

It's not scary, it's not demeaning, I'm not imposing on you to do anything. I've made you the offer, here it is, you can just take advantage of the offer, or not. The same thing goes if somebody wants to find out about the home buying process. Instead of saying, *"If you have any questions about the home buying process or any questions at all, please feel free to email me. I'm more than happy to answer any questions. We could talk on the phone."*

It's not the same

Making passive suggestions to people is not the same as saying, *"We're holding a Home Buyer workshop on Tuesday night, at the library, at 6:00 pm."* That sounds like it's already going on, there's a specific offer that I can take advantage of. I'm just

going to show up at the library, and get my questions answered.

I really want you to think about it.

What could you offer to your prospects that would trigger them taking the next step?

Your main focus is to trigger them moving into profit activator #4, where you can present your unique service offer.

50 cents

I don't know about you but I have been in business since the days of 'direct marketing', when it was just that -Direct. There was copywriting, editing, printing, folding, stuffing, licking stamps and... delivering. Every piece of contact with your prospects took, guess what?

Work.

Yep, it took effort and money.

Here's a little snippet from an ILoveMarketing.com Podcast, it really lays out the thought process I want you to incorporate when thinking about sending out your emails. To set the scene up for you, Joe and I were talking about Mary Ellen Tribby, a really great marketer, who like us, has been in this business for a few moons.

Joe was saying; I did this great interview with Mary Ellen Tribby, a few years ago, and talked about how we grew up in the direct mail business. I told Mary Ellen, the thing with Internet marketers is, they are more promiscuous with their emails because it's free, in their minds, and they don't have to spend money on it.

She said something really great, *"Yeah. What if you start looking at every email you send as if you had to pay 50¢ per email on each and every email you sent out"*. Wouldn't you really think differently about the person who's receiving it; not just, 'How much money am I going to make,' but how

you're really doing a disservice to the people you're sending it to, if you don't really think about the copy and engaging with them.

Did you catch that?

It is a disservice to your clients and prospects to send out emails willy nilly, with no chance to engage with them. It's very important to take the time to craft your 'conversations'. After all, 50 cents a pop adds up!

I know, this flies in the face of the Autoresponders that are constantly upselling pretty templates and super-duper flashy HTML emails. So, let's just assume as you are reading this you're thinking, *"Yeah, that sounds good, but my clients are different. An HTML email with graphics and all that, is just going to work better for me, although I've heard about this 9-word email thingy. But my clients are different."*

How I would respond to that. Your clients are people, I'm assuming, and people are the same. We all come standard issue, with the same brains and emotions, and psychological triggers. That is why we can take a construct like the 8 profit activators and apply it to any business. And we've done it. We've done it with all kinds of businesses, and it all works, because when it's all said and done people are people.

UNLESS of course, they are aliens. Then you just write the emails in Klingon, which is the intergalactic language of direct response. Everybody knows that.

It's All Very Thrilling

I know you have heard this saying. *"It's just common sense"*. You've probably heard this one too,

"Common Sense is not too Common."

Let's look at it this way. It is so important that you strip away all of these preconceived notions that *you think*, people would

respond to. It seems so simple and so obvious, that most people don't think about it until they hear me explain it.

If you have been listening to ILoveMarketing.com Podcast for anytime at all or you have read any of my books or come to any of my workshops, you will know that I always like to look at the context of things. I want to understand very specific concepts. I want to know why things work. I want to know what the underlying support structure is that makes all of this work.

So, I'm sharing stories about 9-word emails, giving you examples and sharing ideas about our flagship publication. I'm using the real estate examples here.

Let's strip that all away.

One Simple Question

I want you to answer one simple question for me.

What type of *regular communication* could you send to your prospects, (all the people in profit activator #3), they would be thrilled to get every week?

Is there news that you can react to?

You see, the great thing about real estate, there are constantly new listings, you can send to the people on your list. There is something very powerful about that, it's got the content built right in. You just have to have the right framework around it.

How can you implement that in your business?

When you look at creating on your own, like making something up, it's more difficult than just responding to something. Why recreate the wheel every week?

Here's how you get started.

1. Start by making a list of all of the questions that people might have
2. Think about what they want to know
3. Make a list of the top 20 questions that people have

There's almost half a year's worth of weekly emails, just addressing one of those questions as a short little thing. Short and sweet. That's very exciting, and easy.

Do you know Seth Godin?

Well he is a Fantastic marketer. Seth does a blog by email, every day you get a short, little blog. He's not writing big articles he's writing short insights. It takes you a minute or 2 to read, that's it. It's all very insightful and full of simple ideas that don't overwhelm. You feel good after having read it. What kinds of ideas like that could you send to people?

- Is there anything that is changing, if you're in the mortgage business, we send information on interest rates
- The same thing could apply to financial advisors. It could be any kind of data that changes or fluctuates.
- You can talk about volatility or anything in the stock market
- Anything that's moving is a great topic to design your Weekly Flagship around

A Surprise Inside

Here is the most important part about the 'purpose' of the Weekly Flagship, it's like a Trojan Horse. It's the carrier that you can now make offers every single time you send out a communication. You can make the offer that has whatever your 3 cookies are in a Super-Signature. A phrase that I coined, that is describing, below the PS of the letter, before all the unsubscribe stuff, like a little ride-along with every email that you send, all the offers that you can make to people.

It's so Powerful, but Unobtrusive.

Here is an example of a super-signature, from my Weekly Flagship.

"Here are 3 ways we can help you today. Join us for a daily tour of homes. We run tours every day, at 10:00 and 1:00."

"We're holding a first-time homebuyer workshop next Tuesday, at the library, at 6:00 pm."

Last but for sure not least. Make an offer.

"Download the Free Home Loan Report, where we monitor all the different loan programs and present our findings in the home loan report. Click here."

So every time, every email, you've got those 3 offers (3 cookies) that are available for people right there, no matter what.

Me, Me, Me... Pick Me!!

Are you following me? This is what you are going to do every time, not occasionally, not every once in a while, not whenever you remember...

Every time, you've got something that's going to trigger the next step, include it in your email as a super-signature. This is so exciting, because you're going to find every time you send out an email like our Market Watch email, you'll end up getting more people raising their hand and responding to ask for one of the offers you made in the newsletter.

Here is an example of our Flagship emails. Check it out and see how you can use it as a model for your business

Here's an example of our Flagship email

Several years ago, there was a TV commercial here in US for a diet pill called *Leptoprin*.

It started out with a question, "*When is a diet pill worth \$153 a bottle?*" and then the woman looked at the camera and said, "*When it works!*"

Their USP was "*Leptoprin is the most powerful weight-loss formula. It's far too powerful for the casual dieter with five or ten vanity pounds to lose. But if you have 20 or 30 pounds you want to get rid of, then you need Leptoprin.*"

I don't believe there was anything different or special about the ingredients in that pill to justify the price of \$153 per bottle. But it sold like crazy.

And you know why?

Because *Leptoprin* was positioned specifically to target people who tried the \$29, \$39, \$49 bottles and never got any results. So now they'd think, "*No wonder those didn't work. This is the real stuff. This is what I need.*"

Then, a year or so later, I was watching TV again, and this other commercial came on.

It started out with the same *Leptoprin* intro, "*When's a diet pill worth \$153 a bottle? When it works!*" But then it zoomed out, showing a woman looking at you saying...

"*She's right. Leptoprin is the most powerful weight-loss formula. But now, thanks to the folks at Generix Labs, you don't have to pay \$153 a bottle. Now there's Leptopril. And you can get it for only \$53!*"

I remember thinking, what a brilliant idea to mirror the pharmaceutical approach for the positioning. First, there's a company with a new product having the monopoly and high prices, and then here comes the generic with the same formula for less money. And I thought, "*The only thing that would make this better is if it was the same company.*"

So, I started looking into it.

Turns out, it was the same company all along!

What's more, that company owned a myriad of other diet pills on the market. For all kinds of situations. There was *Estrin-D* for the needs of menopausal women. Then there was *Thyrin-ATC* for people with undiagnosed underactive thyroid... and so on.

Now, think about what they were doing...

Ethics aside, they're segmenting their market by attracting all the friction, all the reasons people think why they can't lose weight. And then, they position their product around those objections.

For all we know, (and highly likely), there's just one diet pill with just one formula. But they're specifically saying that this is for menopausal women. This is for you if you think you have a thyroid issue. And this is for you if you want to lose weight quickly, with the most powerful formula.

Different objection, different positioning, same product.

And that's the formula for your Profit Activator One, when you're selecting your single target market.

Start by finding the main reasons people believe why they can't get results. And then position your product or service as the sure-fire solution to that.

Dean

PS: All of those diet pills were sold by short form infomercials where you have to get your point across quickly and clearly.

It's amazingly educational to watch those infomercials because they all contain a few secret sales ingredients.

My golf buddy Kevin Harrington is the inventor of the infomercial...and he's sold over \$5 Billion of products on TV.

He once told me on the golf course that he developed the phrase "but wait! There's MORE!" as a result of studying Zig Ziglar's Secrets of Closing the Sale.

Of course, he's got a system and a process he uses to create all those winning infomercials

It's called The Sales Success Worksheet: A Proven 3-Step Process for Selling Anything.

Here's where you will learn the secret process, Plus get a worksheet you can use to easily apply the 3 steps to whatever you're selling.

You can download it here >>

Enjoy!

Inspired by More Cheese Less Whiskers - Ep056: Wendy Gardner

PLUS: Whenever you're ready... here are 4 ways I can help you hatch some Evil Schemes for YOUR business:

1. **Be a guest on "More Cheese. Less Whiskers."**
My favorite thing to do is hatch evil schemes and apply the 8 profit activators to businesses. Big or small businesses, professional services - Click Here.
2. **Try the new Profit Activator Scorecard**
The framework of everything we talk about on More Cheese, Less Whiskers is based on the 8 Profit Activators. Find out how they are either growing or slowing your business - Click Here.
3. **Join our Email Mastery Academy and be a Case Study**

I'm putting together a new email case study group at Email Mastery this month... stay tuned for details. If you'd like to work with me on your email sales process... just reply to this message and put "Email Mastery" in the subject line.

4. **Work with me One-on-One**

If you'd like to work directly with me to hatch some Evil Schemes for your business... just reply to this message and put "One-on-One" in the subject line... tell me a little about your business and what you'd like to work on together, and I'll get you all the details!

Squeeze Page vs Website

Let me start off answering a question you haven't asked yet, but I'm sure you're getting ready too. It's kind of like taking an aspirin in case you get a headache.

I know we've talked a lot about email in this book, after all Email Mastery kinda gives that away right? So as I'm sitting here writing this, I can just hear it now, *"Okay, you're going to put all this thought and effort into getting an email right. Man, if it's that complicated, what the heck are we supposed to do with our websites?"*

Do we even need a website?

Let's take the shortest possible route to answer that question. *"Well Certainly."* Kinda.

Here's what I mean. We've all heard of K.I.S.S, 'Keep it Simple Silly'. When I look at that question, I would recommend you do what we do. Keep it simple, be sure to use a short-copy landing page. I call them a squeeze page and the only option, the only

purpose is to get them to leave their name and email. After they leave that, I never have to care if they ever go back to the website, because now I've got their email address.

***An email address
is a far more powerful level of communication.***

I can NOT stress that enough. Now, anytime I want, I can communicate with them one person at a time. I don't have to depend on them coming back to the site.

Come back, Come back, wherever you are!

Okay, so we know one thing for sure, I can't count on them to continue coming back to the site, the super-signature is a way of sending the highlights of the site to them every week. It's almost like reminders, "*Hey, you can get this. You can get this. You can get this.*"

All the offers in the Super Signature are compelling topics. Subject matter that is well thought out, the topics that people would really appreciate getting, because the emails demonstrate that *you understand the conversations that's going on in their head.*

Is the 9-word email... the Last Word

Let me tell you something related to driving people to, calls to action, other than just an email response. You may wonder, is there any deviation from the 9-word email, where you're going to say something like, "*Are you interested in losing weight or putting on muscle?*" "*Do you want your carpets cleaned?*" whatever, "*Looking to buy a home?*" When, if ever, would you actually drive them to a website?

This is how I like to look at that scenario. Earlier, I told you about the example of a product called GettingListingsSold.com, that we get the data feed of all of the MLS listings that come on the market everywhere in the country. We get probably 3,000 to 5,000 listings a night that come in.

The whole purpose of that email, is only, to get people to click through to the website. Period. I'm not trying to get them to respond. I'm trying to get them to go and look.

So, we send out an email with the address of the property that you (the agent) just listed in the subject line. Remember, the only purpose of the subject line is to get them to open the email.

This is how it works.

You just listed 22 Graystone, and suddenly you get an email with the subject line '22 Graystone', what's your first response? You're going to want to see what that's about, it could be somebody who wants to see it or has a question about it. Right? That's an A-pile email subject line. For sure.

Then, when they open it, the only purpose of that message, is to get them to click through to the site.

This is where the Magic is. On the other side of that link, we've built all these wonderful things for them using the information that they sent into the MLS.

1. It's already loaded
2. We've got postcards with the picture of their new listing
3. Their picture and their name, and the address of the property
4. **It's already custom designed**

It's very simple at that point. All I want them to do is take a look at all this stuff we've already done for them.

The email simply says, *"Hi Joe, I put together some marketing ideas for 22 Graystone. Take a look and let me know what you think."* And then, there's a blue link to 22 Graystone. *"Thanks, Ramona."*

And that's it.

This is the Exciting part. That email gets over 30% click-through. Not 30% open; 30% of the people click through to

that website. That is 10 times better than the previous effort, which was in the 3% range. The email that was sending the entire message trying to convince them to buy the postcards right from the email.

Remember, when you try to sell right from the email, what happens? They see what it's about, they know that you're trying to get them to spend money, so they don't click through because they've made up their mind already. That would be considered All Whiskers, No Cheese. Doing it the first way showing them all the good stuff we already did for them, well that's All Cheese.

WOW Factor...WOO'S

Only when I've got beautiful, customized goodies that the prospect is going to get a Wow Factor by going to see, do I want them to go to a site.

- When they see a single property website that's already done for them
- and they see these beautiful postcards
- and it's already got the picture of their new listing in it,
- and they see their name
- and all of these things are already done
- that's a Wow Factor

Even the headline they see first, that gets the ball rolling, it's all personalized for them.

What more could you want? That is the best way for them be sold on the idea, is when they are actually looking at it. This is the only way I can control the environment on the website. Everybody's going to see the same thing when they get there.

I don't know what is going to happen in somebody's inbox, or depending on what email they're using and whether they've got their HTML display images filter off so the first thing they would see is, *"To see this email properly, click here."* Well, that's a real downer.

BUT

If it's just a text email and *the only purpose* is just to get them to go to the website, that's all you need to do. You don't have to make all those other offers, because I don't want them to respond.

But again, you have to know, you have to have absolute clarity on what it is you want them to do.

1. Why are you sending this email in the first place?
2. What's the response that you want?

Facebook is my Website

To continue with the Website discussion. I spend a lot of time in airports, I mean, a lot of time. The other day, I saw a Ford banner hanging up in the airport. It was for one of their vehicles, it was simply driving people to their Facebook page, not to their website. So what's interesting about that is they don't have to, set up a website.

They can just drive people to their Facebook page. You know, there's more and more of that I've been seeing, companies paying for ads to send people to a social media sort of environment, not through just regular email.

Let me give you my perspective on that. It may sound like the easier softer way, after all you probably already have a Facebook page, or Instagram or whatever the Hot new space is.

Here's my Magic.

I like to send them to environments that I can control. I want to know, because I'm thinking ahead, I'm thinking the next move after this. That's what I want. I'm not only thinking about this move; I'm thinking about where's that going to get them. What is the next thing that they're going to do?

That's why it's important to take them to an environment that's going to best facilitate the next step. Using my postcards as an example, what I want them to do is buy the postcards. So,

I'm going to take them to the '22 Graystone' page where the buy button is, and make the full case. I'm going to present everything to them right there, and they're going to see it, and they're going to be able to click and buy right now, because that's what I want them to do.

Let's Review

I've given you a lot of information, so let's take a few minutes and go over the steps and triggers I've shared with you up to this point.

The First Step.

If you don't have a list of people who have left their name and email, then you want to back yourself up to profit activator #2, and create a compelling offer that's going to get somebody to leave their name and email address. That's the first thing that you want to do. And, realize the value, the goldmine that you can build by having an opted-in list of people who have responded to an offer that you've made. That's where you want to start.

The Second Step.

Next, you want to start imagining a real conversation with a real person, if the opt-in box they've filled out was a portal to your office, they're going to plop themselves right down in front of you, and have a real conversation, where you can't ignore them.

You really need to stay focused on the fact that behind every email is a real person.

Imagine what's going on in their mind. Imagine that person. Get a crystal-clear picture of them in your mind, and try having a conversation with them.

Remember, that's why I said it looks so crazy, if you were to spy in my office and see me sitting in my comfy Manhattan club chair with my ottoman and my feet up, staring out my glass front door, imagining a conversation with somebody. It looks like I'm just sitting there, goofing off, but I'm actually really deep into that process of having those conversations with people.

The Third Step

Right now, I want to be extra careful that you don't underestimate the effort and the consideration and the weight that I place on every single word of those 9-word emails. Just because they're 9-words, it's not about just plopping off 9 words.

That's not what it's about.

Every word has weight. Every word has been measured and really is the best articulation of the idea. Even when you're using those short words, you just have to make sure that it's getting the right message across.

It may seem like I spend an inordinate amount of time writing a 9-word email or writing a short email like the 22 Graystone email, but measuring every word to make sure that it's conveying just the right message, that's going to get exactly the action that I want. It's worth taking the extra time.

The Fourth Step

Now, I talked about this idea of crafting a dialogue with a single person, imagining they're a real live person, sitting right there, and the opt-in box has plopped them into your office. Have that conversation with them, and then the next *Immediate* thing is to start, right away, with your weekly flagship communication.

It's very important that every week, they're getting something from you,

Offer them timely and helpful market information. Share helpful tips, maybe a weekly mailbag, answering their questions,

Just know the Flagship is the vehicle on which you send over your super-signature.

It's where you are going to make those offers. Make sure that you know what the gateways are to move people into profit activator #4 (Present your Unique Service offer in a way that makes it easy to get started).

What are the subjects that are going to trigger your prospects into taking those next steps?

When you figure it out.

Do that every single week, and you'll be amazed at what happens.

If you've already got opt-ins, you've been gathering people's names and emails, you have a list and have sent them through your 21-day gauntlet, even that language, just kills me.

Doesn't that sound, **Not Too Thrilling**, that you send people through the gauntlet, like we're going to scalp them or something. And you don't do anything other than send your JV (joint venture) promotions to them, or whenever you want to sell them something, is the only time you communicate with them. Not to worry, that's actually how most people do it. Now that you have found Email Mastery, you know and fully comprehend the simple fact that you're sitting on a goldmine. You now have the opportunity to re-engage with your people by crafting a simple 9-word email.

And that my friend, anybody can do. If you've got more than 50 people on an opt-in list, you can probably even do it with 10 people. Time to dig, if you've got anybody, look through your desk drawer.

Gold Digging Expedition

Right now, go find all those little scraps of paper (I'll wait here), you know the ones where you wrote people's name and email down, while you're at it find all the people who've emailed you and you haven't done anything.

Also go back in your Gmail and look at all the people who inquired 90 days ago, gather them all in one place and send them a simple email that says whatever is going to engage people in a dialogue, whatever's going to get them going your way.

Start Right Where You Are

Here's what you do

1. Send a simple email that's going to get them engaged in a dialogue with you
2. Know where you're going. Know where you're heading, that's **Super Important**
3. It's really about skillfully creating a pathway

The point here is, you are making it seamless to go from profit activator #2, (where you compel them to raise their hand), to profit activator #3, (where you engage them with a dialogue, educate and motivate them to want to meet with you, so you can make an offer).

This is Very good stuff. Once you start seeing the Gold shining up from your Goldmine, you will realize how very valuable this investment in dialogue is.

Over on our ILoveMarketing.com Podcast we have been getting some really great comments and feedback about the techniques I've been teaching you. I want to read one to you.

It says, "Hey, I didn't want to post this publicly, because I don't want my whole marketing community to see what I just did with your last 3 I Love Marketing podcasts. I've got a list of about 10,000 direct response Internet marketers that, for all intents and purposes, was dead. Using your dialogue technique, I not

only doubled my open rates within a week, but I also sent an email that said, "Do you still need marketing help" to everyone who hasn't opened anything in the past 3 months, and I woke that segment up too."

"I'm blown away. Definitely, the most valuable 3 hours I've spent doing anything business-related this week. Just wanted to say thanks."

So, what he's referring to as the most valuable 3 hours that he spent doing anything business-related this week was listening to those 3 episodes on ILoveMarketing.com Podcast, Episodes 105, 106 and 108

He signs off, "*Cheers, Adam.*" But then look what happens.

He adds, "**P.S:** *I found a marketing hack a little while ago, that gave me a massive 250% profit increase and resulted in an opt-in control of 80%. It's the first part of a sales letter, but it's really cool. I think you'll like it.*"

And then, he puts the post for the letter, and then, "**PPS:** *the whole site is being revamped, right now. I've been testing the model for the past 6 months, and it's definitely an ELF business, which stands for Easy, Lucrative and Fun.*"

That is so Fantastic! Here's a guy who is implementing what we are talking about on the podcasts right in the comment section of the podcast where he just learned the technique!

That's Magical.

He ended his email with a very good instruction on how people can make money using email, how to better communicate, how to create more response.

Gold Nuggets just keep popping up!

Here's another comment I found on episode 106. This is very cool. Jeff Johnson said, "*Hey guys, after the I Love Marketing event, Robin and I sent out one of your 9-word emails, for our Producer's Club Coaching Program, and it generated more than*

20 warm leads, 15 new members at \$14,000+ per year, and generated 120 responses to the email out of 700 emailed out. Wow! That was the Friday of I Love Marketing 2, and now I need to send one again."

Interesting huh? Are your creative juices flowing yet? What's your 9-word email going to be?

I LOVE Marketing

I just love this! When I really look at this concept fully formed out, if you've got *anybody* who has opted-in or responded to *anything, at any time*, and haven't yet bought, you have a goldmine. You really do. It's absolutely crazy.

Just the simple process of 'reactivating' the people on your list, using these short emails, there's a *goldmine in them thar hills* in your profit activator #3 (Patiently and Systematically Educate and Motivate Prospects to Meet You...When they're ready!).

Why Does a Prospect Cross the Road?

To get to the... Irresistible Offer!

Once they've crossed that line and crossed the road, they've identified themselves, now they cool off in profit activator #3, waiting for you to make another killer offer that's going to move them into your during unit.

Let's throw some examples out here. I know it helps when you can see offers presented in different ways. Let's go back to the example we just read of the Marketing guy. We are looking at

the message he left us, where he sent out an email that says, *"Do you still need marketing help?"*

If you are in the marketing business, *"Do you need marketing help?"* that's pretty irresistible.

If you are a massage therapist, *"Do you still need a massage?"* *"Do you still have tension in your neck?"* whatever it is. It doesn't much matter. It's just a really simple sort of communication.

I think it's very easy to violate this to a certain degree. How easy is it to go out hunting for bear and get distracted by rabbits? When we keep in mind we already have people that know and like us, they may be at different levels of familiarity, but they already trust us. We are so much further ahead than with someone who has never heard of us before.

I remember reading different studies over the years from the Direct Marketing Association that say it is 5 or 6 times more expensive to get a new customer than it is to resell an existing one. Just think of Napoleon Hill's Story Three Feet from Gold.

The BIGGEST Cost in Business

I'm sure it probably varies per industry. The bottom line stays the same, if you understand the lifetime value of a client, you know that the most expensive cost in business is client acquisition. Getting them the first time is awesome, then getting them to buy over and over again is, Awesome-er.

Like we talked about earlier, companies are very good at the before unit, getting customers, it's definitely more exciting to chase after new customers. If you have been in business for anytime at all, you already have really happy clients that buy from you *over and over again*.

It seems to be the 'Entrepreneurs Dream' to get to the point in your career, even if you don't do much of anything other than, continuing to provide value, that you still have people

that have done so well with what you sell them that they will continue to give you money and do business with you.

That being said, your 'Entrepreneurs Dream' can turn into a nightmare if you get caught up in this mode where your new customers and acquisitions, are being neglected. Or you have people that you could communicate with more frequently, or send a 9-word email to, but you don't, because you get obsessed with chasing new customers.

Shiny Objects

Let's go back to I Love Marketing. It's not about learning more and more marketing, although that's very valuable. ***It's about implementing, quickly what you have learned.*** There is a time to turn off...and just do!

I would *never* recommend a complete shutdown of all incoming information. This is really what I'm talking about. It's all the other activities that you're trying to do, creating new products, offering more services, adding to the bells and whistles of your existing products.

**You must take the time.
This is very Important.**

To simply look at who's given you money in the past that you have not really communicated with as effectively as you could.

Most of the time, you will make more profits when you stop the chase of new people and just do a 'World Class Job' with the ones you've already got.

That wisdom also applies not just to repeat business; it also applies to referrals, because you can use this methodology just to get existing people to refer you more business.

Does that make sense?

That's really something that is a big focus most people overlook. They don't think about it at the very beginning. We have to always remember. **People know People.**

You Don't Know... What You Don't Know

About a month ago now, we had an event here in Orlando for our MoneyMakingWebsites clients. We do an Internet Academy weekend. So, I recorded an audio program that was my top 10 breakthrough ideas. When I really started thinking about it, I decided to outline my ideas in the order that I would be applying them.

The first idea was know your numbers.

Most of the time, people don't have a sense of basic metrics.

1. They don't know where their business is coming from
2. They don't know what's working
3. They don't know how much money they're spending
4. They don't know how much money they're making

These would be considered 'basic metrics' for your Before unit, During unit and After unit.

So I brought this up at the Internet Academy. Here's the awareness that we had, after talking about it and going around the room, having people share, the main awareness was they didn't have an awareness of it.

And that's okay. That's an awareness in itself. Just to know that you need to start measuring this stuff. Once you really get into the inner workings of marketing, you will hear this saying all the time. So I might as well share it with you right now. (more insider's information...how great is your life!)

Whatever you measure improves, and whatever you measure and record improves exponentially.

But, and this is Important.

It's about measuring the right things. One of the things that we measure is the ROI in your After unit, and there's really no equivalent.

I was talking to the fitness twins in London today, they've really embraced this After unit. They both do personal training.

This is great. They've started sending the equivalent of the world's most interesting postcard to their clients, their existing clients.

Their ROI on sending postcards to their clients is over 2,000%, 2,200% - 22 times what they spend is how much revenue they've brought in doing those things. Now that's just downright exciting!

Let me introduce you to my little friend...

So I have been telling you about these short, personal, expecting-a-reply emails. If you are sending a personal email to people who already know you, it's the perfect environment for orchestrating referrals.

It's such an incredible opportunity. Okay, so there's no Al Pacino involved here, but this really is a powerful secret weapon, just without the massive clean-up later :-)

Most people don't ever focus on that first. Everybody focuses on the before unit and getting those things in place. That's all the fun and newness and excitement of testing and spending money on ads, and all that jazz.

Here's another little secret for you. The real value, the highest ROI, the no-brainer money is in your after unit, orchestrating referrals, and moving people from profit activator #3, making offers, engaging with them, and getting them into your during unit.

Those are the 2 hidden goldmines that you have right there, in your business. Everybody's got them. It's almost like magic tricks.

When I start working with somebody, those are the first 2 things I look at. What can we do to create a magic trick for them?

If they have prospects they haven't communicated with or haven't communicated with in a real intelligent way, there's the big opportunity. Just react to those people.

Let me share a story with you, to prove to you that it happens to the best of us. We all have a life and a business. Although sometimes we feel our business is our life, we still have 'lifey' kinds of things that need to be done. So it's important to automate and systematize all these processes we have been talking about.

Here's a good story from Joe, we were discussing this on ILoveMarketing.com.

The thing I have seen on more than one occasion is, most people do not send out monthly client newsletters. I even recently found and this is what happens when you grow a big organization and, don't have systems in place to make sure that proven things, that work, continue to be implemented. Kinda like, well, a system, once you set up a system properly, it doesn't need constant monitoring.

Maybe a little bit of maintenance a tweak here and there but, for the most part, a complete system, once you set it up, it just works. You don't have to keep going and fixing it. There are plenty of things that I've set up pretty well in my company, and a lot of things that I have not set up well or not set up a mechanism for me to be reminded of.

This is so crazy.

I recently found, that there are people that have given me money in the past, that have not done business with me in a while and, for whatever reason, they were taken off of certain mailing lists. Now, ultimately, I have to be responsible for this, because it's my company, my organization. So, even if one of my employees made a mistake, which, in some cases I've had that happen a lot, the real responsibility lies on my shoulders, because it happened while I was obviously owning the company.

Can you imagine

There are people that have not been communicated with, if they would have been, frequently, they would have come back on board and continue to do business with us.

I've just made this discovery, quite a bit of communication has not happened, it's one of those things where there are a lot of activities going on in my company, where we're getting prospects, and new customers and clients. We are having to spend money to do that, and it's more money than we would have spent sending a newsletter to a past client, or sending an email to a past client or making a phone call to past clients.

So all this framework and structure and system setups, and automation applies to everybody. I don't care how great someone is, there are places in their business that when they stop and think about it, *"Okay, where could I apply this method?"* Instead of saying, *"Oh, I don't know if this will work for me."* Where could you apply this in your business?

Feeling Neglected?

Where are the areas in your business?

- Where there is some neglect
- Some lack of communication
- Some place where you have never sent out a long-form compelling sales letter that's direct response?

What would happen if you try this 9-word email, on that particular area, and put some attention on it? If you just think about that for a couple of minutes, if you were to write it down, could you come up with 5 or 10 areas immediately. Try it out, start with one and the other areas will reveal themselves.

Now that story was from a guy who has been in business for many years. So, it's okay if you are struggling with systemizing your business for the first time. This really is a new way of

doing business, I get a lot of feedback from people that are excited about wrapping their thoughts around this.

Where are we going anyway?

What happens is business owners send out emails, and don't know where they're headed. They just get a 9-word email, throw out 9 words, and get somebody to respond, and they're saying, "*Oh, I got all these responses*", but then they don't know where they're headed with it.

Like we talked about earlier, you are a chess master, you know what the end result is. In order to think like a chess master, you've got to know where you're steering the game. If your goal is to get to the end in 3 moves, you've got to know where the end is, so you can reverse-engineer back.

MAGIC HERE ==>

Okay, we know we want everything to lead to the next logical step. That's why, we start with a sorting question, asking somebody, "*Are you interested in..... or.....?*". You can ask something that's going to get them to respond, yes or no, or make a choice of this or that. You've got to know if they respond **this...** you now take the next step that's going to deepen that conversation and then offer and steer towards your solution, so that they can get answers, relief or results.

If they answer **that...** then you deepen on that and point to the solution that's going to help them get that.

Just knowing those two things really are about setting the stage to offer your cookies, offer the next step, the things that are the result of thinking through your prospect's conversations.

Does that make sense?

What are the conversations that are going on in their head?
What are they going to need next? What's going to trigger them

to take that action? And how can I present it in a way that just seems so natural that it doesn't feel like I'm even making this big commitment or decision, that it just seems like, "*Of course, I want that.*" That's the natural next step.

Keep it moving please.

So here's the deal. 'The natural next step', it's the way of the slippery slide conversation, about the greased shoot. You've heard all of these analogies from copywriters. How do you keep people moving through the process, because everything is the natural next step?

Not the forced next step, not the manipulated them into a sales pitch next step, but what do people want and how do you provide it to them and get them to continue to go?

- **How** do you talk to them?
- **What** do you say?
- **How** do you say it?

So let's go back to some comments that were left on the ILoveMarketing.com podcast comment section. This is interesting, because this will be a little discussion we can have.

Here it is.

"Dean and Joe, the last 3 episodes of ILoveMarketing.com, about email were classic. I love how you appeal to the reader's self-interest. Enclosed are 3 emails I'm considering sending to my list. I also enclosed my best cold email template. These are the emails I'm considering sending."

"A little background on my list. My company helps you connect with hard-to-reach people through a cold email. We focus on entrepreneurs who are looking for joint ventures in businesses whose customers spend \$50,000 or more. So, these are the emails I'm considering sending."

Email one: “Are you still looking for customers using email?”

What do you think about that one – 8 words? If you add your name, there are 9.”

The MAGIC word

I think there’s something very valuable about the word **still**. If you’re saying, *“Are you still looking for customers using email?”* especially if you can put that message on top of your reply to their inquiry months ago.

A lot of times, they may forget something or you just want to anchor back that they asked for something, that’s one of the cool things that I’ve often used as a strategy for these short emails. *Rather than just sending them alone, I’ll send them in reply to an email that I may have sent them months ago.* So, if they inquire about something, that adds an anchor back to *“Are you still looking for customers using email, like you were when you inquired 8 months ago or 90 days ago?”* or whatever.

So this is pretty interesting, I’ve used a lot of these emails. Short, engaging follow-ups right after they’ve opted-in.

It’s like a 1-2 combination. We talked, earlier, about this idea of the matrix when people actually convert. If we’re saying that 50% of the people who inquire are going to buy something in the next 18 months, but only 15% of them are going to do it in the first 90 days, and 85% after 90 days.

So what is your main focus?

Ooh ooh Pick me, Pick me!

Your main focus, initially, is on identifying who are the people that are going to do something right **now**.

Who are those 15% that we can approach right now?

Here’s what you do, when they opt-in, I like to send something immediately, as an auto response that looks like it is an auto response. I’m not trying to fool somebody into thinking that I

sent them a personal email at 2:30 in the morning, 10 seconds after they opted-in for something.

I know this probably goes against the grain of what you've been taught, but bear with me.

When a message is clearly an autoresponder message, I don't ever try to put that off as a personal message. When you send that, it can be a welcome. It's like, *"Here's the link to what you've downloaded or where to download what you just opted-in for, and here are some ways I can help you"*, at that point you are setting the stage.

It's really the welcome to the neighborhood type of email. Kind of get them everything they need to know. In case they want to do something now, here's what you do.

The next day

On top of the first message, I'm sending the same message again, but this time with a subject line of 'Re:' whatever that is, and then using that short, sorting message.

For example, going back to the health website, we did this same combination with Vince Del Monte, using an opt-in on his website and sending out a message that asks people, *"Are you looking to gain muscle or lose fat?"*

Immediately, when people reply, you're engaged in a dialogue.

But then, it hit me, people could reply, and right away you get into a dialogue with them. And if, you're skillful, and you know where you're headed, when somebody says, *"I'm interested in fat loss"*, you've got the next dialogue. You're leading them towards a completely risk-free offer, all cheese, no whiskers, to try your product that's going to get them the goal of losing fat.

It ain't for everybody

Now, not everybody you present that to, if you present it to them skillfully, you'll get as many as you can, but not

everybody will convert. So, at 90 days, it's a good idea to send a message that follows back up with them if they didn't buy.

If somebody says, "*I'm looking to lose fat*", or "*I'm looking to gain muscle*", and your next reply to them is, "*That's great! How many pounds are you looking to gain?*" and now you're engaged in this dialogue with them and they say, "*Well, I'd like to gain 20 pounds of muscle*", and you're steering them towards the program that you have. "*You know what would be great for you? It's my no-nonsense muscle-building program, and here's the thing all about it.*" You're steering them towards exactly what they need **and** making it easy for them to take you up on that.

Just checking in

Now, if you get that far with them and they don't buy, but they told you that they wanted to gain 20 pounds of muscle, sometimes they don't buy because they're going to try something else, so yours didn't win that time. No worries. You know they're hot to gain muscle. They told you that they were.

They didn't buy your product, so there must be something that they've done, or they've done nothing, and 90 days later, or 60 days later, **if you send a reply** to that same message that they responded back, and you say, "*Hey, Joe, just checking in. How many pounds of muscle have you gained so far?*" and they haven't gained any, now you're re-engaged in that dialogue at the 90-day mark, and you can start that whole process again.

But what's the secret here, repeat after me... You've got to know where you're headed.

Whatever it is that the prospect wants to do, you must determine, "*Do you want **this** or do you want **that**?*" Always be prepared, because when we ask people who inquire on the real estate websites, "*Are you an investor or are you looking for a house to live in?*" that's an and/or question. And now you are off to the races!

Make your List and Check it Twice

Okay, by now I have mentioned the More Cheese Less Whiskers concept to you several times, if you haven't read that book I highly suggest you grab that book it really digs deep into these concepts and will give you a strong foundation for the mentality behind this book.

Here's a partial list of what is happening in your email communication, or actually, I should say, needs to be happening in your email communication. :-)

Let's start with words you could be using in the context of your emails.

- Suggest
- Recommend
- Advise
- Offer
- Follow Up
- Checking in
- Need
- Understand

Opinion
Still Interested
This or That

What words would you use?

Now let's move on to an always changing, ever evolving to do list.

1. Have you made it easy for them to try what it is you're offering?
2. Have you identified their goals or needs?
3. Have you entered the conversation already taking place in their head?
4. Have you presented it to them in a 9-word email?
5. Are you following-up with them, Re:?
6. Are you following up with them if they don't buy?
7. Are you making a note to yourself to follow-up?
8. Do you have an autoresponder?
(I use and own GoGoClients.com)
9. Are you building follow ups into your autoresponder?
10. Are you consistently building your database?
11. And if you don't have a full functioning database and you're using Gmail or Outlook, are you putting a reminder on your calendar to follow up?
12. Are you engaging in a dialogue with them?
13. Do you want this or that?
14. Are you consistently steering them towards exactly what they want, not what you think they want or need, but what **they** actually think they want and need?
15. Are you making the entire process easy for them?
16. Are you checking in with them?

So you can see where I'm going with this, instead of treating people like they're just people you've never meet in person, instead you are showing them you care about them, that's why you are checking in with them.

In case they dropped off because, it wasn't a right fit right now, are you re engaging them 90 days later?

***And are you building this into
a process of how you do business?***

Are you always determining "*Do you want this or that? Do you not want this or that?*"

All of these items can be figured out. There are a million other things I could have written on the list, but I just wanted to bring it back to how much is in here, it's easy for you to overlook.

I know you are hearing me say these things, but I want you to really think about the psychology of what is being discussed here. This is really powerful, important, useful stuff. And stuff is a technical term.

Seriously, I want you to really grasp that this is not just about something you should do this week or next week, or this month, this is something you want to be doing all the time, for the rest of your business career.

What would I do... if I were Me

This isn't overly complicated. It gets complicated for people who don't really get and understand marketing. If you have stuck around me or ILoveMarketing.com Podcast or any of our live events,

You know the importance I place on the psychology of marketing. I highly recommend you read the Claude Hopkins books and the Robert Collier letter books. They were really the Founding Fathers of all this awesome, principle-based direct response marketing.

When you really take it down to the bedrock, it's simply a matter of, "*Just treat people the way they want to be treated. Deliver them what it is they want.*" Really plug yourself into their perspective. You must realize it's not just the before unit

that you should be spending your attention on. It's the during unit. It's the after unit.

Have you ever seen a 3-legged stool? Well that's how this program works, all 3 legs are necessary to function. If you take any one of these implementations away, you're going to have problems.

1. Re-engage
2. Follow up
3. Ask for referrals

So, as I am sitting here telling you all this and reviewing my process and sequence. What is the one thing that I would share with you right here, right now. The most powerful thing I could say to you.

If you have invested the time and energy into reading this book and listening to ILoveMarketing.com podcast, you've heard tale after tale of strategies and different examples of what people have done using email. So what is the most important thing you can do right now?

Just decide you're going to take action.

Period.

You have already heard the comments from people who have tried it. It doesn't take very long to do, it's universally a big hit when you re engage with your prospects.

You remember me telling you about the people in our group that sent out the 9-word email and they got – 20 \$14,000 clients just from re engaging with people on their list with the 9-word email.

So, imagine that's just sitting there waiting for you, right now.

If I were me, that would be where I would immediately start.

Like the guy at the Breakthrough Blueprint event sending out an email on day one and then making thousands of dollars just in the time that we're right there at the event.

Now, that's fast acting! Don't be bashful, this is something already waiting, you can go back and do it again and again and again. You can send it every month, to everybody who's been in more than 90 days.

***When do you stop dipping in the well,
when the bucket comes up dry!***

A lot of times, people send something like the gentleman that said he got 20 \$14,000 clients from it, that was actually at the I Love Marketing event that they did that. And he said, "*Yeah, it's probably time we do it again.*"

Man is he right, because that was October. So, we're like, "*That's November, December, January, February, March. That's 6 months ago.*"

Didn't I just do that?

It's shocking I know, not just because we are getting older, but we all really do forget just how quickly time passes, and we just don't do it. We need to hear this all the time as a reminder. I've had people that are brilliant marketers, that listen to all of our I Love Marketing episodes, tell me, "*What I like about I Love Marketing is I know most of what you guys talk about, because I teach it, study it too. It just reminds me to do the things that I know to do but I forget to do, or that I used to do that I quit doing.*" It's reminding people what to do. We're like a marketing alarm clock!

This is such powerful information that everybody should do it. I'm guaranteeing that the next 10 minutes will be worth thousands of dollars to you. I can't imagine anybody that it's not going to be worth thousands of dollars to.

The Second thing I would do is immediately start communicating with your after unit, with the people who already know you, like you and trust you. You can do that by email. The #1 thing you can certainly do is start orchestrating referrals, re engaging with your clients, just paying attention to

all the stuff that's going on, and just ask, in a real simple way for a referral, that makes all the sense in the world.

It's clear you're sending it to them, because you know them. They're already your clients. They're not surprised to hear from you. It's not coming out of the blue. Hopefully, it's not coming out of the blue. Hopefully, it hasn't been years since you communicated with them.

Knock Knock... who's there?

If it has been years in that case, certainly a short, personal, expecting-a-reply email is a great way to re-engage with people, if you haven't had any kind of engagement with them.

I know, I've heard it all, you are reluctant to start communicating with the after unit because you've been embarrassingly neglecting them. You haven't really had any communication with them. Lost touch with them. It would feel awkward for you to, all of a sudden, start asking for referrals.

I agree. I think a great way to start is just by reconnecting with them.

I often say, to the realtors, "*Just pay attention to where you're driving during the day.*" And if you drive by, it doesn't even have to be their street or their house, it could be their neighborhood, but if I drove down the street where your little neighborhood is, Joe, and we hadn't spoken in a while, I might just send you a quick email and say, "*Hey Joe, I just drove by your place the other day, and it reminded me I haven't talked to you in a while. How are you doing?*" That kind of short, reengaging thing. You know?

You'll be completely surprised how many people will respond. They get busy too. They maybe feel bad they haven't kept in touch with you.

That's Annoying!

Okay let's combat another fear while we are slaying dragons.

"Oh, you can't email your clients once a week! That's annoying!"

I remember when all of this jazz first started. Some people email their clients twice a day, and have a great following with tons of success, while another person is like, *"Once a week is way too much."* At this point I always have to ask myself, *"Well, yeah, if I didn't like the person"* and they were smothering me, as a friendship, not a business. If you have a great friend you like, and this person really adds value to your life, you actually like hearing from them, especially if they're offering things you like.

For some reason, because there's money being transacted, people confuse the fact that if they really like your food and every time they buy it, they eat it and buy more, they probably like hearing from you on a regular basis.

What you think is going on in their world may be completely different than what's actually going on in their world. If they're super-busy they're not responding to your weekly email, you're thinking, *"Oh, they're probably not responding because I'm emailing them too frequently"*, it might just be they're busy and happened to miss that one.

Simple Emails... Little Hinges Swing Big Doors

That's the thing, it's all about simple emails. What's almost ridiculous is how ridiculous these seem. Like the episode in Ilovemarketing.com in the email series was *"ridiculously easy strategies"*. They seem ridiculously easy, but they're so thought-out, they're definitely beginning with the end in mind. You're heading towards something.

You are saying just the right words to get just the right action, one action at a time. You don't have to get them to take 3 steps at once. You only have to get them to take one step, the next

step. It's the only thing you want to focus on. You want to always lead to the next step.

When I was talking about the after unit just reconnecting with people, but with the end being you're communicating regularly with them and adding value to their lives, not that you're coming out of left field all of a sudden to start asking for referrals or to start asking for help, or seeing if they know somebody.

The true secret power in this is, when you have a close relationship with people – when they're current; when you're on their mind. You've got to have some level of current relationship with them.

It's ME remember?

The Best way to get back into a current relationship with someone is to just send them a short email saying you were thinking about them or saying hi, or connecting somehow.

So let me give you an example in real time. Joe and I were discussing this and he asked,

“What would you do if you were me? What would the subject line be?”

So as you know, or maybe you don't know, Joe works with carpet cleaners so we will do an example using his database.

So, we're talking about carpet cleaners.

It could be anyone on the email list, which you know. So, we're going to send something to carpet cleaning clients to re-engage them, because he hasn't communicated with them in a while. What would he say?

First question we need to answer:

What do we want them to do? That would be the first question. So, let's start thinking about all these people. First of all, you need to be able to separate them out from the herd.

You've got this list of let's say it's 1,000 people.

Joe: But wait! I don't know what I want them to do.

Dean: That's what you've got to know. It's almost like the Cheshire Cat. If you don't know where you're headed, any road will get you there. Right?

Joe: Right. Exactly. So, I don't know what to do. Should I put them on a teleseminar? I have this new upgrade kit, which is my carpet cleaner's course that's updated for this year. It's got the latest updated marketing strategies for carpet cleaners.

Dean: So, what's one of the strategies you've got that's new, that would be a magic trick for me?

Joe: How to make money with Google AdWords.

Dean: So, do a lot of carpet cleaners have a website?

Joe: Yes, some do. Most of them have lousy websites.

Dean: They do?

Joe: We do have websites for cleaners that actually work.

Dean: So, if some of them don't, it could be as simple as asking, "*Hey Joe, what's your website?*"

All we're doing is engaging them.

This is a dialogue method.

So, here's the exciting part, the opportunity is to simply take the information you get in response to your reaching out to them, and build on that information and steer it into a specific direction.

If you have something that's going to show them, let's say you've got a model that works. Well that's something new and

exciting you've been doing. You can show them this great lead generating website for carpet cleaners, because you've got a model you've recently set up.

One of the things you might do, when somebody replies with their website, you might say something like, "*That's perfect! Can I use your website in a Web clinic? I'm going to put together a Web clinic video*", or something like that, now you're engaging and you're also doing something to create curiosity about what's coming next. You're building anticipation. You're going to use their website in this web clinic.

This is a strategy that I've actually used, instead of for carpet cleaners, for real estate agents. So, you go through and you've got all of these principles your website is based on – same principles as mine. So, I've got the formula for Internet marketing, which is

eyeballs + emails + hearts = faces.

Pleased to me you!

Now, you get to meet people.

You've got to get their eyeballs;

You've got to get their email address.

You've got to bond with them.

And then the equal sign represents that transition out of the cyber world and into the real world, where you meet with them in their living room, cleaning their carpet, or they're in your car, looking for a house.

This way you now have an opportunity to do a Web clinic that shows and illustrates all of those principles in action. You're saying we're going to talk about the formula for Internet marketing for carpet cleaners, and you're going to illustrate the big mistakes people are making by showing the sites people have submitted.

So, you're using their websites as examples that most people make the website about themselves. And you start with the domain name, and show, Joe's Carpet Cleaning. For the realtors, it's JoePolish.com or JoeSellsHouses.com, or CallJoeAndStartPacking.com, all of those things are showing and demonstrating that you are the center and the star of the website.

Then, you contrast that by showing your best idea. You're showing how being outwardly focused is actually a bigger win, because that's when you get people to your website.

Next, you show another mistake people make, not getting email addresses. They've got all the information about their site, then you show how your website, its sole purpose is to get somebody to raise their hand, to leave their name and their email address.

If you skillfully did that over a period of time, you can go through and show a lot of different websites. When somebody replies, you're now inviting them to watch the video or come to the webinar, if you're going to do it live, where you stream it. They're going to be very interested, because you're going to send them an email that says, *"Hey, thanks for letting me use your website. Here's the video that I put together using it."* And now, they're going to watch with great interest.

Last but Not Least

Last but not least everybody should be doing a weekly flagship communication

Come up with some reason to regularly be in touch with and add value to your prospects. How can you educate them about the process of doing business with you and use that education as a carrier for offers that motivate them to take the next step?

Remember, it's about not just education; it's about educating and motivating your prospects to take action.

What I would like for you to do right now is grab a pen and start writing:

- How does this apply to me?
- What could I say?
- How could I communicate with people in a way that's going to get them to engage?"
- What can I share with them on a weekly basis that will educate and motivate?

Next steps

Whenever you're ready, here are 4 ways I can help you master YOUR email sales process:

1. **Get a copy of the Breakthrough DNA book**

The framework of everything we talk about in Email Mastery is based on the 8-Profit Activators. Discover how they are either growing or slowing your business at **BreakthroughDNA.com**

2. **Be a guest on More Cheese Less Whiskers**

My favorite thing to do is hatch evil schemes and apply the 8-profit activators to all kinds of businesses. Each week I get to help businesses of all sizes. I'd love to help you. Be a guest at

MoreCheeseLessWhiskers.com/guest

3. **Join our Email Mastery Academy**

You now know the real amplifier in your business is patiently educating and motivating potential customers to take the next step with you. If you'd like to work with me on your email sales process... just send me an email to **dean@deanjackson.com**, put "Email Mastery" in the subject line, and I'll get you all the details.

4. **Work with me One-on-One**

If you'd like to work directly with me to hatch some evil schemes for your business... just send me an email to **dean@deanjackson.com**, put "One-on-One" in the subject line... tell me a little about your business and what you'd like to work on together.

Whenever you're ready...

Here are 4 ways I can help you master
YOUR email sales process:

1. **Get a copy of the Breakthrough DNA book**

The framework of everything we talk about in Email Mastery is based on the 8-Profit Activators. Discover how they are either growing or slowing your business at **BreakthroughDNA.com**

2. **Be a guest on More Cheese, Less Whiskers**

My favorite thing to do is hatch evil schemes and apply the 8-profit activators to all kinds of businesses. Each week I get to help businesses of all sizes. I'd love to help you. Be a guest at **MoreCheeseLessWhiskers.com/guest**

3. **Join our Email Mastery Academy**

You now know the real amplifier in your business is patiently educating and motivating potential customers to take the next step with you. If you'd like to work with me on your email sales process... just send me an email to **dean@deanjackson.com**, put "Email Mastery" in the subject line, and I'll get you all the details.

4. **Work with me One-on-One**

If you'd like to work directly with me to hatch some evil schemes for your business... just send me an email to **dean@deanjackson.com**, put "One-on-One" in the subject line... tell me a little about your business and what you'd like to work on together.

