



Transcript

Episode 104

The One About Ninja Email Strategies

Dean: Hey, everybody. It's Dean Jackson.

Joe: And Joe Polish. *The Joe Polish*.

Dean: I love that. You know what? You'd be so happy tonight, because I have, right in front of me, a bowl. And in this bowl is not chocolate-covered anything, or anything bad or liquid kind of Satan or anything. I have some fresh, delicious grapes.

Joe: Well, there are some people that will actually argue that grapes aren't all that good for you. But compared to like Cheerios or compared to something else, I guess that's pretty good. Are they organic or are they like pesticide-ridden grapes?

Dean: They are organic, green, seedless grapes. They're fantastic.

Joe: Oh, so they're those green, genetically-modified, organic grapes? I'm just messing with you.

Dean: You have to pooh-pooh everything, don't you? I was going to throwback. I was doing a throwback. You know why I said that?

Joe: Why is that?

Dean: Because I was reading, in the I Love Marketing yearbook, volume one, one of the episodes that started out with you talking about eating your organic blueberries.

Joe: Oh, okay.

Dean: So, that's a little throwback. That's a little throwback for the regular listeners. They might recognize what was happening there.

Joe: According to the latest scientific research, blueberries are probably a much better food to eat than grapes.

Dean: Okay.

Joe: But, that being said, I think this is improvement.

Dean: It's a step in the right direction. Right?

Joe: Absolutely. Absolutely. We're going to talk about glycemic index and all kinds of other things.

Dean: Welcome to the "I love my blood sugar" episode. Oh, that's so funny! Well, quit messing around, because I've got important stuff to talk about tonight. So, none of this. Quit your jibber-jabbering, and let's get right down to business.

Joe: Let's hit it. You're going to talk about crazy results that people have been getting using the magic 9-word email.

Dean: Well, that's part of it. We haven't done an episode about email marketing in a long time – if ever – exclusively about email. So, I was thinking this would probably be a good time for us to do that, especially on the heels of seeing all of these results that have been coming back here.

Joe: You know, it's so funny how people have discussions like, "Does anyone use direct mail anymore?" Does anyone still use email? There are new things like Facebook and Twitter.

Dean: That's old-school. Nobody uses those anymore. It's all texting, Joe. It's all texting. It's all about the texting.

Joe: Oh, my god. Oh, wait! I've got to tell you something. I literally went and saw Jay Leno do a live event last night, and I got backstage passes because a friend introduced me to Bernard, took me down to Jay Leno's garage a few months ago, so I had a meeting with Jay backstage, beforehand, to see if I could get him to speak at the 25K annual meeting that we're doing this year. But he's filming during that time, so he can't actually speak at it during those dates, which is a drag.

But, part of his skit, he was talking about the Steve Jobs biography, the book, and basically one of the last things that Steve was working on was an iPad where you actually move your hands. You don't have to touch it, and it would actually do what you needed to do.

So, he did this really funny skit where he said, “You know, could you imagine? Before technology, you knew who the crazy people were. They were the ones that were just kind of like walking, and they would be moving their hands and making gestures, and doing crazy shit.” He’s like, “Now, you just never even know, because before, when you’d see someone with a Bluetooth, they would be talking to themselves. When Bluetooth first came out, you thought they had Tourette’s, because they’re like yelling and screaming.” But he goes, “Now, you have all these people waving their arms back and forth, and in circles and everything, and you just never know what the hell’s going on anymore, with technology.”

I thought that was kind of amusing.

My whole point behind all of that was that I think direct mail is the new thing. I think we’ve talked about this on a past episode.

But that being said, we have not done a whole episode just about this. So, I’m just going to sit back and listen to you talk the whole time. The last episode, I think I pretty much talked most of the time.

Dean: I think it set some kind of new record for the ratio. It’s perfect. It was a pretty easy episode for me.

Joe: It was. You were probably drinking and smoking and eating grapes.

Dean: Drinking, smoking, and eating grapes. I like it. That’s funny.

Do you ever get any email?

Joe: Of course. I get way too much. I think email is like one of the biggest annoyances on the planet. Which, of course, the point behind saying that is for the best uses of email, you can use it, just don’t be used by it, although I think most everyone is used by it, if you even have it.

Dean: Do you know what I heard the other day?

Joe: What’s that?

Dean: I think it was Brendon who said that your email in-box is a fantastic tool for other people to prioritize your time.

Joe: Yeah. Yeah.

Dean: Was that Brendon that said that?

Joe: I've heard him say stuff similar to that, so I would very much say that was something he would say.

Dean: It's a perfect tool for other people to organize and prioritize your time.

Joe: Right. Well, part of it is do you use it or do you get used by it? If you're going to have it, you're better off using it for your own benefit, than being used by it. And, certainly, it's an awesome tool.

See, every form of communication is awesome. Reading a book was awesome, when books first came out. And part of it is what side are you on? Are you the one who's profiting from the use of it, or are you just the one that's consuming it? Are you the one that's being bombarded by it?

I can't remember who said it, but I heard Denny Hatch talk about this quote. I don't think it was Denny Hatch's quote. But it was basically, "Direct marketing, you have to get through with the clutter with an offer that is so interruptive, that it keeps on interrupting until action is taken."

I heard him say that before email even existed, to most human beings. Today, that same saying applies. You have to get through the clutter with an offer that just makes sense, that's simple, that speaks to the person, and that sort of stuff.

Dean: Right. Part of the thing, and let's kind of begin right at the beginning here, with our discussion about email marketing, because I really do believe that it is the power tool, it is the tool for marketers, if you use it properly.

If you use it in the right way, if you use it like you can, so often what I find is that 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, and they're not really using it in a way that capitalizes on the ability for email to be a tool for dialogue, a conversation.

You really want to know that what you've got is the ability to have an interactive dialogue where different things happen, depending on how the response goes.

Now, we've talked before about some of the email things that we do. We've talked about the amazing 9-word email that revives dead leads, and I'll talk about that in a second. But what I want to do is talk about the psychology that is in play before you even push the send button, and to really get that right, to understand what it is.

I often say to people they don't know what they want it to do. They don't know what their objective is. So, the most important thing is to really begin with the end in mind. And beginning with the end in mind means knowing who is it that we're speaking to, and what is it, what's the verb, what's the action, the outcome that we want to have happen as a result of sending this email, and realizing what the opportunities are and what the limitations are of email marketing, of sending email in the first place.

So, I always really like to think about the environment that's surrounding somebody checking their email. If you really think about it, if we begin with the end in mind, we begin with how it's going to actually be received, most people now 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.

I think even though people have aspirations of checking their email once a day or twice a day, or 3 times a day, I don't think that's the reality for most people. Do you think so? What do you do with your email?

Joe: Where I am currently in my life, and this is always an aspiration, in an ideal world, I would have chunks of time where I would check email. I would have days that would

go by that I didn't check it at all. I'd be lying if I said I've been able to do any of those things really well. Maybe for small periods of time.

There was a period of time, a couple of years ago, where I literally did not check email for like a month, and it was one of the hardest damn things I've ever had to do. On one hand, it was extremely relieving. But on the other, the emails were going to an assistant, and they'd still get brought up to me, printed out and stuff like that. So, I'm really not checking it.

So, to answer your question, I check it throughout the day. With an iPhone, which I carry, there's that magnetic, addictive force. And since I already have that sort of addict brain anyway, it's really hard for me to restrain. If I go somewhere and don't want to check email, I just literally have to turn the phone off, so I'm not even drawn.

But, there is a compulsive poltergeist that's built into electronic devices, that just hijacks your brain and makes you want to look at these things.

Now, to give you another example of this, though, I wanted to do a test. I shouldn't even mention it, but I will because I think it's funny.

I thought of the power of an irresistible offer. Before I went and saw Jay Leno, yesterday, I sent an email to Richard Branson and also to Peter Diamandis. I said, "I'm going to go meet with Jay Leno tonight. Do you want to be on the show? Do you have any interest in being on the show?"

Now, Richard, sometimes I'll send Richard an email and I won't hear back from him. Sometimes it's the same day, other times it can be days. And there will be 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."

So, what's funny is that with the right offer, no matter who they are, including billionaires, they will respond, quickly, if they're looking at it.

I said to Eunice, “You know what? Us marketers are so right about an irresistible offer. It doesn’t matter who the person is.” And it was a simple, short email. “Would you like to be on Jay Leno?”

When I talked to Jay, he’s like, “Yeah, have him contact our people,” that sort of stuff. But the thing is I think most people are constantly looking at their emails. And we have a few friends, like you have Dan Kennedy, who doesn’t use email at all.

Dean: I know. Never, at all. Do you want to know something spooky?

Joe: What’s that?

Dean: “Richard, would you like to be on Jay Leno” is a 9-word email. Maybe there is something magic to 9 words.

Joe: That’s funny. I’m sitting here counting with my fingers. This is how stupid I am. We’re sitting here doing a broadcast.

Dean: But, it is. It’s 9 words. I counted it on my fingers, too.

Joe: That is funny.

Dean: It is pretty funny, but you are absolutely right. So, let me ask you this. How long was it between when you sent that message to Richard and he responded?

Joe: Do you want me to actually get the actual time? Hold on.

Dean: Just ballpark. Was it the same day? Was it within an hour?

Joe: No, I think it was easily within an hour.

Dean: Yeah, within an hour. So, there’s the thing.

Joe: I’m going to try to go through it. I don’t want to do it on my computer, because it interrupts the recording while we’re doing it.

Dean: No, no. Don’t do that. That’s all I wanted to know.

Joe: I might be able to do it from my iPhone. I can check my email while we're talking about email.

Dean: There we go. But listen, the point is that it wasn't 3 days. It was literally almost instantaneously. Right?

Joe: Right.

Dean: Okay, so you've stumbled on something – that this is part of the thing. So, there's one thing. Now, this is part of the really deep psychology of what's going on here. So, the elements that make that work is he knows who you are, first off.

Joe: Yeah. Most people can't email Richard Branson because they don't have his email. And secondly, if he doesn't know them, yeah. You've got to have rapport with him.

Dean: Somehow, you got the email that he checks. That's all I'm saying. It doesn't even matter whether you know him or not. I'm sure the email that you have isn't the email that everybody in the world gets for Richard Branson.

Joe: No, no. It's his personal email.

Dean: It's his personal email, and that's the thing. If you've got somebody's personal email, you have a very intimate connection to that person. And I say intimate meaning that you sort of have inside access, no matter what else is going on, no matter where he is.

You're saying this magnetic draw of checking your email, of always seeing what's going on. He could be with the queen, and when he slips into the bathroom or something, he's got his phone with him and is checking it while he's out of their sight.

Everybody's like that. That's what happens. So, you have kind of intimate access to somebody.

When you look at your email, do you think, at the time that he looked at that email, it was the only email in his in-box?

Joe: No. There were probably tons.

Dean: No. So, what happens when you scan through this? It's even more relevant that the email in-box is equally treated the same way, as Gary Halbert talked about, with people sorting their mail over the garbage. The A-pile and the B-pile. Right?

Joe: Uh-huh.

Dean: I think what happens there is I think that there's kind of like 3 levels of it that are going on. People skim their email, because they come in bulk and you can't stop them. They come so fast. You maybe check your email, and there are 20 new ones since the last time you checked, even if you're checking pretty often.

So, most people now are using gmail and probably don't delete emails. I don't really delete anything. Do you?

Joe: Yeah, I do. I actually switched back to Outlook, believe it or not, on a Mac. We still have gmail, and I don't delete them. I started deleting them. That's one thing I couldn't stand about gmail, is I just kept them all, like 60,000 freaking emails.

Dean: I love it, because as long as you know it's in there, you can find it, search it. I like that a lot.

Most people, it's not really about deleting. It's not like you've got this backlog of emails all piling up on your computer, on your hard drive, when it was like limited space and you had to delete your email so you could run one of your programs or something. It's not like that anymore.

Joe: Speak for yourself. Even my gmail account is like at the limit. I would always have to go and delete it, because it would get so big.

Dean: I bought some more storage, so, yeah.

Joe: I bought the maximum storage that they will even allow.

Dean: Oh, I see what you're saying.

Joe: Currently.

Dean: It's not so much about the email being deleted. People are skimming the emails. The big decision is, really, one of 3 things: "Am I going to open this? Am I going to read this? Or am I going to respond to this?" I think those are really the 3 things that you really want.

The only thing that's going on in the subject line and the from line is people making the decision of whether they're going to open it or not. That's the only thing.

I don't know whether I read the subject line first or whether I read whom it's from. I think I read the subject line first, and then I look over and see whom it's from.

So, if it's a subject line that looks like a personal email, like the equivalent of Gary Halbert's idea of a personal letter, 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 I know it's not like 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.

So, you know, going into it, which ones you're going to scan. You have kind of 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, then the thing is what am I going to do with this? Am I going to read it?

When you look at like the first thing that you have to do is turn images on or you click here if this email's not displaying properly, all those things tip you off that this is not an email from a person to one person.

That's why when I look at these, I never am sending graphic emails. And I say, "Graphic," because sometimes I'll say, "I never send html emails," but you can send html-coded emails but not graphic emails that have pictures and logos and all that 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," or whatever, as the first words in the email, when you look at it in that

preview window, that kind of lets people know that this is not a personal communication.

So, if you just look at those first 2 things, 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. Even if it is somebody that's asking you a question, a question is really one of those magnetic things that sort of demands some 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.

Think about the emails that you send to people that you know. Emails that we send back and forth are very rarely more than 2 or 3 lines, because they're a utility. They're sending something; you're expecting a reply.

So, when I look at these, the elements that I have discovered that are the winning formula for email are to send emails that are short, personal, and expecting a reply. And if you can get those 3 elements in the email, you have something that almost has the potential to be magical.

It's really interesting. You know, Joe, our 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 kind of draw your eyes. It's proven, when they do all kinds of studies, that your name, when you see it in print or when you see it in an email, your eyes dilate and you're gravitated towards it. It's kind of like when you hear your name. But when you see it, they've done all kinds of eye-tracking surveys that show that your eyes are actually attracted to it and your eyes dilate. It's almost like getting those little squirts of dopamine. There's something that, "That's me!" You have that identity to it.

It doesn't have to just be their name, but something that is going to get their attention in a personal way.

But when I sent out that email, I sent it out, and the subject line was just, “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.”

You remember when we sent out those emails? 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 whatever else.

But when I saw him, I saw him a few weeks later, when we were in Toronto. I think you were there, too. He said to me, “That email that you sent,” he said, “I thought that was like 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.”

Kim, we should probably describe what Kim does. But Kim is an energy worker. Is that what you would call him? How would you describe what he does?

Joe: Well, Dan Sullivan refers to him as a spiritual plumber.

Dean: Spiritual plumber. That’s right.

Joe: But, what does that mean? I have no idea.

Dean: Dan talks about Kim. You know how when you have some relationship with people or something or somebody just kind of like irks you or there’s some negative energy around it where you’re in some kind of argument or you’ve got some kind of negative energy around that relationship?

Joe: Animosity. Sort of like what we share with each other outside of doing this I Love Marketing podcast?

Dean: Yeah. Often. Often, I’ve thought about calling Kim a couple of times.

So, what Kim will do is he can work with you and he can sort of remove that energy. Dan is, incredibly, a fan of him. He talks about him all the time.

So, for him, as an energy worker, to say there's something about – because we had a whole discussion then – the energy of the email, and I think that part of it is that the energy of an email like that is that my intention, my pure intention from that email is that I wanted it to feel like an email from one person to one person. And 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 one person at a time.

So, often, people – in the language that they use – the way that they word the email, the tone of the email is speaking to a group. It's kind of 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, and you don't have to use email as a broadcast tool.

Now, 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. And that's what really makes the short, personal, and expecting a reply emails so powerful, is that you sparingly use them when it's your intention, when you really want that to happen, when you want somebody to 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.

So, when I asked you, sharing these behind-the-scenes things of how your email works, of what you do when you're checking your email, and really kind of painting the picture, getting 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 email. They’re writing it as if people are going to be gathering around and having it read to them. Does that make sense?

Joe: Yeah, it makes total sense. Let me ask you a question. We’ll probably talk to this, but I want to make sure we bring it up.

When you’re sending out emails, I’m sure it changes and I don’t even know, the unsubscribe, do you know the legalities on that, like when you’re sending out emails?

Dean: Well, you always have the unsubscribe. You have to. But what you don’t have to do is make it the prominent thing. It’s always there. It’s always there. And you’re not trying to hide it, or you’re not trying to mask it or not include it. It doesn’t matter.

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.

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, by sending it to an opt-in list, somebody who has asked for something or somebody who has voluntarily given you permission to email them.

We’re not talking about scraping emails or doing things like compiled lists, and all that kind of stuff, all the other kind of spammy kind of things, things that are where you have a context for communicating with them.

And that's why a smaller list of people who actually want to hear from you is far more powerful than a giant list of people whose emails you've captured or scraped somehow.

Joe: Say someone is brand new in business. They have 10 clients. You're going to send a personal email, versus you put it into a database and start sending it that way, via Infusion or Aweber, Constant Contact, Sales Force, or whatever....

Dean: Top Clients, all of those. Right.

Joe: Do you have a rule of thumb? Because certainly, sending something to someone that knows you, that's a personal, individual email, onesie-twosie, versus even doing a group, you're increasing your chances of a higher response.

Dean: Oh, absolutely, you are.

Now, here's the thing. I would always recommend using an autoresponder or an email broadcaster. But the way I think about it is that I use the tool to do what I would do if I could count on me to do it. I think about it that I'm sending one email to 25,000 people, instead of sending... No, it's the other way around. I'm thinking that I'm sending one email to 25,000 individuals, rather than sending one email to a group of 25,000 people.

Joe: When's the last time you sent 25,000 emails to a single person?

Dean: Hey, Joe! Hey, Joe! Hey, Joe! Hey, Joe!

Joe: Can you imagine?

Dean: Maybe for your birthday next year.

Joe: Right.

Dean: Perfect.

Joe: That is comedy.

Dean: That's very funny. I'm thinking that I'm sending one email, and I'm writing the email as if it's only one person who's going to be reading it.

And 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, of what's the best language and what's the best thing to say, because so much of it, if you can get 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.

Joe: Yeah. I totally know.

Dean: I just think it's perfect, that you sent a 9-word email to Richard Branson and Peter Diamandis and got responses 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 it being a personal email.

This is not easy. I'm not saying that it's 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.

Joe: By the way, one of the things I want to be careful is making the assumption that someone that's listening to this right now has already heard our past episodes, including where we talked about everything. We had one episode where you first introduced the 9-word email, the magic 9-word email, and they can find that.

Dean: Let me tell that story, real quick, because I want people to understand what the context of email is, too. 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. You've done whatever it is that you're going to do to compel them to identify themselves. This is where you're going to compel them to come to a landing page and 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 now 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 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.

And then, when it comes time for you to make an offer, for you to take the lead and to initiate something where you are going to lead somebody to a better outcome that's good for them and that you know where it is that you want them to go, you know what your offer is.

I'll give you some examples of it. For real estate buyers, here are a couple examples. We'll do things like we'll run AdWord ads on Google. Every time somebody searches for real estate in Winter Haven or homes for sale in Winter Haven, or any of those things that somebody who would be looking for a home would do, we compel them to come to the website. And 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, that's profit activator #2 at work. We've compelled them to identify themselves. 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.

So, the way that we use email to do that is that 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, with little dialogue where Julie Matthews is talking about the types of homes that she's showing,

the people that she's working with right now, maybe highlighting a property that she has seen, and then making an offer on that email.

We talk about how we know that what we know what buyers are going to want to do is they're either going to be driven by they want to go look at homes and we've got an offer for them, or they're going to want to get their financing all straightened out and know what that's all about. Some people are motivated by that before they want to go look at homes. And some people may just want to know what the prices are and what's going on, what they can get for their money.

So, 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 offers that you have for people to take advantage of.

So, if 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 homes in any area in Winter Haven. And people click on that, and they pick the tour time, and they join right in, because we're crystal clear on what we want them to do. And 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.

Some 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.

So, we talk about the home loan report, and we monitor hundreds of loan programs all across the country, to find the lowest interest rate loans, the lowest total cost loans, the lowest payment loans, and we put all that together and put our findings together in our free home loan report.

People click, and they can read about that and sign up for the home loan report, because it sounds like it's already going on.

Some people may be just getting started, and they 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.

So, we make all these offers in that super-signature, but each week, when we send out the market watch email, we're highlighting one of them. 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."

And 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 kind of shows that this is the market watch report and it's got all of the date and from Winter Haven, and the weather, and all that kind of lead-in stuff, 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.

But, if we send that out to you today, and then tomorrow we send you an email that is an "re:" of that email that I sent you and includes that email that I sent you yesterday, but at the very top of it, it asks you a simple question and says, "Hi, Joe, are

you an investor or are you looking for a house to live in? Julie,” that is a very simple email that gets incredible response.

Now, the reason is because it seems like this email 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.

Now, 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, know where this is headed. You have to know what the end game is. 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 that’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, blah, blah.” I’ve solved the mystery for you.

So, 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.

So, when you send out an email like that, and people say, “Yes, I am an investor,” we know that 95% of the people that get that email are not investors. They’re looking for a house. But, of all the questions that you could ask somebody, and I spent a lot of time and still do spend a lot of time thinking and crafting emails that are really engineered to get the most response but to get a purposeful response, to get a response that I know is going to lead somewhere.

There’s an element to maybe what attorneys would do in questioning witnesses. There’s different kinds of questions that are in examination and cross-examination, that

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.

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. And the value of being able to sort these types of things, I look at it that 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.

We did this 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. What would be valuable for you to know? How do you want to steer that question?

Joe: I want to do a test to his list that says, "Are you looking to lose muscle and gain fat?" and just see what happens.

Dean: I'll text Vince. I'll get him to test that, put that in the queue.

Joe: I'm just curious.

Dean: Are you looking to lose muscle or gain fat? That's perfect.

Joe: Exactly. That one's even better than mine. See, the subtle difference is what makes all the difference. Little hinges swing big doors.

Dean: It's my 10,000 hours.

Joe: Alright, continue on. You know what I've always noticed? I'm always the timekeeper of these damned podcasts. You never like say, "Oh, being respectful of all of our listeners..." You don't go there. You spout out all these brilliant marketing ideas, but you don't care about anyone's time on this free podcast that no one's paying us for.

Dean: I know that we've been talking for 53:20, right now.

Joe: 33 seconds.

Dean: I'm fully aware of the time. I just don't feel the need to take their time to tell them what the time is. I'd rather add value.

Joe: I gotcha. Well, you've got a little less than 7 minutes to add some serious value here.

Dean: And I might go long. What do you think of that?

Joe: That won't work for me.

Dean: It won't work for you. Oh, okay. Then, we'll try and do it in 7 minutes, for you.

Joe: Go for it.

Dean: And then, everyone will know that it was you that caused them to not get the full answer here.

Joe: No, no.

Dean: If you can think that through, knowing that that dialogue method of email is going to get the most response that you're really going to get, I want to know, from each individual person. Like I almost get to the point where it's not uncommon to send emails that get 60+% response, because you've sent it to one very specific person from one person.

There's something powerful about that. But knowing where that's going to go.

So, if you take that example from the Ritzers, if they respond that 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?"

So now, you're asking another sorting question, something that's going to kind of get them down that path, where you're getting into a dialogue with them. Part of the reason, I think, that people respond to those emails so much is, often, even just morbid curiosity to see is this really a personal email. Even if they think, in the back of their

mind, “This might be an autoresponder, or is this person really sending it to me?” that when you send the second reply that was an intelligent response based on what they responded to the first question, now you’ve got their attention because now they feel like, “Oh, this really is live. This is really somebody.”

What you’ll find is that after about 3 or 4 of those emails, where you’re kind of going back and forth like this, you’ll get what I call the “love letter.” The love letter is the email where they just tell you everything that you need to know or everything that they want you to know, because they now feel like they have the ear of somebody who cares and somebody who 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?”

We now are suggesting things to them. You’re demonstrating your expertise in that, 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, point them in the right direction like that, and now people will give you their feedback on that and start to say, “Well, yeah, that one right there might be something. Here’s what we’re really looking for.”

And now, 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, where they’re going to everybody. They’re just sitting in the crowd.

Joe: Yeah. Totally.

Dean: I already know we’re going to have to do another episode on this. I can already tell.

Joe: Is there any other choice?

Dean: I can’t wrap it up in 2 minutes. We’ve got a cliffhanger episode, Joe.

Let’s tie this one together, though. Here’s what I want people to take away from this episode: to realize and, when they’re approaching email marketing, to understand

and really strive to use it as a tool that it's absolutely best-suited for, which is dialogue communication.

I painted that picture of where are you when you get your email and how we go through and sort our emails, and everybody can relate to that, about how people actually interact with their email and what they're going to do with it, knowing that the first thing they have to do is get it opened. They have to click on it to actually see the email, and then you want them to take that next step.

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

This is so ridiculous, but this is actually how I explain it and think to people. I say to people, "Imagine if you were a powerful wizard, and you had the power to just 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."

You could literally, in the subject line, 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.

And, really, there's only 2 things that you can get them to do in an email, that is perfectly suited for you. You can get them to click on a link or hit reply. Those are the 2 actions that you want with an email.

Most people, if you were to look at their email, you would, crystal clearly, see that they don't have any idea what the purpose is of that email, why they're sending it, what it is that they want them to do.

When they realize that you're not going to convince somebody, they say, "Well, I want people to buy," 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.

We're at one minute over. Can I tell one more story?

Joe: Yeah. Go for it.

Dean: So, here's an example of that – a perfect example.

We do the postcard guys in Sarasota that do all of my postcard mailings, and we have a program together called "Getting Listings Sold." And we send out emails, we get all of the data of all of the new listings that come on the market, and they were sending emails to these people that were HTML, beautiful, graphic emails, sending and explaining to people who they were and all the experience that they had in postcards, and presenting the whole case for people to buy postcards right from the email.

They track and test everything beautifully. So, they're testing and tracking. 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.

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

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, all we did, I wrote just 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 and who would be responding to those emails.

That 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.

Joe: What more could you ask for?

Dean: I’ve got so much more to say.

Joe: No, no. I mean seriously. What more could someone even...? This is as good as it gets.

Dean: But when you think about it, if you know what it is, like I know, 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. And you probably 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.

Joe: Yeah. “Open this email, real quickly.”

Dean: The trick is not to just use those words, “Open this email.” What you want to do is 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.”

And then, when they get it, you want to know what is the outcome. Do you want somebody to respond? And if you want them to respond, then you ask them a question. Do you want them to go to another website? 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.

Joe: Totally. Awesome. One thing, too, you need to be congruent on what it is you're saying. For instance, we used the Jay Leno example to 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, part of it is you want to be congruent with what it is that you're doing, because there are ways that you can say things that will get people to, obviously, respond.

Dean: You're absolutely right. You're absolutely right. Let's start the next episode with that.

Joe: Want to be on Oprah? Okay, cool. What I will also say, since I talked about Leno, the show is awesome. It was way better than what I even expected it to be. He's a really hardworking dude. And the big takeaway that I got as a business lesson is here's a guy that, according to Wikipedia, he makes like \$25-million a year on The Tonight Show, and he makes another \$20-million doing standup.

From seeing him, I think he's missed like 2 shows in 17 or 20 years, or whatever, since he's been on, because he was sick. The guy is so consistent. He's such a professional. It's interesting to read his Wikipedia page.

But, basically, the big takeaway is that he's always performing to keep himself sharp, even when he doesn't need to. And he's figured out how to make his performances be almost equal to the money he makes from his real job on The Tonight Show.

It really made me think about you're talking about learning this and being a wizard. The fact is what we're delivering to people, if we charged \$1,000 per episode, it would be worth it, because what we're sharing has made millions and millions of dollars for people through our contests.

So, part of it is taking the time to really be the chess master that you talked about. This is going to require you to not only hear these ideas, but actually put them into place.

If you listen to our podcast on a weekly basis, just taking one thing from it and doing one thing new every week, or adding one thing to our already existing strategy and marketing plan and marketing process, is just going to continue to make it better.

But it is consistency. You have to really continually keep looking at it, because marketing is really psychology – applied in a certain way – and math. It's behavioral psychology and math, and that's what produces profits and results as you apply it to a business.

Even the magic 9-word email would work for online dating, if someone wanted to get dates.

Dean: It works for anything. I've got so much more stuff. So, next time, we'll share more about it. But I think this is a good start.

Joe: Yeah, that's it. So, I'm going to go to dinner. We've now gone over time, so we've not been respectful of anyone's time. Can't ask for a refund, because it's a free podcast. But what do you do, right?

Dean: You know, we went short a little last week, so this will make up for it.

Joe: If you're brand new to our podcast, welcome to the club, ILoveMarketing.com. If you're listening on iTunes, go to the website. You can download your free report, Breakthrough DNA. And if you've already read our report, Breakthrough DNA, 42 times, it isn't going to hurt you to read it another 43 times.

Dean: Amen.

Joe: I don't know if that made sense, but that's it.

Dean: It does. Perfect.

Joe: Okay, bye.

Dean: Yes. Bye.