



Transcript

Episode 105

The One About Even More Email Marketing

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

Joe: And me, Joe Polish.

Dean: And, me. So, how was 25K?

Joe: It was good. I am really tired dedication to doing this podcast and making sure that everybody continues to get all of this stuff, I crawled myself out of bed. It's in the morning, when this is being recorded, and I'm tired, because we had a 2-day 25K meeting. Prior to that, I had 2 days of meetings. I can't even remember what it was., right now, and I just want everyone listening to know that I, with my

Dean: Secret meetings?

Joe: What's that? Secret meetings? Yes.

Dean: Secret meetings? It's inflection. It's the way you say it.

Joe: Well, you can inflect for me. I'm just going to talk.

Dean: That's what I'm saying. That's why I added the inflection, because you said you were very forthcoming about what the last 2 days was about, 25K. And then you said, "Before that, 2 days of meetings," which is very mysterious. That's why I said, "Secret meetings?"

Joe: Well, one of them was meeting with Dan Sullivan for like half the day, about our new podcast, the 10X Talk, and then Stefan, who has a company called MagicFuture.com, which is really cool. Magic Future. It used to be Magic Number. The main brand is Magic Future, although they still have Magic Number. It's about finding that number that is what you need to be financially free, so that work is optional.

Although, I can't imagine ever not working, because all the money in the world, I would still work on things. Part of, I think, being fulfilled, at least for me, is producing more than I consume. I just couldn't imagine sitting around,

whatever, people's idea of, "What would you do in retirement?" "Oh, I'd sit on the beach and read," or whatever. I'm getting ready to sit on the beach.

Dean: Play shuffleboard, be the shuffleboard champion. We'd be doing shuffleboard info products.

Joe: Maybe. I've never played shuffleboard. Have you? Have you played shuffleboard?

Dean: Well, I live in Florida, which is probably the shuffleboard capital of the world. So, I'm not going to sit here and say that I have not ever played shuffleboard, because I have. I don't seek it out. I'm not in a league or anything.

Joe: Let me reveal something that shows you how human beings are kind of strange, including the one talking right now.

I live in Arizona. I've lived in Arizona for many, many years – probably at least 30, 35 years of my life. Maybe 30 years. I've never been to the Grand Canyon.

Dean: And I've been to the Grand Canyon. Isn't that something?

Joe: Yeah. I go to Sedona all the time. Another hour, hour and a half, there's the Grand Canyon. I don't go. But I'm going to go, this year. I'm going to go to the Grand Canyon, because I just realized how idiotic that is.

Dean: Let's go do an episode sitting on the ledge of the Grand Canyon.

Joe: I've done the Galapagos, I've been to Vietnam, and I've been to Australia and New Zealand. I've been to Paris. I've been to England. I've been to Bali. I've never been to the Grand Canyon. I've been to Toronto, even, many times.

Dean: Many, many times.

Joe: So, basically, what I was saying was we're going to talk about email marketing. This is a follow-up of the last episode that we did. I think the last thing that we said, on the last episode, was, "Start off with the email 'Do you want to be on Oprah?'"

Now, I always think it's kind of funny where people that have never been on Oprah, and neither Dean nor I have been on Oprah – although I've met Oprah twice. I actually spent a little bit of time talking with her the very first time she went to Maryville Spa, a decade ago, or whenever that was, when I ran into her there. The spa director, at the time, was giving us a tour, and she was my friend, but she couldn't mention who the VIP's were. We just happened to run right into Oprah, and I suggested that Oprah do the equine experience that they do there, which was kind of cool at the time.

A great spa. I loved that place for many years, and then the general manager, I thought, was kind of a goofball. I think he's the current one. Anyway, I haven't been to Maryville since. Although, Steve Case now owns it. It's a nice resort.

Anyway, that being said, then I ran into her in 2006, at the Oscars, the one and only time I went to the Oscars. But I've never been on Oprah.

However, it's always good, the Oprah link. A lot of people use it. Start off with an email, "Do you want to be on Oprah?"

So, those are my notes. We're going to do that with email marketing. And, like I mentioned, I'm tired. I went to dinner with Dan Sullivan and a few other people, and Brian Kurtz was having dinner with Hugh Downs. Remember Hugh Downs?

Dean: I do remember Hugh Downs, yeah.

Joe: Hugh and his wife have been married 69 years. He's 92 years old, and I think she's 91. I interviewed him on video, for Genius Network, when he was 87. It was a great interview. I'm telling you, man, I talked with him for a few minutes, last night. Just incredibly sharp. Remembers everything. Had the world record for most amount of time on broadcast television. Just an amazing human being.

So, anyway, I woke up early to do this podcast, so people are probably sick of listening to me babble.

Dean: You woke up so early, that you actually woke me up.

Joe: Yeah, and you're 2 hours ahead of me.

Dean: I know.

Joe: So, let's hit it. Let's talk about some valuable email marketing stuff, and maybe I'll touch on some things that we talked about at 25K, if I can get my brain to remember those, too.

Dean: So, last time, we talked about this idea of using the 9-word email, of using just 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. Send that out.

But when you want a response, you've got to realize and understand what the response is.

We mentioned that the 2 most likely responses are to either reply to this email or click on this link. That's really the bottom line. That's what we're trying to get somebody to do, to take an action.

Both of those are great. The thing about getting a reply is that you can now engage in a dialogue with people, and there are so many, many ways to use this. We'll talk 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.

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 like a broadcast. And the difference would be quietly going into line and just striking up a conversation with one person, while you're looking them right in the eyes.

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

Joe: Wait! Let me ask you a question, though. I agree with you. I'm just going to play devil's advocate here.

Let's say that someone had a message that did need to be broadcast. Like, "Attention, everybody! The place is on fire. Get out now!"

Dean: Right. Exactly. There you go. That's exactly it: knowing what your purpose is. Sometimes, the purpose is to broadcast information, and there's nothing wrong with that.

But when you're trying to get a response, when you're trying to maximize the engagement that you can with the people on your list, the people who have their email address or the people who have opted in, when you're trying to get the maximum engagement with them, speaking to them one person at a time is the most effective thing you can do.

Joe: What sort of stories or examples do you have to validate this, other than the hundreds that we've talked about in the past, on past episodes?

Dean: I know. There are so many different ways. I'm going to talk about some of the during unit things today, too, a little bit later.

As far as the 9-word emails go, or the engaging emails, or thinking through the process, it's so powerful to really realize that your purpose in the before unit is to generate and convert leads into appointments or sales or first-time purchases, or engagements. You're moving people all the way through the 8 profit activators.

When we talk about your target market, select a single target audience, you've got the people that you already have an email with. You're going to compel them to raise their hand: "Joe, are you still looking for a house in Winter Haven?"

Now, when he's engaged, now we're going to engage in that conversation, and we're going to educate and motivate him to join us for a daily tour of homes or to come to our homebuyer workshop, or to get a free home loan report, whatever it is that you're most interested in. What would be the most effective thing for you, right now? What would be the most valuable thing for you? We're moving people in that direction. That's really what I'm talking about here.

So, when we look at the types of email addresses that you're likely to have, you are likely to have an email address from somebody who has just opted in moments ago, or you are likely to have 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.

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

So, if you're doing things that are sort of early lead generation things, things where you are offering 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.

But you need to understand that and you need to have a sense of what the cycle is in your business. What is the cycle in how long it's going to be before somebody actually buys?

When we talk about converting leads, when I really started going deep into understanding lead management and lead conversion, this was one of the things that was really went in depth on, was the timeline of things.

I don't know whether I've talked about it, but there's a company called The Inquiry Handling Service, and they are a company that if you've ever seen at tradeshow or in trade publications or magazines, where you circle the reader service card, the business reply request, and you send it in and they'll send you information about something. So, if you're looking through a home decorating magazine and you were interested in these faucets, you can circle that on the reader card and send it in, and they'll pass that on to the company, to send you information about the faucets, or same thing at a tradeshow.

So, these guys handle millions of leads across all kinds of different industries. And what they found, by doing an analysis of when people buy, was they were able to identify sort of across-the-board patterns.

The way they would get this data is they would do 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.

And 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, for 18 months. And what they found was that just over half of the people who inquired about something will buy what it is they've inquired about within 18 months.

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

Now, what they also found was that only 15% of them 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.

Now, most of the time, people are largely impatient with the 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, then 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."

You 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. And then, that's their follow-up cycle, and then they just drop them off a cliff. They don't have any sort of concerted effort.

They only count their conversions on that little window. They only take it on how good people converted right on the front, not realizing that the majority of the value is longer than that.

So, when we look at it, you look at the value in realizing that there's a lot of those people who are going to buy later, and setting up your system so that you can continuously add value to those people, where you can continuously be in communication with them, that's where we'll talk about using a broadcast type of email.

But let's focus on – and where this 9-word email comes from – where this whole idea of engaging with people is let's focus immediately on this 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 that if we were to say, "Where should you place your bet?" kind of thing, knowing that 85% of the people are not going to buy right now and that 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.

You've seen 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.

Joe: Let me tell you something from way back when.

I have, in my course for professional cleaners and restorers, which I've sold since 1994, 1995 was when I started selling it to cleaners, and we've had over 7,000 professional cleaners all over the world that have become members and gotten that course, and that sort of thing, one of the letters in there is a 3-step letter for new prospects.

When I first started doing this, there was no Internet, so they were literally printing and mailing them, or putting them in envelopes, or rubber bands, or whatever, and literally placing them, having them hand-delivered to neighborhoods. It was a 3-step letter offering a free room of carpet cleaning and a carpet audit, which is a process that I came up with, which was an educational method to go into a home and evaluate the condition of the carpet. It's a really good offer.

And as it relates to what you're talking about here, the way that I describe it is letter #1, then 2 weeks later everyone that didn't respond would get letter #2, and 2 weeks after that, letter #3.

Very much, a 3-step letter methodology that Dan Kennedy was preaching and teaching, and still does. And that's when I was doing a lot of work with Dan, and he was writing a lot of my sales copy and we were doing a lot of stuff together, and all that. So, we did that for many 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.

So, talking about the length, 90 days, where you're saying people would show a 7-day conversion thing, I just want to point out that the highest number I'd ever seen, one of my clients, a guy named Kevin. I can't remember his last name, right now. This was years ago. I have literally hundreds of people that, even to this day, still use that same letter, same promotion, and it's the basis of many of these companies' new lead generation business.

He had literally taken that same letter to a particular neighborhood and delivered it, every 2 weeks, for 23 different times; meaning he had literally put that letter out 23 times, with just slight changes to the intro of it, before the arithmetic quit working, meaning it was profitable.

I've had many people that have emailed a simple letter 5 times, 6 times, 7 times, and then it kind of grows tired. But he really did his math and calculated it, and built up a pretty successful business with it. And then, he sold the company. That's why I don't remember him, because he built up a company and then he sold it and went and did other things. That was a long time ago.

But we would always say, "You know, people just don't realize that lifetime value of a client and all of the things that we teach, if you want to be in the relationship business, you need to prepare yourself to educate and nurture and do all this stuff that you're talking about here in the context of email.

Dean: Yeah. That'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, that 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.

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

they're walking into a room and I'm sitting there, right there in the room, and I'm visualizing them. And I'm imagining what would that conversation be like? What would I say to them if I were there with them in person? And 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 that is imagining almost like a personal, real interaction. That's going to help you identify what are the things that are on that person's mind. What do you think they're expecting when they come through? And imagine what if, magically, when they did opt-in, they could be 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?

Joe: And what is that treasure?

Dean: 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 because in profit activator #2, 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.

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 they opt-in.

Joe: I think we should kind of take a retreat back for a couple of episodes back, where we talked about "Branding = Bullshit?" Why not just send out an HTML logo, going

back to carpet cleaners, where it's just "Your secret desires are here," with a flower, maybe.

Dean: I like it.

Joe: Or something that would obviously speak to your brand. I'm being sarcastic here, as I say that. Or, "We don't cut corners, we clean them!"

Dean: Right. Exactly. That's funny, because that's one of probably the go-to taglines for carpet cleaners.

Joe: Yeah, one of them.

Dean: Same thing like realtors, "Call Dean and start packing."

Joe: Yeah. Yeah, "25-hour service. We're just a little bit better."

Dean: "Dean Jackson, a house-sold name."

Joe: Oh, that's funny! That is funny. I like that one. I wonder how many realtors have actually snagged that one.

Dean: Oh, yeah. They're on it all the time.

Joe: The whole thing here is it's not like people want to do ineffective marketing or advertising, they just don't know any better. Unless they're aware of ILoveMarketing.com, which teaches them how to fix all of this bullshit, they're just trying to make a living. They're trying to go out there and sell stuff.

Part of this is taking the obvious and making it happen. Going back to the brand thing, because it's stirred up so many conversations, even at 25K, I read the article and we talked about it. Everyone in 25K is, obviously, of the belief that, "Yeah."

And there are people that have very successful brand that are in 25K.

The point is – you made this comment – it's about them. It's really about their secret desires. So much of people that do brand marketing and advertising,

they think they're talking about that, but they're really not using copy that's saying that. They're not using calls to action.

For small business owners, if you spend years and really develop a reputation, I always like to pulling it back to Victoria's Secret, because I did that interview episode #94 with Jeff Madoff, where he talks about Victoria's Secrets being an aspirational brand. Yeah, but that didn't happen overnight, and it certainly didn't happen from a business card or a postcard or a website. There's billions of dollars put into what it is now. You know what I mean?

Anyway, most small business owners, that's not their company. That's not their business. That's not what they're going to be doing.

That's all I've got to say about that. Did you leave the building for a minute or something? What's going on? Really? Oh, good. You didn't miss anything. I was just babbling about branding. I'm sitting here, thinking I'm talking to you and you're hearing what I'm saying, and all of a sudden...

For people listening to this episode, continue on with your fancy little... Yeah, go for it.

Dean: And, begin.

Joe: When it comes to putting together a plan, I want to frame this. You talked about 90 days. Let's just apply this to every form. How do you think about implementing or engaging a marketing campaign, instead of it just being an email? We're talking about just 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?

Dean: Here's where it starts. Let's go with this. I think at the very beginning, the only thing that you should focus on, the thing that you really want to imagine is that the person who has just opted-in is a 5-star prospect and is going to buy imminently.

That's 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 that to buy, but to focus only on being there and speaking in a way that would let the people who are those 5-star prospects, who do want to buy know that you're here, and you're ready to help them, and here's what I suggest you do if you are ready to buy.

So, when we look at it that 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.

Now, 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.

So, when we look at it, we know that and often draw a quadrant with this. So, if you can imagine 4 quadrants and the axis, the X- and Y-axis divided at the top 2 quadrants and the bottom 2 quadrants by "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.

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 and we know that 90 days or more is one of the options, 85% of the people fall into that quadrant 2.

And then if we go down on the bottom, it doesn't matter whether they fall into either of those quadrants, because they're part of the 50% that are not going to buy.

So, there's nobody that matters below the line. All we're worried about are the 50% of the people at the top, who are going to buy, and whether they're going to buy now or whether they're going to buy 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?

So, the only people that we can speak to, that are going to have value or desire to actually do something today, are the 15% who are in quadrant one.

Now, what we look for there is we're looking for 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.

We look for people who are willing to engage in a dialogue. That means that when you send them an email, they'll respond. They reply to you. They're friendly and cooperative when they talk with you. They know what they want, meaning the top 15%, the ones who are going to buy now, they know what they want and they're willing to share with you what it is. They've got a plan.

Number 4 is that they're going to buy in the next 90 days. They're now prospects. That would be a 5-star prospect.

And then #5 is that they'd like you to help them.

So, 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. And 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, that's why when we send out simple emails, we'll give them a chance to first tell 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 talk about lead statistics, all these kinds of things, it always makes 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 of those, and how these numbers make sense.

So, if we take 100 opt-ins and we were just to personify them and line them up, you've got 100 individuals standing there in a 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. How do we do that? 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.

Now, when you look at that, it helps so much to imagine exactly what I'm describing to you. Imagine that these are real people that you're looking at them, you're looking eye-to-eye with them in your imagination, and 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.

Joe: Right.

Dean: What do you think about this so far? Give me your summary. I want to hear what you're hearing.

Joe: What I'm hearing is that placing a real emphasis on communicating in ways that people understand simply, that really speaks to them, doesn't over-complicate anything, talks to people with the right message at the right time, and delivers no

more than what they need but exactly as much as they do need in order to step them through the process of doing business with you.

When I listen to this, I really listen for the psychology behind it, not the technology. You're not really talking about, "Here's the email system you should use." It's none of that.

Now, to a certain degree, if someone really is hung up on that and they really don't know where to go, then they may be like, "Wow! How do you do this?"

I'll mention one thing. Dean Graziosi, he was in 25K. He stopped by 25K yesterday, and he was talking about how his current social community at DeanGraziosi.com has thousands of people who will watch, every time he puts up a video, weekly, he'll get thousands of views and anywhere from 300 to 1,000 comments weekly, from these videos he'll put up there, and how engaged the community is.

He said before they did that, they were looking at all kinds of different systems. Phoenix College, I think it was Phoenix College he was talking about, they were talking to the people who had built their system and how it had cost millions of dollars to build this customized system. And he said, "You know, I could engage with people more with a yellow pad, writing down the amount of money they spent on this system, because it's really about communicating with the people and getting them to feel and understand."

So, as it relates to everything that you're talking about, there are people that really think, "Well, what's the technology, though? How am I going to deliver this? This sounds all good and everything, but I don't have that sort of system."

The thing, first, is make sure you're selling what people want, not what you think they need, not the technology that you think is the system, but what do people really want?

Your whole thing about striking up a conversation with someone at Starbucks, one-on-one, once you have developed the ability to know how to establish rapport, maintain rapport, develop and nurture, and continue a relationship with one, you can do it to 2. You can do it to 10. You can do it to 100. You can do it to 1,000.

That's kind of what I'm hearing.

I just always go back to the thing that Steve Jobs said at the Worldwide Developers Conference in 1997, where he said, "Start first with the psychology, and then figure out the technology."

Dean: That's brilliant, but that's absolutely true. That's exactly what we're talking about here. Start with that. Know where you're headed.

In the last episode, we talked about that idea of thinking like a chess master and knowing 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, doing something, 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 kind of down that path.

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 things are very valuable as you kind of move. So, you can intelligently have a conversation, but use technology to do it. Use technology to help you automate the process whenever possible.

Joe: Yeah, totally. Touch on email subject lines, again. We've done this many times, but let's go back to that. I'm really going to try to take this to a whole basic level.

I think a lot of people, even quickly, when they're responding to BCC, we talked about, on the last episode, how I sent an email to Richard Branson about Jay Leno, and I think I put in the subject line – I should pull up that email – “Want to be on Jay Leno?” or something like that. It's obvious.

But even the simple thing of someone's name, or “Hey!”

Let's break that down again, because I think it's good if someone hasn't listened to the past episode we did.

Dean: The main job of the subject line, the only job of the subject line is to get them to open the email. That's the only thing.

With that in mind, knowing and imagining that they were a wizard...

Joe: I think Dean has left the building again here. He was right in the middle of mid-speech. So, in case you're listening to this episode and we decide to keep this part in, which we probably will, then you'll at least know what the hell's going on. We'll see, when Dean comes back on, if he can jump right back into what he was saying before, or if I have to cue him.

So, let's just give it a moment here, and see what happens, because this should be fun.

While we're waiting, I'm staring at the wall, looking at some artwork that I got from Hugh MacCleod, who has a really freaking cool blog and website called GapingVoid.com. I bought a whole bunch of artwork. Hugh's written a couple of cool books. One's called *Ignore Everybody*, his first one. The second one is called *Evil Plans*, and his third is *Blogging In Your Underwear*.

Dean: Quit hanging up on me.

Joe: I've just been talking. By the way, I'm in the middle of something, so let me finish my thought, because I know you went away, so I just started to talk about Hugh MacLeod, how I'm staring at the wall, looking at paintings. You disappeared, and I said, "Let's see if Dean can just pop back into what he was talking about, since he disappeared again."

So, everything you can leave in, because I'm prepared for these things, Dean.

Dean: You really are.

Joe: Talking about Hugh MacLeod artwork, and I've got some on the wall. Hugh started drawing art on business cards. I like the stuff. So, one of them says, "Find something you love to do, and then excel at it." Another is, "Lots of ideas clustering around to form a single working business model," which really speaks to what we talk about at I Love Marketing. We're always talking about different ideas clustering around.

Another one is, "Where can the smallest change make the biggest difference?" I think one of the things that speaks to I Love Marketing is that we're always talking about little things, but if they're implemented and applied they make the biggest difference.

Another one that I've got here is, "The best way to get approval is to not need it."

And then another is, "We do what we do because souls need to be touched."

And then the last one I'll mention is, "Welcome to nobody cares, population 6-billion."

These all have artwork on them. So, without seeing it, it's probably not as compelling as actually looking and seeing the pieces. They do do a customized one.

Dean: Why don't you take a picture with your iPhone and send it to me.

Joe: Yeah, I can. Actually, I will.

There's one that says, "After the big boys fuck it up completely, feel free to give us a call. Piranha Marketing."

Dean: Love it.

Joe: Anyway, can you remember what the hell you were saying?

Dean: I was talking about subject lines and how I tell people to imagine that they're a powerful wizard, and that they can just command people to do something and they'll do it.

If that were the case, then all they would have to put is, "Open this email."

Joe: By the way, I think on my voice, if it disappeared, when I was reading the artwork I think I was not pointing my mouth at the microphone. So, I apologize about that, if I got a little quiet.

Dean: So, beginning with that in mind, that's what we really want the email subject line to say, is, "Open this email." That's the command that we have for it.

So, what are the things that are going to get me to open that? And certainly, if it seems like a personal email from me, that's why you've seen even President Obama, you saw all those that said, "Hey," or my personal favorite is their first name or just those kinds of things, something that is relevant or something that is an RE to something that you've already sent them or that they've sent you. Those kinds of things are getting you 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 getting this, you can trick people into reading your email, but that's not what we're looking for. You want it to be relevant, and you want them to feel like it's relevant. You want them to feel like there's this sense of welcoming for the email, rather than a jaded sense of, "Oh, I'm opening this, but I know it's a scam," that kind of thing.

Sometimes, you can trick people into reading something, but that's not at all what we're talking about. We want it to be a welcomed thing.

Joe: Do you think this is really hard for most people to get and do this? Or, do you think people just don't focus on things that are really the big lever movers?

Dean: I think it's hard for people. What I think is hard for people is that they have a very hard time being patient and knowing that they'll have more luck taking 3 moves to get somebody to a buying position than they will getting them to buy in one.

And, often, that's the thing, is that people are too impatient. They try and get people to buy right away. That's their focus. They're trying to just get them to buy now.

Joe: Let's address the thing that would cause that, though, because the underlying issue is maybe they're just desperate. They need money. They need to make a sale.

It's kind of like if you want a date, if you're so desperate and you so badly want someone that you literally approach them and creep them out, or the positioning or the status or whatever, is just completely wrong, you just seem weak, you seem uninterested, it's the dilemma that I think many guys who are genuinely true, nice human beings – or at least they think the nice things, sometimes they disguise not being nice at all with being nice – they can't get a date because they appear extraordinarily desperate or needy, and that becomes unattractive to someone.

Well, I think your prospects respond the same way. If your whole approach is you so badly want to make a sale, they see right through that.

Part of your think talking about patience, I think it's a really important issue. However, until we eliminate the danger of, "I really badly need money" ...

You remember that black velvet poster? People in other parts of the world won't probably know this store, but there's that store Spencer's, which sells gifts and has been around for years.

Dean: Yeah.

Joe: You can find this online, if you search Buzzard or Vulture or whatever, "Patience," where there's 2 buzzards sitting on a branch, and there's like a skeleton of a cow. I've seen different versions of this drawing. One buzzard has got a little thing above his head. I think we've talked about this before. I'm so damned tired from finishing 25K last night, I can't even remember if we've talked about this before.

But there's a little thing that says, "Patience, my ass! I'm gonna kill something." They're waiting for something to die, for them to eat, and they're starving. So, one of the vultures is like, "Patience, my ass! I'm gonna kill something," as he's saying to the other one. But, a lot of people that are in that situation, where they just so badly want it, that they're making decisions that they think are needed, but it's undermining their ability to have success. And this happens with marketing.

I always use 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 develop rapport. You need to do those things.

So, 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 and you don't have any money to do any marketing, you don't have any time, you're going to have to 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. Although, if you do the stuff

we're telling you, you can eliminate that. When I was a dead-broke carpet cleaner, I was literally doing manual labor. But I had to do that until I could establish even a little bit of foundation to create a marketing system. But you've got to put in the wood in order to get the fire sort of thing.

So, I just want to really speak to that person in that situation, because I think they can hear what we're saying, but the desperate need to get their business working or they might be on the brink of financial collapse.

Dean: Here's what can ease their mind. What can ease their mind is if you imagine those 100 people lined up, again, as your bundle of 100 opt-ins, and 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 somebody. What you're looking for is identifying 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.

So, even though it seems initially like it's delaying, 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. So, we first have to decide. It's almost like the staged lighting system at the drag races. You know how when they've got that tree of lights and the first light comes on, and then the next one and the next one, and then they're off kind of thing, 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. Are they willing to engage? Are they friendly and cooperative? Yes. Do they know what they want? Yes. Are they ready now? Yes. What would you like them to do? Buy now.

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, that's going to get them to take that action now.

Joe: Yeah, totally. We've got just a few minutes left, maybe 3 minutes left, or whatever. So, I would like you to kind of wrap up and kind of summarize what we've talked about, mostly what you've talked about. I'm glad you did this, because although I get totally energized from doing 25K meetings, I just woke up too damned early today, in order to do a podcast episode with you, because I'm getting ready to go, in a week, to Turks and Caicos, so I've got to knock this bad boy out.

Dean: Knock this bad boy out.

Joe: Knock it out. You know what I mean?

Dean: I hear you.

Joe: I know this was thoroughly pleasurable for you, Dean, just to be on the phone here and recording with me, but beyond that, I've got things...

Dean: It really has been quite enjoyable. Delightful.

Joe: So, summarize the stuff that we've talked about.

Dean: Here's where we are. We're not done yet.

Joe: Of course. We have to do this for the rest of our lives, I think.

Dean: I know. People have to be patient.

Here's what I think where we basically are. Knowing that the fundamental thing is realizing who we're actually 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. We want to identify those people. We want to engage them in a dialogue. We want to have a prescriptive solution for them that's leading them to taking action, where they're going to do something.

So, that alone, just having that mindset, is really the great foundation for this. And also, realizing that we're going to come back. We're going to circle around, and we're still going to serve these people who are 90 days or more away, because we haven't even talked about them yet.

There are some really powerful ways to communicate with them in a way that you'll be there when it's actually time for them to do something.

So, just be aware of that. Know that this is really about patiently 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 that you're doing it to one person, and not being surprised when they respond.

The biggest thing that I often see is we'll suggest to somebody that they send a 9-word email that's going to reengage people, and then they get overwhelmed by the amount of response. We just had that with Kathleen, who came to our Breakthrough Blueprint event you and I did in Phoenix. She sent out a 9-word email to 3,000 people, and she's gotten 1,200 replies, and she's just rushing through, trying to figure out what to say. She's getting it all under control now, but it's invigorating, certainly, because most people, when they send something out, they're not used to having that type of response to something.

Joe: Yeah. You know what's also interesting, too, is that the people who seem to really get this, it's not about hearing it; it's about continually investing and learning how to do it.

The thing is go and spend a little bit of money and do some marketing. And if you're already doing it already, of course you are, you wouldn't be listening to I Love Marketing if you're not doing some marketing. But I want to have you do a little bit more, meaning do a little bit of marketing. Do a little bit more marketing, and pretend, everything that you're doing right now, forget about all that. You're just going to do a little bit more, and you're going to add a little bit more on top of

it. And speed of implementation, as our friend Eben Pagan does a really great job of talking about, is the key to taking an idea and really benefiting from it.

So, wherever you're at right now, with everything you've heard on this episode, listen to the previous episode to this, if you haven't, because it really is kind of the beginning part of this one.

Whatever ideas you have, pick one of them. What is the first action you're going to need to do, and just do it.

People like Kathleen and many of our clients, students, friends that use this, they are making thousands of dollars as a result of just making these little tweaks.

So, like the Hugh MacLeod thing I've got here on the wall, "Where can the smallest change make the biggest difference?" think about that as a result of hearing this episode and go do it. We'll talk to you next week.

Anything else, Dean?

Dean: Amen. Just do it.

Joe: There you go. Just do it. Talk to you guys later.