



Transcript

Episode 106

The One About Ridiculously Easy Email Strategies

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

Joe: And Joe, Joe, Joe, Joe Polish.

Dean: Joe, the world traveler.

Joe: I decided to change my first name to say "Joe" like 3, 4, 5, 6 times, and then my last name.

Dean: Why not? If Prince can change his name to a symbol...

Joe: Right. I can change my name to being Joe multiple times.

Dean: Rock stars are eclectic. We can do whatever we want, something like that.

Joe: That is correct. Alright, so I'm back from this trip I did to Turks and Caicos.

Dean: Nobody cares. Let's get on with it.

Joe: It was lovely, except I got mauled by bugs. No one else seemed to get...

Dean: Why is it that you always get mauled by bugs? You get eaten by bugs on Necker Island. That's your biggest complaint.

Joe: I don't get it. I don't get it. And I've ordered Avon Skin-So-Soft, which everyone tells me to get, which supposedly works for bug bites. And I was covered in Off and having poisonous DEET seeping into my skin, and wearing mosquito-repellant clothing from Exofficio. I can never pronounce it.

Dean: Exofficio, yeah. Exofficio. Yeah, yeah.

Joe: The transcriber's going to probably not spell that right, either. Just everything, and I was still getting eaten by bugs. My girlfriend, she was getting bit too, but they weren't turning into welts like me. And, of course, Brendon Burchard felt horrible, because it was his trip that he invited me on. There were really cool people there, and I actually took the house that Frank Kern was supposed to get, and I think I saved him, his wife and his child from getting mauled by bugs, because I was in this particular house.

Dean: While they were in Hawaii, where there are no bugs.

Joe: Did they end up going to Hawaii?

Dean: They did.

Joe: Well, he had a passport issue. He didn't realize for each isle you need a passport.

Dean: Hawaii's a paradise that's available to all Americans without passports.

Joe: I agree. I love Hawaii. It's awesome. Although, I've only been to Kauai and Maui, so I've never been to the big island. But I always stay with Joe Sugarman whenever I go to Maui, because he's got some really bitching pads up there, and he's a real dear friend of mine. Why not?

Dean: That was very nice of him to give all of our attendees at the I Love Marketing conference their very own Batman credit card.

Joe: Yeah. And Blu-Blocker sunglasses to most.

Dean: And Blu-Blocker sunglasses.

Joe: Yeah. Anyway, we're going to talk about email marketing.

Dean: We've been talking about it.

Joe: I think in this one, I'll just sit back and let you pontificate and talk about things, and I'll throw in a sarcastic comment here and there, and liven it up a little bit.

Dean: That would probably be best for everybody.

Joe: Let's teach some people some good stuff. This is a continuation.

So, let's review what we've been over so far.

Dean: I was just going to say, "Let's review so far, and catch up where we are."

So, we started off this whole series, the last 3 episodes, this is the third of the 3-part series, we started out with you knew that email was going to be a big subject. We could honestly probably do 30 episodes about email.

But here's the big thing, just to kind of catch everybody up. We're talking about it as a before unit strategy here. The things that we've been sharing are things that anybody could do right now. It's one of the – I call it – magic tricks that we can create for people without any cost for them, and generate some revenue for people, generate some money very quickly, just by crafting the right 9-word email.

We gave lots of examples about that, and the original that I started with was just sending a message to real estate prospects who hadn't bought or had been on the list for 90 days or more, just sending a quick message that said, "Hey Joe, are you still looking for a house in Georgetown?" – 9 words, simple, easy to do. And all kinds of people respond, because it feels like you're talking just to them.

So, we talked a lot about this idea of using short, personal, expecting-a-reply emails as a way to engage people in a dialogue. And this is a one-to-one approach. This is definitely not something that you're going to automate. We can automate the initiation of the dialogue, but once somebody raises their hand, once somebody responds to the email, now you've got the best opportunity ever because you have the attention of somebody who's a real person. If you can imagine them as a real person, just like I shared how I do in my evil scheme hatchery, to sit here and visual a prospect, I visualize the front door of my evil scheme hatchery as the opt-in box, and I visualize, as they opt-in, popping through the door and standing there as a real person, not just a name and an email address. But I picture the real person standing there, and I imagine what would I say to that person. What would I say if that real person popped through that door?

That kind of thinking is really the way to get inside your real prospect's mind, kind of the way that you would do it if they really were standing there in front of you. It changes the way that you communicate. Because if you truly are talking to one person, you're going to communicate differently than if you're broadcasting to a group. And people know the difference. And it's okay that sometimes you are broadcasting to a group, and sometimes you're communicating

one-on-one. And you want to make sure that the times that you are communicating one-on-one, that people really know that it is meant to be a personal communication.

That's why when we look at it, the pattern that seems to unfold, we'll ask people, "Are you still looking for a house in Georgetown?" and even if they think it's an autoresponder, they will reply with a very short answer because they maybe feel like they might get punked or something. They don't want to look silly responding to a message that is not manned by a real person kind of thing. It's almost like the short responses that you get initially are the email equivalent of somebody turning and saying, "Are you talking to me?"

If you were to say something to them at Starbucks, they might look at you and say that. And then, once they realize that you are talking to them, then you're engaged in a dialogue now. So, we find that if you know where it's going – we talked about sorting questions – if you can ask somebody a question, "Are you looking to lose fat or gain muscle?" that's an either/or option, and you're prepared for whatever the answer is.

Somebody might respond to that initial question with a one-word reply or a very short reply, and that's okay. In this way, by asking a sorting question like that, you know what the 3 possible responses are going to be. The 3 possible responses are: 1) I'm looking to lose fat; 2) I'm looking to gain muscle; or 3) no response at all. Those are the 3 basic options that you're going to get.

You can be prepared for what to say when they respond with either one of those.

And now, when you go back to them, when you're really engaged in that dialogue, you'll find that after a couple of exchanges, they'll know that they're in dialogue with a real person, and they'll send you what I call "the love letter."

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

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

And that's exactly what happens with your email dialogues like that. And all of that is designed with one purpose in mind. This sort of dialogue method is designed to focus all of your attention – initially – on the 5-star prospects who want to buy right now.

We talked about the quadrants. We talked about the 4 quadrants of possibilities for when somebody is going to buy or if somebody's going to buy, and I shared some stats from the Inquiry Handling Service about how just over half of the people who inquire about something will buy what it is they inquired about within 18 months of when they inquire about it.

So, what they also found was that only 15% of them would do it in the first 90 days. So, that means that 85% of the value of a bundle of leads, when we talked about separating your leads into bundles of 100 and thinking about them as that sort of class or statistical grouping, so you've got enough people to see what can happen.

After 100 people, typically, what happens with the first 100 will happen with the second 100, and so on.

So, knowing that if you've got 100 people, we divided them into quadrants. There are only 4 possible options. So, on the up-and-down, the top and bottom axis, we put "Going to buy" or "Not going to buy." Those are the 2 options for this group, as a whole. So, we're going to separate the people who aren't going to buy into let's just call it half, because they say just over half are going to buy. But let's just call it half. Half of them are not going to buy. We've got 50 people below the

line, that aren't going to matter to us right now, because they're not going to buy now and they're not going to buy later. So, that's okay.

Above the line, we've got the 50 people who are going to buy, and now we can divide those into 2 groups on the left and the right axis. And that would be now or later.

So, the only people that we're focused, and we want to focus all of our attention on the people who are going to buy, and that means that they're going to buy now or they're going to buy later, and we know that 15% of them are going to buy in the first 90 days, and 85% of them are going to buy in the longer than 90-day timeframe.

So, all we're trying to do is get an awareness of what we're talking about. And in the first moments of somebody opting in, in the first few days, literally that first period of interactions there, the only thing that we should be focusing on is speaking to the people who are going to buy and are going to buy now. Give them the opportunity.

So, we're going to treat everybody like they're a 5-star prospect, and we talked about 5-star prospects as people who are: 1) willing to engage in a dialogue; 2) friendly and cooperative; 3) know what they want; 4) doing something in the next whatever amount of timeframe is right for you, 90 days, 6 months, whatever it is; and 5) that they'd like us to help them. That's what a 5-star prospect is.

So, we're looking for the 5-star prospects who are going to buy now. And we're going to focus all of our attention on them. There's nothing wrong with treating everybody like they are a 5-star prospect until they show you that they're not, versus treating everybody like they're not a 5-star prospect until they prove that they are.

And that's the approach that most people take. They have this sense that leads are somehow dirty, almost. The questions people ask, "Are they scrubbed

leads?" or "Are they qualified leads?" all those kind of things that foreshadow the treatment that people are going to give them, because they're so concerned; they don't want to waste time.

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

What I'm describing to you, these types of email dialogues, it's time-consuming. It's the most effective thing. It's the thing that's going to get you in dialogue with the most people, and find the most 5-star prospects. You're going to convert more of them.

I'm not saying it's easy. I'm saying that it's effective. It's the thing that's going to get you more than anything else. And it's worth doing. It's worth trying to figure out. It's like we always talk about the idea of not letting logistics dictate what you do. Don't let logistics get in the way of really stellar logic.

We want to focus on those people, and we want to engage them in a dialogue. And if you have the ability to staff that role, even if you're doing it in high volume, it could be somebody's whole responsibility. Like an email concierge, an email dialogue generator, somebody who that's their role is to engage in a dialogue. That's what we have with Lillian here, running the websites for Living In Winter Haven. That's her whole role, is to engage with people. And, she's able to connect with more people than anybody else would be able to, because they're trying to fit it in when they've got some time. But it's her whole responsibility.

That's a powerful way to think about it. So, we shared some of the engagement strategies in the last episode. What I want to kind of focus on now is moving into this bigger group of people, that 85% of the people who are not going to buy right now. It pains me to see how much people lose by not having a real, concerted strategy for communicating on a long-term basis, that adds value to all

of those people who have raised their hands, knowing that that's really where all the gold is in your list.

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

But then, their words were that after they go through that 21-day cycle, they'd go into the archive, is what they called it.

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

We were able to craft some simple, simple messages that go to these people, that we're able to bring out hundreds of thousands of dollars of new business, doing this.

You're sitting on a goldmine, if you have been using opt-in email marketing, where you're bringing people to a squeeze page and they leave their name and their email address.

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

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

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

Now, parallel to that and thinking long-term, we immediately want to start implementing a strategy that's going to keep us in contact with those people in a valuable way for a long period of time.

I'm not talking about just setting people up on auto-drip, where they get just this sequence of follow-up messages, trying to squeeze more buying opportunities out of them. I'm talking about educating and motivating these people.

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

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

So, what would be a dream-come-true for your audience? For the realtors, we send out a weekly market watch email to all of their prospects who are looking for homes, we send out a market watch email with all of the new listings that have come on the market, some short little dialogue that shares the kinds of homes that you've been looking at or showing, the kinds of people that you've been working with, if you're the real estate agent sending this out, then links to all of the new listings.

And then, we always want to lead to the next step. We always want to keep in mind that we want people to take that next step, and we want to make it easy for them by offering them cookies.

We've talked about this idea of offering cookies is taking the initiative. It's so much more powerful than to wait for your prospects to take the initiative. Nobody likes to take the initiative. It's like the story we always use is saying, "If I sat you in the living room and said, "There's lots of stuff in the fridge. If you're hungry or thirsty, go ahead and help yourself," versus coming right up to you with a plate of freshly-baked cookies and saying, "Would you like a cookie?"

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

So, what we want to do is make offers that seem like they're already happening. So, if we look at from our real estate standpoint, if you're a buyer looking for a home in Winter Haven, and you are on our market watch newsletter and you get updates every week, with all the new listings, we know that the next step for you is going to be that you might want to go and look at a home. That's one approach that people have. That might be what triggers them into starting the process.

You may want to figure out how much can I afford before I go jumping into looking at homes? So, we've got another group of people that that's the motivator that's going to spur them into action.

And then we've got maybe people who are new to the home buying process, and they don't know what they don't even know, and they may want to get educated about the entire home buying process first.

So, if you take those 3 things, if I describe them, you can imagine that those are certainly conversations that are going on in people's mind. So, if we take the trigger of wanting to go and look at homes, our expectation is that people are going to take the initiative. So we may say something like, "If you ever want to look at homes, please feel free to email me and let me know. I'd be more than happy to do the research, find the homes for you, and show you any home that you want to see." That's kind of like we're saying, "If you want me to bake you some cookies, I'd be happy to. I've got all of the ingredients here."

Nobody would ever impose on somebody to bake them some cookies like that. But if, instead of saying that, I say, "Hey, if you're going to be in town this weekend, we're doing daily tours of homes every day at 10:00 and 1:00. You can join any of the tours. It's a great way to look at homes in any neighborhood and area that you want to see." That sounds like you've already baked the cookies. It's on the calendar. The schedule is there. The bus is pulling out of the station at 10:00 and 1:00. That's what it sounds like, so it sounds easy. I'm not obligating myself to anything. I'm not imposing on you. I'm just going to jump on the bus. I'm just going to jump on this tour that's already happening.

Or, if we take the person who might want to know about how much they can afford or understand how the financing works, instead of saying to people, "If you have any questions about mortgages or you'd like to get pre-approved for a mortgage, feel free to email me, and I'll be happy to put you in touch with our lender, who will get you pre-approved right away," or we start mandating it to people and start pushing it on them, "Now, you've got to get pre-approved before you go and look at any homes." Again, treating people like they're not 5-star prospects until they prove that they are.

Both of those approaches are very common. And I'm hoping that, as I'm describing this, you're hearing it and translating it into how your situation might be similar. I'm describing it to you in a real estate situation, but I want you to

understand the psychology of the passive approach versus the attractive approach.

So, we're not saying, "You've got to get pre-approved," or we're not saying, "If you'd like to get pre-approved, I can certainly help you." We're saying, "What we offer is our free home loan report, where we monitor hundreds of different loan programs around the country, to find the lowest interest rate loans, the lowest monthly payment loans, the lowest down payment loans, and the lowest total cost loans, and we put all of these findings together in our free home loan report. And you can get one just by clicking here." That sounds like it's already done. It sounds like something that is in place.

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

Just trying to passively be suggesting things to people is not the same as saying, "We're holding a home buyer workshop on Tuesday night, at the library, at 6:00 pm." That sounds like it's already going on, like there's a specific offer that I can take advantage of. I'm just going to show up at the library, and I'm going to get my questions answered.

So, there's that kind of thinking. I want you to think about what could you offer to people who are prospects that this is going to trigger them taking the next step, it's going to trigger them moving into profit activator #4, where you can present your unique service offer.

Joe, are you still there? Are you asleep? I just went off on a tangent.

Joe: I was trying to create a world record of how long I cannot say anything. I think we've literally broken the world record on the I Love Marketing podcast.

Dean: I just get so excited about it.

Joe: You just talked and talked and talked, which is fine.

Dean: It's almost like the contest episode, in reverse. Okay, your turn. I've said some new things here. I've articulated things in new ways. But what's your take, so far?

Joe: I don't care. Whatever. How long have I been doing this crap? 20 years now? More than that. Since 1992. It's kind of a "been there, done that" sort of thing.

But for everyone listening, hey, it's brand new for someone who's heard it for the first time.

Dean: There you go.

Joe: No, I'm kidding. Did we ever put up the episode, as a bonus, interview I did with Mary Ellen Tribby?

Dean: I don't believe we did. We should just have Mary Ellen Tribby on.

Joe: Yeah, we're going to have to do that. But I did this great interview with her, a few years ago, and she made this comment where we talked about how we grew up in the direct mail business. And the thing with Internet marketers is I made this comment that they're more promiscuous with their emails because it's free, in their minds, and they don't have to spend money on it. And she made the comment like, "Yeah. And if you start looking at every email you send as if you had to spend 50¢ per email on each one, you'd really think differently about the person who's receiving it; not just from what you're going to make money-wise, but how you're really doing a disservice to the people you're sending it to, if you don't really think about the copy and engaging them."

So, let's just assume people listening, there's a person out there saying, "Yeah, that sounds good, but my clients are different. An HTML email with graphics and all that is just going to work better, although I've heard about this 9-word email thing. But my clients are different." How would you respond to that?

Dean: Well, your clients are people, I'm assuming, and people are the same. We all come standard issue, with the same brains and emotions, and psychological triggers. And that is why we can take a construct like the 8 profit activators and apply it to any business. And we've done it. We've done it with all kinds of businesses, and it all works, because people are people.

Joe: That is true. But what if your clients really are aliens? Would it change?

Dean: Then you just write the emails in Klingon, which is the intergalactic language of direct response. Everybody knows that.

Joe: I was making some goals the other day. This is a total aside. And I was thinking, "I want to create some prime directives for my business." I was like, "Let me look up Wikipedia, what prime directives means, so I can get a clear thing before I create some prime directives of my business." I was doing this on the island. In my life, not just in my business.

And I didn't realize that all of these prime directives things originated with Star Trek. I had no idea that that's where it originated from.

Dean: And then, of course, it originated in the "More cheese, less whiskers" episode. The prime directives of a mouse. Get cheese; avoid cats.

Joe: I didn't realize how much of this goes back to Star Trek, which is another aside. On my zero G flight was Rod Roddenberry. So, on the videos, if you look at some of the videos, his father created the whole Star Trek, and it was Rod floating right by me. It's pretty funny.

This is common sense that isn't very common, because you have to strip away all of these preconceived notions that you think about what people would respond to. And it's so simple and so obvious, that most people don't think about it until they hear you kind of explain it.

Dean: So, I always like to look at the context of things, about why things work or what's the underlying support structure that makes all of this work.

So, I'm sharing stories about 9-word emails and we're giving examples of that, and sharing things about the flagship publication. I'm using the real estate examples there. But if we just strip that all away, what you want to be looking at is what kind of regular communication could you send to your prospects, all the people in profit activator #3, that they would be thrilled to get every week? Is there news that you can react to?

The good thing is that with the real estate, there are constantly new listings that are coming, that you can send to people. There is something very powerful about that, that it's got the content kind of built right in. You just have to have the right framework around it.

Now, when you look at creating something on your own, like making something up, it's more difficult than just responding to something. But, you can start by just making a list of all of the questions that people might have. Or, think about what would they want to know. So, you can just make a list of the top 20 questions that people have. There's almost half a year's worth of weekly emails, just addressing one of those questions as a short little thing.

I get Seth Godin's blog by email, so every day you get a short, little blog. He's not writing big articles he's writing. It takes you a minute or 2 to read, that's it. It's all very insightful. You feel good after having read it.

So, what kinds of things like that could you send to people? If there's anything that is changing, if you're in the mortgage business, we send information on interest rates. The same thing could apply to financial advisors. It could be any kind of data that changes or fluctuates. You can talk about volatility or anything in the stock market. Anything that's moving is a great thing to design your weekly flagship around.

But the most important thing about it is that the purpose of it is that it's like a Trojan horse, in a way. It's the carrier that you can now make these offers every single time you send out a communication. You can make the offer that has

whatever your 3 cookies are in a super-signature. A phrase that I coined, that is describing, below the PS of the letter, before all the unsubscribe stuff or almost like a little ride-along with every email that you send, all the offers that you can make to people.

So, “Here are 3 ways we can help you today. Join us for a daily tour of homes. We run tours every day, at 10:00 and 1:00.” There’s one of those super-signature elements.

“Next, we’re holding a first-time homebuyer workshop next Tuesday, at the library, at 6:00 pm.” Or, offer, “The free home loan report, where we monitor all the different loan programs and present our findings in the home loan report. Click here.”

So, you’ve got those 3 offers that are available for people right there, no matter what.

Whenever you’ve got something that’s going to trigger the next step, you can include it in your email as a super-signature. And that, you’re going to find every time we send out a market watch email, we end up getting more people raising their hand and responding to ask for one of the offers that we make in the newsletter.

I’ll put up one of the market watch newsletters on ILoveMarketing.com. So, if you’re just listening to the podcast here, there’s a good reason to go to ILoveMarketing.com and see what one of these flagship emails looks like, and how you can use that as a model for your business.

Joe: I completely agree with that. They should do that. They should go there immediately, right now.

Dean: I think that’s fantastic.

Joe: Let me ask you a question, Dean. All of this with email, and I know we’ve talked for a week on this stuff, I’m sitting here thinking that someone listening is like,

“Okay, you’re going to put all this thought and effort into getting an email right. Man, if it’s this complicated, what the heck are we supposed to do with our websites? Do we even need a website?” That sort of thing.

Dean: Well, certainly. This is why, when I look at it, in my opinion, the reason that I use such short-copy landing pages, the squeeze page where the only option, the only purpose is to get them to leave their name and email, now I never care if they ever go back to the website, because now I’ve got their email address. And that’s a far more powerful level of communication. Now, I can communicate with them one person at a time. And I don’t have to depend on them coming back to the site.

But I know that since I can’t count on them to continue coming back to the site, the super-signature is a way of sending the highlights of the site to them every week. It’s almost like reminders, “Hey, you can get this. You can get this. You can get this.” All really compelling things. Things that are well thought out, the things that people would really appreciate getting, because they’re demonstrating that you understand the conversations that are going on in their head.

Joe: Let me ask you about something related to driving people to calls to action, other than just an email response.

Is there any deviation from the 9-word email, where you’re going to “Are you interested in losing weight or putting on muscle?” “Do you want your carpets cleaned?” whatever, “Looking to buy a home?” where you actually drive them to a website as part of that?

Dean: Sure. I think I talked about the example of we have a product called GettingListingsSold.com, and we get the data feed of all of the MLS listings that come on the market everywhere in the country. So, we get probably 3,000 to 5,000 listings a night come in.

The whole purpose of that email, and I described it in one of the last episodes, is only to get people to click through to the website. I'm not trying to get them to respond. I'm trying to get them to go and look.

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

So, if you just listed 22 Graystone, and you get an email that the subject line is "22 Graystone," you're going to want to see what that's about, because it could be somebody who wants to see it or has a question about it. Right? That's an A-pile email subject line.

Then, when they open it, the only purpose of that message, then, is to get them to click through to the site because we've built all these wonderful things for them using the information that they sent in to the MLS. It's already loaded. We've got postcards with the picture of their new listing, and their picture and their name, and the address of the property. It's already custom designed.

So, all I want them to do is take a look at all this stuff. The email just simply says, "Hi Joe, I put together some marketing ideas for 22 Graystone. Take a look and let me know what you think." And then, there's a blue link to 22 Graystone. "Thanks, Ramona." And that's it. And that email gets over 30% click-through. Not 30% open; 30% of the people click through to that website. That is 10 times better than the previous effort, which was in the 3% range, sending all of the message trying to convince them to buy the postcards from the email.

So, they see what it's about, they know that you're trying to get them to spend money, so they don't click through because they've made up their mind already. You can't use the email to do the best selling job. It's not the right environment.

When I've got beautiful, customized things that they're going to get a wow factor by going to it, when they see a single property website that's already done

for them and they see these beautiful postcards, and it's already got the picture of their new listing in it, and they see their name, and all of these things are already done, that's a wow factor. And the headline, it's all personalized for them.

So, that can be best sold when they are actually looking at it, and I can control the environment on the website. Everybody's going to see the same thing. I don't know what is going to happen in somebody's inbox, or depending on what email they're using and whether they've got their HTML display images filter off so that the first thing they'll see is, "To see this email properly, click here." That's a real downer.

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

But what you do have to know is you have to have absolute clarity on what it is you want them to do. Why are you sending this email in the first place? What's the response that you want?

Joe: Let me ask you about something that is on my mind, currently. I just want to get your perspective on it.

You remember TV shows like Nip Tuck, which maybe you've watched? Remember that TV show?

Dean: I do, yeah.

Joe: About the plastic surgeons, the crazy ones. Eccentric.

Dean: Yep.

Joe: That was like real life, basically. I think that show depicted how life really occurs for most people.

But they used to advertise the hell out of MySpace. They would put MySpace.com/NipTuck, when MySpace was the big rage. Maybe with Justin Timberlake taking it over, maybe it will come back.

I saw a Ford banner in the airport the other day. It was for one of their vehicles, and it was simply driving people to their Facebook page, not to their website.

So, what's interesting about that is they don't have to, obviously, set up a website. They can just drive to Facebook. But there's more and more of that that we're seeing, and I wanted to get your perspective on this sort of application, driving people to other than your own websites, to things like Facebook, or even communicating with 9-word emails in a social media sort of environment, not through just regular email. Do you have any perspective on that?

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

So, I want to take them to the environment that's going to best facilitate that. Using these postcard examples, what I want them to do is buy the postcards. So, I'm going to take them to the page where the buy button is, and make the full case. I'm going to present everything to them right there, and they're going to see it, and they're going to be able to click and buy right now, because that's what I want them to do.

Joe: Okay. What else does someone need to know, then? To take what you've been talking about here and what we've talked about in the last couple of episodes – which, if someone has not listened to them, they'd be well-served to go and do that – what more do they need to know to maybe do some action steps? How would you take all the advice that we've given on the last 3 episodes? What's the first step, sit down, write an email, send it out?

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

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

You've got to realize that behind every email is a real person. Imagine what's going on in their mind. Imagine that person. Get a crystal clear picture of them in your mind, and try having a conversation with them.

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

I want to be extra careful that you don't underestimate the effort and the consideration and the weight that I place on every single word of those emails. Just because they're 9-word emails, it's not about just plopping off 9 words. That's not what it's about. Every word has weight. Every word has been measured and really is the best articulation. Even when you're using those short words, you just want to make sure that it's getting the right message across.

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

You know what would be a fantastic thing? I'm just thinking as we do this, Joe. What would be a great finale to this is to do sort of an email clinic, where listeners could, in the comments, put their email ideas, their attempts at the 9-word emails or short emails that they've used for things, and we could do an episode that kind of ties all this together and addresses those, and does some coaching on how to make those emails work. That would be great.

Joe: There have been some really great comments, too. I've seen a couple of examples.

Dean: That's what I'm saying. So, let's formalize that. When this episode goes up, as soon as you hear this, go over to ILoveMarketing.com, look for the comments. There's a little button that you can use to comment right underneath where the description of this episode. This is episode one of 6. So, look for it on ILoveMarketing.com. Leave a comment. Describe the scenario of what the email is, what your purpose for it is, and then we'll be able to see what you're doing there, and we'll do an episode where we talk about those emails, and we'll give you some coaching on how to craft those into the most powerful emails that we can imagine.

Joe: Yes. Another thing, too, that we could do, because we've had a lot of questions submitted in the past whenever we've done the open sort of calls...

Dean: We've still got all of those. You're right.

Joe: Yeah. We could answer some of those questions, too, in some upcoming episodes.

Dean: It's about time we had a guest, too. We've been going a long time, just me and you. I think Mary Ellen would probably be a very good... This is the appropriate time for that.

Joe: We're going to have some bonus ones, too. Let's put up the episode with Mary Ellen, and it will be a good primer for everyone. It's just really, really good, solid marketing advice. And I'll round up Mary Ellen, and maybe we'll do one with

Larry Winget, who's a good friend and a character. We'll do him sooner or later. We'll see.

Who else have we got? We've got Ben Altadonna. I want to do one with Ben Altadonna. He's the guy that markets to chiropractors, a very smart direct response guy.

Dean: How about Jay Abraham?

Joe: We can probably do one with Jay. I haven't talked to Jay in about a month or so, so I can give him a call. Yeah. It's all good.

To our listeners, if you have a dream interview you think would be awesome, someone that's truly obtainable and reachable – like I wish we could get Oprah, but that's just not going to happen, plus getting her to talk about marketing.

Can you imagine if we got Oprah talking about marketing, though?

Dean: I don't want to limit the universe.

Joe: Aliens. If anyone has a good connection with an alien.

Dean: Yeah, there we go.

Joe: Then we could talk about packaging, that sort of stuff. That would be good, too.

Dean: Why limit ourselves? We've had Richard Branson. We've had Tony Robbins. Why wouldn't Oprah want to come on with us?

Joe: True. Very true. The New York event is coming up soon, in August, 14th and 15th. So, if you're a high-level player and you listen to this, we've got, so far, people that I will announce, Tim Ferriss is going to be there, Dean Graziosi, Dan Sullivan, Marie Forleo.

Dean: You said Dean Graziosi. I get excited when I hear Dean.

Joe: Neil Strauss. We're going to have some characters there, speaking, doing some cool stuff.

Dean: Yeah.

Joe: So, any good books or anything you've read lately, Dean, that you want to recommend?

Dean: Rather than that, I've got a couple more things I want to say to wrap up this on.

Joe: Okay, go ahead.

Dean: Is that alright with you?

Joe: Fine with me.

Dean: You got me going. I was telling people what to do.

We talked about this idea of crafting that dialogue with people, imagining as if they're a real person, sitting right there, and the opt-in box has plopped them into your office. Have that conversation with them, and then the next thing is to start, right away, with your weekly flagship communication. Every week, they're getting something from you, with timely and helpful market information or answering some of the questions, or tips, or anything like that, or a mailbag, answering questions, anything like that, knowing that that's going to be a vehicle that you can send your super-signature. Make those offers. Make sure that you know what are the gateways that are going to move people into profit activator #4. What are the things that are going to trigger them taking those next steps? Do that every single week, and you're going to be amazed at what happens.

Now, if you've already got opt-ins, you've already been gathering people's names and emails, you've got a list and you've sent them through your 21-day gauntlet, even just the language. It just kills me, that they send people through the gauntlet, like we're going to scalp them or something. And you don't do anything other than send your JV promotions to them, or whenever you want to sell them something, whenever you communicate with them, you're sitting on a goldmine,

and that's your opportunity to reengage with those people by crafting a simple 9-word email.

And that, anybody can do. If you've got more than 50 people on an opt-in list, you can probably do it with 10 people, whatever it is, if you've got anybody, look through your desk drawer. All those scraps of people where you wrote people's name and email down, and all of the people who've emailed you and you haven't done anything with it, or go back in your gmail and look at all the people who inquired 90 days ago, all those kinds of things, gather them all in one place and send them a simple email that says whatever is going to engage people in a dialogue, whatever's going to get them going your way.

So, all you want to do is just send a simple email that's going to get them engaged in dialogue with you, and know where you're going. Know where you're heading. It's really about just skillfully creating that pathway, making it seamless to go from profit activator 2, where you compel them to raise their hand, profit activator 3, where you engage them with a dialogue, educate and motivate them to want to meet with you, so you can make an offer.

Joe: Good stuff. Very good stuff. You did all the talking. That's good. Hope everyone likes it. Hope they go out and make themselves a lot of money.

Dean: Money, money, money.

Joe: And then, send us some. You know, we don't even have a store on I Love Marketing.

Dean: Not yet.

Joe: I think we should, though. I think there should be a store.

Dean: I was just sharing something with Gina. It's all top-secret. It's just hush-hush, for right now.

Joe: Okay, cool.

Dean: But you'll be very pleased.

Joe: Alright, everyone. I hope you enjoyed this. I hope you are a sophisticated, brilliant, stealth, ninja-like email marketer, at this point. If you are not, go back and listen to all of these episodes again, because your future depends on it.

Dean: Yes.

Joe: Seriously. Actually, the future of mankind, I think, depends on the advice being dispensed here.

Dean: It could. It's for the children.

Joe: Yeah. And the children's children. And the children's children.

Dean: Generations.

Joe: Alright, Dean, that's a wrap. Everyone, have a great week, until next week. We'll talk to you then. Please go to ILoveMarketing. Please, go if you want. It's only for your benefit. If you're freaking lazy and you've got different shit to do, then don't.

But if you really want to be on top of things, go there, check out the videos, look at the samples, listen to other episodes, and share this with all your friends. Tweet about this episode. Go to Facebook. Create a whole new social network yourself, and tell people whatever. I don't care.

So, that's it. Have a good day.

Dean: See ya!