



Transcript

Episode 108

The One Where We Share Some Email Marketing Results

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

Joe: And Joseph John Polish III.

Dean: Wow.

Joe: That isn't my real name, by the way. There's no third.

Dean: I thought you changed your name to Joe, Joe, Joe, Joe, Joe, Joe Polish.

Joe: Yeah, that's my rapper name.

Dean: There you go.

Joe: We've done a lot of episodes on email and email marketing.

Dean: You could call it a series, really.

Joe: Yeah. It's been good, and people have been happy. We broke it up with a really great episode with Amy Porterfield, who is a Facebook marketing expert.

So, if you've not listened to the episode before this one, then we recommend you go listen to it, because it was really good. Lots of incredible feedback from people I've talked to that have used it. I let a few people that are part of my team and my colleagues listen to it, and now they're using these techniques that we discussed on the last episode, and they're completely changing the way that they...

Dean: We're getting some really great comments and feedback and stuff. Read that one you were telling me from your fan page.

Joe: A guy posted on my fan page. I won't mention his name, but if anyone wants to look up my fan page they can probably find it. It's on Facebook.

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

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

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

So, what he’s referring to is the most valuable 3 hours that he spent doing anything business-related this week was listening to those 3 episodes.

So, “Cheers, Adam.” And he’s like, “PS: I found a marketing hack a little while ago, that gave me a massive 250% profit increase and resulted in an opt-in control of 80%. It’s the first part of a sales letter, but it’s really cool. I think you’ll like it.” And then, he puts the post for the letter, and then, “PPS: the whole site is being revamped, right now. I’ve been testing the model for the past 6 months, and it’s definitely an ELF business, which stands for Easy, Lucrative and Fun.”

That is fantastic. This is a person who is implementing what we are talking about on the podcasts. Of course, I’ve got to give you credit, because you’ve been doing most of the talking on those episodes, and I just kind of sit back and drink tea and listen to you pontificate, and throw in a sarcastic comment here and there.

What ends up at the end is a very good instruction on how people can make money using email, how to better communicate, how to create more response.

So, what we’ll do, since there’s been such a good response to this and the people who have been listening have gotten so much value out of it, we’ll use this episode to sort of wrap it up and add any more insights, perspectives, and comments.

Dean: What’s great is that we’ve got Mary Ellen, this week, Mary Ellen Tribby.

Joe: Yeah. She’ll be the next episode.

Dean: Absolutely. What a great thing, because who better than Mary Ellen Tribby, somebody who's built an empire using email? This is a great finale to the series, really.

Joe: Yep. So, good stuff happening at I Love Marketing. And people are thinking, "Oh, you would just run out of content." Well, I don't think so.

Dean: That's so funny. I love it. There's another comment on the web page, on the comments on episode 106. This is pretty cool. Jeff Johnson said, "Hey guys, after the I Love Marketing event, Robin and I sent out one of your 9-word emails, like this, for our producer's club coaching program, and it generated more than 20 warm leads, 15 new members at \$14,000+ per year, and generated 120 responses to the email out of 700 emailed out. Wow! That was the Friday of I Love Marketing 2, and now I need to send one again."

Interesting, huh?

Joe: Totally.

Dean: I just love these kinds of things. When I really look at things, if you've got anybody who has opted-in or responded to anything, at any time, and haven't yet bought, you have a goldmine. You really do. It's absolutely crazy.

Just reactivating those people, using those short emails, there's a goldmine in your profit activator #3. Once they've crossed that line, they've identified themselves, they cool up in profit activator #3, waiting for you to make a killer offer that's going to move them into your during unit.

Joe: Right. Let's take this message that's on my fan page, where he sent out an email that says, "Do you still need marketing help?" If you are in the marketing business, "Do you need marketing help?" If you are a massage therapist, "Do you still need a massage? Do you still have tension in your neck?" whatever it is. It doesn't much matter. It's just a real simple sort of communication.

I think everyone, myself included, probably violates this to a certain degree. When I mean violates, this whole principle of knowing that it's whatever the number is. For different studies and things that I've read over the years from the Direct Marketing Association – and this goes back to when I first started learning marketing, about how it's 5 or 6 times more expensive to get a new customer than it is to resell to an existing one. There are different studies.

Who the hell even really knows what the exact number is? And I'm sure it's different per industry, and all that. But the bottom line is anyone that understands lifetime value of a client knows that one of the most expensive costs in business is client acquisition, getting them the first time, and then getting them to buy over and over again is better.

A lot of companies – and, again, I say myself in this – will become very good at the before unit and getting customers, and it's more exciting to chase after new customers. You can have really happy clients that buy from you over and over again, and both me and you certainly have that. And at this point in our careers, even if we don't do much of anything, other than continuing to provide value, we're going to have people that have done so well with what we sell them that they will continue to give us money and do business with us.

That being said, you can get into this mode where your new customers, new acquisition, and you have people that are being neglected or people that you could communicate with more frequently, or you could send them a 9-word email, and you don't because you get caught up chasing new customers.

Sometimes, you could turn off – not that I would ever recommend it, I'm just saying – all of these other activities that you're trying to do, these new products, these new whatever, and just simply look at who's given us money in the past that we have not really communicated with as effectively as we could.

A lot of times, you will make more profits by quit trying to chase after new people and just do a damned good job with the ones you've already got.

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

Dean: I'm glad you said that. That's something that that is a big focus that most people overlook. They don't think about that, at the very beginning.

Just about a month ago now, in February, we have an event here in Orlando for our Moneymaking Websites clients. We do an Internet Academy weekend. So, I recorded an audio program that was like my top 10 breakthrough ideas, because this year marks 25 years that I've been in real estate. I got my real estate license in 1988, and now we're 25 years later. I can't believe that!

I thought about it, and I started outlining my ideas in the order that I would start applying them. The first idea was know your numbers. Most of the time, people don't have a sense of even the basic metrics about where their business is coming from, what's working, how much they're spending, how much they're making, just even basic metrics for their before unit, their during unit and their after unit.

So, the awareness that we had, after talking about that and going around the room, kind of having people share, the main awareness that we had about it was that they don't have an awareness of it. And that's okay. That's an awareness in itself. Just to know that start measurement stuff, it's just such a well-known thing that whatever you measure improves, and whatever you measure and record improves exponentially.

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

I was just talking to the fitness twins in London today, and they've really embraced this after unit. They do personal training facilities, 2 of them, in the UK. They've started sending the equivalent of the world's most interesting postcard to their clients, to their existing clients.

Their ROI on sending things to their clients is over 2,000%, 2,200% - 22 times what they spend is how much revenue they've brought in on doing those things.

So, we talk about doing these short, personal, expecting-a-reply emails, if you're sending them to people who actually already know you, and you're sending a personal email to them, and you're doing it in a way that's going to be right in their wheelhouse for orchestrating referrals. It's such an incredible opportunity. Most people don't ever focus on that first. Everybody focuses on the before unit and getting those things in place. That's all the fun and the newness and the excitement of testing and spending money on ads, and all that kind of stuff.

But, the real value, the highest ROI, the no-brainer money is in your after unit, orchestrating referrals, and in moving people from profit activator #3, making offers, engaging with them, and getting them into your during unit. Those are the 2 hidden goldmines that you have right there, in your business. Everybody's got them.

It's almost like magic tricks. It's almost like when I start with somebody, those are the first 2 things I look at. What can we do to create a magic trick for them? And, if they have prospects they haven't communicated with or haven't communicated with in a real intelligent way, there's the big opportunity. Just react to those people.

Joe: The thing is most people do not send out monthly client newsletters. I even recently found – this is what happens when you grow a big organization and, like a dumbass, don't have systems in place to make sure that proven things that work continue to stay doing them – kind of like a system, once you set up a system properly, it doesn't need constant monitoring. Maybe a little bit of maintenance but, for the most part, a complete system, once you set it up, it just works. You don't have to keep going and fixing it, and that sort of thing.

There are things that I've set up pretty well in my company, and a lot of things that I have not set up well or not set up a mechanism for me to be reminded of.

I have found, recently, that there are people that have given me money in the past, that have not done business in a while and, for whatever reason, were taken off of certain mailing lists.

I ultimately have to be responsible for this, because it's my company, my organization. So, even if one of my employees made a dumbass mistake – which, in some cases I've had that happen a lot – the real dumbass responsibility lies on my shoulders, because it happened while I was obviously owning the company.

There are people that have not been communicated with that, if they would have been, frequently, they would continue to get back onboard and continue to do business with, and things like that. And I've just made this recent discovery of quite a bit of communication that has not happened, and it's one of those things to where there are a lot of activities going on in my company, where we're getting prospects, we're getting new customers, we're getting new clients, and all that sort of thing.

At the same time, we're having to spend money to do that, that is much higher than the money spent to send a newsletter to a past client, send an email to a past client, make a phone call to past clients.

So, this applies to everybody. I don't care how great someone is, there are places in their business that – hopefully – listening to this episode will just make them stop and think, "Okay, where could I apply this method?" Instead of saying, "Oh, I don't know if this will work for me," or "I'm just going to listen to this episode while I'm working out, for entertainment purposes," if you're really listening to this, where could you apply it? Where are areas in your business where there is some neglect, some lack of communication, some place where you have really even sent out a long-form compelling sales letter that's direct

response? Well, you think it is, but maybe you can try this 9-word email or 5-word email, or whatever it is, on a particular area, and put some attention on it?

If you just think about that for a couple of minutes, most people, if they were to write it down, could come up with 5 or 10 areas immediately. Anyway, that's what I'm saying.

Dean: It's really interesting, because I get a lot of feedback from people. They send out emails, and they don't know where it's headed. They just get a 9-word email, they throw out 9 words, and get somebody to respond, and they're saying, "Oh, I got all these responses," but then they don't know where they're headed with it.

So, you've got to know what the end result is, I always say, how to think like a chess master. In order to think like a chess master, you've got to kind of know where you're steering it. If your goal is to get to the end in 3 moves, you've got to know where the end is, so you can reverse-engineer back.

So, everything kind of leads to a logical next step. And that's why, sometimes, when we start with a sorting question, like asking somebody, "Are you whatever?" or something that's going to get them to respond kind of yes or no, or make a choice of this or that, you've got to know that if they respond this, that you now take the next step that's going to kind of deepen that conversation and then offer and steer towards your solution, so that they can get this.

And if they answer that, then you deepen that and point to the solution that's going to help them get that.

And just knowing those things really are about just setting the stage to offer your cookies, offer the next step, the things that are the result of thinking through what your prospect's conversations are. What are the conversations that are going on in their head? What are they going to need next? What's going to trigger them to take that action? And how can I present it in a way that just seems so natural that it doesn't feel like I'm even making this big commitment or decision, that it just seems like, "Of course, I want that." That's the natural next step.

Joe: Right. Here's the thing. Like when you're saying, "The natural next step," it's kind of like the way of the slippery slide conversation, about the greased shoot. You've heard all of these analogies from copywriters. How do you keep people moving through the process, because everything is the natural next step? Not the forced next step, not the manipulated them into a sales pitch next step, but what do people want and how do you provide it to them and get them to continue to go? How do you talk to them? What do you say? How do you say it?

Have you ever read *Obvious Adams* or whatever that book is?

Dean: Yeah, right.

Joe: It's kind of like that. We should just read that book out loud one day. It's really short. It would take up a whole episode. If we run out of shit to talk about, we can just get really short books.

Dean: That could probably happen. Let's schedule it in for episode 700.

Joe: We'll do like bedtime reading, and we'll just read marketing books to people. We'll say, "Play these to your children early on, so that when they..."

Dean: How great would that be?

Joe: You never know.

Dean: I know.

Joe: There's going to be some technology, 50 years ago, and someone's going to be listening to I Love Marketing, and they're going to be like, "Remember when there was direct mail? Remember those days when there was that thing called the 'Internet'? Now, you just think and messages pop up into your head. Computers are pretty much tied into your brain and everything. They'll probably have 3D imagery that just makes your... Now I'm going to sound totally insane here. But where they're going to be thinking, and then I'll be talking, and it will be through like Batman, and then you'll be talking, and there will be like a Robin figure sort of thing. That's just how it's going to be delivered.

Dean: Uh-huh.

Joe: Are you following where I'm going with this?

Dean: I am. Absolutely.

Joe: Now, you're not. I'm just babbling.

Dean: It's constant evolution. I was going to read another comment.

Joe: Alright, go ahead.

Dean: This is interesting, because this will have a little discussion we can have.

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

"Oh, a little background on my list. My company helps you connect with hard-to-reach people through a cold email. We focus on entrepreneurs who are looking for joint ventures in businesses whose customers spend \$50,000 or more. So, these are the emails I'm considering sending. Email one, 'Are you still looking for customers using email?' What do you think about that one – 8 words? If you add your name, there are 9."

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

A lot of times, they might forget something or you just want to kind of anchor back that they asked for something, that's one of the cool things that I've often used as a strategy for these short emails. Rather than just sending them alone, I'll send them in reply to an email that I may have sent them months ago. So, if they inquire about something, that adds an anchor back to "Are you still

looking for customers using email, like you were when you inquired 8 months ago or 90 days ago?” or whatever.

This is pretty interesting, because I’ve used a lot of these emails, the short, engaging emails, as a follow-up right after they’ve opted-in. So, I think like a 1-2 combination. We talked, last week, about this idea of the matrix of when people actually convert. If we’re saying that 50% of them who inquire are actually going to buy something in the next 18 months, but only 15% of them are going to do it in the first 90 days, and 85% after 90 days.

So, our main focus, initially, is on identifying who are the people who are going to do something now. Who are those 15% that we can approach right now? So, when they opt-in, I like to send something immediately, as an autoresponder that looks like it is an autoresponder. I’m not trying to fool somebody into thinking that I sent them a personal email at 2:30 in the morning, 10 seconds after they opted-in for something.

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

It’s like the welcome email. Kind of get them everything that they need to know. In case they want to do something now, here’s what you do.

And then the next day, on top of that message, so I’m sending that message again, with a subject line of “re,” whatever that is, and then using that short, sorting message.

I shared, a few episodes ago, that combination with Vince Del Monte, using an opt-in on his website and sending out a message that asks people, “Are you looking to gain muscle or lose fat?”

When people reply, now you’re engaged in that dialogue with them.

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

Now, not everybody who you present that to, if you present it to them skillfully, you'll get as many as you can, but not everybody will. And at 90 days, it's probably a good idea to send a message that follows back up with them if they didn't buy.

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

But if you get that far and they don't buy, and they told you that they wanted to gain 20 pounds of muscle, sometimes they don't buy because they're maybe going to try something else, and maybe yours didn't win that time. They're not to gain muscle. They told you that they were. And they didn't buy your product, so there must be something that they've done, or they've done nothing, and 90 days later, or 60 days later, if you send a reply to that same message that they responded back, and you say, "Hey, Joe, just checking in. How many pounds of muscle have you gained so far?" and they haven't gained any, now you're re-engaged in that dialogue at the 90-day mark, and you can start that whole process again.

But you've got to know where it's headed.

I use that as an example, but it's the same. You talk about the glop. Gaining muscle is the glop. Whatever their glop is, whatever it is that they want to do, you want to determine, "Do you want this or do you want that?"

So, when we ask the people who inquire on the real estate websites, "Are you an investor or are you looking for a house to live in?" that's an and/or question.

Joe: Based on the little bit of dialogue that's been going on here that you've been saying, I wrote down some words as I've been sitting here, that you have said.

A lot of times, in conversations, I think a lot of people miss how much is being discussed on this particular topic. I'm just going to read some of the words that you said. Okay?

Dean: Okay.

Joe: As it relates to using email and communicating, and doing it in a very simple way.

Anchor back. So, anchoring people back to a previous communication.

Sent in reply to a past email.

Inquire about.

These are all of the activities that are happening when people are communicating and engaging with you. Some of these will just be one word that could be in the context of the email or could be just describing what your suggesting/recommending/persuading/advising/offering people to do.

One is try. Identify their goal. Present to them skillfully. Timing. Follow-up (if they don't buy). Next reply. Engaged in a dialogue. Steer them towards exactly what they need, and make it easy for them. Checking in. Re-engage. Process, and determine do you want this or that?

Those are some of the words that you said. But I think if anyone was just to break down those words, like, "Okay, you have a bunch of people, or maybe a handful, that have inquired. They have inquired. There's interest on some level.

Now, have you made it easy for them to try what it is you're doing? Have you identified their goal? Have you presented it to them skillfully? Have you done it in the right timing? Are you following-up with them if they don't buy? Are you making a note to yourself to follow-up? Are you building it into your autoresponder, into your database? And if you don't have a complicated database and you're doing everything out of gmail or Outlook, are you putting a reminder on your calendar to do that, if you don't have software like Infusionsoft, as an example? Are you engaging in a dialogue with them? Are you steering them towards exactly what they want, not what you think they want or need, but what they actually think they want and need? And are you making it easy for them?

Are you checking in with them? Instead of treating people like they're just these people you never meet in person, if you care about them, are you checking in with them? And if they dropped off because, like you were saying, it wasn't a right fit, are you reengaging them? And are you building this into just a process of how you do business? Are you determining "Do you want this or that? Do you not want this or that?"

All of these things can be figured out. There are a million other things I could have written here, but I just wanted to do this for a few minutes, just to bring it back to how much is here that people may overlook. They may hear you saying these things, but I want them to really think about the psychology of what is being discussed here. This is really powerful, important, useful stuff. And stuff is a technical term.

Dean: It really is. Yeah. What's the unit of measurement of stuff?

Joe: It's a lot.

Dean: It's a ton of stuff. Yeah.

Joe: So, this episode is not just about something you should do this week or next week, or this month, this is something that you want to be doing all the time, for the rest of your business career.

The business owners that are listening to these email episodes, this also could be done not just email. I've talked about this before, in the past, but I have a friend named Jim. Not high school, but right out of high school, he was friends with a lot of people I went to high school with, which I hang out with none of those people anymore, but me and Jim are friends.

There had been a period of time where we had talked on the phone a couple times, but had not seen each other, literally not seen each other in person in over a decade. And when I was doing my first annual 25K meeting in LA was the first time that I did an annual 25K meeting. I think you were there. I had Dean Graziosi, Bill Phillips, Richard Branson, Dan Sullivan come and talk at it. Tim Ferriss was there. Actually, Tim's been at every one of my annual 25K meetings, except one.

I'd sent a text message to this guy saying, "Hey, check out this website. I've got some pretty awesome speakers. Let me know if you want to go." It was a text message. And he sends me back another text, "Yes, I'd like to go and take one of my friends." It was \$10,000 a person. We did an episode on it, I think. Maybe I'm delusional. But if you remember this, when I was talking about how I made \$20,000 sale from a text message from a friend, simply by making an offer, and then it dawned on me that, "Wow, you could actually run an entire business off an iPhone, if you have the right words.

Dean: That's absolutely true, because the short messages are the ones that seem like they're the real deal.

Joe: Right. Now, I do audio messages, I do video, but I do it to the right people, at the right time, with the right offer, in the right way.

But, you know what? Who cares what I do? That's what anyone listening to us is going to do if they're going to have results. And if they don't do those things, they're not going to get results.

This isn't overly complicated. I think it's really complicated if someone really doesn't kind of get and understand marketing.

So, I think the more you study the psychology of marketing and the more people read the Claude Hopkins books and the Robert Collier letter books, and all of the old, awesome, principle-based direct response books, I think the more all this stuff that seems to need complications and a lot of setup, it's like, "Look, just treat people the way they want to be treated. Deliver them what it is they want. Think about things from their perspective, and realize it's not just the before unit that you should be spending your attention on. It's the during unit. It's the after unit.

If you have all of these, it's the 3-legged stool. You take any of them away; you're going to have problems.

Dean: Uh-huh.

Joe: Well, you're going to have problems. Fuck it; you're going to have problems. I shouldn't say you won't have problems. You will not realize all of the profits you can and will, and the referrals, and all the other things that go along with it, if you don't get this down.

Dean: Right. I was thinking about, as you were talking, what would be my sequence, what I would have people do. I think if you've been listening to this series, you've invested the time, you've heard tale after tale of strategies and different examples of what people have done using email, I really think it comes down to now just deciding that you're going to take action.

You hear these comments from people who have tried it. It doesn't take very long to actually do it, but they've done it, and it's universally a big hit when you reengage with your prospects.

The 3 basic things that I think everybody can do are: 1) reengage with the people who already in profit activator #3. Everybody who you haven't had any communication with in 90 days, just do that. You never know. You could be sitting on a goldmine. You're certainly sitting on an immediate cash infusion into your business. If you've been generating leads and you've been putting people through your 21-day gauntlet, and then sending them to the archive, where you're not really communicating with them anymore, and you write them off as bad leads, then you've got this opportunity to reengage with all of those people.

It always ranges from thousands, on the low end of dollars that are right there, waiting for you to capture it, all the way up on the high end, with our friend Phillip Bell, the yacht broker, who sent out the 9-word email to yacht inquirers and is under contract on a \$120-million custom yacht build, joking that the 9-word email got a 9-figure client.

So, it ranges in there. You heard us just reading the comments of somebody who got – I forget how many they said – 20 \$14,000 clients from reengaging with people by sending out that 9-word email.

So, that's just sitting there waiting for you, right now. That would be where I would immediately start.

Joe: I was going to say we also have that one guy who sent out the 9-word email at the 2-day conference we were doing last year, that evening, and came back the next day and he had made \$100,000 in sales.

Dean: Right. Exactly.

Joe: Literally, overnight.

Dean: Yeah, exactly. And I've had that at Breakthrough Blueprint events, people sending out an email on day one and then making thousands of dollars just in the time that we're right there at the event.

You're right, it's fast-acting, it's something that is there, and it's something that you can go back and do again and again and again. You can send it every month, to everybody who's been in more than 90 days.

A lot of times, people send something like the gentleman that said that they got the 20 \$14,000 clients from it, that was actually at the I Love Marketing event that they did that. And he said, "Yeah, it's probably time that we do it again." And you're right, because that was October. So, we're like, "That's November, December, January, February, March. That's 6 months ago."

Joe: See, what happens is people actually forget just how quickly time passes, and they just don't do it.

You've heard me say this a bunch of times. I think one of the roles that we play in people's lives is we're just a reminder service.

Dean: That's probably true, yeah.

Joe: And I've had people that are brilliant marketers, that listen to all of our I Love Marketing episodes, and I've had a couple of people tell me, "What I like about I Love Marketing is I know most of what you guys talk about, because I teach it, study it too. It just reminds me to do the things that I know to do but I forget to do, or that I used to do that I quit doing. It's reminding people what to do.

Dean: It's pretty funny.

Joe: Yeah.

Dean: I think they just like to listen and hear us bicker.

Joe: Yeah. I sit and try to be so pleasant.

Dean: That's true. I'm the instigator, always.

Joe: Oh, my god. You were talking about let me go through the process, and you started with reengage. Let's use me.

Dean: That's #1. Everybody should do that. I'm guaranteeing that the next 10 minutes of just this episode is going to be worth thousands of dollars to you. I can't imagine anybody that it's not going to be worth thousands of dollars to.

Joe: I can tell you who those people are: people who won't do jack shit. Or, worse, people that aren't hearing this.

Dean: That's true. If a tree falls in the forest... That's right.

Joe: Right. If marketing wisdom is dispensed, but you are not there to hear it, you are destined for bankruptcy.

Dean: Oh, that's so funny.

Joe: Maybe.

Dean: And true.

Joe: Yep.

Dean: The second thing that I would do is immediately start communicating with your after unit, with the people who already know you, like you and trust you. You can do that by email. The #1 thing that you can certainly do is start orchestrating referrals, reengaging with your clients, just paying attention to all the stuff that's going on, and just asking, in a real simple way that makes all the sense in the world. It's clear that you're just sending it to them, because you know them. They're already your clients. They're not surprised to hear from you. It's not coming out of the blue. Hopefully, it's not coming out of the blue. Hopefully, it hasn't been years since you even communicated with them.

If that's the case, then certainly a short, personal, expecting-a-reply email is a great way to reengage with people, if you haven't had any kind of engagement with them.

A lot of times, people are reluctant to start communicating with their after unit because they've been embarrassingly neglecting them. They haven't really had any communication with them. Lost touch with them. It would feel awkward for them to, all of a sudden, start asking for referrals.

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

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

You'd be surprised how many people would respond to something like that. They got busy, too. They maybe feel bad that they haven't kept in touch with you.

Joe: That's a really good point. A lot of times, people have this perception that, "Oh, I'm bothering."

You know the whole thing, and it was more prevalent, but it still exists today, but it was more prevalent in the beginning, when all of this email marketing was first being done, and I used to hear it all the time with newsletters, "I don't want to mail a newsletter to my carpet cleaning clients every month because they don't get their carpets cleaned except once a year, once every 6 months, or whatever, and I don't want to annoy them." People would be like, "Oh, my god!"

There were actually idiots that would try to knock me off, compete with me, and they'd be like, "Some marketers," and they wouldn't mention my name, of course, because I was the top person in the industry, but they would try to position themselves. They'd be like, "Some marketers will tell you that you should mail a communication to your customer every month, but that's annoying. It

really should be every 90 days.” And they would try to position themselves, which, of course, is stupid.

Then it becomes email, where you can actually send an email out, and people are like, “Oh, you can’t email your clients once a week! That’s annoying!”

We have our monthly ezine. I remember when all of this first started. Then, we find people that will email their clients twice a day, and they have a great following and they’ll have tons of success with it, while another person is like, “Once a week is way too much,” and I always had to ask myself, “Well, yeah, if I didn’t like the person and they were smothering me, as a friendship, not like a business – you’d take this in a personal relationship – if you really have a great friend, if you have someone that you really like, when they contact you or call you, if this person really adds value to your life, you actually like hearing from them, especially if they’re offering things that you like.

Now, because there’s money being transacted, people somehow confuse the fact that if they really like your food and every time they buy it, they consume it and they buy more, they actually probably like hearing from you on a regular basis.

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

You take Gaping Void, by Hugh McLeod, they mail out a daily email, and I usually read it or look at the artwork. Seth Goden also has a really good daily email.

Dean: Right.

Joe: That sort of stuff. But there are other people that have daily emails that I'll subscribe to but I really don't read, but every once in a while I will.

And then, there are other people that I never hear from at all. And if they do send me something, I feel like, "You probably should have been doing this more frequently, because you kind of forgot I existed."

I have all kinds of clients and people that have opted-in all in between, in terms of the frequency and when and how I communicate, and things like that.

But the point is that if you have great rapport with somebody, then they probably not only appreciate hearing from you, they're probably going to respond favorably. And if they're not, then either there's something wrong with what you're delivering, your glop, to use the glop term, or there's something wrong with the way you're saying it, the way you're communicating, which is why we've been talking about how to actually communicate in the ways that have been proven to be most effective.

This whole 9-word email, you really made the discovery on this sort of stuff, just because of how much of a simplistic breaking down of complexity thinker that you are. None of what's being talked about on these episodes here, these are not like opinions. All of this stuff has been tested over and over and over again, before we decided to do an episode and talk about email marketing.

Dean: Right.

Joe: None of this is opinion. This is proven to work. This is the most effective ways to reengage and communicate with your clients, if your intended purpose is to get a result and to get a response, and to get people to reengage.

Dean: Yeah.

Joe: I was talking to this website company, Yazamo, who actually is here in my building. They're really great guys that build websites. Yazamo.com. They give portions of their money to Kiva, and all kinds of cool stuff. They just quoted a guy,

who has a pretty successful business, on building a direct response website, and they were telling me that they had just paid a company \$100,000 to build a website for them that has produced like nothing.

The funny thing is the amount of advice we have given on the last – this being the fourth in this particular series – on email marketing is worth 1,000 times more than this website that this company just paid \$100,000 to have developed in the hopes that it would position and sell what it is they're selling.

But I'll tell you, it would be easier for the company's owner to get a really fancy proposal from a company that dresses it up and makes it sound good and proposes to spend \$100,000, and make that investment, than it would be to sit down for 4 hours and actually think through the psychology of how you're communicating to current, past clients and customers and prospects through simple emails.

Dean: Right. And that's the thing. What's almost ridiculous is how ridiculous these seem. Like the last episode in the series was ridiculously easy strategies. They seem ridiculously easy, but they're so thought-out, they're definitely beginning with the end in mind. You're heading towards something.

So, they're saying just the right words to get just the right action, one action at a time. We don't have to get them to take 3 steps at once. You only have to get them to take one step, the next step. That's the only thing that you want to focus on. You want to always lead to the next step.

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

Those kinds of things, what really makes those effective is when you have a close relationship with people – when they're current; when you're on their mind.

So, that's like you've got to have kind of the barrier to entry, to doing that, that you've got some level of current relationship with them.

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

Joe: Yep. In the time we have left, I would, for my own selfish purposes, because I think it would be instructive, plus I think it's a good way to break it down, and I want people to see just how – I kind of know the answers to this, and I already know some of the things I'm going to send – what would you do if you were me?

Here I'm a guy that knows a boatload about marketing. I've sold a lot of products to people in the past, that are knowledge products, they're sales letters and templates and tools on how to do marketing, I've run coaching programs, I have things like Nightingale-Conant programs, you know all the different stuff that I sell, and I have people on my list that have given me money and a lot of people that have made a boatload of money, but one year they're not able to make an event or do coaching, or whatever, and they just drop out.

What would I send to them? What would be an example, if you were me, and you found, in your database, that there are people that I'm communicating with, what would be an example of what you would say to them? What would the subject line be? We've already talked about this already.

Dean: So, we're talking about carpet cleaners?

Joe: Yep. Let's say carpet cleaners. It could be anyone on my list, which you know. But let's, for the sake of the conversation and keeping it simple for people listening, I'm going to send something to carpet cleaning clients to reengage them, because I have not communicated with them in a while. What would I say?

Dean: What do you want them to do? That would be the first question. So, you start thinking about you've got all these people. First of all, you need to be able to

separate them out from the herd. You've got this list of let's say it's 1,000 people. Maybe it's more. Probably more. But let's say there are 1,000.

Joe: Let me play this, then. I don't know what I want them to do, Dean.

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

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

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

Joe: How to make money with Google AdWords.

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

Joe: Yes, some do. Some do not. And most of them have lousy websites.

Dean: They do?

Joe: And we do have websites for cleaners that actually work.

Dean: So, if some of them don't, or they don't even have that yet, it could be as simple as asking a simple question, just saying, "Hey Joe, what's your website?" or "Do you have a website?" Do you have a website? All we're doing is we're kind of engaging, because it's about the Web and about the thing.

This is a dialogue method. So, what you have the opportunity to do is take the information that you get in response to your reaching out, and you can build on that information and steering it into a direction.

So, if you don't have something that's going to show them, and if you've got a model that works, that's something new that you've been doing, you've been

working on a great lead generating website for carpet cleaners, you've got a model that you've recently set up.

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

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

So, you get to meet people. You've got to get their eyeballs; you've got to get their email address. You've got to bond with them. And then the equal sign represents that transition out of the cyber world and into the real world, where you get to meet with them and you're in their living room, cleaning their carpet, or they're in your car, looking for a house.

So, you now have an opportunity to do a Web clinic that shows and illustrates all of those principles in action. So, you're saying we're going to talk about the formula for Internet marketing for carpet cleaners, and you're going to illustrate the big mistakes that people are making by showing the sites that people have submitted sort of thing for this. So, you're using their websites as examples that most people make the website about themselves. And you start with the domain name, and you show that it's whatever the name, Joe's Carpet Cleaning. For the realtors, it's JoePolish.com or JoeSellsHouses.com, or CallJoeAndStartPacking.com, all of those things that are showing and demonstrating that you are the center and the star of the website.

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

And then you're going to show another mistake people make is that they're not getting email addresses. They've just got all the information about their site, and then you can show how your website, its soul purpose is to get somebody to raise their hand, to leave their name and their email address.

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

Joe: Okay, so we have covered some really awesome stuff here. We are at the time, and we need to wrap up the wrap-up episode.

So, now that we've discussed all of this stuff, what should everyone do, other than go back and listen to the last previous episodes another time, and really internalize this?

Dean: There are going to be people who are listening to this, right now, who won't forgive me unless I tell them what the third thing is, and it's a short one. So, it's easy. But I did say there was going to be 3 things.

Number one was sorting and engaging with your prospects, the ones you haven't communicated with. Number 2 was reconnecting with the people in your after unit, if you haven't already done that. And then the third thing that everybody should be doing is a weekly flagship communication, some reason to be in touch with and add value to your prospects, to educate them about the process of doing business with you, and use that education as a carrier for your offers that

motivate them to take the next step. It's about not just education; it's about educate and motivate your prospects to take action.

That's the third thing that I would do.

So, just to wrap this up, they should listen to these episodes. Listen with the intent of applying. Like you were sitting there with your pen, writing down the words. But listen to these and take notes, and stop and think, "How does this apply to me? What could I say? How could I communicate with people in a way that's going to get them to engage?"

Joe: Yep. We have this fancy iPad magazine. Why don't you mention that, real quick?

Dean: How fantastic is that? We've got, now, on the iPad newsstand, the I Love Marketing madcast. It's using the platform that Ed Dale talked about at the I Love Marketing conference, and we've posted up that episode. There's a whole video of Ed's talk that he gave. But that's the platform we're using, where you're doing exactly what Ed talks about. I'm so happy with it. It's got kind of a great overview of everything, all the concepts that we talk about. This is a perfect launch to get people introduced to the I Love Marketing ways and everything that we talk about.

When you look at the content that we've put out, when I started looking at it all in one place, kind of the greatest hits type of thing, and you look at the interviews with Richard Branson, Tony Robbins, with Tim Ferriss and Gary Vaynerchuk, and all of the best marketing minds, with Dan Kennedy, Frank Kern, Eben Pagan and Jeff Walker, everybody, it's crazy how much stuff is there. It's amazing to me what you can do with these iPad magazines. Every one of those episodes is in there. You can listen to the audio right there. You can click, you can read the transcript right there. It's awesome.

That would be the perfect thing, if you've got friends that you want to introduce to the I Love Marketing kind of philosophies and the I Love Marketing community. That is a fantastic way to do that. Just send them an email. Tell them

to check it out on the iPad, and they'll thank you for it. I can't imagine, per pixel, the value of what that information is in that one publication. It's crazy.

Joe: I also want to put a shout-out to all of the people that are running I Love Marketing Meetup groups all over the world. We really appreciate you sharing all of our philosophies and stuff. I know a lot of people have utilized it to create a Genius Network for themselves and to create joint ventures, create a community where people can go and share.

I do know that we need to update the I Love Marketing episodes on the downloadable "How To Run An I Love Marketing Meetup Group," which is free and available online, at ILoveMarketing.com. So, if you want to attend an I Love Marketing Meetup group or you want to start one, you can go to ILoveMarketing.com and see where they're at – a really good thing if there's not one in your community but you want to put together like-minded people. There are tens of thousands of people, hundreds of thousands that listen to I Love Marketing, so there's certainly, mostly likely, unless you're isolated in some weird part of the world where you may not have anyone in your community that listens to I Love Marketing, but there are many cities where there are hundreds of people who listen to I Love Marketing and are part of I Love Marketing Meetup groups.

So, go out there and meet some of these people, because it'll probably be really helpful to you. And start one. We have a whole guideline online that shows you how to set it up, topics to talk about, how to run a meeting, that sort of stuff. That's available for anyone who wants to do it. As of right now, we don't charge anything for that. We just have people do it. Just do it with integrity and don't use it as a disguised pitch to try to recruit people into a multilevel meeting or something. Use it to discuss marketing.

And even if you're multilevel, that doesn't mean you shouldn't be part of the Meetup group. It just means don't use the I Love Marketing Meetup group thing as a way to try to push people into business opportunities. Do it if you're genuinely interested in having great discussions with people wanting to build and grow their

companies using the 8 profit activators, and you want to do it to make yourself better.

It's kind of like the best way to remember jokes is as soon as you hear one, go out and tell it to other people. I have people like, "I can't remember jokes." Yeah, because once you hear one, you don't go out and tell it to anyone. And then, you'll forget it, of course.

So, if you can't remember what to do marketing-wise, as soon as you've heard an episode, go out and tell somebody else about it, have a conversation about it, and use it in your own business. Then, you will not forget it. That's how you make all this stuff stick.

That's it, Dean. We'll see everyone next episode, for an awesome episode. You'll be hearing Mary Ellen Tribby, most likely, unless when we record it in a few days, we just don't like it. Then it will just be back to me and Dean.

Dean: We'll edit out her. No, she's going to be awesome. How could it be better?

Joe: Yep. Exactly. Alright, have a good night, good day, wherever you're at. Get busy sending out some emails.

Dean: Bye.