

The 'Magic' 10 Word Email Formula That Revives Lost Leads...

Clients Only



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And now, on with the show...

The Magic 10 Word Email Formula That Revives Lost Leads

If you're like most people, you'll have a certain percentage of leads that for whatever reason, don't convert into sales. And over a period of time, you'll lose touch with many of these people and they will fall through the cracks.

But what if there was a way to easily contact those prospects who you had written off as lost in a way that caused a good percentage of them to come back and become paying customers?

Assuming the products and services you offer give your customers real value, what you are about to discover is the first step in converting far more prospects into paying customers.

It's a simple technique that Dean Jackson shared with me a while back, and to demonstrate exactly how it works, I'm going to share some of the results other people have achieved, and then give you a complete step by step explanation of exactly how to use this technique in your business.

You'll see the surprising results this simple technique has generated for several different businesses, and I'll show you exactly why it works and outperforms other options you may have used when trying to reactivate lost leads. By the end of this short case study, you'll be able to apply this to your own business right away.

Additionally, you'll discover what nearly every business owner, entrepreneur and marketing executive gets wrong when it comes to working with expired leads and how to fix this instantly. Correcting this one element alone can easily double your profits.

Oh, and make sure you read this Report right to the end, because I've included a simple 'tweak' you can use to at least triple the effectiveness of this technique.

But please DON'T jump to the end right now, because you need to understand how and why this works so well first, before you'll get the full benefit of this little gem.

Ready?

Then let's take a look at this case study right now.

Sidebar -

I've also created a 10 minute video explaining how to use this technique in your business. If you prefer to watch the video, [you can do that here](#).

End Sidebar

What's the fastest way to reengage with your unconverted leads?


In this case study, I'm going to show you a number of email messages from very different businesses, but despite the very different products and services they sell, the messages are nearly identical. The only difference is in the last couple of words in each example.

In my own business, I've used this same format to promote one of the services I offer, which is email marketing campaigns that have been proven effective across dozens of industries, which we then customise for our client's businesses.

Proof this technique works

Before I show you how to use this email template in your own business, let's take a look at some actual results reported by other business owners.

Example #1



Giancarlo Di Rosa · 20 days ago


I was VERY SURPRISED. This person (lead) had not responded after trying to reach out to him twice. It had been many months, and I was soon going to move him from the unconverted pile to the dead pile. Tried it, BOOM, he answers.

SOME SERIOUS PSYCHOLOGY, THIS IS! (Yoda voice). Seriously though, it was magical to see someone who I never thought would reply, reply.

Thank you very much guys. Your simple technique you emailed me will likely result in money in my pocket and the improvement someone's life who was for one reason or another, reluctant. And that's just from using it once!!

Cheers and thanks again!

Example #2




Seth Ellsworth · 3 months ago

Are you still curious about Infusionsoft?

That netted me 5 more sales for Infusionsoft's most recent sales competition. I sent personal emails to about 40 leads that had been sitting for over a month. I got just under a 40% response rate. Those that responded favorable were about half that (8 or so) and five of those ended up buying in the following days. Can't argue with the numbers.

Example #3

**Mike Koenigs** · 2 months ago
GREAT POST!

This is one of the easiest strategies I've ever used - both for generating leads and new sales. It works great for promoting affiliate products too.


I've found open rates on emails are 15%-200% higher than what I consider to be "typical" and you're able to drive a "dead list" into a "new list" at the same time.

They saw irrefutable proof that the strategy worked...

Next, I sent an email out to a couple of my "dead" lists with a subject line "are you still interested in traffic and lead generation?"

About 60% of those dead lists opted-in!

Example #4

**Jeff Moore** · 3 months ago
Dean,

Are you still interested in creating the Portico Impact Team?

I know it is 10 words, but we have just been given the nod for over \$8MM in new seafood business and have been selected to lead up a program that can generate another \$5MM in commissions.

The 9 word e-mail crystallizes the ultimate value point and brings the reader right to the compelling decision point.

As you can see, these 4 examples are from very different businesses, and they show just how versatile this kind of message can be.

Why is this so important? Because having a simple way to contact people in a friendly way, a way that makes many of them respond and restart the buying process with us again, without coming off as a sales pitch gives us a powerful weapon that our competitors simply don't have.

It's actually the beginning of the process of converting more prospects into paying customers, or converting more prospects to buying higher priced products and services.

So it's really all about increasing your conversion rate and making more sales. With this in mind, let's get into the nuts and bolts of this strategy.

How to apply this email strategy in your business

The idea is quite simple really, but don't let that fool you into thinking it won't work for your business.

To give this some context, let's set the stage.

Say you sell marble kitchen renovations, and a customer, let's call her Jill, expressed an interest in having her kitchen remodeled a couple of months ago, but for one reason or another, she just never finished up buying from you.

You're busy, and while you followed up a couple of times early on, you haven't been in touch with Jill lately, despite Jill being very excited about having her new kitchen when you first met her.

Here's what you do...

You send Jill a short, **personal email from your personal email account** (Gmail, Yahoo, etc.) saying **exactly** this:

SUBJECT LINE: Hey Jill

Jill,

Are you still thinking of buying a new kitchen?

That's it. That's the entire message.

You DO NOT try to sell anything.

You DO NOT send the message from your company email account, or any graphics, or an email footer with your contact information on it.

You are simply sending a personal email to Jill asking her a question. And you'll probably be shocked by the results.

Things aren't always what they seem

So why does this work so well?

Here's where the eye-opening surprise comes in. As sales people and marketers, we are constantly selling. Since this message does not try to pitch our product or service, many people dismiss its power.

It really is counter-intuitive, but the sole purpose of this message is to get Jill to respond by asking a question (while expecting an answer). Asking a question that is relevant to the person on the other side makes it very hard for them to ignore you.

You'll likely get replies from anywhere between 5% to 50% of the people you send this message to, and sometimes the response will be even higher.

It doesn't matter what you sell, although it's obviously going to be more valuable to you if you sell high ticket products or services.

Here are a few more examples you can model:

Are you still thinking of buying a new shed?

Are you still thinking of installing a pool?

Are you still thinking of buying a yacht?

Are you still thinking of buying a new car?

IMPORTANT: The wording of this simple question has been heavily tested and works for just about every type of product or service. Please DO NOT be tempted to make changes because you think they will work better. Use the message exactly as you see it above with no changes.

But what if you are a broker or real estate agent? Will this work for you too?

Yes it will work just as well for you, and since the commissions can be substantial, asking this question can result in you resurrecting deals you thought were dead and buried.

Here's an example:

SUBJECT: Hey Jill

Hey Jill,

Are you still thinking of selling your Yacht?

See how simple that is?

Here are a few more examples:

Are you still thinking of selling your Winnebago? (caravan dealer)

Are you still thinking of selling covered call options? (stock broker)

Are you still thinking of selling your Mercedes S600? (car auction broker)

And if you are a real estate agent, your message would look like this one I sent to myself:

From: Rocky Tapscott
Subject: **Re: 22 Honeysuckle Way**
Date: 14 November 2013 4:49:16 AM AEST
To: Rockford Tapscott

Hey Rocky,

Are you still thinking of selling 22 Honeysuckle Way?

If you didn't get the listing last time, you'll find that staying in touch and sending a message like this once a month will help you to rescue lots of listings you thought were gone forever.

Look for The Love Letter

When you start sending this message to your past leads, and they reply back, you'll find at some stage you are going to get The Love Letter. The Love Letter is what we call the message you receive that tells you the other person's story.

They'll often tell you about the problems they have had, or the situation they are facing, and then ask you for your help in solving their problem. When you get this message - where somebody is raising their hand and asking you for your help - you can be virtually assured this person is going to become your customer in the very near future.

For more detail on The Love Letter and on using this entire system, make sure you [watch the Bonus video that accompanies this Report](#).

Are you making this mistake with your marketing?

Here's the moral of the story. Attracting new leads and turning them into customers is the most expensive way to generate new business. Developing a back end marketing strategy that focuses on selling more products and services to your existing prospects and customers is a much better idea.

If you spend just a few minutes a month following up with your old leads using this simple message, you'll save money on marketing, and increase your bottom line.

Here's the simple tweak I promised you...

While this technique is incredibly effective just using email, it doesn't stop there. You can use the exact same style of message as the opening sentence of a phone call, as a text message, or even on a Post Card.

Depending on what you sell, picking up the phone asking a question might be a very worthwhile use of your time.

A real estate agent might do it by saying something like, "Hey Jim, I was driving down your street the other day, and I realised I haven't been in touch for a while. Are you still thinking of selling your home and moving up the coast?" You can then take the conversation further depending on their answer.

A home entertainment store sales rep could simply send a text message to somebody you haven't contacted for a couple of months, saying, "Are you still thinking of buying a home entertainment system". There are lots of options here to sell all kinds of additional products once the door is opened up.

Or you could send out 100 postcards to prospects and former customers with the same message. This technique is so versatile you can use it in all sorts of applications.

And **you can even stack the messages** so a prospect gets an email, a text message, a postcard and a phone call over a period of time, all asking the same question in a slightly different way. The only way for you to know for sure is to test it. I'd love to hear about your results.

Four valuable takeaways

To wrap this up, here are four takeaways I covered in this Case Study that you can apply to your own business right away.

Takeaway Number One is to always schedule a followup email like this to every person who you haven't had contact with in the last 30, 60 or 90 days, and then send it to them once each month until they either respond or tell you to stop. As you can see, doing this can pay substantial dividends, and because email is very inexpensive to send, this simple message can generate a very strong ROI.

Takeaway Number Two is that *the email MUST come from your personal email account* with no company branding, formatting or sales pitch of any kind. The email must look like the kind of thing a friend would send to another friend. If the recipient senses this is just another mass email that's been sent to thousands of people by a company, it will be ignored and then it completely loses its power.

Takeaway Number Three is to not change the email in any way, because it's been tested thousands of times, and this exact format is perfect for virtually every business. Using this message is going to attract the people who are ready to engage with you, and who are closest to being ready to buy right now.

The fact that these people have raised their hands and asked you for your help gives you tremendous power to influence, guide and direct them towards the solution your company provides.

Takeaway Number Four is this method works just as well for any business, but the biggest benefits come when you sell higher priced products or services. If you do sell low ticket items, try to find a way to package a number of them together to increase the value of each purchase.

I hope you enjoyed this short but powerful case study - and most of all I hope you'll take what you learned here and use it right away to get great results in your own business.

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