



Email Copy Code - Part 2



Full Transcript

Charlie

Hey, Brian, how are you doing?

Brian

Good. How are you?

Charlie

Yeah, very good. Very good. All right. Hello, everyone. Welcome to the second training. Brian, I'm going to make you host. So you can share your screen. I just want to double check, Brian. It still says this is recording on your platform?

Brian

Yeah. Yeah.

Charlie

Brilliant. That's the thing when I make you host it tells me I'm not recording.

Brian

All right. But it is still in your Cloud account? So you get to download the recording later.

Charlie

Yeah. Yeah. For sure.

Brian

Cool.

Charlie

All right. I think we should go ahead and get stuck in.

Brian

Yeah. Thanks for coming along, guys. Welcome to the second training, let me just get my screen up here. It's not there at all, so hang on. Whatever message that was, but what I wanted to say was, we went through a lot of stuff in the last training, and it's a lot to take in, I hope you guys took a lot of notes

Brian

We'll send you all this stuff as well, because you can take notes, and they do help your brain process with the stuff with a lot better. So definitely do that. But will also send you all this stuff, all the materials, the slides and everything and obviously the recordings because it's great to go back over them. To be able to do that whenever you can. So let me know if you can see my screen sharing.

Charlie

Right, you've got a copywriting app game going on.

Brian

Say it again?

Charlie

More tabs than you can count. So, I see it all the time with copywriters, just copywriters, but anyway.

Brian

Vishen Lakhiani, the CEO of MindValley had twice as many as this. And so that's too many up. I've got a few open like that we're gonna go through today that I wouldn't otherwise. But yeah, surely I do. I do everything in tabs. So I know what's where and it's often easier than just for organization kind of stuff.

Charlie

Yeah

Brian

But yeah, so good.

Charlie

I have two to four open at one time. And I don't see it very often. But maybe I'm missing something if Vishen had double the number open, who knows?

Brian

Yeah, if he's got that kind of brain, which I guess most people probably don't. But for me, you have your pens tabs that you've always got open like, email program and Facebook Messenger and your calendar and stuff and various others you've got open at different times, depending like I have project files open, like docs project, we have all the links and I need that open all the time.

Charlie

You always want to jump into it. Yeah, I get it.

Brian

I don't think it's that many tabs, but I've got a lot open today for this training. And we'll dive right into that. Because, like what I was saying, we went through a lot of stuff on the first training, which is cool. I'll try and make this go through a bit quicker, because we've all got stuff to do. And I think we can really fit that same amount of information into a short time period.

Brian

So I'm going to go through this pretty quickly. And really, once I get to the examples that I'm going to show you today, everyone about it sort of go away. And work on that and do stuff with that. So yeah, I think that's the key, lay everything out for everyone here. And I hope it should be. So I think we end up with about an hour and a half last time. I'll try and get you quickly this time.

Charlie

Yeah. And make sure I think if it's an hour and a half for the first one, that's good. But if we get them to keep your focus, and you learn more, for sure. So let's go ahead.

Brian

Yeah, it's more about the implementation afterwards that I'm concerned about, to spend too long on these trainings than the last time we've got for implementation, so let's go ahead and do that now.

Brian

So during the first training, we ended up on the final module and talked about the strategy and the way we're going to be writing our emails. And just to clarify on this, this is a cold traffic, customer acquisition strategy that we talked about last time. So that's why it's so important, because every business has customer drop off and lead drop off the notes.

Brian

So you need to always be bringing them into your business. New leads is the lifeblood of any business. And the other main kind of strategy we have with email writing is the broadcast list, which doesn't really need to be mapped out because you've got a list of emails that you're broadcasting to it, and you just broadcast the same email not all of those at the same time.

Charlie

I think with curiosity based subject lines, I think to jump, you can't go two steps away from the subject line in the email. So let's say it's an email about dogs.

Brian

Yeah.

Charlie

Yeah, I think I used the benefit one a lot. And it's, I guess it's a very simple one because the Curiosity one, you've got to think about how you can create that curiosity?

Brian

Yeah, yeah you're right.

Charlie

Yeah, for sure.

Brian

So that's what's it really, but I wanted to spend a bit of time on this model in the last time with those leads and those customers, but what we didn't quite get to discuss last week was subject lines. And this is really important. It's one of the most important things about all of your copywriting and email.

Brian

So yeah, let's go back here. One of the most important things is there's different things like from address, the subject line, the CTA. Everyone has a different idea of what's actually most important and it's debatable which one is the most important.

Brian

But the practical truth in most businesses, if you just do the best you can on each and focus on the big things like subject lines, and stuff like that. So it's one of the most important things, but it's somewhere where you can really get some big results, because the subject line is like the headline for your email, the only job of a subject line is to get your email opened.

Brian

And there's so many different factors in getting an email, like it's got to hit your inbox. First of all, so we can cover that a bit later as well. I've got to hit the main inbox rather than the spam folder for the primary tab. So deliverability stuff is important, which we could talk about later and if you have some questions about that.

Brian

There's a lot of different factors that come into play from email address, and from name. Those are all important but subject lines is somewhere we can really do a lot of testing and see what works for you. And I'll just quickly go through three different types of subject lines that I mainly Use.

Brian

And the way I'd like to do most of all, and I'll show you some examples of this a bit later on this training is first, the curiosity subject line. And that is the subject line which basically hints of what's inside that email, and piques your curiosity to wonder what it's all about and open it up.

Brian

I'll show you some examples, how did this farmer crack the code to email marketing? That's curiosity subject line, if you want to know more about the story behind that, then you're going to have to open the email to find out. So the only danger with this one is that you can get too clever at times, and you can create a subject line, which is really critical, it's too clever.

Brian

And then it just goes over people's heads and you don't have the time to sit and figure out what exactly it is you mean, and there's so many emails in the inbox, it's overcrowded. So when you get too clever, they're not going to figure that stuff out. It's got to be better than the telegraph and that there is something in it for them when they read the email.

Charlie

And it's an email about poodles like what we're talking about last week. And then you want to talk about the poodle that has misbehaved. And today, the poodle broke up something in your kitchen. If you say that the subject line was a broken cup in the kitchen, because it's two steps away. People don't get it when trying to do like a curiosity on the spot, it's got to be one step away.

Brian

Yeah.

Charlie

I like that way of visualizing it. But carry on.

Brian

Yeah. That's a good point too, because it's one of the most important things about your subject line, whichever one you choose. It's got a tie directly into the email content with a one step. The old joke with the headline of six, now I've got your attention, blah, blah, blah, it's my message here that might get people's attention.

Brian

Or maybe even the spam box these days with the email but it's an extreme example of subject lines, it has nothing to do with the copy, unless your email is about that. And there's a MindValley product about them. If the subject line is too far removed from what the copies of as is only what you just said, Charlie, it has to be directly tied into the content.

Brian

So never want to try and grab attention with in an outrageous ways just to get the open, because when they'll open the email, and then they'll be disappointed, now they'll just delete it, you're done, it won't work. So as I was saying, the logical extension of that is the benefit headline, we state directly that the benefit, that's what's in it for the reader.

Brian

If they read your email, you might say, the six easy grooming tips for miniature poodle. So if you're interested in grooming, it's feminine, you're basically saying that, if you open this email, then you're going to get the six tips.

Brian

And there's a couple, there's an important distinction when you talk about the benefit that we mean is what's in it for the reader to read your email, I'm not talking about the benefit of your products like, let's say you're sending an email about the six grooming tips.

Brian

And at the end of the email, you're going to take those six tips, you can upgrade to the full course, which is like 100-200 bucks, and then you learn all the other 74 grooming tips of miniature poodles, but you can't say in the subject line 74 grooming tips for mission critical success in the course, you're not trying.

Brian

That's where it's easy to skip ahead, you did too much telling a subject, you're not trying to sell the course, when you're writing the subject line, you're just trying to get people to open the email. So that's really an important distinction to make. The only job of the subject line is to get that email opened and read. So that's an important thing to know.

Charlie

I think a good thing with the benefit one is also for the people that are on your list, and don't open your emails all the time, they still want to learn a bit about what you do.

Charlie

And you can actually get them to see your subject line on one email that will even interest them to open the next email. Which is what I like about the benefit one, but they'll do it, or the subject lines do it. But I like the benefit one for that reason.

Brian

Yeah. That's a good point, you gotta remember that people are, even if they're not opening your emails, they're often at least reading the subject lines and perhaps this week, they're not reading any emails or they just have a lot of stuff going on or not interested in that particular area this week, something like that.

Brian

But they are still seeing your email, it's not like that each email doesn't come out in a vacuum, like a person's never seen it before. All the subject lines that you're writing are cumulative, and they build up and somebody knows that you're interesting, and by the time they open an email that helps them, they come to a buying decision faster in a lot of cases.

Brian

So the third type of subject line that I sometimes use, when it's warranted, is a newsworthy subject line, the benefits subject lines are the easiest one to come up with a good benefit headline, curiosity requires a bit more thought and a bit more practice in copywriting benefits easiest, but if you've got newsworthy stuff, then that's really good.

Brian

Because it's literally what it says, it's something new to the person that they don't know yet, or they haven't come across yet, like this is probably well suited to your broadcast emails as well. So if they're not in an actual customer funnels, you've got people on the broadcast list. And this is where the newsworthy subject line really comes into its own.

Brian

So you've been emailing with people for a while, and then suddenly, you've got a new development. And then you've got a new course. You might announce with a new course available, or you might announce that a new episode of your podcast is available, which is something I should do a lot more often. It's all about the announcement, and it's something different, and it gets opened.

Brian

And it gets the people reading your emails, because it is something different. If they're interested in your stuff, and they're still on your list, whether they're buying or not, they need something new to come up. And it's hard to give solid examples here.

Brian

Because it really depends on what you're doing in your business and what new things you're creating in your business. If you publish a blog post, that's newsworthy blog post, if you win an award, that's a great idea for a newsworthy subject line.

Brian

The way to write these is just simply to be on the lookout for newsworthy items, and these weird things happening in your business and your life and in your industry. In the industry, that was changing really good, things like that. Interesting things are happening in your personal life which are relevant to your business. I think supporting the subject line.

Charlie

I think it's very good to look into this as well like, writing about the things that are going on in the industry. Like Jeff Bezos cheating on his wife, the people that wrote posts and wrote emails about that got a lot more engagement than just your regular daily posts.

Charlie

And so you can write about it. And then you can promote your own business in that email as well. Maybe you're not selling anything, but maybe you're just writing about your clients. And it doesn't have to be something negative. It can be Bitcoin going up to a certain price. It can be a new software that's being released in an industry or a new case study that everyone's talking about. There's a lot that you can learn about.

Brian

Yeah, and the way to get this, all these news is just to be on the lookout for it in the right places, like you might watch daily news or read the newspaper or something like that. I don't really do that myself.

Brian

I do have a quick digest of different headlines, the news and different things like link feed Lee is one of them and news aggregator sites that you can go to just read the headlines. And if it's something that sounds interesting, that might be interesting for for your particular business, your niche, then dive into that.

Charlie

Yep. Brilliant.

Brian

So that's basically subject lines in a nutshell, we'll go through some examples later on. So I've got those along with all the rest of the copy that we're going to go through. So that's the main thing about the subject lines.

Charlie

Brilliant.

Brian

Let me just check up on the chat here, I can't see the chat, so let's do that. Let's do some q&a. And we'll go through that at the end. There's a few points that we wanted to clarify, and these are kind of frequently asked questions about email copywriting. And let me know what you've got to add to these challenges.

Brian

And you've got a list of points that you want to cover. One thing is how to write content that isn't a sales email? And that's a really good question. Because if you do pitch too much to your list, nobody wants to be on an email list where they just get all the pitches for constantly.

Brian

So it's all about providing value for your list, nine times out of this they want to get something out of it. So the content emails are very important. But the thing that I always tell people is, they're not really the same, but content and sales copy, the lines are really blurred.

Brian

So a good piece of content still sells your product, in a way and a good piece of sales copy is still valuable for people to read, it still good content. So if you write a piece of content, let's remember the funnel we had, we had the content email, and I think I will see you up for and naturally link to a video.

Brian

But if you remember, that video was one that I specifically answered an objection to the sales process. And the fact that you don't need to clear your mind like it's a matter to be able to meditate. So that was a common objection. First, I repeated often, which also linked to the selling power of that funnel.

Charlie

I find some of the most powerful content in case studies.

Brian

Yeah.

Charlie

Your target audience are interested in case studies, because it's a result that they can get from using a product, and they want to learn how other people got that kind of result. And so use of case studies is great content, and it's also great sales material. And that's something that I don't think people ever get bored hearing case studies of how people did it. What people do get bored of, is case studies about substance.

Brian

Yeah.

Charlie

But case studies websites.

Brian

Yeah, it's just presented like ordinary testimonials on a sales page, you get to be transparent. Charlie Price was great at this. That's not really much of a case study. But one thing that I'm thinking of is back in 2003, I was starting to look into marketing. And that was the very first we could call it like an offline funnel. I called up the toll free number and got the free report sent out to my house, and the free report was selling the marketing pack, which I've actually bought, and along with the free report

Brian

Which is obviously the sales letter, with this free report was was a CD. And so I checked the CD in my CD player, which it's so first showing my age. I tuck the CD in the CD player, and it was the guy who was selling the course. He actually called up a bunch of customers, previous customers of the course, and interviewed them over the phone on how they implemented the lessons that he teaches in the course. And of course what kind of successes that they've had.

Brian

And of course, if he called someone up, and they hadn't done anything with it, or they didn't have any good results, that probably didn't make it onto the final cut of that CD. But it was just an hour long CD of case studies of the guy on the phone, talking to people, interviewing them about what they've done. And for me at the time, I didn't realize that I was being sold at the time.

Brian

I was listening to these interviews, and I thought it was just sad, it sounded so easy that taking these simple steps, and then it made all the billions of dollars and stuff. So that was a format that really worked. And obviously we don't really have that online now. But this was how case studies were presented in that way. That really sold me on that product.

Charlie

Yeah, and that's something that I know it's a bit off topic, but it's still relevant to everyone, you can send out case studies to your email list. And that's a great sales tool. Putting up work into the case studies also means you can create an ebook of case studies of people in your audience. And so we were talking about how you build your list with paid traffic or organic traffic?

Brian

Yeah.

Charlie

Give away an ebook of one free five or 10 case studies in your industry that go in depth in how companies so people can get the same results that you've already produced. So now you've got your ebook to give away, you can drive ads to it, you can send it out to your Facebook group, wherever you're getting your traffic from, people sign up to your email list.

Charlie

And then you can put people through a funnel, and you can use case studies to help your email marketing. When it comes to the engagement funnel, I think you don't want to fill it with case studies because it's a seven day funnel. But still, that's a very interesting thing, you've got the content side of it, like we were saying you can put a case study in there, you can have it as your ebook initially.

Charlie

And when people are on your broadcast sequence, you've still got more case studies that you can send to people. So case studies are of use as well.

Brian

That's a very good point. It's also great for building a list because what I found in that CD of this interview is quite valuable. So I thought that was really interesting. And it was well done, how we how he did that. And of course, after hearing those, I was sold on doing the same thing as what they did, which obviously by the course, so the right path, but that's content, lending itself to the sales crisis.

Brian

And Sales copy should be valuable as well. I always forget the copywriter who said this, but basically make your advertising useful. And so that means don't just do a hard sale throughout the whole thing. You want to offer some kind of value you just clarify, it doesn't mean that you're really teaching anything.

Brian

In a sales email, there should be some kind of value in it something that some people wouldn't necessarily know you might have the three ways of grooming miniature poodles that nobody's told you before, and that might be newsworthy for a lot of people.

Brian

And of course, all those that you teach in your course. So they have to buy that and so the lines are blurred, each one is part of the other. So there's no sharp definition of a content or they shouldn't be, you shouldn't have a pure content email, in most cases, Like even with one in the engagement funnel that will link to the sales page to buy the course. And you certainly shouldn't have a pure heart. So just decide the sales kind of emails where it will work.

Charlie

The only exception, I would say is the urgency, the end of that engagement funnel, where that's where you kind of come to a pretty much any sales. Focus on both of them.

Brian

Even the value in an email like that is you're just reminding a person that the timer is running out, just in case it slipped their mind, which, number of times it's happened to me when I've been in a funnel, I wanted to buy a product and I missed out on the special deal because because I wasn't like sitting there on top of it.

Brian

I consider that a valuable service. I think this also goes into a lot of mindset stuff where we think that sales cop is not valuable, it should be selling all the time to extract maximum money. But your fact, consider the fact that your sales message should also be valuable, in a way and that makes it a lot easier to write

Charlie

100%. I think another copywriter said, again the name slip my mind is that it sounds like you're doing it wrong and you we're going to get into that in a bit. There is a time that it should be salesy, but still, you can really make sales without sounding too salesy. We're not standing typically salesy, not sounding like a corporate brochure that's being mailed out to all their customers, but rather sounding like you're having a conversation.

Brian

Yeah, but then, still remember to still sell the thing.

Charlie

Don't be afraid of pushing your product because it's a product that does good.

Brian

Yeah, people said they don't want their copy to sound salesy, and, I say also, you don't want sales?

Charlie

Yeah, so it's finding that balance which is exactly what we're about to get into now.

Brian

Yeah, I'm going to show you some cool examples of this, how to write stories. And this part of all your content, it's part of your sales copywriting. How to come up with all this stuff. Come up with a compelling story. And I'll show it you in this sequence I'm about to show you.

Brian

Storytelling is an interesting one, there's a lot of good resources to learn storytelling. In the copywriting world, there's a guy named Andre Chaperone, who is the master storyteller. And I've learned a lot about him, courses like his autoresponder madness course, should be required reading for anyone who wants to call themselves a copywriter.

Brian

So I think some of these other stuff as well. And I actually think he's relaunching autoresponder madness, like a new version coming up at some point in the next few months, which is what he said on his email list at the end of last year, so definitely look out for that.

Brian

So definitely got get on his list as well. I think it's tinylittlebusiness.com it's one of his sites that he has. And you should be able to sign up there somewhere and get on his email list. Storytelling is also something that you learn from the best places to learn, it's popular fiction, like pop culture, it's what I mean. One of my favorite examples is TV series, so you can do that with what's the one that I'm thinking of?

Charlie

Seinfeld?

Brian

Yeah, that's the on, there have been some good excellent storytelling in sitcoms, all story based. I hear about people who binge watching different series, like a Game of Thrones and shows that they'll sit there and watch the entire series of it.

Brian

And the reason that they do that is because of the story, the narrative that goes through the series. It's all one big story look at soap operas, like the Days of our Lives, that basically been pretty much the same thing for the past, how many decades that have been around 20, 30, 40 years.

Brian

And what a show like Days of our Lives has mastered is it's just pure and simple storytelling. Like if you tune into one of the show, you'll see it seems kind of slow, and the people are just talking and if you just come in for coming fresh, it doesn't seem like, it's interesting.

Brian

But one thing they'll do is they'll bring up to speed, like they'll keep reminding of what's happened before. And then they'll do something that Andre chaperone does really well, which is open loops, but then you'll go back to that series like six months later, and you can drop back right into pretty much to the where the story left off,

Brian

Because it never changes, that they keep using the same formula. And pretty much showing the same story, or just the only thing for the changing of the characters. It's only when they when they do read weird stuff like the aliens coming down and weird stuff like that, that it's not completely out of character for the show, that's when they get into trouble if they keep going with the same story for formula.

Brian

What they were taught would have had on the show 20 years ago, it's still pretty much what they're doing. And and that is, the people in business and they are running around with each other's wives and husbands and sons and daughters and different sleeping with each other. And that's pretty much the formula first show that's how what this is based on. For the last however many decades they've been around. They're really words.

Charlie

That's what I find interesting is the consistent in stories is that when people start YouTube channels, or podcasts, and then they have a certain style to that video, They have a certain niche or industry or topic. And then they start to change that.

Charlie

People, they don't get the same views, they don't get the same interest. And people really expect the same kind of consistency from brands and from people and it sounds boring to stick to a similar formula and twist know that we get.

Brian

We get bored with our marketing a lot faster than the market does. I mean, look at some of the classic display ads that have been working for decades and decades.

Brian

The good ones who are written by people like Gary Halbert, and people like that. And they're just worth the tree for decades. And there's people who made hundreds and billions of dollars of a handful of ads.

Charlie

Yeah, yeah. No, it's a funny concept to understand that it's good once you understand that people like the same kind of story, the same kind of data, different characters almost are different in a different situation.

Brian

Yeah.

Charlie

And they love the consistency. And I think it's good if you can have some consistency of your brand. And if you need to change it, if you need to change your brand, story, your core story, anything like that, you can, but don't change it too much.

Charlie

You need to stick to the same narrative for people to understand what you stand for, and what you don't stand for. And we could get really deep into I'm sure, but it's so that they can they can stand with you. And and and people want to be, wants to stand with your brand if you stand for certain values.

Brian

Yeah. Yeah.

Charlie

So it's very interesting.

Brian

Yeah. So the best example of storytelling that, that I've seen is, it's a series of Breaking Bad, they've got really good storytelling throughout the whole thing. But, you remember the cliffhangers that have at the end of each episode, that's the open loops that we've been talking about, and I'm going to show you, but they don't just do the open loop for episode to episode.

Brian

So, the cliffhanger at the end of the episode, you have to watch the next one to find out the result of that. So those open loops that don't just have one that it's episode to episode. They have them built over the whole series of the whole season.

Brian

So if you remember, one of the seasons, the guy was at a swimming pool, and there was some debris everywhere, and looks like a plane crash. And that was the first episode, the first scene of the first episode, and we're wondering what the hell that's about.

Brian

And that was something that came back to over that series of that season. And it turned out that that the plane crash I think nearby and it had something to do with the story and have watched it for a long time. So I kinda remember that, the context of that one, but that was an open loop, which spanned the whole series.

Brian

So if you've got seven emails that you're sending out, see how you can extend that story half of the whole thing. But we'll get to that in the sequence I'm about to show you in a minute. Let's get through these. And then we'll get on to that.

Brian

So what about writer's block, it's a real thing, and we're not always creative, we're not always in the zone, we're not always bursting with inspiration to write awesome copy. So there's a very simple way around this. And this is something that I find it easier as a commercial writer, someone who gets paid.

Brian

But okay, as far as a fiction writer, for example, I might think this is kind of douchey but or cheating but the way to get around the writer's block 100% of the time, is never start with a blank page. As a copywriter, you've always got swipe file so you could collect all the good piece of copy that you see you're on everyone's email list.

Brian

So you're always getting their emails and the copywriters you have a copywriter might be giving you 10 grand a month, or they might be charging you 25-50 grand to write a funnel and you're getting all that copy in your inbox for free. So that's the other pro tip that I wanted to give you to get on as many good email lists as you can.

Brian

And then you've got all that material. You buy courses like this one and you get as much input as you can. So, you're never starting with a blank page, if you've got an idea for a funnel, you've got some inspiration that you can go to. And I will be discussing the last call, it's always just does inspiration, you take that thing and you see how it can be molded and changed into your version.

Brian

Never steal by that right. But you take all these things, inspirational emails and your swipe file, your marketing piece. That's how you get a head start on every time you write something, never start with a blank page.

Charlie

I love them, following not the biggest companies in the industry, because then you get to fortune 500 companies and that's that those companies aren't really maximizing their email copy a lot of the time. And so what I like to look at is the companies that are on top of it with their marketing, they've grown to a very large size, without much investment or without really going the traditional route. And those are the companies that I look at, because they've got to have efficient funnels that are generating them a positive return on investment.

Brian

Yeah.

Charlie

Walk out and for that business to grow. So looking at their marketing and their their copy materials is very interesting too. And like you said, join the best email list as you can because you're getting 50,000 copies in your inbox without having to pay anything.

Brian

True.

Charlie

I have an email address that I just signed up to tons of funnels to, and I just logged in. I did this too late. I did it relatively recently, I looked in there and it's like 3000 unread emails, and I've never been so happy to have unread emails, it's amazing.

Brian

Go back and search through there. But yes, a good point you make about the type of companies because if IBM or Microsoft has an email list you can sign up for I don't know, because I wouldn't bother, because that's not the type of copy that we write. That's not the type of marketing that we want to emulate, because we don't have a Coca Cola or Pepsi budget for marketing.

Brian

You want to be modeling the kind of companies that Charlie just talked about, smaller companies who are doing well. But doing well with good direct response copywriting. And we'll move on and see if we can do that. So we'll come back to the q&a shortly.

Charlie

Gonna go close the window, producing a bit much noise.

Brian

Alright. Sure. Yeah, so I wanted to go on to the sequence here as well. So, I'm not sure if you've seen this, Charlie, this is the funnel that made seven figures a year. It's the first one that the roof of MindValley and this has gone through several different variations. And it's similar to the engagement funnel, with just a few different tweets here in there.

Brian

So there's a few interesting tips that I want to point out with this funnel, and for those of you who have gone through and signed up for that on my wife's mini course, which showed the URL and the landing page in the first training. You will have started getting these emails. And it's pretty much the same notes as you will get. So each of these emails have had certain elements in it.

Brian

And these elements are deliberately chosen to produce some kind of effects or result at that particular point. So we could spend another three trainings just on this. So let's go through the most important points, and you'll get this copy as well. So you can study it for yourself. So day one on email one, it was just a one email per day in this particular phone. And the first funnel, the first email, it's really interesting, because like I said, the last training that email one is where you get most of your sign ups. That looks weird.

Charlie

It's come to the end of that link.

Brian

Yeah, doesn't really matter.

Charlie

I can see that it's shifted too.

Brian

Yeah, I can see it shifted too, who cares for now, that's actually not quite the most important part of this, or it's in there, though, because I want to explain something before we move on. And it's in a good spot, this type because it's an interesting spot. That is what I mean, because if you see your email here, your subject line at the top, and you've got your copy here and link here and an image here.

Brian

And this is something that I've taught occasionally, to a couple of groups, it's the email sweet spot, and every email has a sweet spot. So a sweet spot is where all your, basically where your clicks are concentrated. So MindValley, we used to track a lot of stuff like all these clicks

Brian

And 80-90% of the clicks on an email like this would be on either on this image or in easily on the link directly above it. Even though there's links up here, there's links down here. These are identity clicks, and 80-90% of them will be in this area right here.

Brian

And that is because you've got the image here. And images, and the emails always get more clicks. So, if you can find a relevant image for your email, then you should put it in there more often than not just make a note that is a relevant image, not just some random thing has to be quite relevant to the copy.

Brian

But also to actually remember the link that you have, directly above the image. And that's important as well Because I think people pretending to click on this image, but the masses in the area, maybe they missed the image by the end, you know, they click on the link, they're pretty much even here.

Brian

So this is the sort of area that gets most of the clicks, you want to keep this intro short, is it starting to get a bit too long here. So if I was to write this up, today, this would be shorter. And here, it's where you get your most clicks.

Brian

And for people who don't click immediately need a bit more information, then they can read further, you can put stuff down here. And that's pretty much up to you. But here's the important part, fairly short copy at the top. And then your image, it's right there.

Charlie

Brilliant.

Brian

Cool. So yeah, basically on behalf of everyone here, welcome to the program. This one is unique and it's got something about a quiz. But that's just an extra little bit. In fact, that's so irrelevant, we probably don't want that in there. So that's more of a distraction than anything.

Brian

See it's starting to look better already. And individually, without the quiz, this is what we had. That's about as much as you want with regards to copy above the sweet spot here. Because you want them to be able to see that and especially tap on it with their finger on their phone, without without scrolling at all, if you can.

Brian

And if you remember from the engagement funnel year, with setting expectations in the email, so this is literally what that's all about each day, we'll send you some great materials. So we're telling them here that we'll send them something everyday. So we're saying that up front.

Brian

And the CTA here, it's a three step thing. So, a good thing to do in your first email is just get them to, to whitelist your email, you can wear this even better. Now, the way I write this, it adds to this email address to your contacts and drag it to the primary folder if it went into the promotion folder, and then click the yellow star to mark it as important. And if they do, they think they're guaranteed to be getting your emails and a lot of people won't bother. But it's an extra step that you can take to tell them mark this as important.

Charlie

At least the people that want to hear from you will hear it from you because that's the most important thing. So your your most committed customers then do that and they'd see more of your emails and because they want to see your emails.

Brian

Yeah, it's true that plenty of legitimate emails that end up in promotions, terrible and even spam folder by mistake. That's why that's there. And also this, if they create a special folder where they can archive the emails, if they do that they're pretty much a fan of yours already.

Brian

So they actually create a folder where they keep the emails, I have a number of I've talked to millions of email subscriptions, but a small handful of those people, I have a folder for the emails where I keep them.

Brian

And I'm never going to miss one of their emails because I've taken this extra step. So if they do that, then you've got them. And the final CTA of this email is to get started on the five day course, which is a free mini courses, I showed you the signup page.

Brian

And that is the CTA of this email. And that goes to the that goes to the course page where the first lesson of the course actually is. And on that course content page, It's a link to the sales page to buy the full course. That's it, then your signature of an image like this, which is also linked to your main CTA.

Brian

And MindValley likes to link to Vishen's book on Facebook, which you might not want to do if you don't want to have multiple CTAs. 99 times out of 100, you will have anyone CTA per email. And here's the real interesting part of this first email, you remember how we talked about open loops, how we want a cliffhanger? At the end of the email.

Brian

What I'm gonna do now is ask the question about that. So it goes by, do you know the number one reason why people struggle to meditate effectively, even when you really want to think that you should be okay today? And I'll give you the answer to the market. So what we're doing there is making sure that we ask an interesting question.

Brian

And that if they want to know the answer, they need to look out for tomorrow's email. So you're going to get an email 2 here, you'll see how that fits in the work on this facing. So email 2 you this particular sequence. So where are we that's kind of a unique subject line, but email subject line.

Brian

It's newsworthy, an urgency based subject line. So what they will know at this point, they've got a free course and there is a special offer for the full course. And we are just reminding them that the timer is finishing for that versus what this straight sales email they were talking about before, it's because we want them to basically sign up for the full course.

Brian

You have the product image in this case, because we're selling the product. But for those who aren't ready to buy what I did here with sense and storytelling. First I close the loop that I go that I opened in first email. Now I'm going to give you the answer to the question asked yesterday about the number one reason why people struggle with a factory?

Brian

And the answer to that is here. And related to that is a story that I included when I was writing this, I went out and looked for an interesting story found one about vision going to do all these brain tests at the length of the bulletproof coffee guy. For the whole story to him studying what's happening is branching meditation, all that stuff.

Brian

And then I've tied that type of story here into benefit for them, when they upgrade to the full on harmonics program. So that's how that story of him doing that scientific test ties into the CTA for the email. And then again, tomorrow, I'll reveal the answer to one of the most common questions I get from people about how to best use meditation. So opening another loop there again for tomorrow's email.

Charlie

I think that the image on the email is a great pattern interrupt as well.

Brian

And this one here?

Charlie

Yes. It's not necessarily the reason why the email succeeded. But it's a nice bonus.

Brian

Yeah.

Charlie

Yes it's true, anything different. And I've got two images here. But you don't want to have too many images in here, because I think Stanford has them like that.

Brian

And I've got in this case of a product image because we're mainly selling the course in this email. But I've also got this and will also link to the product sales page, as well. For anyone who wants a CTA. I tied the story into buying the program, I opened up another loop to be answered tomorrow.

Brian

And on that email three, I've used a curiosity subject mind. So other people reading this won't even be aware that they are meditation types. And now that they realize that they're wondering, which one is right for me. And that's what lesson three is about, as well.

Brian

So in this particular sequence we're focused on driving them to the lessons, because that's what drives the sales in this funnel. So it's very different to the one which I showed yesterday. But the copy is important because we go from the Curiosity headline here. And we promise the benefits, the answers to that question, when they click through to that data lesson.

Charlie

Yep. And of course, if you don't have lessons, and you can just tell a story or you can send them to a different type of video that isn't necessarily a sequence of videos, but one of your training videos. You could, because if we were just sending people to the sales page, you would say which one of the three most common meditation types is right for you?

Brian

And obviously, if we had that answer on the sales page, it would say, and you can get the answer to this question on this page here. As simple as that. And then again, I've included some content down below in this email. So for people who are not yet ready to click on the first opportunity, they need a bit more information.

Brian

I do a very broad overview of what's in today's lesson. And that's how this is, this email becomes useful to people because they may not have even known that. There were different types of meditation. And of course, they want to know which type of meditation is best for them. So that's why that works.

Brian

And then opening loops again, make sure you know which afternoon crush it and all that sort of stuff. So again, if they're not buying from email three, then they'll get email four the next day again. So I'm going to give you the answer to what I hinted at yesterday. And that's important, whenever you open a loop, make sure you watch out for tomorrow's email where I give you the real truth.

Brian

If you don't answer that in the next email, then people are wondering, even if they're not consciously thinking of it there, they're seeing that you didn't live up to a promise that you made. So they'll stop reading. And that's why I answered that here. And with all the lessons that we had for this funnel, it made it easy to create this content based around those lessons.

Brian

So if you have a funnel driving to content pages or blog posts, it's easy to do that this way. So if we go in here, versus I need six emails as one. And again, I've done all the same things. This is a benefit headline. Because one of the things people wanted to make meditation a daily habit, even though they're really busy and everything, so this is a newsworthy subject line

Brian

Meditation, mystics boats, and this is a benefit driven headline, and subject lines. So that's why those work. Again, the links in the sweet spot and a little bit of copy. And then obviously, bonus training.

Charlie

That benefit trip and headlines is where the game logic fits.

Brian

Yeah. I didn't use it in this funnel, but.

Charlie

Okay, It looks like Okay.

Brian

That's how you really martland, Swype different things by making your own not just stealing it. But this is how you do it. So and then email fix. That's another newsworthy one. Because you've completed that free course and it's time to graduate.

Brian

That's newsworthy one. And it's very simple. It's that framed because it's a mini course, we have a mini graduation. So the graduation is obviously upgrading to the full course whenever you're done with the finished course and some storytelling here. And then after that, just the urgency of the sales message on here. So you can still combine the storytelling here, that's good content with the urgency of a sales email, having both in the same email.

Brian

And this copy might be useful to someone but it also communicates your message of urgency for the special offer running out. So that's how it does. I think I used to write a lot more PS in the days and I don't write so many PS in emails anymore. It said that the PS is one of the most read parts of any marketing. But I think that applies more to long form sales pages.

Brian

But my click tests have shown that these links down here get hardly any clicks. All the clicks happen up here. And when I did these tests of MindValley, they spend so much on traffic, you've got a really good amount of traffic to actually do these tests properly in real numbers.

Brian

So we've just found out these clicks, these links got hardly any clicks, even this link at the end, in the PS got not much more than these, all the action with the voice up here. So writing one of these sequences can be as simple as that. There's a lot more to it than that, but you've got your different types of subject line here.

Brian

You've got your call to action, you've got your storytelling, good expectations. Got your benefits. And yeah, we can share this copy for everyone to study and take inspiration from it for their own funnels or fix up this spacings in a bit, and I know that spacing is.

Charlie

Spacing's always confusing when you've got like seven images or long sales page or whatever it is.

Brian

Yeah.

Charlie

I think it's pretty interesting to hear you talk about the different click through rates and because you can't trust copywriters that have taken advice from copywriters and then selling it to copywriters. If they're not actually, if they're just selling the information, but they're not in the field writing copy.

Charlie

And since you've worked with such large ad budgets and so many companies, you can say things like, PS don't work like they used to or that they're more relevant for long form sales pages. It's really good to note.

Brian

Because I mean, some of MindValley's funnels will get thousands of opt ins a week. And so we're sending out a lot of these emails, a lot of people reading that a lot of people clicking through. So that's what gives you good data, if you know if your if your ad budget five bucks a day, there's nothing wrong with your business being at that stage, but you just won't have the same amount of data that a company like MindValley has.

Brian

Where they have an advantage, we can do tests and get an answer in 24 hours with your five bucks a day budget, it would take you two weeks to get that same test result with the split test. So yeah, just gone. Sort of a brief overview of this, of this sequence. And I tried to keep it simple when I wrote it, but what happened was, it just started to make really big money.

Brian

And what we've had before was an old sequence of much longer sequences with a webinar and everything. Now it's about 14 days. And what we did with this sequence, we made a similar amount of money, or even just a little bit more money, but only in six days. So yeah, six or seven days.

Brian

So that basically doubled the revenue, because it's coming in half the time. And after this sequence, you have other sequences in the broadcast list and everything. So we're collecting more money and a lot less time. And that's how it really turned everything around. The important points are different types of subject lines, where you have your sweet spot, and all the different storytelling elements.

Charlie

I just want to say that, for those of you that may not see why, if you're spending \$10,000 \$50,000 a week on ads or any amount, If you're spending \$1 a week on ad, \$10 whatever it is, if you get your profit in six days. So you put in \$10, you get out \$20, then you put in that \$20, and six days later, you have 40.

Charlie

Whereas if it takes 14 days, you put in \$10 14 days you have 20 whereas before you had 40 and you get that exponential work if you can be profitable. And also don't forget that if you launched it in six days, you can launch something else a week later, two weeks later.

Charlie

So, my question to you Brian, is when you talk about engagement funnel, How do you set up the engagement funnel? How often? How long do you want to wait before you sell to them again? How do you judge that's a very tough thing to set up.

Brian

After this funnel finishes.

Charlie

Yeah.

Brian

You can, if you had another funnel attached onto the end of this one, you could have one or two good content pieces in there. But really you probably want to make another pitch efficient by wanting to sell them something else fairly soon. Some people are just ready to snap up everything that you've got and you never know who they are so you got to show that to everyone.

Brian

But if you don't show up, then you're going to miss out on that. The other scenario is whether this funnel ends, and then they just go into your big part, which is your broadcast list. And then you want to be selling into your broadcast list all the times anyway. So they'll come in at some point, and you can't tell when that is.

Brian

So they might get a contact email first or they might get a sales email first. The key is to not let it affect your decisions, if you're worried about if they see too much sales messages. Remember, sales messages are useful too. We want to have some value in all sales messages.

Brian

So they're not just not just hardsell emails. And you do that with story different kinds of storytelling. So that's the key thing to remember. It doesn't matter if they finish this funnel and get another sales email the next day. You know that's perfectly valid too. So they're not just not just hardsell emails. And you do that with story different kinds of storytelling. So that's the key thing to remember. It doesn't matter if they finish this funnel and get another sales email the next day. You know that's perfectly valid too.

Charlie

Yeah, brilliant. So okay, so after they finished the first funnel, they can go into a new engagement funnel or a new type of it. Especially if they buy then you want to put them into something else. Because these are your hyperactive buyers that will much more likely to buy something else.

Brian

Yeah. If you start attaching funnel to them to enter this funnel, then that sounds pretty advanced. And if you could do that, then that's all well and good. But we don't have to get that complicated. Important point you mentioned about bias as well, because you can write a bias sequence out of a bias funnel.

Brian

Which is important because as he said, the person who bought to be treated a little differently, first, they should probably be encouraged to consume the things that they bought. Because courses worldwide in every industry across the board, completion rates are about 8%.

Brian

So, the truth is that if a person goes through your course that they bought, they're much more likely to buy from you again. So a buyer sequence should encourage that and it should encourage them to buy other stuff as well, you should have back end off of a higher price, which percentage of your buyers, it will take that up to, So do that too.

Charlie

Now, a lot of people watching are going to be worried about negative responses. And what I always say is that the negative responses don't matter. And if you tell good stories, you won't really see too many of them.

Brian

Yeah.

Charlie

And as long as you're getting positive responses or sales that means people are happy to read your copy.

Brian

Yeah, yeah.

Charlie

Now when you're at a company like MindValley, Do they see a lot of negative responses. I'm guessing you don't see it anyway.

Brian

If you were to go on their ads.

Charlie

Is your selling too much stuff like that or?

Brian

They never get told. We never got told though is selling too much. It's more about stupid stuff like biker people complaining up.

Charlie

You guys are rubbish.

Brian

Yeah, yeah

Charlie

Yeah, silly stuff,

Brian

The regular crap like that, which you certainly ignore. But the thing is that if you're doing a good job, and you've got a good product and you're looking out for the customer first, then you won't see too much of that stuff.

Brian

And what we do for you, you can pretty much ignore most of the time because the important is the votes that counts and not these people who comment on ads and stuff like that. The only vote that counts with the credit cards and so a lot of people sometimes say, I thought I've heard this before from some people that said, I thought your sales material is really salesy and really pushy.

Brian

I still bought it though, and I'm like you bought it, that's the only thing that I listened to in that sentence, so it still works. And if they didn't like it, they wouldn't have bought it. And if they felt tricked into it, they would refund straight away. So as long as you're honest, and you've got a good product, then there's always going to be haters, but you don't have to worry too much about them.

Charlie

Yeah, I agree. I agree. That sounds good. We've got some questions come in.

Brian

Cool.

Charlie

First one being.

Brian

So Tai lopez is on the call. Hey, Tai.

Charlie

Yeah, Hi Tai Lopez. It's in the chat or not in the questions?

Brian

Yes in the chat.

Charlie

So with images, is it better to use detached images or images hosted on the web?

Brian

When you upload the image to your email that you're sending out. You never attach anything to an email, like an attachment. Because I think sometimes the spam filters don't like that. For images, It depends on which platform you use, but you just click on the email and there'll be an option to actually add an image there.

Brian

It's different for every platform, and then you do upload the image later you on. So it will kind of be embedded there. But you don't link to an existing image that's hosted on the web. Because you never know when that could disappear.

Charlie

Yeah, I think there's almost always a way to upload an image straight. And it's called insert an image in line. Email provider. That's the easiest way. Next question from Scott is, Is there an ideal length for free mini course? Three days, five days?

Brian

Yeah, those are good lengths, it depends on what you want to accomplish. If you've got a lot of content to share for free, then you need to go a bit longer, if you want to have it a bit more concise, and shorten you funnel a bit.

Brian

Five days is probably a good length, if you've got a lot of good content to share. Because, it's a full course, it's valuable, there can be a lot of content. And that's kind of the default, we haven't really tested a three day mini course. Because we want to sort of add as much value as we can. But three, there's nothing wrong with three days, you can certainly take three days and see how that works.

Charlie

Yeah. Number 3 question, Does it ever make sense to unsubscribe people from your list, if they haven't opened or engaged with an email in a month or a couple of months or something like that?

Brian

Yeah, it does. It's called list hygiene. And that's a whole other subject, which we're going to have an entire call, but basically, I like it. Like, if someone hasn't opened an email for, say, three months or six months, then most autoresponders can sort that person into a different list.

Brian

And if they're on that list, you can either send them different offers, or different emails to try and get them opening again. Although, to be honest, if they're not opening their emails anymore, there's not much point in sending them more emails to try and get them to open your emails.

Brian

Kind of doesn't make a lot of sense. But if they don't, if they're not opening up, or engaging with your emails anymore at all, email providers like Gmail and Yahoo, they know that, and they know that people are not opening.

Brian

And if you have a lot of people that are not engaging the emails, they mark you down, and whatever mysterious course that they have, and they don't tell us what they are. And you can start going into the promotion strategy. Now you can even start going into the spam folders.

Brian

So people do stop engaging, you just gotta find that time, but three months is probably a good time. Someone hasn't opened an email for three months, I should probably stop sending them emails, even though it sucks when you've paid a few dollars for a clicker paid \$5 or \$10, to get in ad costs to get that person to sign up. And then it's not fun to delete them, but the email providers at gmail, they can see that are engaging, and that will hurt the rest of your results. So definitely do that.

Charlie

So one thing I would say as well as sometimes three to six month problem mean, it's just because you're going to their promotions, or spam, and they don't really like looking at promotions or spam. And if you have revenue in your company, and you understand domains, maybe if you have an email list over 5000 people.

Charlie

I would say, buy a new domain, set it up on your email account, and use it for your emails and see what happens. Because you might reengage some of those old people because you go straight to their inbox. And that's something worth doing. Obviously, the problem is when you buy a new domain, the reputation of that domain is zero. But it does reengage some people I found when I do it, and it's worth doing. If you have an email list of more than 5000, do that before you delete those people.

Brian

But you still need to go back to your old domain, to be honest. Because that's got the reputation. I wouldn't recommend doing it too often. I would recommend getting rid of those people that haven't been active for three months. They're not gonna buy it, anyway.

Charlie

Yeah, exactly. But getting a new domain. I would say if you've got 50 to 100,000 email contacts, then it might be worth it. If you've got 1 - 10,000 email contacts. I think you're just wasting your time on people that aren't meant to engage.

Brian

Yeah. And you're over email providers that can help you with the list hygiene and segmenting people that you don't have to delete them all together. Just put them on different lists which year. And you could upload that list to Facebook and as a custom audience, for example, and start retargeting them and see if that works. Maybe they prefer to click on ads and open emails.

Charlie

Yeah. Sounds good. I think we've pretty much got through the questions there. Someone said, I missed the last session, will I get replay? Will you get a replay of this session? Yes.

Brian

Yeah, so we'll do that. And Scott asked about the autoresponder as well. So launching is a good one. And we covered this in the other day's training as well. So the choice of autoresponder, it's really a personal choice.

Brian

It can be interesting If you want to change providers later on, if you've got a list of 50,000 people. It's not going to be easy to transition. But you can use MailChimp forever. I think that they're really good now, It's so good.

Charlie

For sure, all right. Scott says you're awesome.

Brian

But Scott's pretty awesome himself that we appreciate you on the call.

Charlie

Brilliant. Hey, that's a good place to finish. It's been a really good call. Anything else to add Brian before we jump off?

Brian

No. I think I've been through pretty much everything I wanted to. Like I said we could spend three calls just on that email sequence alone but I'll send the copy over so that people can study that for inspiration.

Brian

But I went over the main points of how to put together and that's something that people need to adapt for their own businesses. So that would be good. And on the next training, we'll systematized things even further. So you've got the outline and the different copy that I've shown you today.

Brian

What we're going to do and then on the final training, it's going with some templates that I've used, templates that have resulted from years of building up these funnels and basically what it boiled down into certain templates that have all the elements exactly where I put them and we'll explain why that is and how that is come together. So that's very exciting, and we'll finish up on there.

Charlie

Brilliant. Brian, It's been great and I'm looking forward to the next one and I hope everyone else is.

Brian

Yeah, they should go.