

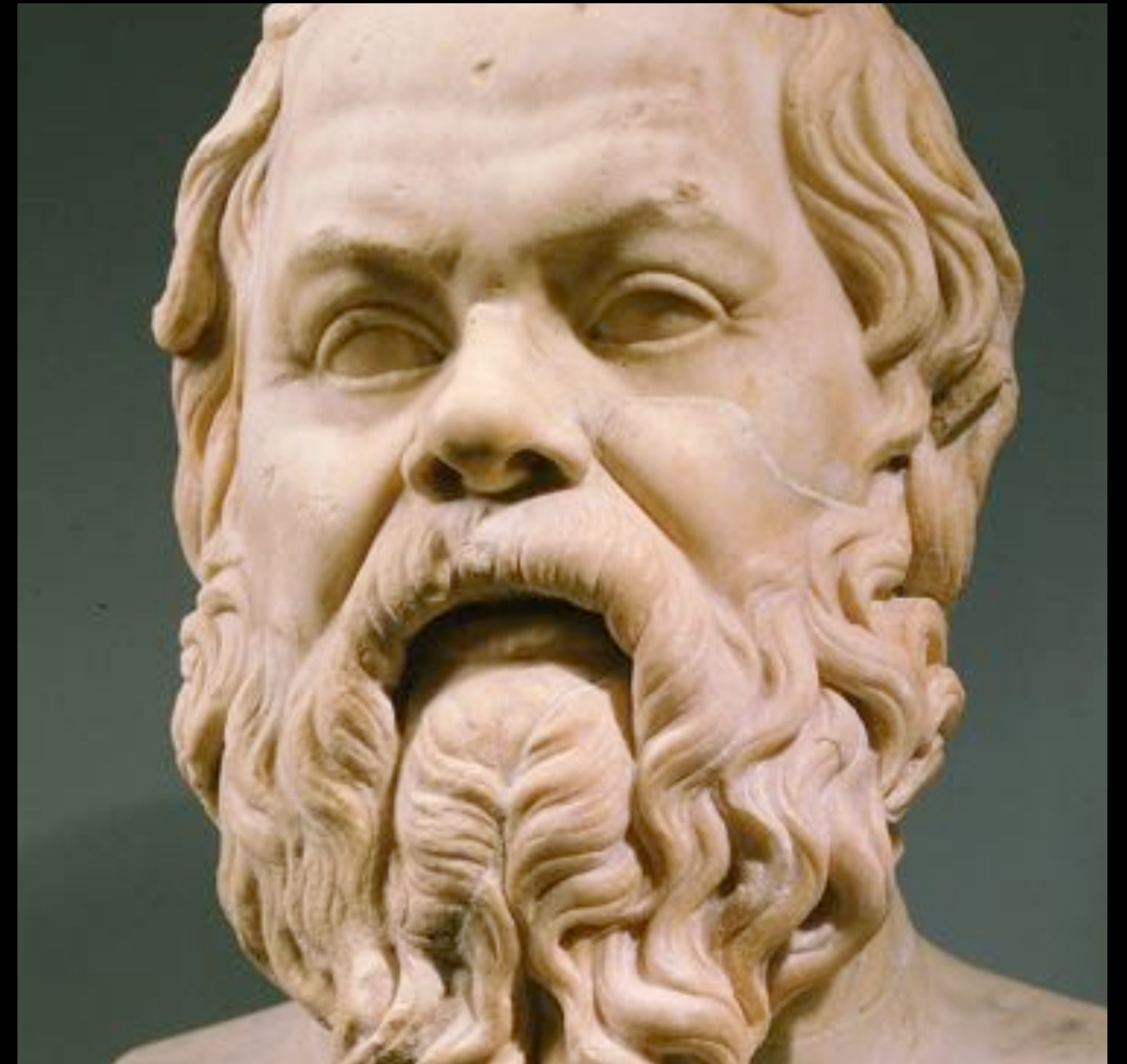
# Email ~~Could~~ Should Be Better

A practical (and profitable!) guide to humane email marketing



# Socratic Persuasion

- "I want someone to believe this Truth"
- Find a common ground: a shared belief / problem
- Use questions to abandon pre-conceived notions and to steer the conversation
- Have people arrive at this new Truth "independently"
- Conversion complete 😎



**Socrates was a marketer.**

# Socratic Email Marketing

**Grow.**  
**Know.**  
**Show.**

Grow **your audience.**

Know.

Show.

Grow your audience.

Know **their needs**.

Show.



Grow your audience.

Know their needs.

Show **them the way.**

# Growing your audience

- What don't people need? More emails.
- ...So why do so many of us pitch *more emails* as the reason that someone should begin a relationship with our brand?
- "Join our email list" < "Download this report" < "Transform your life/business"

# Growing your audience

- "Join our email list"
  - Ambiguous R.O.I. timeline (will I get something useful in a day? week? month?)
  - Few implicit benefits (does anyone really care about your "updates"?)
  - Probably no obvious outcome. *What's in it for me?*

# Growing your audience

- "Download this report / whitepaper / etc"
  - Better... delivers something immediately.
  - Transactional and one-off: give us your email, and get this.
  - It puts the work on them (to consume)
  - Likely will end in the dustbin of their Downloads folder

# Growing your audience

- "Transform your life or business"
  - Focus is on an improved tomorrow, rather than the mechanism (i.e. an email series, PDF, whatever)
  - Regardless of what you deliver, it should begin an ongoing (automated) introduction to your brand, your worldview, and why it matters
  - Ideally ties in to what they've been consuming. If they're reading a blog post titled "10 Mistakes When Starting A New Software Company", an crash course on building a startup aligns perfectly

# Learn the ins-and-outs of personalised marketing.

In this 7-day free email course, Brennan will walk you through everything you need to get started with **segmenting your audience** and **personalising** the way you communicate with them.

- What is personalisation? And why does it work so well?
- What can you do to start segmenting your email list?
- How do you ensure you're always pitching the perfect offer?
- What are some easy wins that permanently increase conversions?

  
  
[Send Me Lesson #1!](#)

Powered by  RightMessage



Taught by Brennan Dunn

# Growing your audience

- The perfect opt-in offer:
  - Contained. “Here’s exactly what you’ll get.”
  - Transformative. “After you go through and apply what I have to offer, here’s how things will be different for you.”
  - Low Impact. “For the next 14-days, we’ll send you easy-to-follow, personalized lessons that’ll help you...”
  - Follow-up. “If you liked what I covered in this podcast episode on the do’s and don’ts of weight loss, you’ll love our free, in-depth...”
  - Empathetic. “We know that you’ve been struggling...”

# Know their needs

- Most of us focus too much on big metrics: X,XXX subscribers, Y new leads a day, Z% email open rate
- This forces a one-dimensional perspective: All subscribers are the same. Regardless of who they are, what stage of the their customer journey they're in, and so on.
- Which means you're unable to do things like:
  - Send dedicated campaigns based on JOB ROLE
  - Display different case studies dependent on INDUSTRY
  - Promote products specific to individual NEEDS or PROBLEMS



# Know their needs

- Ditch the usual "Thank you, check your email" confirmation page
  - Go deeper – you have their first name and email address, but *why* did they opt-in?
  - And *how* do they self identify? *Who* are they?
  - Typically 80%+ of qualified new leads will self-survey at this point, which arms you with segmentation data that you can use to send better messages (more on this shortly)

# Know their needs

- Make segmentation a part of your usual email strategy

COPYHACKERS

## Which quote gets you jazzed?

- "Never stop testing." — David Ogilvy
- "Decide the effect you want to produce in your reader." — Robert Collier
- "Be what people are interested in." — Craig Davis
- "Content is king, but distribution is queen." — Jonathan Perelman

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Over time, I'll be able to better understand what you like and dislike, and serve up content that makes sense for you.

And it starts right here...

In order for me to send you emails that make sense for you, I need you to start by clicking on the ONE answer to the following question that best suits you:

**Which of the following best describes your online business activity? Click on the ONE answer that best describes you:**

- [I don't have an online business yet.](#)
- [I have an online business, but I'm stuck between \\$0-\\$500 per month.](#)
- [I have an online business that is generating more than \\$500 per month.](#)

Click on one of the above, and you'll be taken to a landing page with more information about that particular segment and what you can look forward to. Also, there's a question for you to answer there, as well.

From then on, I'll happily send you more emails that best suit you.

Thanks so much, and if you've read this far . . . go back up and let me know which answer best fits you! :)

# Know their needs

- Build trust, reduce unsubscribes, and create customers by delivering bespoke welcome sequences:
  - *Immediately: You're At The Right Place*
  - *+1 day: Here's What You'll Become*
  - *+1 day: Here's Someone Like You*
  - *+1 day: Here's What's Next*

First off, let me be the first to welcome you to Double Your Freelancing!

We're a community of over 50,000 – many of whom are freelance web designers like you.

**Jane, this isn't just some standard "autoresponder" email.**

Over the next few weeks, I'm going to be sending you fully personalized advice specific to YOU and your situation.

- I'll help you figure out what needs to happen to work full-time for yourself so you can reclaim more of your time.
- For many new freelancers, figuring out where to start is tough. What if you don't get clients? What if you're not good enough? And how much should you charge (and what if people say you're charging too much)? I've coached thousands of freelancers and have a pretty bulletproof framework I'll be laying out over the next few weeks that will help you take your skillset, apply it to client business problems, and leverage smart sales and marketing strategies to keep yourself busy.

You're a web designer, so I'll make sure the advice I give you applies to the kind of work you do.

# Know their needs

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  - *Immediately: You're At The Right Place*
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  - *+1 day: Here's Someone Like You*
  - *+1 day: Here's What's Next*

Let's talk about you.

You shared with me that you're wanting to go full-time on your design freelancing business.

Working for yourself is a process that I went through about ten years ago, and it was not easy. At all.

But it's so worth it. Here are a few ways my life has changed since then:

- As a young dad, I'm able to attend pretty much all of my children's events – I'm often times the only dad chaperoning their field trips!
- I'm able to help my wife with the daily day-to-day house responsibilities.
- I can take time off to go on vacation with my family whenever I want and without needing to ask anyone's permission.
- I've been able to make significantly more money, which gives our family a lot more financial stability.

Now I want to shift gears and talk about a 5-step system that will help you take the plunge from full-time employee to rockin' your own design business...

# Know their needs

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I wanted to share a bit with you about what you can expect from here on out from me. My goal is to help you go full-time on your design business. You've shared this with me when you joined, and I really want to do everything I can to help you do that.

I have a few premium products that can help you do that...

Did you know I have a podcast also? We regularly tackle the struggles other designers like you have in building a profitable and successful business...

And definitely give me a shout on Twitter and Facebook... here's how we can connect...

From here on out, you'll be getting one in-depth guide to sustaining a design freelance business every week. I sometimes also release new workshops, courses, and just have something cool that I think you'll like – I'll make sure you're privy to all of that also.

Finally, I have a request:

You let me know you're a designer who wants to go full-time so you can spend more time with your family. I've shared a few things with you so far, but I'm hoping to hear from you:

Why is reaching this goal so important for you?

Socrates thought of himself as  
a "philosophic midwife."

# Show them the way

- Post-onboarding, email marketing is a balance between education and sales
- Many marketers think that educational emails (i.e. emails that aren't specifically designed to sell something) are primarily to keep your list warm
- ...But I think that's a bit shortsighted. Great educational emails are designed to CREATE CUSTOMERS.

# Creating Customers

- Not everyone KNOWS that they have a problem (that you solve)
- Not everyone knows this problem can be FIXED
- Not everyone knows the ROI of solving this problem
- Not everyone knows HOW to best solve this problem
- Self-equip someone with problem awareness and the knowhow to sell, THEN sell the tool




**Educating AND Selling Is Hard**

# Show them the way

- Take what you know and (re)position your products and services
  - WHO they are can influence the language you use to sell and the stories you use to show that it's right for them
  - WHAT they're challenged with can be used to describe the benefits of your product/service
- Think: "Given what this individual has shared with me, how can I help them determine if this is right for them?"
  - Remember Socrates: we don't want to bash them over the head!

# Show them the way

- Regular educational content should also be used to build referral trust
  - Why do clients refer us? Because we delivered more than we asked for
  - ...And because they want to feel like they made the right decision
- Consider adding referral calls-to-action within your educational content
  - For many brands, including my own, 15-20% faster list growth rate is the norm



**MICROACQUIRE**

JOIN THE MICROMAFIA

**Spread the word, snag some swag.**

Have friends who'd love our newsletter, too? Give them your unique referral link (below), or share through social media so they too, can start receiving the 🔥 hottest 🔥 startup listings ready to be MicroAcquired every day.  
*(psst—we'll send you exclusive swag in return)*

<https://sparklp.co/louisd778cd>



*PS: You have referred 0 friends so far*



**Create Customers -> Build  
Trust + Virality -> Sell**

# Develop the ultimate flywheel

- **Think of email marketing as more of a conversation-at-scale, and less as a series of one-to-many broadcasts**
- Create an arsenal of opt-in assets that are designed to transform, and put them everywhere
- Segment new visitors, and let them know why you're doing it
- Deliver bespoke welcome sequences that show new subscribers they're at the right place
- Consistently create customers with educational content and individually positioned pitches
- Compound your email list growth efforts by incentivising your list to share
- Over time, automate as much of this as possible (even your newsletter!) so you can focus your marketing ENTIRELY on getting your opt-in assets everywhere

# This Is Personal

Coming to a bookstore near you in ~year

[createandsell.co](https://createandsell.co)