



Email Promotion Success Insights with Chris Orzechowski



Chris Orzechowski of TheEmailCopyWriter.com knows how to write an email that converts. He shares what he knows in this very valuable episode.



Chris Orzechowski

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 835. Funny story about today's episode, which I'll get into in just a moment, but my guest today is Chris Orzechowski, all the way from New Jersey. Yo! How are you going?

Chris: Hey, James! Thanks so much for having me. Appreciate it.

James: Well, this was a funny event, because at some point, I helped someone out with a promotion. And we got really, really good conversions, and I commended the person on how good their email was. And the next thing you know, I get an email from someone else in the industry saying, Hey, buddy, you should know this email is very heavily modeled from a friend of mine.

And I was like, Oh, my God, this is unbelievable. And I felt terrible about it. I went back through the partner, and I said, Where'd you get this email from? And it turns out, it was pretty heavily modeled on one of your emails, Chris. It kind of makes sense, because you're themailcopywriter.com.

And if someone's going to send out a good email, it's probably logical for them to think, I'm just going to see who does email copywriting, and I'm going to follow them, and I'm going to be inspired by them. And so it was all quite innocent and perhaps a dash of naive from the person involved.

From my perspective, I learned a valuable lesson as well, because if someone provides me a copy for a promo these days, I rewrite it so much that it wouldn't come up in a plagiarism checker. That's my golden standard, having been involved in that as a third party; I was like, hugely embarrassed.

I've never cut and pasted anything in my life, and I'm constantly talking about how, in my own environment, there are many, many clones of my sales page, my website, my business model, my funnels, my emails, like it happens to me a lot. So I said to you, Chris, why don't you come on the podcast and tell me why this email converted so well, and give us some insights into email.

Just for reference, I still think [email is extremely important](#), one of the highest leverage things that we can do. I've had a renewed focus on slowly building a quality email database. I've always had a small database, and it's slowly growing, and we're just about to crack 10,000 subscribers, which when a lot of people hear how small my list is, considering the seven-figure revenue of my business, they often get surprised, because there's people swinging around there with 800,000 lists.

The elements of a standout email

But I think one factor is how the list is built. And then the second thing is what you actually do with it. And I want to dig into that. I want to lean on your expertise. But let's start off with why that email worked so well, that was sent out. What were the elements in there that the person who got inspired by it may not have been aware of but it just worked despite that?

Chris: Yeah, so first thing I'll say is, I was more honored than anything else. I was like, Wow, this is really a nice feather in the cap there. Because normally, I have a lot of people, you know, like you said, when you get past a certain size, it's like, people see what's working, they kind of model it.

I've seen hundreds of copywriters who are on my list, who follow me and the stuff that I do, and I go to their website sometimes just to check out what they got going on. It's like, Oh, the same verbatim, you know, stuff. Whatever, it's not a big deal. But yeah, that email in particular was all about paid advertising and getting all excited about scaling through paid ads.

The reason I think it converted so well was because it was a frustration from my own life in terms of spending money on ads, starting to scale, and then just seeing all the things that can go wrong, either through single-channel dependency, through getting accounts shut down or either going through the experience of having ads working, working, working, Facebook always gives that little hit, that little dopamine hit, and then as soon as you up your ad spend, at past a certain point, your CPA shoots through the roof and everything.

So I think the reason why it converted so well is because it's just a real problem. Like a lot of times, when people are trying to write copy, they're trying to say, What can I say that will resonate with my people?

And it's like, real problems that you're going through, real frustrations, real pain points, real things that like, make steam come out of your ears because you're so angry. Like, those are the pain points that if you focus on those in your emails, the people that you're selling to are going to resonate because they get it too.

It's not like some contrived hook. It's something that they're actually experiencing. So the closer you can get to that, like, yeah, it's about entering the conversation in their mind. But if you went through a problem that you know that they have, those often make the best emails.

James: Okay, so in this case, it worked because your story is the same story that my partner's problems and solutions all focused around. It would have been, seeing that email is like, Oh my god! This is exactly who I help. And then the people receiving it were like, This is exactly my problem. I actually can relate to that problem.

Negative versus positive situational content

I think anyone who's ever tried to advertise has had the same frustrations. So you were just talking about it. It does make me wonder, I had a really successful promotion recently, where I talked about a positive situation that happened to me. It was a true positive situation. In this case, I had someone send me an email trying to buy something of mine.

And they wanted to pay a big fee. And I'd quietly built up this asset that was now valuable to someone else. This was my goal from day one, was to create something that was so valuable, someone else would come along and buy it because they think, Wow! That's what I should have made.

So I shared that story, and then I had great success promoting the service or product, where it teaches people how to do exactly what I did. So the story, does it have to be a problem that you're solving? Or can it be a positive outcome that someone would also like to have?

Chris: I think it could be either or. And the way I look at it is like, people are going to put themselves in the shoes of the person in the story, whether it's about the hypothetical you, you know, who you're talking to, your hypothetical prospect, or if it's just a story you went through in your own life.

My wife and I recently bought a house, for instance. And so I'm emailing every single day, so I'm always just coming up with fresh new topics and testing things out. So I told the story about the whole debacle about trying to buy a house and, you know, we're putting in a bid and losing out because there's 23 other bids, and we're going 65k above asking and still losing.

It's so funny, because when you tell those stories, other people on my list who were going through the same thing, it resonated with them. Like, Oh my god! I know someone the same thing happened, or the same is happening with us right now. And like, it builds that resonance.

So I think any time you're just making that bond and that connection, it's okay to just focus on pain points and those kind of things. But when you can fuse that little bit of storytelling and that little bit of personality, I think for a lot of brands, whether you're selling coaching, consulting services, ecom, whatever it is, like, look at society. Look at where all the attention is in society.

It's on social media, it's on influencers; if you look at people's screentime reports, they'll spend six hours a day. And they're just watching other people live their life in real time through an Instagram story, through a TikTok, through whatever it is. I don't like doing all that stuff myself. I try to limit that as much as possible. But like, that's what people do. Like, they're obsessed with it, that like, voyeurism.

Drawing on life to fuel daily emails

James: So you send out emails every day?

Chris: Yeah, sometimes twice a day.

James: And are you mostly inspired by just what happens in your life, and then you just talk about it?

Chris: Yeah, for the most part. I mean, my whole view of email is like, people trying to climb the mountain, right? Like they're at point A, there's a few basecamps, they want to get to the summit, right? What I try to do with all my emails is move people up from basecamp to basecamp to basecamp.

I can't remember where I heard this analogy, originally, but you know, that's kind of the goal. It's almost like kind of Frank Kern's milestone method, like people are at peak A, they want to get to B, there's all these milestones that they have to hit, right? So every one of my emails focuses on somewhere like moving on to the next step in their journey.

So I'll write about stuff in my life. But what I've tried to do most of the time, and everyone has a bit of a different vibe and relationship and dynamic with their list, but with mine, what I try to do is say like, I'm a practitioner, I have my agency, we work with clients, we do some more consulting and coaching, we're starting to roll out those kind of things. But most of it's done-for-you services.

So as much as I can, I'm just trying to show my work, and just say, Here's the things we're doing, here's the things we're testing, here's something that worked, here's something we noticed, here's a frustration from the client we heard, and tell those kinds of stories. I don't do that with every email, like sometimes I'll tell like the slice of life stories just to kind of build up on that resonance.

But most of the time, it's just demonstration, demonstration, demonstration, demonstration. Because if you just show up and do that every day, people are going to say, when they're ready to make the buying decision, whether it is to invest in your services, or get coaching from you, or to buy your product, they're going to be like, Wow! That dude knows his stuff. Dude talks about it every single day. He can't shut up about it. It's story after story and case study after case study. I mean, everyone's a little bit different. But that's kind of the framing that I try to take.

How many emails a day is overkill?

James: It seems like there's definite people who are famous for sending out good quality emails all the time. So Chris is there, [Laura Belgray](#) is there, [Andre Chaperon](#). There are people who, like Ben Settle, send out daily emails. Some people get agitated by that too. You hear other people say, Oh my god! There's no way I could send an email every day. My customers will all unsubscribe. What would you say to that person?

Chris: I had a guy, I had a potential client who reached out one time, and he actually said this to me; he had a list of 36,000 people, he looked at me dead in the eye on the Zoom call and said, If I send an email to my list every single day, every single subscriber I have will leave. I said, Dude, I mean, I understand that's your fear, but I have never, after seeing under the hood of hundreds and hundreds of businesses, personally, I've never once seen that happen ever.

Like, yeah, you'll get unsubscribes. It's going to happen, but, you know, it's just not objectively true. I just have never seen it, never heard of it, you know, like, will you get some unsubscribes? Of course, but no matter what you do you're going to get unsubscribes. I always like to joke around and say like, You could have winning lottery ticket numbers, and naked pictures of their celebrity crush that you're going to send out, and they're going to say, These nudes weren't tasteful enough. I'll click Unsubscribe.



You know, like, there's always going to be some stupid reason. People - they're having a bad day, whatever it is. Like, you can't control that. So like, your email list is for you. For every brand owner. Yeah, it's about your people. It's about helping them up that journey. But at the end of the day, you built your business for yourself, you built your business to serve yourself.

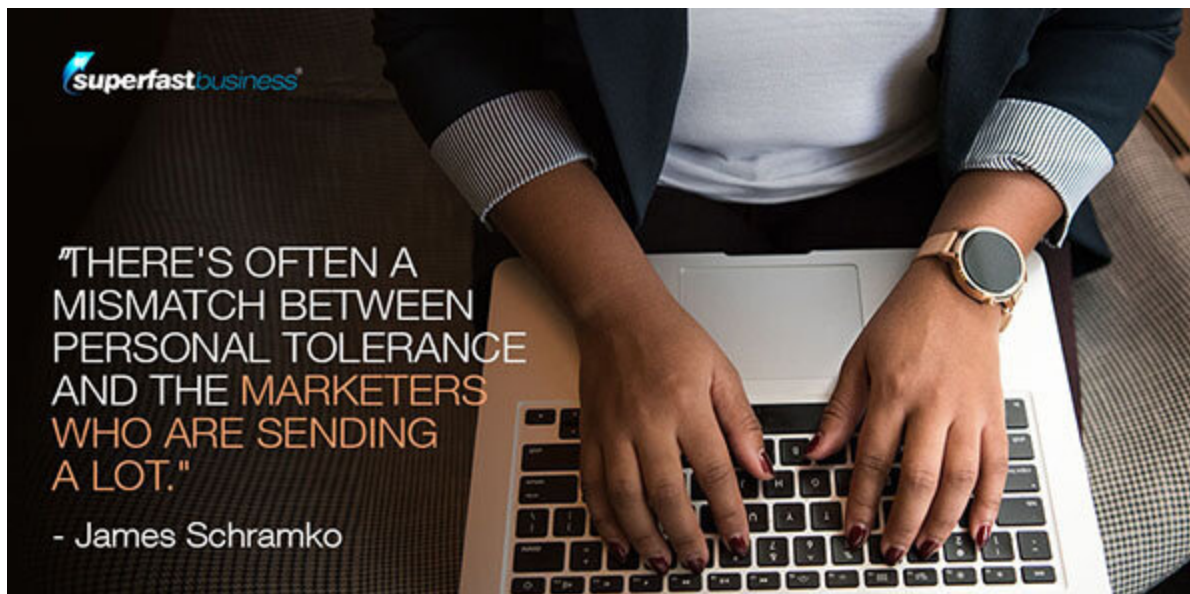
The reason you're sending the emails is for yourself, because if you can generate cash flow for your business, for your brand, you can grow it, you can grow your organization, you can provide yourself a better life. And that is what's going to give you the motivation to continue to grow.

So whenever people come to me with that objection, I always say, I understand that. But what's more important, like you achieving your dream, you achieving your vision, you building the organization and the brand that you know you could where you serve the most amount of people.

We have some clients that we have to help them get over this hump where it's like, okay, you're focused on this one person who sent this angry email who probably had a really bad day, maybe their boss yelled at him, or you don't know what's going on, right? Or something bad happened in their life, they stepped in poop on the way to work, whatever it is.

But you just made \$3,000 in that email. What about those customers? What about those people whose lives are now going to be changed, because they're getting your product in their hands, like, which one is more important to focus on? The disgruntled person who demonstrated, without a shadow of a doubt, they're not going to give you money, and they have no intention of giving you money, and so much so that they're leaving, or the people who you just sold and enrolled into your program, or are shipping your product out to them? Which one group of people are more important?

And that's kind of like, whenever I present it like that, people are always like, Oh, yeah, okay. I start to get it.



James: I think there's often a mismatch between personal tolerance and the marketers who are sending a lot. For example, there's one marketer I think of, he's relentless with his offers. It's just like a pitch fest on a launch, which he does a lot of. He might send five or six emails on the last day of the launch. And, you know, his stats will show that he makes more sales, but I would coin the word obnoxious for that.

For me, it crosses a line between where you have any respect or compassion for the person receiving those emails. It's just pure selfish greed, is the way I feel about it, which would prevent me from doing that for my own audience. Even when I do a promotion, if someone sends me five emails, or six emails, I'm only going to send two or three.

And they'll be very moderated. Because I'm keeping in mind, well, hang on, they're also getting two emails a week from me about new episodes of my podcast, which is my constant proof delivery mechanism and value add. And they're probably getting some sequences if they visited my site, whether it's a cart abandonment sequence, or if they've joined something, they're probably getting an onboarding sequence. So I have to be mindful.

Do you think there's a line that sometimes gets crossed? Or does an email marketer say, Well, there's no such thing as obnoxious? It's just the wrong people on the list?

Chris: That's a good question. And this is one of the great contradictions, and I actually don't know the answer. I do have thoughts on it. But I don't know what is the objective definitive truth, because I see examples on both sides of the spectrum. Like me personally, there's very, very, very rare times when I'll be like, Okay, I'm sending six emails.

Normally, I do a sale for my birthday. And it's like, Okay, one day a year, I'll send out six emails, because, you know, it's my birthday and whatever, like, people can forgive that, and I kind of make a joke of it. [Dean Jackson](#) always says, there's people who read by now and people who read by not now.

So I don't think there's anything wrong with having a frequency of once or twice, or honestly, sometimes, even, depending on the segments, people aren't even three times a day if they are in an autoresponder, and then they get a daily, or whatever the situation is, like, it all depends.

Like A, is it good content? Is it helping them? Because if so, like, who's going to say no to more help, you know what I mean? Like, if it's just a pitch, pitch, pitch, Hey, buy this thing, buy this thing, buy this thing.

James: That's exactly what I'm talking about, a buy this thing email in your face so often that it's offensive to me.



Chris: Yeah, well, that's the thing. The cool thing about email is like, your email marketing system is a filter for your list. And eventually, the people stick around like, you do that long enough, and the people you're going to be left with are going to be the headache problem buyers who just float from product to product who only respond to the hard pitches.

So like, you kind of get what you deserve after a while, right? That's the cool thing about email, like, it is that filter, like, people who resonate with your stuff and who like your stuff are going to stick around, and there's definitely characteristics like demographic, psychographic characteristics that just emerge like common trends and patterns.

And if you've been doing it for long enough, you start to see just the same things that people say and the same things that people liked from you, and just the same kinds of people that you're attracting, right? But yeah, the hard pitches like that, you know, I don't know. I guess if it works for you, then great.

I'm on some lists, like, there's companies like J.Crew and Lululemon and some other clothing brands, Brooks Brothers, they'll email you six times in the day. And part of me is like, Man, I can't believe they're doing that. But the other part of me is like, Well, okay, it's a billion dollar brand, Lululemon, right? It's like, maybe, you know, I guess you don't get to that size unless you are willing to just crank the dial up.

So again, not everyone wants to build that billion dollar company, right? So it's hard, definitely, but I think for the kind of people that we work with, and for most people, 99.9 percent of people listening to this, you'll establish that rhythm where you feel good about it. And also too, like, a lot of people like, Oh my god! You email every day.

I had a client one time audibly gasp when I suggested that he go from emailing one time a month to one time a week. And he said, That's so much. Everyone's going to leave. I was like, Dude, you show Facebook ads to people every single day. You retarget them around the internet. You pixel them on the Google and then on to Instagram. Which one's more obnoxious? Showing up in their inbox with some helpful content?

James: That's stalking them absolutely everywhere. All the time.

Chris: Yeah. And then their spouse starts getting the retargeting ads, too, because they mentioned it, you know, I mean, like, it never ends. So like, how can one of those things be obnoxious and the other one isn't? So it's just these little reframes. And again, like, if your advertising and marketing is helpful, it's like what Howard Gossett says, right, like people don't read ads, they read what interests them. Sometimes it's an ad.

So if your stuff is interesting, and informative and helpful for people, yeah, throw a pitch in there. Absolutely. Do what you got to do to get paid. But you're at least providing some value in that attentional transaction.

James: Do you like Lululemon gear?

Chris: I do. You know the joggers? They're nice. They're very high quality. They're very comfortable.

James: This is a Lululemon shirt. I've been told on social media not to mention that as a guy, I like Lululemon stuff; apparently, it's just for chicks. But Betty Rocker put me on to it. They have amazing T-shirts, undies, shorts, pants, socks, caps, really good stuff. I like their stuff. I think they should sponsor this podcast, because I'm pretty much clothed in Lululemon most of the time, unless it's a surf T-shirt or something.

Chris: They're just well made, you know, like I've had other companies, but like the joggers, you know, they got good joggers, their exercise shorts are good. Yeah, I haven't checked any T-shirts. But that might be my next purchase.

James: Well, I've got a five-year T-shirt that fits really well. It's very comfortable. The only thing is, it's a little hard once you take the label off to know which way is the front or the back. But they have this little insignia on the left hand side that you can always still check.

So the people who I like for marketing, for email marketing in the clothing industry, is Vollebak. They do the best email campaigns. They just sell out stuff. I mean, that's like next-level clothing. It takes them a year to make some of their stuff out of space age material. They're using graphene, and they have glow-in-the-dark things, and T-shirts you can compost when you're finished with them and stuff, like really progressive.

But their email campaigns are the perfect balance of launch. They basically sell out instantly every time they send an email, and then most of their email is apologies. It's like the good old server crash but reborn in a limited supply situation.

Best practices for email segmentation

So I've got another question. This is a problem I see. Just while we're still on the topic of obnoxious, I've found in our industry (and when I say our industry, I'm talking more sort of the online marketing world), a lot of companies don't separate transactional emails from promotional emails. So if I buy someone's information product, I'm now going to cop all their next wave of launches. I can't just get product information about an upgrade to the product I bought.

So for example, in my business, we put people on a different segmented list. And if, you know, in the unfortunate and-cry-myself-to-sleep scenario that they want to unsubscribe, when they go to unsubscribe, they'll see several different campaigns, and they can choose. They can still stay a member but not receive a promotional campaign email. We clearly label what they're actually receiving.

I actually saw Mindvalley doing that. So they were good on that. But that is one of my beefs, that people are sticking everyone into one bucket and hammering them all with the same hammer. Do you have suggestions on segmentation or best practice that you would talk to a client about?

Chris: Yeah, I think, you know, it's difficult because depending on the traffic source you're using, where people get to, like, where they start the journey, right, because I've wondered this too with my own list. Like if you run a Facebook ad to a book funnel, and someone buys that book, I mean, you want to escalate them up the relationship, right?

So what I always like to do with all these emails is, if you don't have a good software, like if you have like an Infusionsoft, or an [Active Campaign](#), or one of those really robust software, or Klaviyo if you're ecommerce...

James: Or [Ontraport](#).

Chris: Ontraport, yeah, that's the other one, right? Like, you have these capabilities to have that kind of like segmented opt-out, for lack of a better term, whatever it's called. And I recommend that because it gives people the opportunity to choose their own adventure or how they want to interact with your brand, right?

Then again, that's why you have a seven-figure business with a list that's not even 10,000 people, you know what I mean? Like, my list is about 4,500, and I'm not at the seven-figure mark yet.

James: You will be, Chris. You got the book, haven't you? You got the book.

Chris: I do. Yeah. And we'll talk about that in a second, man, because I read that book so many times, it's like burned in my brain. But that's the thing, like my list, you know, we're going to approach that by the end of this year, that seven-figure mark with a list of less than 5,000 people, because of the list health and the hygiene.

So everyone wants the big list. Everyone wants, I have 100,000 subscribers, I have 600,000. Like, that's great. But like, what percentage of that list is buyers? What percentage of those people are engaged? What percentage of those people will actually want to be here and aren't just kind of being held hostage, right?

So I think it's a good best practice. What I do is I have one account, I use Kajabi, and I send all the transactional emails from there. And then I send the marketing emails from ConvertKit. That's my current tech stack. I don't know if it'll stay that forever, but that's what we're using. It seems to work pretty well, because there's that clear delineation in terms of style and understanding of what you're getting and why you're getting it.

How do you actually get people onto your list?

James: Yeah, that makes sense. And I also want to reiterate, something you just sort of pointed out, and it's important, is how they got into the email database in the first place. That's a big factor. If you want to chase vanity metrics, yeah, you can do a launch for somebody, or you can get all your buddies to promote you, or you could run a campaign giving away something that everyone wants, like an iPad, but has no relationship with the problem you solve. Unless you're Apple, that's probably not a good opt-in strategy, right?

So I'd love you to talk about what you recommend, in terms of the age old problem, like, I don't have a database. So there'll be people listening to this who've got 50 subscribers if that, or maybe they're still tooling around Gmail, you know, they don't even have a professional autoresponder system.

They're about to go and get one at our suggestion. And they're going to put an opt-in form on their page or start a trial of [10XPRO](#) or whatever they do, what are they going to be using to build their email list, because you got to get them on the email list in the first place?

Chris: So I got a little magic trick for you, right? I've done this and added hundreds of subscribers in a single afternoon, just by doing this one thing, it's like four sentences long. Even if you don't have a list, and this is how I started my list, and this is how I grew it from those initial stages of like 273 people to 550 people, and then so on and so forth, until I had the critical mass and the momentum and the word of mouth, and yada, yada, yada, right?

But what you do is you just make a post on Facebook. And I remember the first time I did this, the title was like, The Seven Laws of Email Copywriting. And that was like one of my first lead magnets. And it wasn't great, whatever. And it's not the one I use today, but it didn't matter. I said, that was the title.

And then I said, Hey, I'm putting together this thing. It's called this report or this guide. It's called The Seven Laws of Email Copywriting, we'll be documenting all the things that I do whenever I write email sequence. If you're interested, comment below, write email on the post. Play around with the wording, make it sound like you or whatever. Or even use that verbatim, I don't care, as long as you use your own lead magnet, but people will comment.

What'll happen is it creates this avalanche, this snowball effect of like, the social proof as people start to comment on it, who are in your, kind of like, organic warm audience I call it, either on Facebook or Twitter. It doesn't really matter what social platform, it's wherever you're following is, people start to comment, and then other people start to comment because they're seeing people comment.

They're making a decision, do I want this thing? Oh, wow, 64 comments on this, yeah, I better grab this too. And then what you do is you just message every single of those people and say, Hey, thanks so much. I want to send you my thing, give me your email address. I'll add you to my list.

And you know, I like to put, Hey, if you're interested in this, I will add you to my list and send you this thing when it's ready. I put that in the post so they know that going in, and then I just private message every one of them. It takes a little bit of time. It might take you a couple hours to do all this. But that's how I went from 55 subscribers to 110. And then from 110 to like 300, and then from there.

And it's a little bit of that sweat equity, but in the beginning, it's like, that's what gets you the momentum. And if you do that and get to 300, 500, 800, 1000, whatever it is, then you can start making money by serving people and by having that leverage, that [EHR](#), 10X EHR leverage that you get from having an email list instead of having to manually attract and acquire leads and convert them into customers.

James: Yeah, that's a great strategy. I saw a client of mine, Stephanie Parisi, do a similar thing on an Instagram story. She took a screenshot of a checklist that's inside her product and said, Hey, have you got this? And she did a poll, yes or no. The yeses, she was like, you know, can send them a high five, and the nos she's like, Well, this is inside my program, would you like the details? So it's a conversational route.

Those sort of people who are joining the list after an activity like that, they've already been following you. They're interested in what you've got to say. So you're just moving them from one medium to another. I call this a list guarantee. We want people to subscribe on Apple, we want them to subscribe on YouTube, we want them on your Facebook page, so that you can reach them in ways that aren't obnoxious, I suppose.

Maintaining the quality of your email list

The other thing is we assume that our client is seeing absolutely everything we produce on every platform. And so we think we're doing too much. The reality is, like even if you had a really hot open rate, I don't know what the industry standards are these days, but I'm going to suggest maybe most people aren't getting more than 25 or 30 percent open rates on a house list of just generic emails.

And that means two thirds of the people on their email list are not seeing the emails that you're sending, automatically, right? I know, when people buy products, I'm getting open rates like 65 to 85 percent, or even the first email after someone purchases is in the 90s. But I would say some of those really big lists are not very powerful. They're watered down, they're not getting the opens, they're not getting the traction.

What about other strategies like whitelisting, for example? I was told a good technique is to ask people to reply back to you on one of the early emails so that you can automatically float them into the correct part of their inbox next time you send an email, because they've proven they're interacting with you. But also, it's a really good point to get feedback or data or to start that relationship on a deeper level. Do you like that technique?

Chris: I do, yeah. I use that myself. I've been using that for years. And as my list has grown, my list health has kind of stayed in terms of like opens, clicks, engagement in general, like it's kind of stayed linear. You know what I mean? Like sometimes, as the numbers get inflated, if you have 800 people opening and your list size doubles, but it's low quality, then you still have the 800 people, but now the open rates are cut in half. Like, I haven't seen that.

I think part of it is because I do that in that very first email, this welcome email that gets that 70, 80, 90-percent open rate, that's the one email that's going to get more opens than any other email you ever send throughout your entire relationship. So like, if you make that one good, I always say, Hey, can you just reply back and say yes, if you got this? Not everyone does, and that's fine.

But the people who are eager, the people who are "hot leads", right, the people who are like, really interested in your stuff, and they just got done bingeing four hours of your podcast, or they read 10 articles on your blog, whatever, they're going to be like, Oh, my god, yeah, I can engage in dialogue.

And sometimes, like, I'm a big fan of yours, I'm a big fan of [Dean Jackson](#), like, you know, that simple approach of just using those [nine-word emails](#) and those kinds of things, that's a great [conversational conversion](#). Like, Dean talks about, to begin those conversations you'll say, Oh, what kind of business are you in? And blah, blah, blah, blah... And I've gotten people to reach out and say, Yeah, you know, I'm trying to become a copywriter, or I got my e-commerce business, and I'm not sure what the hell I'm doing with my email.

So it's like, Okay, then we could start prescribing solutions, say, Oh, check out my blog, check out my podcast. Oh, actually I got this program for you. Whatever it might be. And it just helps. And those people, what I found, and this isn't like scientific, I don't have like a chart or spreadsheet, but those people will continue to interact over the life cycle.

James: Just make it up. All you need to do is say, Science says, or something like that.

Chris: Yeah, I mean, it's a large percentage, but like those people reply back, and you can engage in future conversations with them, and they become your best customers oftentimes.

James: I'm a huge fan of Dean's, too. If he was here, he'd say, Make sure you add one step in between the prescription, and that's like a further extraction. Like if someone says, I really suck at my emails, and I don't know what I should do, you can reply back and say, Well, what have you already tried? Or can you send me a sample of the last email you sent? And then you can deliver real value in advance.

So giving them a solution before they actually pay any money, I think, is his main technique there. And it also separates you from the masses. I mean, one of the things I hate the most from what people do with emails is they send them from a no-reply email address. That's like, basically an FU.

They spend all this money getting a customer, and then they do anti marketing by saying, Listen, you're really not important enough that we could be bothered to read a reply if you by chance send one. That's insanity.

Chris: I know. And like, some companies, it depends, like, I've worked with some enterprise brands who, they aren't set up to handle the amount of replies that they would get. And I'm just like, Man, can we hire someone? We just hire one person, and that's just their job, because there's money in those replies, you know, and it's people who are like, if they're going to hit reply on an email and reach out and spill the guts about the problem that they have, that's a person who wants that change.

They want that transformation, they want that solution. And it's a win-win, because you're getting paid, they're getting helped, right? Like, everyone wins in that transaction. So that's a big place where stuff falls through the cracks. And like a lot of our ecommerce clients, what we do, like with the abandoned cart sequences that we do, we encourage people to reply back, because whether it is an issue with your order, whether you have a question about whatever the product is, like it's not like a store where you can go and physically pick up the product and manipulate it and look at the bottom and look at the side. Like, you don't know, and you're just buying something from a picture on the screen. So there's money in all those conversations.

Giving the behind-the-scenes look

James: So Chris, what's your thing? Like what are you known for or would sort of be your 80:20 thing that you plug into a client or that you teach in your programs that you must deliver on this podcast for someone who's listening half an hour into this show? Already some really fascinating angles and interesting discussion, but what do you think is the go-to Chris theme that needs to get out there?



superfastbusiness®

"Take people behind the scenes of HQ of what's going on in your business."

- Chris Orzechowski

Chris: I got to come up with a cool name for this. I'm still workshopping it, but it's kind of like, show people what's going on at the factory floor. You know what I mean? It's like, take people behind the scenes of HQ of what's going on in your business. We use this strategy all the time.

And you know, most of the clients that we work with are in the ecommerce space, so the selling of physical goods, but I do this with my own list, like, five out of my seven emails every week are usually me just showing you what's going on on the factory floor. The factory floor is us in the writing room, us in the Google document. It's not apples to apples, but for e-commerce, it's like, Hey, what's happening, like, you know, Oh, you guys make fire pits. Like, tell us about the new one you're designing, tell us about the craftsmanship.

People love buying from masters. You know, there's those shows like Chef's Table. And like, you might never cook as good as any of those people, not even close to it, right? But Jiro Dreams of Sushi people appreciate watching master craftsman at work and just seeing how they do what they do and the magic that they create. And those are usually the highest value buyers, the people that are kind of enamored by the process.

So if there's one thing that you do, like a lot of people, they just try to create emails, and I'm like, don't create emails, just document what you're doing. Talk about the work that you're doing, talk about the pursuit of excellence that you're on, because no one's doing this business to suck at it, whatever you're doing. Like, you're not producing skincare products to be the worst skincare company, right? You're trying to be the best, right?

James: But are companies trying to be the best? I'm thinking of a big barbecue chain in Australia. And what they do is they clone a very good brand, like I like the Weber brand for example. I went to buy a Weber but they no longer sell Weber. They now import stuff from China, and they give it a European name, and stick that on the front.

So it's just a veneer on chipboard, really. And they couldn't really be proud of that. They're not really trying to be the best, they're just trying to gouge the market, you know, off the back of the good product supplier.

Chris: Yeah. Well, I think the people listening to this podcast, though, are in our camp.

James: Definitely. The people listening to this, you know, they actually have heart. I know my audience are good people. I think the word is anecdotally, right, where I get great feedback from past guests. So I get feedback. People actually respond to my emails and tell me that they liked this particular episode, or they got a point.

Even my girl who edits this podcast often sends me a little highlight she got, some value from one thing said in the podcast that we'll put back into our own team. You know, I did an [episode with Layne Beachley](#) who's a world champion surfer, and my podcast editor was really inspired by some of the things she said. So we do have good people listening to this show.

Yeah, so I guess what you're saying is, it's like Tim Ferris's open the kimono. It's like Gary Vee says, you know, document the journey even if you don't have anything significant yet. On the positive side, when you start out, no one's reading it or listening to it anyway, in the general scheme of things. You're not exposing yourself to the whole world.

You've got your mom and the two other people who joined your email list to start with in the beginning. But my mom still comments. She still listens to every podcast episode. So a big shout out to my mom. Thanks for having me. And she often sends me a feedback on what things she thought was good in the episodes. So you're definitely on trial, Chris.

Chris: Oh boy, I hope I impress her.

James: She'll be impressed. You know, she'll like that you have a good heart and that you see the good in the marketers who are all trying to be the best.

So you're saying, share your journey. Someone like Dean Jackson would come up with a really cool name for that process, I'm sure, if you ask him.

It's all about the narrative story

Chris: Yeah, I mean, that's just what people watch, what people pay attention to, you know what I mean? Like, even the news, not like I watch the news, not that I ever would recommend anyone watch, but it's all just story, story, narrative story. You know what I mean? Like, the TV shows that people watch, like, there's not a lot of people watching.

Even the shows that are meant to tell you facts, like David Attenborough, Planet Earth, whatever it is, it's a story, it's a narrative that they craft. We love that stuff.

James: I agree with that. In fact, two points on that. One is when I went to a conference in the United States once and they were talking about getting yourself on TV. Like, that's not something you'd consider in Australia, because most of the population are in massive cities, and everything's very expensive.

But if you're just in a regular town, and in the USA, which has pretty small populations, it's easy to get on TV. They said, Take a fully produced show to them, just like, write the narrative, give them everything they need to just stick you in front of the camera and just turn it on, where you've got the whole story for them. You're just giving them a story.

Because there's journalists and people in studios who, they've just been told by their boss, You bring me a story or you're out on your ass. And you just turn up, and go, I've got this fully ready to go story.

And the other thing I noticed - I'm currently on holidays, which is something I do a lot; I'm a few hours up the north coast of New South Wales on a surfing trip with the family. And I happened to switch on a news show last night while I was cooking dinner, because it's all in the same kitchen. And they basically had this full narrative story of a family who was separated by quarantine and undergoing cancer treatment, and they couldn't see each other.

Then they flicked to the presenter. And he says, By now, you're probably wondering what happened, you know, and then they go back to the story. It's like, it's fully staged and choreographed, this whole thing. It was such a weak story, but they turned it into this pantomime, you know, it's this whole thing.

And then when they closed it, this was something fascinating to me. The presenter - because at the moment, there's a big backlash about vaccinations, right, around travel passes, and people are wanting to be individual and independent, which I understand - and she said, Remember to get your vaccination. It's really important, isn't it?

Just like, Oh, my god, this is like, totally programmed media. She's been fed this on the teleprompter. It's all baked in. So we're seeing these cues, these hypnosis cues, all this stuff is getting baked into our media. Story put into email is probably the most powerful weapon you've got, right?

Chris: Yeah. And that's the thing, like it could be used for good, it can be used for evil, because it all depends on what the end goal is, right? Like, what are you trying to convince people of doing? And that's the good thing about email is like, you're not forcing your way into their home by scaring the crap out of them, like the news does every single day.

It's like, these people sign up to be here, they're coming to you because you can solve their problem. And, you know, maybe you sell fitness equipment, whatever it is, right? Like, if something's going to improve their life, when they get the product in their hand, it's not going to well, achieve whatever your goals are as the media manipulative person, right? Like, it's a very different thing.

But it's just a universal truth about how our brains work. Like, people don't even watch movies anymore. You know what I mean? Like, they watch these long, episodic series. And [Andre Chaperon](#), that dude can like see in the future, right? Obviously, I mean, his stock has just got up and up and up, you know, ever since the soap opera sequence came out, he was very early on that, understanding that.

And it's so true, you know, with my email and what we try to do with our clients is like, it doesn't matter what you sell, it doesn't matter if you sell bone broth, it doesn't matter. Like, there always has to be something going on. Like, what's the story? What's the narrative, what's happening in HQ? What are you guys doing? What are you guys working on? What's your mission? It's sharing all these things that makes people feel like they're part of something.

James: Right. So, behind the scenes. People seem to crave it, too. That's why shows like Big Brother became so popular. We want to eavesdrop. We want to rubberneck if there's something going on. And news, of course, if it bleeds, it leads. They just keep leaning on the easy.

Do you use a story framework when you're sitting down to craft an email? Do you already have it mapped out in your head, and then you articulate it according to a framework?

Because I found in my case, when I wanted to go from more cyborg, matter of fact, direct to being a little more EQ and drawing things out and making things more entertaining for my audience, because the feedback from people is that's what they prefer, and it was initially not my default position, I found using a little bit of story framework helped me craft emails, or even map out podcast episodes.

You know, I'll put in where people are at at the beginning, and then create the drama and tension, and then I have a call to action that's refused. And then finally, they have to do it, and then they have no turning back. And then they go through trials and tribulations and everything that can go wrong must go wrong. And then finally, they resolve it, the tension's fixed, and then they get to share their lesson for the audience, and then it starts the new loop.

So even just being aware of a framework could be good. But do you use that? Or are you just now automatically able to just stream it?

Chris: So there's a few, I definitely lean a little bit. It depends on the story too, because I've done this every now and again, I'll just tell a funny story that happened in my life. And then I'll be like, What's the point of all this? There is no point. I just thought it was funny as hell. By the way, if you need help with emails, this is where to go, and I'll do my pitch. And people always get a rise out of those ones.

But what I like to do, I used to be a school teacher before I got in the world of copywriting, like years ago, and I used to teach special education, elementary school, language arts. And you know, I've had kids who couldn't write a full sentence. And my job was to get them to write a page or two story. And so it was very hard.

A framework to simplify storytelling

That's when I learned about frameworks, and how I take someone through, like, don't look at the blank page. Here's the sections that we need to fill in, right, sentence starters, all those kind of things. So there was this framework that I discovered back when I was a teacher, and it was somebody, wanted, but, so, then.

Like, as long as you nail those five parts, that is definitely a more compact simplified version of the hero's journey. But it's something so simple that a third grader can wrap their head around, right? And a lot of people are not writing at collegiate level. And nor do I think you should, because I don't think you ought to be adding big words, like you want to keep things simple, you want them to be easily digestible.

So somebody, wanted, but, so, then. So somebody, they wanted something, but there was this obstacle in the way. So then they did this, and then this happened, right? So like, that's chopping a couple steps off the hero's journey, right?

James: That's perfect. I think that is the gold in this episode. Can you just repeat the formula?

Chris: Yeah. It's somebody, wanted, but, so, then.

James: Perfect. We'll make sure we put that in the show notes on this episode 835 at SuperFastBusiness.com. I'm talking to Chris Orzechowski.

Chris: There it is.

James: It's hard to spell, hard to pronounce. But once you know it, there's only one, right? Chris "behind the scenes" Orzechowski. We'll make sure we give you full credit for that, too, Chris. Thank you so much for writing the email that inspired the email that worked well for us in a promotion. And thank you for coming in and discussing some of the subtleties with email.

Why you should email your list at least weekly

I've got one more point that I think's important, and this is hopefully inspirational. If you're currently sitting on an email list and not emailing people, there is an email delivery expert that I spoke to, he's also called Chris. And he said, if you don't send your email list an email at least once a week, then you will get throttled by the email delivery providers, like your deliverability will start to suffer because they won't take the risk on sending stale emails through their good quality supply.

By after a week, some people will have even forgotten who you are or why they even got on the email list. I still get that from time to time. And in this fast-paced, high-attention world, how often would you say is the absolute longest you would want to leave your audience without sending them an email?

Chris: I would say one week is the absolute longest. I definitely agree with that. And also too, like one last thing I'll say is, to kind of piggyback on what you're saying, we do live in this hyper, like, time just moves so fast, like you don't remember what you had for lunch two days ago, probably, right?

Whereas, because there's so much media, we're always surrounded by it. And there's the Twitter feeds, and there's the scrolling, and there's, this happened, this happened, this happened, this happened. Look here, look there, right? So like, there's been days when I'll get an email in the morning and at night, I'll be like, Wait, that was today? I thought that was yesterday. Our sense of time is so warped that any longer than a week and people are really going to start to forget.

James: It was a burger. And I can mostly remember because in this town I'm staying at, there is literally only two places you can eat at during the day. It's a very small town, and it speaks volume to having limited choices. It increases your chances of taking one of them and remembering it.

Chris: So you're in a unique situation. But when you're back home, maybe it'll be a little bit different.

James: Well also, I spend the bulk of my time thinking about or creating food these days. It's one of my passions, because I'm not working anywhere near as much as most people, and I literally take four days a week where I don't do calls. So surfing, eating, and sleeping are high priorities for me these days.

Chris, this is good. I feel like we're on the start of something that could continue. I hope you'll come back to another episode if we get some good feedback or some questions on this episode. What would you like to know about email copywriting? Chris Orzechowski is the man. He's got some good stuff.

I can see it's getting dark there where you are. So I'm going to let you go in and wrap up. This is Episode 835 at SuperFastBusiness.com. Plug your website Chris, where can we go and learn from the master?

Chris: Yeah, it's theemailcopywriter.com.

James: Says it all. Thanks, Chris.

Chris: Thanks so much, James. Appreciate it.

James: See yah.

Chris: See you later.



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