How to Write a $30K Email - The Get Clients Series

Will Wang shares a massively successful campaign by his online marketing company. Just one email brought in $30K worth of revenue for their client.

Will Wang

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 828. We do fully transcribe these. I'm speaking to my special guest and part of an ongoing series called The Get Clients series. It's Will Wang from growthlabz.com. Welcome back.

Will: Thanks for having me back, James.

James: I can't help but notice, Will, your set has changed since the last time we spoke. You have some colorful lights and a surfboard, very much echoing the tones around this office. I wonder what's going on there.

Will: Yeah, I wonder who I get inspiration from. I felt we're doing a lot of these episodes, it's really good fun. And since we've gone to video, I thought, well, it's probably time to kind of spice up what I've got in the background. It was really funny, this is kind of aside, but I was looking back on one of the first episodes we've ever done, and my background was completely different.

I had this shonky little bookshelf that kind of used to rattle and stuff. And now it's like a professional, semiprofessional setup. So bit of copycatting going on.

James: That's all right. Well, you know, I can change the color on mine If we want. So I can dial in a different color, maybe we'll go with a sort of a pinky red, just to give us some variation on the set. These days, I'm thinking I'm going to ask my podcast guests what color they want the set to be.

That much from one email?

So let's talk about this $30,000 email campaign you ran for a client. You certainly caught my attention with that. When we think of things to talk about, we want practical insights, so useful for people listening to this podcast. And you're constantly making it into the top 10, which is something, because we do around 100 podcasts a year, and that's because what we talk about on these episodes with you is something we can put straight into our business.

So you told me that you generated $30,000 from a single email. Normally, outside the online world, we'd hear shock and awe, like, Oh my god, are you kidding? Like that's someone's annual wage or half a wage. In Australia, I think the average wage each year is 65,000 Australian dollars, it's about 50,000 US dollars a year. You know, that's big numbers for a man on the street or a lady on the street, of any color, age or whatever.

So when we think about these numbers in the online world, that's not an unusual situation. However, there'll be people listening to this who have yet to generate $30,000 from an email. So that's why I want to cover this. It's what I would call an unremarkable case study, not to take anything away from the achievement. But it's not like you generated $30 million from one email. So we're not talking about pie in the sky stuff that is unrelatable.

We're talking about a relatable situation that we could actually install and implement. And you're going to base this, I think there's a seed of this, off the nine-word email, which is going to be a great conversation for us, but with an adaptation. So why don't you tell us a little bit about the backdrop to this scenario that's happened for you that you've generated for a client, and then we'll just sort of break it down into a step-by-step process for someone listening to this episode.

A bit of context to illuminate things

Will: Absolutely. So this email, and you're right in saying that it's got the backdrop of the nine-word email, and we'll go into the psychology of that in a bit too, but I think the best way to do this is look at who my client is and the services they provide, because that's going to give you some really good context into why we're talking about these numbers.

Again, coming back to the numbers element of it, some people listening might say, Well, 30,000 is a lot. Personally, when you look at other businesses that we work with, 30,000 doesn't even begin to pay the bills. So it's all kind of relative in terms of what it is. But this client of mine, they're a branding agency, let's just say. So they're an SEO/branding agency. They do work with some fairly midsize businesses, helping them to get better rankings on Google, helping them to get their brand awareness out there and just helping them grow leads in general.

So kind of a similar space to where I'm in, except we don't really do any of the SEO stuff. This company came to me to get work or to get some help with the lead generation for the SEO services. Their package size kind of differs in ranges. It typically starts from about $3,000 a month and it goes all the way up to $50,000 or $100,000 a month depending on what the clients need.

So again, that gives you a little bit of context into exactly what we're trying to sell and why we can actually get these numbers for it.

The sale and the process that led to it

Now, I'll talk a little bit about the actual sale itself, and we can kind of look backwards to look at the process of getting to that sale. So the sale that we're talking about in general was $30,000 banked into their bank account within essentially three weeks of starting to work with us.

Now, this email is probably one of my favorite strategies to use when new clients come on board. And what happened with this client was it went back to one of their leads, the leads read the email, responded, had the conversation, and brought them on for the lowest fee package. So it was a $3,000 month package. And because of the time of the year it was, they just wanted to pay them the full amount and book them into 12 months so they could go back to their managers and get more budget for next year. So that's the kind of context.

James: Okay, so hang on a sec. So what you're saying is, this is an email that generated one sale.

Will: Uh-hmm.

James: That's great, isn't it? I think this is a really important point, I say this as a positive, because sometimes we get caught up in big numbers. We know these internet marketers have lists of 800,000 people and they're sending out a lot of emails and they have low ticket. What we're talking about here is a high-ticket product, and where one sale can be made through a specific strategic campaign.

And when you say us, you're talking about growthlabz.com, right? Your business as an agency, helping them as a marketing specialist. Okay, we're on the same page. This is exciting. I'm relating this too, you know? Like, when I run an annual event, I open it up to my members first. I send one email, and we usually sell 100 tickets at close to $1,000 each. So that's $100,000 email banked in 24 hours.

If you're listening to this podcast, and these numbers sound outrageous, they are not. In the online world, you can generate between one and 100 or 1000 sales. I've got another client this week, we're on our group call in SilverCircle, and he actually started up a $10 challenge, and he made 250 sales of it in the first few hours, and he hasn't even gone to the email yet. He just put it on his Facebook page. So that's $2,500.

But when he sends the email to his database of thousands of people, that is going to turn into tens of thousands of dollars, and that's the front end. And then the back end is going to be following up with more product or service, because people who purchase something at the front are very likely to purchase something in the back.

Now, in the case you've just described, this is a really important point, they've purchased the same thing on a high frequency, essentially a monthly program on a frequency of 12. Is that right?

What pipeline means for customer value

Will: Yeah, exactly, exactly. I should quantify this by saying as well, that I'm only talking about bank revenue, because we can come back and talk about pipeline. The pipeline that they built was actually massive, and it was way bigger than $30,000. But I thought it was really cool.

James: Let's talk about pipeline. What is the definition of pipeline for you?

Will: Sure. So pipeline, as we looked at it with this client of ours, was how many conversations did this email bring back that will result in potential future work? So as we measured it, yes, we got $30,000 in book revenue in a single month. But going forward over the next three months, we actually measured the pipeline to be somewhere around $150,000 to $200,000. So that was additional revenue, which hadn't been paid to them yet. But we expected that to be paid in the next three months.

James: And that will be measured in appointments booked, proposals issued, people specifying when their timeline or budget is, and then factoring in typical closing percentage of how many could land across the line and what sort of products or services they might buy. And that's probably still measuring the front end, perhaps. Maybe the lifetime customer value will be quite high.

For example, this $30,000 purchase, if that client stays on board, and here's a metric that's worth keeping in mind, if you have an annual client, then there's a good chance you'll have about a 50 percent renewal rate at the end of the year to the following year. And that's a number that works really well, it holds true for most memberships I'm working with. And it probably holds true for a lot of services.

So half your annual clients will renew next year. So that $30,000 client is probably worth $45,000 by the end of year two. And it's probably worth $51,000 by the end of year three, roughly, if they're an average sort of client. So keep that in mind that the value from this email could actually end up being half a million dollars when we take into account what can come from it.

And it's really interesting, it ties in with something I was reading today about stoic mindset. And that is when you make a mistake, or you drop the ball on something, there'll be a compound effect, as there should be, ongoing from dropping that ball. You can't just pick the ball straight up and make up for it. So this is like a positive compound effect that you're doing with these emails.

So let's go into the next layer of this, Will.

Will: Yep, Yeah, I just have one quick point on the numbers as well, because the number that you said was really good in terms of the renewals. But it's been a couple of months. I didn't want to talk about this, just as it happened, so we can have some numbers to kind of refer back to. That client now has actually upgraded their package, so that we're going from spending $3,000 a month, and now they're spending $8,000 a month. So that value has significantly increased.

James: So how much per month?

Will: $8,000 a month.

James: Nice.

"There's a lot of potential if you keep nurturing leads and keep warming them up."

- WILL WANG

Will: So almost triple of what they committed to. And the pipeline has worked out really, really well, too, in terms of what's following through. So I wanted to talk about the front end piece, but just know that there's a lot of potential if you keep nurturing leads and keep warming them up. And if you do a good job, well, your customers are going to keep coming back over and over again and buy more from you.

So what exactly was in this email?

James: So you got this from a single email, probably someone's going to ask, What was the email, Will? Tell us about the email.

Will: Sure. So the email was based on Dean Jackon's very famous, and probably overused at this point, the nine-word email, where we send our leads, for example, an email saying, Hey, are you still interested in X, Y, or Z, which is the service we provide or the benefit that our service has?

James: Or the outcome.

Will: Yeah, the outcome, exactly, exactly. So it was based on the nine-word email. But the services we were selling, we needed to be a little bit more nuanced about it. And a little bit more sophisticated about this. Because typically, I find that a straight up nine-word email is good for maybe lower-ticket items, or maybe with a B2C play. But this was a very personal, high touch B2B play.

So a setting that, we've tried it before, and it hasn't got the same results or the same power in a B2B environment than it does in the B2C environment. So we needed to adapt and to add some other things onto it to make it seem more personal, to make it seem more subtle, a little bit more softer, and to really bring the conversation back in a way that actually helped the sales to move along.

So one of the goals that we had was to get the leads coming back in a way that really quickly picked up from where they left off, rather than having to restart the entire sales process again.

James: So it's reigniting a previous database that had gone stale.

Will: Yep, so it was a very specific subset of the database. And this subset was leads who they had actually pitched to previously. So it wasn't even people who are just on the database. It was actually people who had seen some kind of proposal from them, but had said no for one reason or another.

James: So in typical corporate, that'd be called a lost sale database.

Will: Yep. I mean, if you want to use CRM terms, it's a closed loss database, is what my clients call them.

James: Nice. So how did you adapt this nine-word email? What did you send instead?

Will: Yeah, so instead of the nine words, so the reason why the nine word works so well, is there's a lot of psychological factors. I think, just the fear of missing out, the mystery behind it, the directness of the email and a lot of other combinations, we can go on and on about the nine-word email, but it works really well in the way that it does, maybe not necessarily for B2B.

So what we needed to change was we had to reference the fact that we had spoken to them extensively before. Now, given the fact that some of the people that they had spoken to might have left the company, or they might have moved on to other roles, we wanted to bring the conversation back as quickly as possible, and give some context into why we're reaching out again.

So we started with something like, Hey, we spoke to you at a certain date about one of your projects, one of your SEO projects. So we had to really reference and go back into their CRM and pull out some notes to personalize the email.

James: And that's to stop them saying, Well, who the hell are you guys again? Because people, you know, they get list fatigue, they sign up to all these things, and then suddenly, they're very quick to hit the spam if they don't have any inkling or it doesn't feel personal, they feel like they might have just been added to someone's database.

Will: And especially with the segment we're targeting, I mean, we had a lot of marketing directors, CMOS on board, and they had all seen a nine-word email before. So if we just sent a nine-word email, they'd kind of know what's up, and I don't think they would have liked it. So we had to really personalize it and make a reference to who we are and why exactly we're having this conversation again.

This is something almost everyone misses

James: You've said this in previous discussions. Basically, if your email strategy doesn't go to the extra effort to personalize, and we're not talking about just insert word or phrase here, we're talking about very specifics that could only be known by someone with insider knowledge that really tune it up. For example, yesterday, I sold a surfboard. Today, I followed him up and I said, How did it ride? Because he said he was going to surf it yesterday.

And he responded back with, It was amazing. It didn't want to slow down. It was perfect. And I said, that's fantastic. Now I bet you, when I want to sell another surfboard, and I know this guy likes to buy the kind of surfboards that I like to sell, that I could follow him up. And I've gone that extra personalization. I would say, and I'd talk about this specific board, I would say, Is it still going as fast as ever? And I'd reference exactly that last conversation, and it will actually show up in our conversation thread. And he would remember who is sending this communication.
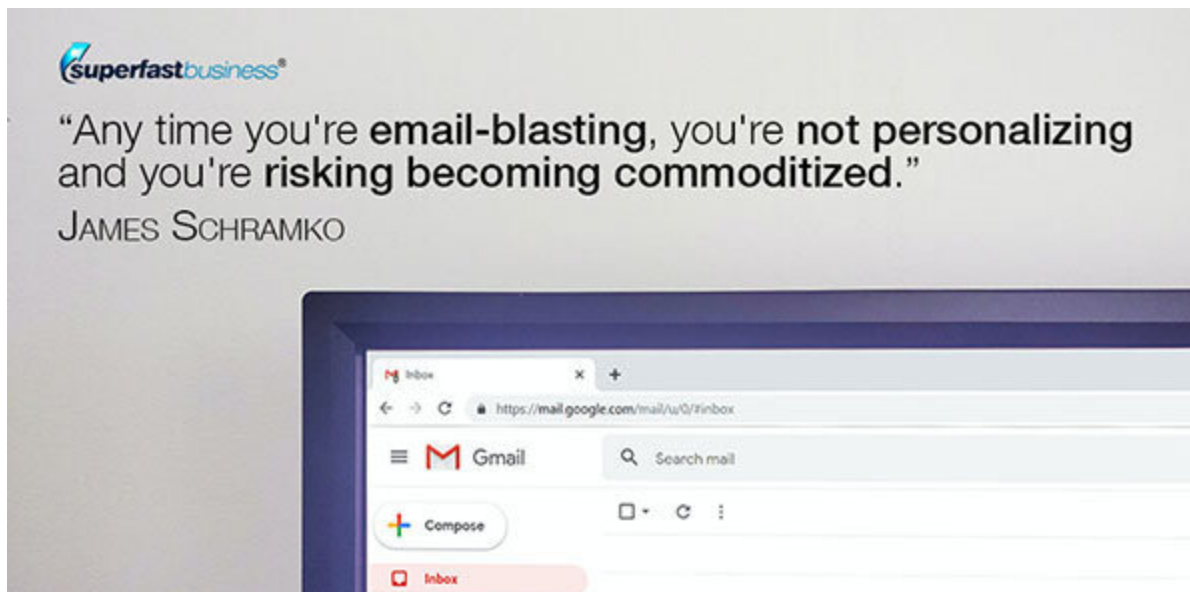
This is a step that almost everyone misses. Most of the emails, we just hit delete, or spam or whatever. There's no personalization effort. They could have been sent to everybody like a grenade, under the classic nickname for this, email blast. I think that's the dumbest name ever. We don't want to blast our list. Any time you're blasting, you're not personalizing and you're risking becoming commoditized, and homogenized and pasteurized, like it's just a plain old email send. And it's not offering as much value as when you're going super highly personal.

And we're talking explicitly here about selling rather than just communicating an update that they've asked for, a software upgrade or a podcast issue, etc., we're talking about a very strategic purpose here. We want to make that $8,000 per month sale.

Will: Exactly. And by the way, so the list size, or the number of people we sent these emails to, it was 20 people. So we generated hundreds of thousands of dollars on a 20-people email list.

James: That's what we're talking about, Will. Every single person listening to this podcast has 20 people they could access via email. It's as simple as that. There's actually zero excuse for someone to be listening to this and not be able to come up with 20 email addresses from the people in their field or to research. You could literally call up 20 offices and find 20 names and 20 email addresses, if you wanted to do it the hard way. You could even door-knock to get 20 email addresses if you had to. So 20 emails is not a big number.

Will: Yeah, exactly. So going back to the emails, first, we talked about the personalization. So what we did was we put out the exact month and year that we spoken to these people. Some of them hadn't heard from us for about 16 months. So it's not a great list. So if anyone is listening, saying, Oh, you just had a really good list, it wasn't. It was an old list, 20 people strong, and some of them had already moved on to other jobs.

The thing that doesn't happen in a nine-word email

So we looked at the list, we took our personalization, like the month that we spoke, a little bit about the topics that were spoken about. And then the next thing we did, which doesn't necessarily happen in a nine-word email, was we gave them a trigger point. And what I mean by that is a reason why we're reaching out again. And the reason isn't, Hey, we just want to sell more stuff this month.

So if we go back to the conversation, it was more about what was happening within the industry. So if you don't have something like that that you can use, go and do some research about the industry your clients are in, go and do some research about what's happening in the world, and make a reference and give them a reason why you're coming back and deciding to have another conversation with them.

The best example of this is from the book Influence by Robert Cialdini, where he talks about this experiment in college, I think it was, where people were trying to cut a line to get the printing done faster. If someone came up to the first person in line and asked them to cut the line without giving them a reason, most of the time, the answer was no. But if they gave any kind of reason, and it wasn't even a good reason, they could have said, Can I cut the line because I want to get my printing done?

The fact that they said because and gave a reason actually increased the chances of them being okay with you cutting the line. So that's why we had a trigger event in there. We referenced a change in the SEO environment, in the marketplace. And that was the reason why we decided we needed to go back in front of these leads.

James: Okay, so to throw a spotlight on that, Will's referencing the study where the key output was, if you just use the word because, that would increase your chances of getting a yes. That hinges off the old sales maxim of, you know, the reason why. People are very curious about motive. When I was in sales, and when I taught people how to sell, I would teach them the telephone follow-up. We would often encounter people's voicemails.

Things learned in debt collection

And the same when I was a debt collector, actually, most often voicemail. It's really weird. But when people have big bills, they don't want to answer the phone. And so I used to use news or updates as my reason why. I'd say, Will, if you could please give me a call back, it's James here from Mercedes-Benz. I've got some news for you regarding that AMG you were asking about. They would be curious now. What's this news? I'm going to call back.

I wouldn't tell them what the news was. But I would give them a news or an update. I've got an update or something has changed in relation to how they're specifying that model you're interested in, Will. If you could give me a call, this is my number. And then I'd finish with the number because of primacy and recency. People remember the first and last thing. Nothing worse than a voicemail message where they say, Oh, call me on such and such. And then they go on to say other stuff, and you forget the number and you have to replay it back three times. I always finish with the number and then I repeat the number.

Anyway, that's an old debt collector's voicemail trick. But the exact same thing applies here. You have to have a reason why you're communicating with someone or else the reason is you're just late for your mortgage payment.

Will: Yep, exactly. Right. And I think that's such a good analogy as well, and the truth is, I've actually done some phone-based debt collection as well, because I was so much an introvert that I thought, what's the scariest thing I can do, and it was actually going into phone-based debt collection. So a lot of lessons learned from that.

James: It's not even close to the scariest thing. The scary one is when you repossess face to face. Because when I was telephone debt collecting, I realized something very important, the customer can't punch you in the face over the phone. So it wasn't really as scary as most people would think. So that's how I deal with telephone reluctance when I'm helping someone learn how to sell. They can't punch you in the face over the phone, so there's really no downside.

In fact, if you don't call, you automatically get a no. If you do call, you start to increase your odds of a yes. So that's one reason to pick up the phone. But yeah, debt-collecting face-to-face, that is next-level life-threatening. And I did have a shotgun pulled on me, and I had a knife pulled on me, and it was a little bit hairy. I even had a feral German Shepherd trying to attack me at one point, or I think they're called Alsatians, to be politically correct.

In any case, I was doing all that when I was 20 years old. So I learned a lot about human communication then. When I was actually out in the field, this is before mobile phones, I was debt-collecting with a pager. And we used to have a little pen and a slip. And I have to leave a note on the door. And my goal was to get them to call a pager company and to give them my pager number to let me know that they're home, so that I could go and repossess their car.

So of course, you can imagine I had to come up with some pretty interesting reasons why they might want to page me. Some of them I won't get into. But basically, you've got to think about this. This is the same thing Dean Jackson talks about, what is interesting for your customer that would compel them to respond to the communication? If you can nail that, that will form the essence for great communication in any medium, any channel for any reason. If you can't, then you're just going to find it really difficult.

Will: Yeah, that's such a great point. And one thing that I will add as well is, we dove a little bit further into the psychology behind this, because the trigger thing that we talked about was the change within the SEO industry. But what we needed to really do was to bring it back and say, why is it relevant to the people we were reaching out to? So we actually had another element where, Look, I'm reaching out to you, I'm sending you an email again, because of this change. I just wanted to make sure that you had everything in place to deal with this, and it's not going to have a massive bad impact on you when the change goes through.

The roles of fear and goodwill

So alongside that reason, or the intrigue and the news and thinking, well, how does the change affect me, we've put some fear of missing out in that. We've put a little bit of fear, we're not trying to scare monger. But it's true that if they didn't have everything in place, and everything ready, the rankings they've been working so hard for could actually fall. So we use that as a psychological driver.

It's been proven that fear always trumps greed most of the time. So if people are fearful of losing something they've worked for, they've built, they're more likely to respond in a way that we wanted them to. So we use a lot of the same principles behind debt-collecting phone calls. Don't tell them everything, keep it intriguing. Don't go into more detail than you need to. And the ultimate goal of what you want to do is to get them to give you a call back or to talk to them over the phone or face to face. So those were some of the very similar principles in terms of how we structured the email.

James: The part where you said don't go into more detail than you need to, I mean that is really good advice. If you ever go to court, and you work with a lawyer, right, I remember someone ran into me once and they got a negligent driving charge. And I had to go to court as part of the police prosecutor's team to basically fight this guy who was trying to get off his ticket.

And I went out as a matter of principle, because I was driving a beaten-up car and this guy was a really rich guy in a Jaguar and he thought that it was okay to run into me, and not have any penalty, and I should just cop it because I had a beaten-up car. But I went to defend. But they said, just answer the question, don't elaborate or go into any more detail than they ask.

Dean Jackson talks about it as separating the commitment from the logistics. So don't get bogged down in the technical. And I'd say this is probably one of the number one mistakes I see people make when they're trying to send a sales email, they try to put the commitment and then all the logistics.

They'll be like, Hey, there's been a change in SEO, here's the change, this is how we think it might affect you. This is how you solve it, we're running a webinar on this date. You need to register here. And if you register, and you want to apply, then you'll be able to join the program. It will be $5,000 per month. So click the link to go to our site and register. And I'm just like, Forget about it.

Instead, it's like, Hey, there's some big changes happening with SEO. We think, based on what we saw from your account last year, that this may affect you dramatically. If you'd like to chat about it, please hit reply. That's much simpler and lower friction, right? And you're separating the commitment from the logistics. You're only asking for a small thing just for them to hit reply, and everyone can hit reply.

And just on that fear thing, I'm thinking of the last couple of emails I got, where that's true. Facebook sent me an email saying that they're going to remove all the analytics data. So if I want it, I can go and download it. But after this date, it'll be gone. So that would encourage me to actually do something. Same with Google, they sent me an email from my ad account, saying that you need to verify or we'll stop serving your ads.

I've got a reason why I need to do it, it's a valid reason, there's a time limit on it. And if I don't do it, there'll be a punishment worse than hell, you know, my life would be insufferable. Gosh, if I can't have Facebook or Google…. Thankfully, that's not the case. I could care less. But, you know, it's like, I'm only just starting again my Facebook and Google Ads after a long absence. But the point is, those emails are very effective, because there is a penalty if I don't do something.

So you're actually providing these people a service. You're sending them something in goodwill, as a gesture, to help them be educated as to the changes happening in the marketplace that may impact them. And because you're the person with that message, you actually position yourself as the authority; I'm talking about your client, and they're the ones doing the customer a favor. And so why wouldn't they be the first port of call in getting that service provided if they don't want to do it themselves or don't have capacity or don't fully understand it?

Will: Yeah, exactly. And plus the fact that they've already got a relationship with you just makes it that much more easier to open the door and to get that next phone call. So, you know, with this process that we went through, it wasn't that we sold on emails, it was literally how do we get these people back on the phones, and see if they're still interested, and if we can still help them.

So everything that you said applied in spades. It was all about, just cutting to the chase, explaining how we can help, explaining what's going to happen, and you know, with the consequences, which will compound if they don't take action on emails, and just give them the option to them on what they want to do.

Getting them to do what makes sense

James: You just reminded me something. I don't mean to go too far off track. But when I was repossessing cars, sometimes the customer didn't want to give me their key. And I said, That's fine. Look, it's optional. So what we can do is we can just hook your car up to the tow truck, and we can just drag it up the truck. Or you give me the key, and we'll pop it into neutral, and it probably won't damage the car as much. But it's completely optional, up to you.

So almost always they would give me the key, you know, because they realize that the only way forward really, realistically, is to do the thing that makes sense. So putting things in a way that makes sense to them is the thing, even if it's a difficult thing, and a lot of customers have to do difficult things, and paying a supplier is usually the last thing they really want to do, but we do it because we feel that we will be better off, and that's what selling is.

It's creating the environment where the prospect feels that they will be better off for moving forward and making that payment. They'll be better off more than the amount of the payment made. If you can create that scenario in your email, then you're on track.

Will: Yeah, and that's actually the final point of the email itself. Because what we've got to think about is even though we had a free phone call and a free audit for the customers, it actually isn't free, right? Because these companies and these CMOS and marketing directors, they're really busy. They've got a million things going on. They've got team members they're trying to hire, fire, manage, all that kind of stuff. They don't want to go through and sit down and have a two-hour audit.

They literally just want to know, what is it that we're doing wrong? How do we change it? And what the next step is. So we made it super simple to take the next step. We actually said, Look, based on what we saw last time, we already know three things we can do to immediately mitigate 80 percent of the issues you're going to have, wanted to share this with you on the phone, it's not really the best place to do it over email, because it's going to get too long. When can you chat?

And we just made it so easy for them to say, That's brilliant. I want to see what these three things are. I obviously don't want my rankings to be hit. Let's talk tomorrow.

James: Actually they would be negligent if they didn't take the free advice on how they could save themselves a train wreck. If their boss found out they were offered that and they didn't take it, they'd look silly, wouldn't they? And you're talking about people protecting themselves in these corporate positions. They need to do the right thing when they're faced with knowledge that can help the company. If they don't take it, they'd be crazy. Sounds very appealing. I'm sure a lot of them say, Shut up and take my money.

Will: Yeah. I mean, I think for that email, the one email that we sent, it wasn't even a sequence, which we normally do. I think they had more than 10 conversations from that.

James: That's 50 percent.

Will: If minimum is about $3,000 a month, you can imagine in terms of the numbers why we forecasted the pipeline to be so big.

James: And of course, in selecting that database, you would find people where it would be true that they really need to do something or they might be in jeopardy, so it's a relevant offer. It's compelling to the right prospect.

How to make it all their decision

Will: Exactly. If it wasn't, we wouldn't have made the offer. The way that we structure emails normally is we use what's called permission marketing. So we don't just go in and say, the sky is falling down, everything's going to go to crap, and you're going to lose your job. We say things like, Is it okay to run this by you? Are you seeing this as well? Are you finding this is the same in your industry or in your company?

"We try to shift the dynamic that way where it's not a sales conversation, but it's leading them to think that it's their idea to talk to us."

— WILL WANG

Because then it becomes their idea, and it's not like someone's trying to beat them with a stick to come and talk to us. It's more like, Oh, that makes sense, and I've thought about it for myself. Because we've asked them to think about it. And now it's their idea. And they're the ones who are brilliant and geniuses for talking to us. So we try to shift the dynamic that way where it's not a sales conversation, but it's leading them for them to think that it's their idea to talk to us.

James: That is the genius part. That's one of the most important things we've spoken about on this episode is to, again, I use words like create the environment. What I'm talking about there is letting the customer move through the game of their own momentum. But if you think about your favorite video game, the designers and the creators have already come up with the whole game and defined the parameters and boxed you into a certain pathway.

Like, you can only go the way that they've allowed, but you feel like you're in charge. You feel like you're evading the bad guys, or driving through the course and beating the competitors. You feel like you're in control. But in reality, you're within an environment where everything has been set up for you to have that feeling. So this is good, especially when you're talking B2B. Those people, you know, their whole job is really a big pride fest, and they need to retain face, they need to be seen as doing the right thing. That's part of the game.

And this all stems back to the fact that for most employees, they're tied to one paycheck. They make one bad move and get leveled out of the game. That's it. Bye, bye house; bye, bye pride; they're in jeopardy, versus an entrepreneur, who's got 3,000 customers, who could really care less if one customer is annoyed or whatever. It's not going to break them. But when you're an employee, you have that umbilical cord that if it's severed, it could be detrimental.

So that's why they operate out of a place of safety, which you know, ergo fear, is a very strong hot button for someone in that environment.

Will: Yeah, one of the best lines I've ever heard about selling to B2B is that it's easy and expected for them to say no, they can't get into trouble for saying no, but they can get into serious trouble for saying yes, if that yes turns into the wrong decision. So that's what we're going up against. So the way that I wanted to restructure it was, what would be so painful to them to say no to that it's almost the equivalent of them making the wrong mistake, if it went the other way?

James: That's kind of what I was saying, where if they were presented with an opportunity to save the business, and they didn't take it, that would look like a dumb decision in hindsight.

Will: Exactly.

James: So we're on the same page. And I've spent enough time in corporate to feel this. You know, there's a big reason why I left that world in 2008. And guys like you, Will, you're out there doing it. If you're in a business-to-business situation here, if you're a corporate, listen to this episode, if someone sent you to this episode and said, Hey, these guys know how to write emails that could generate you big sales off a small database, then Will is the guy at growthlabz.com.

Breaking down the magic email into its elements

Let's just wrap this up, Will. So give us the breakdown of the email, just some of the elements; you mentioned them before, but we'll just step them out again.

Will: Yep, sure. So a quick summary of what the elements were. The first part was a reference or personalization, to a conversation that had happened earlier, remembering these are warm leads.

James: So before that, it's like, database selection of people with a specific problem you can solve, and then finding out the specific information that you can then use in the communication. And in this case, it turned out to be just 20 people, which is fine.

Will: Yep, exactly. So yeah, you're completely right, it starts from selecting who we're going to send things to. If you're ever in a situation where you say, I want to market to everyone or everyone on the list, think again, segment that up, get more specific, get really down into details of who it is you're going to be sending your message to. And in this case, it was lead had received the proposal, but had refused to come on board at that time. So closed lost lead.

So that was our selection. Our thinking was, hey, why don't we run a campaign and see if we can get a few more conversations come from that? You know, chances are they haven't decided to go for a competitor, they've just decided they're not ready yet. So that's why we decided on this segment.

We picked the segment, we structured the email in a way that it could be more personalized, because we knew that every single lead that said yes is worth a lot of money to this company. So if this was more of a B2C play, we would have done it a little bit differently, obviously. But because it is worth so much every single Yes, we knew we had to personalize it.

Then we looked at what data points do we have to personalize this with? And it ended up being, you know, what was the proposals? When we had a conversation, who in the company it was with, and what services they were looking at. So those were our really strong data points.

Only after we had that information did we go into the email itself. And at that point, we looked at, first of all, what data would it take to open this email up and get them to understand that we're friends already, right? I use that term loosely. But we're acquainted already, and we've had a conversation before, so we're not complete strangers coming from nowhere.

So personalize the greeting, Hey, Fred, how are you going? I know we spoke together about three or four months ago about some SEO solutions for you. Hey, just wanted to follow up because I've been hearing something that I thought you might be interested in. So we open a loop, we get them excited or curious, even, about what we're talking about, and then we go into the trigger, which is why they should be curious, right?

So that was something like, We're hearing grumblings about this change within SEO that I think, based on your structure, could have a massive impact. So that's the trigger point. And that's the point of fear, if they don't do anything or fear of something that might happen if they don't respond or don't think about it.

And then we go into one more personalization, where we say, But we've already thought about a few things you can do to mitigate this based on what we saw from your account last time. So we're offering them a solution, offering them hope, and we'll finally say, Look, if this is something you've thought about, or if you'd like to find out more, or even if you just want to have another chat with us to see how you can be better prepared, we'd love to continue the conversation that we had last time.

So we put it back in their court, we ask them for permission to share all this information. They're thinking, Oh, wow, you've really prepared something for me. So for them, it's like, Well, this is a big win. You've got information specifically for my company. The worst thing that can happen is I can jump on a call and waste half an hour. But the worst thing that can happen is I don't take this call, and my SEO goes out the window, and I've lost 24 months of hard work. So we got all the elements lined up really nicely, and yeah, the result was 30,000 in banked revenue in a single month.

Responding to objections

James: Awesome. Now, what about the objection, Oh, there's no big news in my industry, you know, there isn't an impending doom situation. I know, we've seen the classic old ones, you know, like, email is dead or podcasts are dead. That's the sort of a crutch I suppose that people fall back on.

I imagine you could do variations. So like, Hey, look, if you're still doing X, then you really need to be aware of this new Y. I know the 16-Word Sales Letter, for example, hinges its whole success on giving people a new idea or a new delivery system or a new thing that they're not using or not aware of that changes their paradigm.

Have you got any go-to things that you sort of lean on? Or would you say you've ever encountered a scenario where you couldn't find an interesting enough reason why?

Will: If you think long and hard enough, there's always a reason why you should be reaching out. But you're right, not every industry is going to get stuffed up by one of the big plays, it's not always doom and gloom. You can use really good reasons to reach out as well.

So for example, a campaign we ran for ourselves, we used a case study and we said, Hey, we've actually come up with this new way of structuring emails, which is getting us really great results. Based on our conversation, I think this structure will work well for you as well. Just wanted to see if you want to pick up the conversation again, and we can share this idea with you freely. You can go and run with it and generate more sales. So it doesn't have to be negative, but it has to be relatable to what they're trying to accomplish.

James: Perfect. So the short answer is innovation. If you innovate, do your R&D, like if you're in a really big market, like plant-based eating or whatever, then there's going to be a research paper published next week on the changes in hormones from a certain whatever that you could go to your audience with.

If you're in the property investment market, there'll be a new tax legislation allowing first home buyers a special allowance or whatever, and you could go and find those people in your audience. So there will be things. You just have to change something in your business, and now you have a reason why. And the fact is change is inevitable, it's a constant, it's the only thing we can actually count on being the same, is that there will be continual change.

Wrapping things up

So I don't think it's a big deal. Will doesn't. But if you're stuck for an idea, then just flick Will an email, get in touch with him. He does answer listener questions from this show. This is Episode 828. We've been talking about the $30,000 email. But of course, we've discovered that it was far more valuable than that. But every conversation we have, Will, is valuable.

This Get Clients Series is amazing. I appreciate you coming on and sharing so generously. And I look forward to our future conversations. I'm going to ask you for some hacks and things, how we can reboot stale campaigns, what sort of things you look for, and I'm sure that will provide us a future discussion as well.

Will: Definitely. And I think one interesting discussion we're going to have as well is all about launching as well, because as you know, you've helped me so much in terms of my business, and all these little ideas I always come up with. And there's a couple of ideas coming up where I'm going from scratch. So I'm having to bring the entire strategy behind it, how we market, do all that kind of stuff. So I think that might be interesting for a certain part of the audience, and I'm happy to pull back the curtains and show everything that we do for the launches.

James: You know, and one thing we did recently that worked out great was I sent an email to my audience, which you helped me draft. And it was for our upcoming Grill Will episode at the time. And we asked for listener questions. And we got the answers, and then we answered them all on our Grill Will episode, which was one of our previous episodes. And it was very popular, and we awarded a prize. I made you issue a prize winner on the spot, even though you wanted to pause on that.

Great feedback from that. I'm sure we'll do another Grill Will. So if you've got a question for Will, flick it through, just reply to any of my emails with #Grill Will. I'll compile them again, and we'll ask Will all these questions, and we'll get some answers for you. Thanks so much, mate.

Will: Awesome. Thanks again, James. Always amazing being on here.

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