

John McIntyre:

I'm in cafe. I'm in Thailand. It is my last week in Thailand actually. ... it's beautiful, absolutely beautiful, now let's get started with this podcast. It is John McIntyre here, the autoresponder guy. It is time for episode 105 with Mc Method email marketing. You'll discover secrets of getting rich and wealthy and wise. The secret here – there is no secret. This is about creating automated marketing systems with email to get yourselves a steady stream of customers, of clients. So you don't focus on client generation, you focus on bringing in new traffic, satisfying your customers. That's what automated marketing is all about.

Today we are talking to Jeremy Reeves about sales funnels. Jeremy does similar to what I do, he does it under sales funnels. I do it under email order responders. Very similar stuff at the end of the day. He is just positioning himself differently. Today we deal with advanced custom segment stuff. And also what people do not talk about when it comes to sales funnels. There are couple things in this episode that aren't going to be conventional go to some of your ideas what it means sales funnel, what works, what doesn't. For this show online go to mcmethod.com/105

Three things. Number one... and that is follow up till they die and what I mean is that if you are emailing a client and they just stop replying, and you email them twice and they don't reply and you forget about them, you are leaving so much money on the table. This applies to your clients and to people in autoresponder; some people just take long time to get back to you, people forget, people's lives are busy.

I mentioned in a recent podcast that had John Colton on the show, 15 followups I emailed him first, he said “yes”, then didn't reply, so I emailed him again,... emailed her, she replied and disappeared again. So I replied again – 5, 10, 20

times without getting a reply, to me it is just follow up, follow up, follow up. Sooner or later someone is going to do it.

It costs me 10 seconds of my time to follow up, label email and follow up again. So that's today's insight "follow up until they die". And this is why autoresponders is so important, is because you can keep following up. Keep following up and it will blow your mind how it actually works. You are going to wonder and probably regret how much money you left on the table by not following up. If you follow 5-10 times you are ahead of the game.

Mc Moss is a private training community for people who wanna convert more leads with email marketing; it's got blueprints, systems and checklists and templates all under the matter how to convert more leads with email. Do it all automatically. You can be on a beach playing with your kids.

Reviews, I love reviews, they make my day. They make a smile on my face. Make it all worth doing. If you want to do a review, I would love you to. Go to I-tunes, Mcmethod email marketing podcast, leave a review, tell me what you like, tell me what you don't like. I will read it in a show. Even if you put your website address, I will read it on the show.

Last but not least, if you'd like to work with me personally and create these campaigns for you, maybe you don't have the time to create campaign yourself, you don't wanna learn how to do it, you are just lazy, who knows, I can do it for you. Email me John at Mc method.com and in the next week or two we will discuss your project on scype. Anyway, that's it for now. Let's get into this interview with Jeremy Reeves.

Its John McIntyre here, the autoresponder guy. Now Jeremy is a bit like me, he's got a

different take on macro, different positioning into sales. He is director songs copywriter, what he does, he specializes in strategic automated based on a quick chat we had before this recording, I might know a lot about email copywriting, I set up a number of sales funnels for myself and my clients. I haven't gone too deep into sales funnels. I asked Jeremy if a sales funnel is a landing page and couple emails and sales page, he said: "no." Today we will talk about what most people don't talk about. We will discover few new things, even me. We'll get into that in just a minute, Jeremy, how are you doing, man?

Jeremy Reeves: I am good, how about you?

John McIntyre: What about coffee? It is the best thing to have before a podcast. I am just drinking water unfortunately. It is too late for coffee.

Jeremy Reeves: I'm on my water now. Just finished my coffee. It is seven in the morning here. I only had my first cup so far.

John McIntyre: Are you a big coffee drinker?

Jeremy Reeves: I usually have a cup or two. I focus on quality over quantity. I get expensive crazy coffee. I store beans in air type container, do the French press a

John McIntyre: Can you give a background on who you are and what makes you different.

Jeremy Reeves: My real talent is marketing strategy. In first years of my copywriting my clients were saying: "You are really unique, you understand the strategy behind the copy; that transformed into doing sales funnels. I was always a big fan of making things automated and making sure people go down the right path, taking them where they're at in the buying cycle, moving them further the buying cycle. I basically work with clients to do that, to build automated sales funnels, makes everything more reliable, more stable cash flow. It makes a lot of money, because you are doing the right thing and the right offers at the right

places. That is pretty much what I do for clients
John McIntyre: Okay. Some people think: I love it, I love the idea, I want more time, I want automate the whole thing. Is it possible, if it is possible, is it possible for anyone to do, or is it something like you need to be a lead copywriter to have something like that set up?

Jeremy Reeves: It is a good question. It really does.

Sometime I have to tone is down a little bit, because it does sometimes sound like a magical pill. It takes a long time to do. It is not like you get it set up in three days and you are done. In my business I sent people to JeremyReeves.com. They get emails, in emails it tells them about different products and services that I have, they might go to services page and click on one or the two main services that I have. That gets to that page and that funnel essentially presells people, so that by the time I get on the phone with people, they already know who I am, what I do, what makes me unique, what makes me charge higher fees. So by the time I get people on the phone it is not matter of “hey, should I work with you?” it's “hey, how could I work with you?”

Maybe one out of five or six people don't fall into that, maybe they email me rather than falling to the funnel. It is not perfect. It takes people from where they are, which in most cases it warning about you to where you want them to be. They are lying in the left side, you want them in the right side, when they are with your product.

Sales funnel consists of landing pages, sales letters, emails, it even consists of content blogpost, facebook, anything to build your authority, credibility,

Each little touch moves them down that path, builds more authority, builds more trust; explains that your solution can help their problem

John McIntyre: I'm on fundamentals. How many emails you send, how often you send them, it is really about cultivating relationship, what touch points can you have between now and then will increase likelihood when you get on the phone ready to get going. Before anyone would do business with any of us, they got to set objections, there must be three objections, there might be ten. The goal of the sales funnel is to remove those objections before they get to the purchase point.

Jeremy Reeves: Exactly, yeah, yeah, well said.

John McIntyre: Is it just a sign up page and emails, string of 5-10 emails, and then a sales page? Is it more advanced than that, what does it look like?

Jeremy Reeves: It is a good question. When I say sales funnel, you probably get an image in your head of mine map, and you can see, people going to landing page, giving away something free, free video, free webinar. You give them for free, you give a prospect to sell the main product. Maybe backend, most of backend people are awful. Technically, that is sales funnel. In my opinion, you can't put any differences, you can't put any emails in those sequences. You can't have a couple emails, they are on your list for two weeks, and they never hear from you again. You want to meet them from where they are. The customer journey, the customer path. As they move down that line from first hearing about you all the way on the left side to buying your product, your service or whatever that is that you sell on the right side, there is a lot of little inflection points along the way.

For example, somebody comes at your site. Let's say, you sell weight loss products. How to loose ten pounds in next seven days. They are on your list, they do behavioral emails and stuff. Let's say you have a page talking about how to use cross fit to loose weight. There is like million different ways to work out. You see they went to cross fit

sales letter three times. Pause the sequence they are on that is more general, like weight loss in general, and maybe you are talking about bodybuilding, eating certain nutrition to get to your goals... so that when they go to certain pages, you can pause them on general sequence and put them on the segmented email sequences.

Let's say they visit your cross fit page three times. You can pause the general segments and start sequence talking about cross fit because that's where they are at that exact moment. Sequence, five emails, for example. In the end they can go back to general segment or they can split up. Most people think: "I can have a lead magnet, some emails, I can have a product or two and that's a sales funnel, that means: "I am gonna do well." It has to be set up properly. It is basically what I am saying, you have to have right lead magnet, which is congruing with your first sales letter. Lead magnet presells the product that you have, main product gives information to presell your backend, gives faster and better results to get all that in place. You have to have it right, position it right, bonuses etc. If you combine that with segments I am talking about and splitting up your audience, when you are doing emailing to specific people and specific segments of the audience, rather than the whole audience, everybody is there for different reasons, they all have different businesses.

As for me, I have five main segments based on what type of business people have. You have five main segments, you can give them case studies and examples and analogies specific to their certain type of business. There is a lot more that goes with it than just putting those pieces in place. You have to do it the right way.

The same goes to the backend and all the segment thing. Does that answer the question?

John McIntyre:

That's good, man. When I first started it.

I started as copywriter and over time realized I needn't just be copywriter, I want to be someone bigger. I want to be entrepreneur. I want to deal more with the strategy type of thing, in stead of just writing copy for clients. For a long time I just did daily emails, there was no funnel, no segmenting, you just signed up and you do emails. and that worked well. But I talked with a few people on this podcast. I need a sales funnel. What I am thinking is exactly in the lines of what you are talking about.

And what that looks like. Let's say someone signs up, first thing I ask them is the question on the second page: "Do you want to write emails yourself or do you want to hire someone to do them for you? I am copywriter and want to do it myself or I got a business and I am gonna hire someone. Freelancers will get quick tip, case study, products.

One segment will be Software for email marketing... click they open that email, they click the link in the email to read the article, they get five email sequence, they get back to the hustler's thing in. Everyone is taking a journey like that. That's the idea of what you are talking about, right?

Jeremy Reeves:

Yeah, exactly. That's one of the things that basically you should do, you can split them with lead magnet. There is couple different ways to segment people, you can do it with the lead magnet itself, is by naming it something different, having a different lead magnet, you know what I mean. For example, if you are driving Facebook traffic, you can have three different lead magnets. One is about cross, one is about bodybuilding and one is about nutrition. Those are just three random examples

John McIntyre:

I have always been curious, if someone does that and you have three magnets, does that

mean you need to have three facebook campaigns running, ... or on the same page?

Jeremy Reeves:

I would do three different lead magnets.

I've never tested having them set to a page and "hey, we have a free gift for you. Actually we have three, two is the one you like best". I've thought of that idea, but I never actually tested it. Another what we can do is like a quiz. Quizzes work well, especially in higher volume niches, just, say, for weight loss, for example. You can give a quiz and based on the answers they give, you can set them up into the section.

It can be what area of fitness you are more interested in or something else. Based on the answers that you do, you can put them into separate online...

Another way to do it, let's say you have one magnet and you want immediately start doing something. In first email say hey, make sure they reply or click something to get them weight-listed and engaged.

Another thing that you can do in very beginning of a sequence is send them like a welcome email, where you explain who you are, how you are going to be able to help them and then you transition to "Hey, I am going to help you, but I wanna make sure I am sending you the most relevant information. There are three different types of people that I can help, which one are you?" And you put a link. I am interested in cross, I am interested in bodybuilding, I am interested in nutrition or whatever it is, whatever segment. You can have two segments, you can have ten – whatever you wanna do.

Based on what link they click, they go through that sequence, it is ten emails or so, I call it a general nurture campaign, that's where you type a general list. Then they go through that one, that is another 30 or 60 days, whatever the time frame is going to depend on your business, how many emails you

wanna write or you hiring somebody else, how many emails you can afford for them to rate you and what makes sense.

After that they come to the general nutrition sequence – they still didn't buy, then you put them on something like re-engagement sequence, to get them reengaged in your content. Because at that point you wanna say: “Hey, you've been on a list for like 60 days.” “Hey I just wanna make sure you are still opening the emails. I wanna make sure you are actually engaged.”

You can set rules that say if the client hasn't clicked an email like for last 30 days, put them in reengagement sequence, that is to make them reengage with their content. You can split them up again at this point. “What's wrong, you haven't been opening emails. You can do a bunch of different things to get them reengaged with their content. Like a webinar, which I do a lot. Then they go down the whole webinar funnel sequence, and all that splits up again.

If they go through reengagement sequence and there is still no opens, no clicks – you can segment them off the list. That is just kind of basic list cleaning

John McIntyre:
Jeremy Reeves:

That's like three month

What I do after that... in most cases it kind of depends on business. In most cases what I usually recommend my clients at this point. They have been around for couple months, you go on broadcast list. You broadcast, you do newsletters. It is hard to stay relevant. It also depends on the size of your business. If you have a 10 million dollar business and it is worth it to write tons and tons of emails, than definitely do it.

It is good to track your emails. See the point where people drop, where you should stop spending a lot of time there. And then just go to a broadcast list. Once a week, twice a week with the newsletter –

you are staying in touch, but you are not spending quite as much time, you have to find where it's now worth your timing more

John McIntyre:

Yeah, yeah, that makes sense. The reason why I put it off and am lazy with it is because, I think it is going to take so much time. Instead of 5-10 emails or one sophisticated email a day...it is hard on the brain. It is either hiring someone, which is expensive, if you got hundreds of emails...

Jeremy Reeves:

Sure

John McIntyre:

...and it is time consuming. I just can't be bothered, it is too much time

Jeremy Reeves:

That's a good question. Never thought too much about that. Actually, I kind of do have an answer. If you have \$50 thousand business, it is probably not worth it yet to get all this in place, because it takes while to rent, you should be focused on nailing down on who you think exactly your market is, exactly where your offer has to be to make it perfect, get that front end set up.

Once you get a front end set up, then you have some back end products. As you grow. Once it becomes basically a good idea to do this, then you do. Someone at a million or 500 thousand or couple hundred thousand - then it makes it worth it to put in the effort. Then it becomes worthwhile to put in the time or to hire somebody.

Let's just say it be two hundred thousand, right? It is still pretty low, you still got a lot of room to grow. If you hire somebody for 15 or 20 thousand dollars or whatever tray your sales letter, sales funnel, that's essentially ten percent of what you are gonna make. If you increase by ten percent, you essentially cover that cost. Doing something like this you are going to go way more than ten percent. Especially if you have someone good understanding how it all pieces together. And how not to just to write emails, but to write the right emails, set up right offers.

It is kind of a no-brainer to do that even at that

level. If you go to 2 million, all you need is a one percent increase, which is kind of ... You probably put five emails to get that. It is a little bit of a hard question, you have to figure out. One of the things I do every year – this is kind of on the top of my mind, because it is still early 2015, I did my planning like a month ago.

I write down big opportunities that I have for that year, right? And usually I do one to two year timeline. There are some things on my plate this year that I am starting to set up, on Saturday mornings that I know aren't gonna come into place until later this year or even next year. I have a little bit longer timeframe. I will be around as long as don't get hit by bus. [laughter]

Figure out if it is gonna be worth your time. If you are gonna do it yourself like I just did. Service, I won't go into that... He actually want to learn how to do the copy-writing and understand how and why this is put together.

John McIntyre:

Uhm

Jeremy Reeves:

He is hired for coaching rather than

for implementing. For him that's worth it, because the experience he is gonna learn, he is gonna take that for basically his whole life. He is a young guy, he is really really smart guy. He is getting into business, he is successful in other areas and now moving into business and all that, so for him it is worth it. For other people, I have other clients, who are like: "Hey, you know what, just do it. Just tell me what you are gonna do, go ahead and do it.

It depends on your business and your skills set and what kind of money you have to put towards it and time you have to put towards it.

I know that was kind of a broad answer. It is a loaded question.

John McIntyre:

It is one of these things, man, with any of this kind of stuff. The answer depends.

Jeremy Reeves:

Exactly

John McIntyre: There is no other way to put it. It has to do with what situation someone's in. How much time they have, what's the budget...

Jeremy Reeves: Exactly

John McIntyre: ...do they have access to cheap copywriters, for example? There are so many different ways to put the answer to the question together.

Jeremy Reeves: Yep.

John McIntyre: ...funnel, nailing down who you talking to, what sort of stuff do you need to offer them. Once you got that, the funnel more or less writes itself.

Jeremy Reeves: oh yeah, absolutely. One of the things I always do for every project, number one thing is the survey, because I wanna understand who is this person I am talking to; what's bothering them... this is all copywriting research. It actually depends if the person actually does it or not [laughter]. And everybody should be doing this. Whether you are hiring somebody or you are doing it yourself you have to understand your market.

I've gone in my own business, even client businesses where I actually call customers, rather than doing survey, you actually call them and talk to them on the phone. And you can do 20 minute interviews, talk to six people or ten people, it takes a few hours. But what you are going to gain from that in terms of market knowledge and understanding who you are talking to and what they think is unique about you. Sometimes you speak to people and think you are unique, but they say: "I actually noticed that you are unique..." That's actually how I became sales funnel specialist is because of that.

Which is funny, because my clients kind of notice: "Ha, I guess you are right." And that happens all the time. That is the first step, you really making sure you understand exactly who you are talking to. You could be selling the best weight basket in the world, if you are trying to sell it to somebody who doesn't wanna loose weight, or is already super skinny –

you are not gonna sell it.

John McIntyre:

Right

Jeremy Reeves:

You know what I mean. Make sure, number one, you targeting the right audience, whatever traffic source that you are doing, Facebook ads or Google or even stuff like this podcast, being at the right podcast or webinars, or guest post, whatever source of traffic that you are doing.

I've actually tested different traffic sources, I've seen 10-x increases just by changing your traffic source. It is really that powerful when you understand exactly who you are talking to. That's step one

John McIntyre:

That's one of the funny things that copywriting, if you get right copy with the wrong traffic. If you had bad copy, but with relevant traffic... better than the really good copy bad traffic. It is kind of like drills. Sometimes you really need to have amazing copy. But often what's more important than having amazing copy is having most amazing targeting, relevance, getting in touch, connecting with the absolute right people, the product that you are trying to sell.

Jeremy Reeves:

Yeah, if you show the right audience, you have the right product, compelling copy – you are unstoppable. Most people don't have, they have maybe one of those three. It is one of those things again, like you said if you have the best copy in the world, if you are selling to the wrong person, you'll sell nothing, whereas if you have the best traffic, like the most targeted traffic to whatever you are selling. You could pretty much say: “Hey, I'm selling this. Here's what you got to buy now.” and you'll probably get better conversions. The power comes in when you have both of them and the right offer.

This is when you see people to just explode and have conversion rates that are tripled to competitors – that's why, because they have all three of those.

John McIntyre:

Cool, man. One of the last things. I think it is: “It

is gonna take a lot of time.” The way I think about:
“ Approach business in general. It is a long game,
not something you gonna do in the weekend, or
even a week

Jeremy Reeves:

Sure

John McIntyre:

Funnel, getting your idea of what it is gonna
look like, getting couple emails done this week,
couple the next week

Jeremy Reeves:

Exactly

John McIntyre:

Three month or six month, you get the
automated machine, then it is more fun getting to
traffic, you put more traffic inside that funnel. The
returns are exponential after that, very very fun

Jeremy Reeves:

I talk to all kinds of people, some people just
wanna hand it off to others, some people want
coaching aspect. Some people want figure out on
their own. One of the things that I tell people is:
“You look at my stuff. You see some of my mind.”
They are really complex. One of the things people
don't realize is I do this all day, every single day of
my life. Like right now I am working on four
baby...for clients...all at the same time. There are
literary hundreds and hundreds of emails, pages and
sales letters, you know, webinars, subfunels all over
the place – it's insane.

But this is part of my unique ability. I can process
all this, I can see funnels in my head, literally, I am
very visual guy. I can kinda see them floating. It is
weird. Most people can't do that, that's not where
their expertise is. So, figure out, where your
expertise is. If you are in a place where you want a
funnel, but it is not your expertise in actually
building them and you also don't have the money.
You are starting earlier, you know in the more
beginning, the money the outsource, any of that
stuff. Don't try to shoot for the Moon in the first
shot, you know, just get like a basic funnel. In place
first get that life, increase how much money you're
making. Then, little by little, then add extra pieces.

It is good to get something there first... start out with a free thing, then a couple emails, then switch into a broadcast or whatever and have an up-seller, like a buyer sequence. I always have buyer sequence by the way. That is one thing I am absolutely shocked by how many people don't have anything, like they have all these emails in the beginning to get people and then people buy. The most valuable people that you can ever have. And then it is just like: "Okay, now you are following in the Abyss. Make sure if there is one step, if there is one thing that you take away from this – have some kind of system for buyers.

If there is one thing that you wanna do, just make sure that you talk to your buyers, they are the ones you are putting your time into, people who aren't giving you money. People who already did give you money and they are proving to be profitable for your business. A lot of people completely neglect them. Make sure that you have something for your buyers. And then start doing the other stuff.

John McIntyre: Nice. True, man. We are right in time. I think it is good to finish on the idea on setting up the basic funnel. Start with the small thing, you don't have to have the whole thing mapped up. Start with phase one. Thank you so much for doing this. The question is if someone wants to learn more about you, or to build the funnel, where is the best place for them to go?

Jeremy Reeves:

If you go to jeremyreeves.com that's going to show you all the stuff that I do. I have product for people who want to figure things on their own, I have a coaching program, which actually isn't even on my site now, just email me about that. That is something I am relaunching later in the year. For everybody who wants to work with me and doing a sales funnel, just click on services. There are two things: one – if it is going to be a small sales funnel, we can figure out over the phone.

Most of my clients start with, we spend a day together. Some times I have done for people in Australia and UK, then we do it over scype video. We map out the whole sales funnel. We do basically everything we've just talked about, figure out exactly what the offer is going to be, who the targeted traffic is going to be, where we are going to put the emails – everything that makes up the sales funnels. Then we go on and do the implementing. If you are interested to work with me, go to jeremyreeves.com, hopefully my website will intrigue you enough to get in touch and do its job.

John McIntyre:

Nice, all the links today in the show you can find in McMethod.com. Jeremy, thanks for coming.

Jeremy Reeves:

Sure. Thanks for having me