

John McIntyre: It's John McIntyre here, the auto responder guy. I'm here with Nick Quick. Nick we met on Facebook and instead of email this time we started chatting in Columbia which is where I am right now. Started chatting about email turns out Nick has an email marketing business with you know he's living a life here in Columbia and I thought we get him on the show to bit of a chat about his process, you know how he gets clients and how he writes his email. So, we will talk about this today. So, Nick, how are you doing man?

Nick: Hey, I am doing fantastic, excited to be here. Let's talk some email huh.

John McIntyre: So, before you into the exact process, can you give the listener just a background on who you are and a bit about your story.

Nick: Yeah, exactly, I started marketing about ten years ago and it was back in the time when I really didn't have any business opinion on online marketing. I just knew that I hated my day job and decided to start something different and for a long time I was just falling flat on my ass basically. I was just straight yeah working right until I discovered the power of email marketing and once I was able to harness that power, that was when I was able to really kind of hit my full stride and start really making some sales and was able to get to a point where I was able to be not worried about paying all my bills, now that I got to the point where money was just flowing in and it was about that point the people in the niche that I had chosen were starting to pay attention to my emails. They're like wholly crap. Those were some pretty interesting emails you're doing in very different styles in a very different way and so some other people ask me to start writing some of their emails for them and then that kind of translated into finding some people that were sending a lot of traffic, but weren't really capitalizing on their emails. I approached them and asked them if I could do the email marketing for them. They said yes and then I just started taking clients from then on and so it's been kind of a wild adventure of finding different ways to make people buy some of the craziest stuff, but people they love buying. Email marketing done right. They love to buy.

John McIntyre: That's true man. That's email for you it's interesting. I'm curious how did you one thing that stands out there in that story is like when you decide that you going to go for some more clients, how did find the people who were driving whole lot of traffic, but weren't sending emails?

Nick: I started asking people that they usually like beer ... people to people that nobody really knows who they are, but I started just kind of asking around, trying to figure out. I knew one guy, now don't judge here. He was a spammer but he also was collected a lot of leads and just emailing but emailing just ... so I approached him to start off with like listen you sending out crap, you are sending out millions of emails that are horrible, why not have me write them for you and we'll split the profits and you know he's hesitant at first, but just try it out a few emails and see what happens and just after a couple of emails he was like alright this is going right, let's keep this going on. So, it's kind of how you do it. You cannot just ask around looking for people who know traffic, because one thing that I've noticed is that most guys were really got the traffic is terrible copy and vice versa those who are really good at copier typically terrible traffic. So, it's good to find those kind of ways that

you can meet up where one can do the one side of the business and the other can do the other side of the business.

John McIntyre: Right, absolutely, absolutely. So, you mentioned that when we first started chatting that you hate auto-responders. So, we get an email guy right here who hates auto responders. So, tell me about that.

Nick: It's not that I hate auto responders; I just don't find them as effective as just writing fresh daily emails. I don't find there is much fun either to sit down or write an auto responder sequence. I find it much more satisfying to come up with daily creative stuff. I don't know, I guess it stretches my thinking muscles a little bit more, flexes them a bit if you will too come up with something new, some exciting new way to pitch the same product that I am pitching everyday ... that list. So, I think it gives me more of a creative outlet than an auto-responder kind of ... forget and I also think in a lot of ways, I mean, I do have a lot of auto responders sequences that are in my series or in my system, but the bulk of the work is done from my fresh daily emails, if that makes sense. Like, I do want to get them excited to open my email, there's an auto-responder series for that. I do want to get them excited about the product pages bought and hopefully you know push them towards another products, so I have an auto responder series for that. I want to get people off my list that aren't opening, so I had a series for that, but other than that it's just fresh daily emails.

John McIntyre: Nice, feel like Benson

Nick: Yeah lot of like Benson. In fact, he is probably my number one influence on being able to learn the craft of email marketing. I have learnt more from him than just anyone.

John McIntyre: Okay, okay, so tell me about this process that you follow, because you mentioned a few times the process that you follow for these emails, some sort of magic recipe and you got a product ...so what this process?

Nick: Yeah, I have got something I call the opening Bali and it's just a quick sequence and its five to seven email that gets them excited to open the emails, so that they are putting you into their priority inbox to get them responding to you so that, I mean I'm not teaching you anything new here, but if you can get somebody who respond back to you and you responded them, it looks like you're having a conversation. So, Google and Hotmail and all those things are going to start putting your emails into their priority inbox instead of going off into the promotional stabber. Got for ... going off in the spam box, so just things that will beat them into that, things that keep them excited to spread the word. There is you know several different things that you can do right off the bat that will get them excited to want to open your emails and also check to the curb those who don't want to hear from you every day. I don't ... right after that but I am probably gonna be emailed you every day and some days I might email you twice three times a day. If you don't like that you can go ahead and get off my list.

John McIntyre: So, how do you do this several ... excited about. It's very easy, but how does it actually work.

Nick: We're going to think about it. I mean just going back to kind of Aug Schwartz type where it's just what's the conversation that they're having in mind when they signed up. What is that they just signed up for that? They were excited enough to give you their email, so they did want to hear from you and right there's actually kind of a key mindset that you need to have. A lot of people think well people don't want to email that much and I say people do if you, they just don't want to be you know boring stuff every day, but if you can keep it fun and exciting, yes they do want to hear from you. So, when they signed up they are kind of showing yes, I'm raising my hand and want to hear from you what have you got. So, keep it fun, keep it entertaining and people will want to open them or they get off your list.

John McIntyre: Yes

Nick: So, either way you win. There's no sense in having a list for people who don't want to hear from you.

John McIntyre: So, how do you break that down? So, when it comes to being fun, being interesting how you actually get inside someone take, because a lot of people struggle with that.

Nick: Yeah, it is one of those things where it goes into researching a lot, looking at the motivations. I think at the very core people have the same basic motivation for everything, but I mean take for example let's go with the solar panels. That's pretty dry topic right, pretty boring. Well, did you know that they're actually coming down in price and that's why there's such a huge increase in the amount of solar panels that have been installed in the U.S. Why, because China created a whole bunch of extra one that they couldn't get rid of, so now they're the entire surplus Chinese are exporting their solar panels over to the U.S. so you can do subject lines something like Chinese and the Asian watch out and it ties into how all of these Chinese solar panels are coming and how we should snatch them up, well we can, because they are way underpriced. So, that was just one of the things that when I was doing the research for such a boring niche, I was able to come across this. That's one of the reasons that the prices for them have come down drastically in the last 2 years.

John McIntyre: Yeah, okay, interesting, so that's interesting because you know like a story the Chinese invasion they ... of patriotic American would open that. So, how would you codify that? I mean it's an interesting question of like it's easy to make examples of interesting. It's easy to describe what interesting is, but what would be like the three steps or the five steps to writing interesting emails?

Nick: Alright, here's what I usually do. You can do this how everyone. A lot of people will write their emails personal, they try to come up with the subject line later. I will sometimes have an idea of what I want to accomplish, you know, whether it's I want them to go check out the sales page, or want them to hit reply. Figure out what it is that you want them to do first. At the end of it you want them to go check out the sales page for example, okay, so that's the angel. Then, I'm going to start with the subject line and usually what I try to do is come up with something that is either outrageous or something that's going to get people to want to open them. Now, honestly I don't really pay attention to open or answer click through rate. I really only pay attention to sales, but if I can get a catchy subject

line, then I want to backwards create an email that would justify whatever subject line that I came up with. Now, I'm going to give you three ways that I come up with subject lines when I can't think of anything and guess what you don't even have to come up with yourself either. There are three resources that I go to all the time and yeah maybe I'll ... tweak it a little bit here and there, but to come up with a really good headline, there's a few websites out there. One of them is called headlines basher and what it does is it takes like click paid type, subject lines from different topics and smashes them together. So, if you went there you would see all sorts of crazy subject lines. In fact, let me just pull ... see there you go. So, now you got something outrageous like that.

John McIntyre:

Pretty you are right ... reportedly found in Martian meteorite.

Nick:

So, you take any of these subject lines and come up with the way to justify it. I mean that's the biggest thing is if you do it outrages one like this you're going to have to have a good payoff for it. So, come up with a creative way for you to justify whenever it is here. So, yeah if you are ever at a loss for what your subject line is going to be? Go to this site. Another thing that you can do is subscribe to direct.com. I don't ever even read their emails. I don't visit their site, but I will just put a little filter for dig in my Gmail and they have some really amazing subject lines that you can just take or tweak it to your own purposes to pitch your own niche and then write something that flows from that. That would be a good payoff. More on a practical level, if you want to just be straightforward, what you can do is go to any sort of subedit for the topic at hand. So, let's say you're in a fitness niche; you'd go to one of the fitness subedit and just see what's booted up to the top, because whatever has been booted up to the top is obviously getting a lot of tractions, giving a lot of action. It's probably also going to get a lot of action you will eat even as well, so you can use whatever subject lines that niche happens to have that seems to be popular and craft an email that's coming from that subject line and from there find, once I have got that idea then the email itself just kind of flows and yes it does take a lot of practice. It's one of those things that I know when you are first starting out writing emails and when you are coming up against the daunting task of writing every day, it could be a little bit scary at first, but the more you get in the habit of doing it, easier becomes and the more right kind words are going to flow.

John McIntyre:

Yeah, I mean it's interesting how anyone else doing daily emails. I haven't done this in a while, but daily emails was, you should get in, you get some momentum going and if every day you wake up and you write an email you should yeah you get in a habit of doing it and then when you sit down it's not actually that hard you think of ideas and you just start spewing out ridiculous stuff and you find a way to turn it into an email.

Nick:

Exactly, exactly, it just becomes a habit. It just becomes ... actually is therapeutic, you feel good when you do it. You enable to get out all of those demons and get out all of that ... that you might have and then get out all those jokes that you want to get rid of or stuff like that, so it does becomes really therapeutic creative outlet for you, becomes one of those.

John McIntyre: Yeah interesting, okay, okay. So, then what about you, when you wake up in the morning, like what's your day look like. It sounds like you spent a little time writing emails. So, what is your day look like?

Nick: Yeah, I mean it is slow start at first. I'm not much of a morning person. So, before my coffee nothing is happening. Please don't talk to me before that happened or I might blow up, but after I get my coffee, I mean, I'm ready to go and I'm all fired up. I will start writing emails. I will start if I had an idea of what I want to promote and if I have the angle of just dive right into it. If I need to do a little bit of research or come up with some angle to start pitching whatever it is that I'm pitching, then I'll start going through the three sides that I have just said right now or I mean another thing which you can do is look at the covers of magazines that are really popular. That would be related to your niche. They usually have some good stuff that you can steal from or tweaked a little bit. I usually wouldn't say they had great headlines. Just straight of a cover to your subject line, but they do have some that you can with a little bit of tweaking you can use. So, then I just start writing emails and honestly within a couple of hours I'm usually done ... between five and ten.

John McIntyre: Okay, okay and that takes three hours, four hours.

Nick: Yeah depending, it's funny because sometimes emails just come out of you, just naturally and you'll have done in 5 minutes and then every time you just sit with that blank paper, that blank screen in front of you trying to figure out exactly how to do it or some you get halfway through and you realize this is going nowhere, its going down ... It's kind of crumbling under its own weight, so you have to start over, but no big deal. I usually try to just keep things, I try to keep keyboard moving. I try to keep my fingers typing even if its bunch of gibberish. I can then go back later and edit them. Though, a lot of the times I don't need to.

John McIntyre: Yeah, okay, and then so what mistakes have you made over the last ...

Nick: What mistakes haven't I made up? I made a lot of them. Related email marketing I would probably say first being dogged thinking that people didn't want to be contacted all that much. I did a survey awhile ago my list asking them how often they wanted to be contacted and what would you guess they would say like? Once every week, once every two weeks, some like that? Yeah, it's pretty much there, typical response and I think if you ask people ... tell you, but if you're writing something they enjoy, they're going to want to hear from you a lot more. So, never really go by what they say. Go by what they respond to. That's more going to be a more accurate gauge for you. You'll notice at first when you start, I mean, I was scared at first when I started ... like everybody's going to unsubscribe. I'm going to get so many spam complaints and honestly I didn't really get that many. Sure was there a period like birthing pain period where there were few more unsubscribe then the normal, yes. But probably most of the people who would never going to buy from you anyways. They needed to get off and then I got a more proactive period getting them off the list, then I did back then, but yeah so thinking that people didn't want to be bothered that much by email was probably my biggest mistake. So, once I have fixed that, things really shifted.

John McIntyre: Nice, I found that too when I first get into this. When I just getting started. It was the same thing. I was like oh I was just doing what most people do, just signing every 3 days or once a week or something like that. Switch to daily, is an auto responder initially expecting people to get really annoyed at me. There was someone who was like that, but generally speaking the most people were happy about it and not only that if they miss the day or if you change that and skip the day or something, you will get people with email... where is my email? I didn't get one today, if something happen, if you lose it or something like that. Since, I stop doing daily emails, I even know, I too send email. I just did because it's not often right now. I often get people are saying where are my emails. You are still doing the daily stuff anymore or ... stop receiving him.

Nick: Yeah, yeah, and here's another thing that it just occurred to me that I was really dropped in the ball on early on that you think that people are going to be prissy if you pitch in all of your emails. I pitch every email that I sent out. I don't really send out any sort of hard content whatsoever. Someone, who might appear like, it is that really isn't more entertaining actually giving out the solid content. I used to be scared to put in a pitch. I just want it hey just go check out this free thing and it kind of reminded me of something that my grandmother used to say, why buy the cow when you're getting milk free and the same with your email marketing. Why you going to buy any of your products, you're given it every day in your emails, you're giving away free anyway. So, if you have something of value, something that people should want to pay for it, that is something that would solve their problems, then you should be pitching it. You should be letting them have that. It's the right thing to do. It's the ethical thing to do, sell them.

John McIntyre: Absolutely, 100%, just an interesting thing, I use to think like 100% stuff like that but was always like that in every instance. Why she find the answer will be wondering sometimes you know much more open approach works better for example I got an email this morning from which you know so he sent an email I thank you basically want to make sure he's free information is better than most people's paid information in the history of the season to send that information to send out that's better than what you pay for with most other people and his strategy is totally different to say what you're doing more than you know I've done the cost and he's got a very big business.

Nick: Yeah, yeah absolutely.

John McIntyre: So, there's this newest answer where both strategies can work that I don't actually know which ones the best. I used to I probably even now have over saying that premise approaches the more better approach this can become more that way as the time goes on.

Nick: You know I had no idea I know what seems to work for others you know if they're free stuff is great you can get this idea will then there will be even more great but with you can give it is kind of a little bit different it's why I would say that I'm putting out more entertainment and I think right now I could watch when a remedial courses for example. I think probably doesn't matter and I probably gain as shit and I learned so much stuff from it or house of cards season three on Netflix in my queue that a lot yet which is more appealing to me right now I'm ultimately believe that remain course would certainly better, but the back of my mind just like most people I want to be entertained. I want to be entertained the

more tempting people need to do right now, I am not saying now we give in to temptation neither do your customers and potential customers, but I think the value that you're offering when you're offering entertainment especially become kind of disguised are not necessary disguise that comes mixed in with some teaching is really offering of values that they can really get anywhere else you could be entertaining that might just be the most highly valued be out there is to be entertaining.

John McIntyre: Yeah, yeah I mean this time and i never thought about this for a long time did you see what happened to the next 5 10 years the content marketing which way, but it seems like you found 20 perhaps like the more aggressive approach doesn't work will be accompanied the way it does for small operator.

Nick: Agree and I don't think you should just be aggressive in your sales approach. I mean should you be promoting, yeah of course you should, but should you choose to be doing straight hard peaches not your email no don't do that then people will and should be boring and it's predictable and not be fun.

John McIntyre: Yeah, so we run on time and before we go though give the listener like if someone wants to find out where you are and what site is to buy the products. What's the best place for them to do that?

Nick: I'm going to give you one of my paid products for free for all of your listeners, so what they can do is to listen to this right now and just go to email marketing done dot com slash McIntyre and then you will be able to get the opening sequence where I review exactly the step-by-step formula for creating that route in its response from the get-go that I can I referred to earlier I'm just going to give you that program that works for free. So, just go to that URL that I just mentioned emailmarketingdone.com/McIntyre and choose for free.

John McIntyre: That's the micmethod.

Nick: Ok let's go with Micmethod, emailmarketingdone.com/mcmethod.

John McIntyre: Awesome, Nick thanks for coming on the show man.

Nick: Thanks for having me. It was a pleasure to be on here.