

SUBSCRIBER TSUNAMI

**UNLOCKING THE SECRETS TO
E-COMMERCE NEWSLETTER GROWTH**

People only buy from you for two reasons. They know you & they trust you.

@

This book is about solving the first problem - getting the people to know you.

Dejan Jacimovic

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Preface

The Evolution of E-Commerce Marketing: A Personal Journey

When I founded my ecommerce development company in 2010, our philosophy was simple: serve anyone willing to pay. However, it wasn't long before we discerned a clear distinction between thriving clients and those struggling to keep up.

In the early days of Facebook advertising, the digital landscape was markedly different. Clicks were inexpensive, competition sparse, and consumer behaviour impulsively favoured online purchases. The digital marketplace was ripe for growth, with conversion rates soaring around 11%.

Fast forward to 2023, and the scenario has dramatically shifted. For large, established businesses, conversion rates have plummeted below 2%, and for smaller ventures, it's often less than 1%. This decline coincides with a steep rise in the cost per click, soaring from \$0.27 to a staggering \$1.68. This exponential increase in advertising costs, combined with a steep drop in conversion rates, has resulted in a 71.5-fold increase in the price per purchase.

Further intensifying the challenge, the dynamics of audience interaction on platforms like Facebook have evolved. Gone are the days when page followers consistently saw and interacted with your content. The current landscape necessitates payment for visibility, underscoring a harsh reality: the audience you thought was yours is, in fact, owned by the platform.

This shift brought a crucial realisation. Businesses focusing solely on building their pages unintentionally bolstered Facebook's business rather than theirs. As the market became more saturated, companies found themselves in a relentless battle for the same customers, leading to reduced business volumes or escalating marketing expenditures just to maintain revenue.

Yet, amidst these challenges, a trend emerged. By 2015, it was evident that businesses investing in newsletter marketing were leapfrogging their counterparts. They understood something others didn't: the power of direct communication with customers.

The businesses dedicated to nurturing their newsletter subscriber base discovered a low-cost, high-reward marketing channel. Sending a newsletter meant direct, permission-based access to their audience's inboxes.

Our journey involved closely observing our clients' ethical and other strategies to grow their subscriber lists. This experience offered us profound insights into the impact of newsletters on business growth.

The Core of This Book: Acquiring Subscribers By Boatload

This book is dedicated to the art and science of acquiring newsletter subscribers. Drawing inspiration from Seth Godin's "Permission Marketing," we delve into the nuances of earning the right to communicate with your customers. I will share the inner tactics we've employed to ethically expand our clients' lists by tens of thousands.

Our focus is clear: to equip you with the knowledge and tools to build a sustainable, permission-based relationship with your audience, fostering growth and resilience in the ever-evolving e-commerce landscape.

Enjoy

Yours Truly

Author's Note on Terminology

As you delve into the pages of this book, you'll encounter two terms that are pivotal to our discussion: "subscriber" and "lead." I want to take a moment to clarify these terms to ensure we're on the same page throughout your reading journey.

Subscriber: This term is straightforward. A subscriber is someone who has actively chosen to receive information from you, typically through signing up for a newsletter or similar communication channel.

Lead: The term "lead" is broader and encompasses any individual you might engage with. However, the primary focus of this book is on what I call a "warm lead." A warm lead isn't just any potential contact; it's someone who has shown interest in what you have to offer and has given you explicit consent to communicate with them. This consent is key—it's what distinguishes a warm lead from a mere acquaintance or a random name on a list.

Conversely, a "cold lead" refers to someone who hasn't expressed such interest or given such consent. This book is not about pursuing cold leads. Our emphasis lies in ethical practices and strategies to engage individuals who have shown a genuine interest in hearing from you and have willingly opened the door for conversation and engagement.

By focusing on warm leads—people who are already inclined to listen—we explore the art of nurturing genuine connections and building a community of interested and engaged individuals.

Section I: Setting The Stage

Chapter 1: How We Got Here

December 2nd is a date that will forever be etched in my memory. It was an early winter morning, 7:15 AM, to be precise. The tranquillity of the morning was abruptly interrupted by the ringing of my phone. There I was, still nestled in bed, my wife beside me, kids in the blissful embrace of sleep.

It was my colleague and, more importantly, my business partner on the other end. My mind raced to the worst-case scenario: "The server must be down," I thought, a common dread in our line of work.

With a mix of urgency and stealth to not disturb the peaceful morning at home, I made my way to the office. Conveniently, it was just one floor below our apartment.

- "What's up? What happened?" I queried, my fingers already dancing across the computer keyboard.
- "18,000!" came the almost incredulous scream from the other side.
- "Sorry, what?" I was utterly perplexed.
- "18,000 unique subscribers! We got 18,000 newsletter subscribers in just one day," she elaborated, her voice a mix of shock and excitement.
- I was still trying to catch up, "What are you talking about?" I asked, my mind still half-stuck in the morning fog.
- Then it hit me, the realisation dawning as swiftly as the morning sun. "Ah, the campaign for 1st December... the one we ran for our client to ramp up their leads," I pieced together.
- "But wait, wasn't our budget capped at \$2,000? Did I accidentally set it to \$20,000?" The thought of such a blunder made my heart skip a beat.
- Her laughter trickled through the phone, almost as if she anticipated my panic. "No, we spent less than \$1000," she clarified, still chuckling.

This was beyond our wildest expectations. We had created what we thought was an effective campaign, but the results were nothing short of miraculous. It was the kind of success that you dream about in our field. This was our breakthrough moment, the dawn of a new era in our journey, and the beginning of an incredible chapter in our story of mastering the art of newsletter subscriber acquisition.

Chapter 2: The Power of Loyal Subscriber

I, like many, have been on the receiving end of countless newsletters. Often, I find myself hitting 'unsubscribe' repeatedly, yet they persist, relegated to my spam folder. There's an undeniable irritation, a growing disdain for these brands. Each sighting of their name in my spam stirs a flicker of annoyance. It's a classic example of how **not** to do email marketing.

But this book is not about being a dud, so let's pivot to a more inspiring tale.

Among our clientele is a Norwegian company, modest in size but rich in loyal followers. In 2018, they approached us with a hefty request: to transition their system to a more sophisticated platform. This task wasn't just a simple migration; it involved moving intricate product setups, comprehensive customer data, payment systems and integrating warehouse and accounting systems.

Fast forward to 1.5 years later, the project's end was in sight, but so was the exhaustion of the owners. They teetered on the brink of both a mental and financial breakdown, the threat of shutting down their business looming over them.

Yet, amidst this turmoil, they had a potent asset: a meticulously curated email list of 40,000 subscribers. This list wasn't just a collection of emails; it was a garden they tenderly cared for. They pruned inactive contacts, adjusted the frequency of emails based on engagement levels, and ensured each message was relevant and engaging. It was a relationship built on mutual respect and value.

January 2022 marked a critical point. Burdened by escalating financial strains, they turned to their trusted list with a plea wrapped in honesty. They laid bare their financial woes, asking for help with a sense of immediacy.

Their email was a masterstroke of communication. It had a compelling narrative ("our business is at risk"), a noble cause ("support a small business"), an enticing offer (significant discounts for deal-seekers), and a sense of urgency (a looming deadline).

The response was staggering. Within 24 hours, their stock was completely sold out. This wasn't just a financial recovery; it was a resurgence. They not only overcame their immediate crisis but also secured enough funds to sustain the business for the following year.

This story isn't an endorsement for replicating such drastic measures regularly. Overuse would erode trust and damage credibility. Rather, it underscores the immense value of a loyal, engaged email audience. They don't just read; they engage, they believe, they purchase.


This brings us to a pivotal question: what truly constitutes value for a newsletter reader? What makes them cling to your every word and eagerly await your next message? Let's delve into that in the next chapter, shall we?

Chapter 3: Zeroing in on Your Ideal Subscriber

Imagine attempting to sell high-end skateboards, equipped with the latest features and designed for skilled skateboarders, to residents of a retirement home. This audience, primarily in their 70s and beyond, is more inclined towards safety, comfort, and leisurely activities suitable for their age and physical capabilities. The advanced technology and skateboarding jargon used in the sales pitch are entirely irrelevant and potentially overwhelming for them, creating a glaring disconnect.

The result: a complete lack of engagement and interest from the senior citizens.

Does that mean that you don't have a good product? No, it simply shows how talking to the wrong audience will fall on deaf ears.

 It is not just about gathering a crowd; it's about finding your people in that crowd. It's like setting up a dinner party. You don't want just anyone at the table; you want guests who relish the meal and spark lively conversations. Your ideal subscribers are those dinner guests.

How to Make a Map to Your Treasure?

Start with who's already listening. What makes them tick? What keeps them up at night? And more importantly, how does your newsletter help them sleep better? This isn't just demographics. It's about getting into their heads. Think of it as a detective game where each clue brings you closer to the prize – a subscriber who not only reads your emails but waits for them.

Doubling Down: The Art of Refinement

Now, imagine you're a sculptor, and each email is a stroke of your chisel. With every word, you're refining, shaping, and defining your masterpiece – a perfectly tailored newsletter. It's a test, learn, and adapt game. You're not just sending emails; you're engaging in a dialogue. The feedback, the open rates, the clicks – they all tell a story. Listen to it.

Action Steps

Step 1: Analyze Your Existing Customer Base

- Start with your current subscribers or customers.
- Look for shared traits like age, location, profession, interests, and buying patterns.
- Use tools like Google Analytics, social media insights, or your email platform for data collection.

Step 2: Detect Patterns and Similarities

- Identify trends within your audience. Which content types get more engagement?
- Observe common purchasing behaviors or interactions with certain content types.

Step 3: Dive into Psychographics with Surveys and Feedback

- Send out surveys or feedback forms to your current customers.
- Ask questions about their interests, challenges, what they like about your product or service, and what could be improved.
- Use tools like SurveyMonkey, Google Forms, X polls and send links through your email marketing software.

Examples:

1. What is your favorite fast fashion brand? (Answers: Zara, H&M, Uniqlo, Mango)
2. What is your favorite watch maker? (Answers: Rolex, Phatek Phillip, Swatch)
3. What is your favorite car brand? (Answers: Hyundai, Porsche, Mercedes...)

⚠️ Based on the answers, you will be able to go and copy the style of communication of these companies in your advertising campaigns, colors of your website, tone of voice. These companies are spending billions of dollars to perfect their narrative. Steal their strategies and align with your customers.

Step 4: Craft Detailed Personas

- Based on the data you've collected, start creating personas.
- Personas are fictional characters that represent your ideal customers. Include demographics, interests, challenges, and goals.
- Make these personas as detailed as possible to help guide your content and marketing strategies.

Example of amazing persona (the more specific, the better):

1. Single moms;
2. 35-45 years old;
3. Venice Beach;
4. Fitness obsessed;
5. Taking kids to soccer.

Now we're talking.

Step 5: Test and Validate Your Assumptions

- Use your personas to guide your marketing and content creation.
- Test different types of content and marketing messages to see which resonates most with your target audience. Try being a bit more goofy or more serious. Monitor engagement metrics like open rates, click-through rates, and conversion rates to see what's working. Most tools have this built in.

⚠️ Pro tip: Utilize tools like OpenAI to change the voice of your message. Try copying your text in ChatGPT and ask it to speak like David Ogilvy (or whoever is the hero in your niche).

Step 6: Harness Social Media Insights

- Social media platforms offer valuable insights into your audience's behavior and preferences. Tools like Facebook, TikTok, Instagram, YouTube already know a lot about your demographics. Look into their statistics to learn about the age, location and language of your target audience.
- Look at the demographics of your followers, the content they engage with, and the times they are most active.

Step 7: Continuously Refine Your Subscriber Profiles

- Continuously refine your customer profiles based on new data and insights. Look at your open rates, your click through rates. Again, most of the tools have this built in.
- Stay adaptable – as your business grows and evolves, so will your ideal customer profile.

Step 8: Implement Feedback Loops

- Set up mechanisms for ongoing feedback from your audience.
- Use this feedback to further refine your understanding of your ideal customer.

Examples:

1. How are we doing (reply with number from 1-no bueno, to 10-excellent)?
2. Would you recommend our newsletter to your friends (reply with number from 1-"no way" to 10-"hell yeah")?
3. Are you enjoying this newsletter (reply with number from 1-no bueno, to 10-excellent)?
4. Would you like more of this content (reply with number from 1-"less, please", to 10-"keep on going")?

Step 9: Stay Abreast of Industry Movements and Competitors

- Keep an eye on industry trends and what your competitors are doing.
- This can provide insights into emerging customer needs or gaps in the market that you can address.

Rule of thumb:

If everybody else is doing it. Don't do it.

Step 10: Regularly Reassess and Update Your Profiles

- Revisit your customer profiles regularly – at least once a year, or more often if your business is rapidly changing.
- Update the profiles to reflect any new insights or changes in the market.

Conversations, not Broadcasts

When you start hitting that bullseye, something incredible happens. Your emails transform from broadcasts into conversations. Your subscribers start seeing you as a trusted voice, not just another marketer. They wait for your emails, they open them, they read them. Why? Because now you're speaking their language. You're addressing their needs, their desires, their fears.

Chapter 4: Setting the Stage for Newsletter Domination



Ask, and it will be given to you; seek, and you will find; knock, and it will be opened to you.

Matthew 7:7-11

There are only four mechanisms you can use to grow your newsletter subscribers base:

1. From existing customers
2. The use of “free”
3. Through the content marketing
4. Using Referrals

1. From your existing customers

In the world of e-commerce, your existing customers are a goldmine, not just for repeat sales but also for growing your newsletter audience.

Let's break it down.

Picture this: a customer is at the checkout, their digital cart full, their excitement palpable. This is the perfect moment to make a simple, yet powerful ask – invite them to join your newsletter.

It's all about timing and placement.

A well-crafted, engaging prompt at the checkout can work wonders. You're not just asking; you're offering them an insider's pass to a community, exclusive deals, and first dibs on new products.

Make it a meticulous experience by putting thought and effort into it. Don't be an arm twister.

But if your customer hasn't opted in on the checkout, there is still time to ask them to join in transactional emails.

These aren't just receipts; they're opportunities. Each order confirmation, shipping update, or feedback request is a chance to inject a persuasive nudge towards your newsletter.

The key here is subtlety and value - you're not hard selling, you're inviting. Make it clear that your newsletter isn't just another email in their inbox, but a gateway to value that enhances their shopping experience.

How? Spice up these transactional emails with sneak peeks of upcoming products, a hint of exclusive content, or early access that's reserved for your newsletter tribe.

⚠️ Make CTA clear as a day. Make them subscribe effortlessly. Think one-click opt-in.

This approach turns mundane transactional interactions into exciting touchpoints that deepen customer engagement.

Every email is a stage, and every stage is an opportunity to showcase the unique value your newsletter brings. By leveraging these moments, you're not just growing your newsletter audience; you're building a community of engaged, loyal customers who feel valued and connected to your brand. It's a win-win - your customers get access to tailored, exclusive content, and you get a growing, engaged audience ready to hear from you. So, use the checkout to ask, and transactional emails not as mere tools, but as strategic, relationship-building moments that transform casual shoppers into newsletter enthusiasts and, ultimately, brand ambassadors.

How To Spice up your Transactional Emails

My favorite example does not include invitation to the newsletter, but it was a great hit shared among many. It is an example of a well thought out email of order confirmation from CD Baby which was the first email of such kind to be shared with millions.



Thank you for your order with CD Baby!

Your CD has been gently taken from our CD Baby shelves with sterilized contamination-free gloves and placed onto a satin pillow. A team of 50 employees inspected your CD and polished it to make sure it was in the best possible condition before mailing.

Our packing specialist from Japan lit a candle and a hush fell over the crowd as he put your CD into the finest gold-lined box that money can buy.


We all had a wonderful celebration afterwards and the whole party marched down the street to the post office where the entire town of Portland waved "Bon Voyage!" to your package, on its way to you, in our private CD Baby jet on this day, Friday, June 6th.

I hope you had a wonderful time shopping at CD Baby. We sure did. Your picture is on our wall as "Customer of the Year." We're all exhausted but can't wait for you to come back to CDBABY.COM!!

Thank you once again

Derek Sivers, president, CD Baby

the little store with the best new independent music

 Use your unique voice in your emails and make every experience count. There is only one of you, and your customers will appreciate it.

2. The use of “FREE”



Most transactions have an upside and a downside, but when something is FREE! we forget the downside. FREE! is a powerful force.

*Dan Ariely
Predictably Irrational*

In the bustling world of e-commerce, there's a certain charm to the word 'free'. When wielded with insight and precision, this concept can turn a mere website visitor into a devoted subscriber or customer. It's about leveraging the inherent allure of 'free' and marrying it with your strategic goals to chart a course towards growth and success.

Dan Ariely, in his insightful work "Predictably Irrational," explores the magnetic pull of free offers, introducing the 'zero price effect.' This phenomenon highlights how consumers often perceive the value of a free offer as disproportionately high compared to its actual worth. This psychological quirk nudges people towards favoring free items, sometimes even when they're not the most advantageous choice.

⚠️ For e-commerce brands, mastering this powerful tool can significantly boost customer engagement and conversion rates, particularly when it comes to growing your newsletter audience.

The Magnetic Pull of 'Free' in E-Commerce: Harness this effect by offering something for free. This not only spikes engagement but also imbues value, nudging visitors towards signing up for your newsletter to snag more such deals.

Balancing Perceived Value and Actual Cost: Offer something with high perceived value but low actual cost to your business. Digital items, like e-books or exclusive

online content, are prime examples. They cost little to distribute but carry substantial value for your consumer.

Building Emotional Bonds with Freebies: Free offers can forge an emotional connection. When visitors receive something valuable at no cost, it instills positive sentiments towards your brand, fostering loyalty and trust. This emotional bond can be pivotal in turning a visitor into a subscriber, and eventually, a loyal patron.

The lure of getting something for nothing taps into a deep-rooted human instinct, igniting urgency and desire that often outstrips rational assessment. In the realm of e-commerce, when used astutely, this translates to higher traffic, escalated engagement, and an enhanced inclination to take action – starting with a newsletter sign-up.

E-Commerce Tactics for Lead Generation

1. **Free Samples or Gifts:** A free sample or a modest gift can be a compelling reason for visitors to subscribe to your newsletter, introducing them to your products and leaving a lasting positive impression.
2. **Exclusive Content:** Offer valuable content, like e-books or exclusive videos, accessible only to newsletter subscribers. This frames your newsletter as a key to exclusive, valuable resources.
3. **Perks for Subscribers:** Entice new subscribers with free shipping or discounts on their first purchase. This not only drives immediate sales but also cultivates a long-term customer base.
4. **Loyalty Rewards:** A loyalty program where subscribers earn points for free products or special deals can encourage both sign-ups and repeat business.

Using 'Free' Wisely

While 'free' is potent, it demands strategic use. Overdoing it can cheapen your brand or lead to unsustainable practices. Balance the appeal of free with maintaining the perceived value of your offerings. Also, the quality of free items or content should reflect your brand's high standards, to foster trust and credibility.

Timing and Targeting: The Key to Subtlety

Don't rush to ask every website visitor to subscribe. For first-timers, popping up a request too soon can lead to site abandonment. Instead, bide your time. Let them explore a bit. Then, gently nudge them with a subtle banner, ideally on the cart page, offering something like free shipping or a discount code in exchange for a subscription.

Moreover, be mindful of your existing subscribers. They shouldn't be bombarded with these offers – it's just noise to them. Utilize cookies wisely and respect their user experience.

3. Content marketing

Content marketing is any form of content production that you do. Ideally, it should align with goals and desires of your audience, so you can provide value to them (thus attract right people). The content can be:

- Blog post
- Long-form video (YouTube)
- Short-form video (YouTube or TikTok)
- An e-book
- Physical book
- Webinar

Regardless of its form, content should be centered about them. Not you. It's perfectly fine to talk about your experience as there is only one you, and people can't complain if it works for them. It's not "how to..." it's "how I...". You have done cool things and you've learned from them, and now you're giving instructions on how it can help somebody else. It is always a great idea to share with your audience.

But the main question remains — where do I advertise, and how much?

TV has 13m of ads to 60 min of program. If you wish, you can use this ration between your content and your ads. Facebook has the similar ratio of 3 organic posts before 1 ad. However, the more you promote, the less trust you'll gain. Hence, the smaller audience you'll have.

⚠️ Make it about them, not you. Promote, but do keep an eye on the ratio. ¼ ratio is an acceptable norm for most people.

4. Referrals

Implemented effectively, referrals stand as the most efficient method to expand your list of subscribers. Your current subscribers are already familiar with you and have a vested interest in you and your brand. Additionally, they are connected to others who have similar interests.

By providing appropriate guidance, you can enable your customers to enhance their social standing within their circle of acquaintances who share common interests. That's a win-win situation.

Effectively, there are three ways you can implement a successful sharing strategy:

1. Tiered awards for bringing in new subscribers (Case study: thehuste.co);
2. Rewarding both sides for new engagements (Case study: DigitalOcean);
3. B2B cross-promotion.

Tiered awards case study: thehuste.co

So, you've probably heard of The Hustle, right? They're a digital media company that's all about business, tech, and culture news. But what really set them apart was their referral program. It wasn't just any referral program; it was like they had cracked the code on how to make their subscribers not just read their content but actively spread the word. We're talking about an additional 300.000 subscribers.

The idea was simple yet brilliant. They told their subscribers, "Hey, if you love our content, why not share it with your friends? And guess what? If you do, we've got some cool stuff for you." Now, the cool stuff wasn't a random giveaway. They had this tiered system where the more people you referred, the better the rewards got.

But, it wasn't only about the rewards. It was about being a member of an exclusive club.

We're talking about branded custom socks, exclusive content, a Hustle hoodie. All things you can show to your friends and tell a story. The kind of stuff their audience actually wanted.

But there was another important element to the success - they made the process super easy. Share a link, and you're on your way to earning those rewards. They tapped into their audience's love for the brand and turned it into a powerful marketing tool.

And it worked like a charm. People started sharing their content. The Hustle's subscriber base grew exponentially, and they did it without having to spend big bucks on traditional advertising. They leveraged their existing audience to reel in new subscribers, creating a snowball effect.

What The Hustle did here was not just create a referral program; they created a community of brand ambassadors. They showed that if you give your audience value and make them feel like part of the journey, they'll not only stick around, but they'll also bring their friends along for the ride.

This case study is a perfect example of how understanding your audience and incentivizing them in the right way can lead to phenomenal growth. **It's about making your customers feel valued and part of something bigger.**

Rewarding both sides - Case study: DigitalOcean

DigitalOcean, a cloud infrastructure provider, has always been popular among developers for its simplicity and cost-effectiveness. But what really helped them scale up was their cleverly designed referral program. They didn't just implement a referral program; they turned it into a growth engine.

Here's the deal with DigitalOcean's referral program: They made it enticing for both the referrer and the referee. When you referred someone, you didn't just get a pat on the back; you got actual credit in your DigitalOcean account. And the person you referred to also got a significant amount of credit to start with. This wasn't just about getting more sign-ups; it was about giving new users the ability to actually use DigitalOcean's services without any initial cost. Talk about a win-win.

But why was this so effective? First, they targeted the right audience. Developers love tinkering with new tools, especially when there's no cost barrier. By offering service credits, DigitalOcean ensured that new users could try out their platform without any

financial risk. This was a smart move in a market where users are often wary of the costs associated with cloud infrastructure services.

Secondly, the simplicity of the program made it easy to share and use. You didn't need to jump through hoops to get your reward. Share a link, get someone to sign up, and – you both get credits. This simplicity removed any friction from the referral process, encouraging more users to participate.

The results? Outstanding growth. DigitalOcean quickly grew its user base, with a significant portion of new sign-ups coming from the referral program. They tapped into the power of word-of-mouth marketing, leveraging their own satisfied customers to bring in new ones.

DigitalOcean didn't just offer an incentive; they offered value that was aligned with the needs and interests of their target audience. By doing so, they turned their users into advocates, accelerating their growth and solidifying their position in the competitive cloud infrastructure market. It's a brilliant example of how understanding your audience and incentivizing them appropriately can lead to significant business growth.

B2B Cross-Promotion

It was the summer of '23 when a client of ours mentioned she was rocking her newsletter campaigns, but she was low on supplies and promised her audience to deliver a bi-weekly newsletter.

She was in the business of healthy snacks for young children in kindergarten, and I couldn't help but wonder if her audience (mostly moms) was also interested in books for children. So, I reached out to our other client that did just that, and soon enough we were all on a video call.

Both loved the idea, and started doing cross-promotion. They are doing it to this day.

Both of those businesses had newsletter lists of similar sizes, so the sharing was successful. But what if they didn't have an equal number of subscriber base?

In case the lists sizes are unequally large, you may want to use affiliate links as a common denominator. Each side will get a proportional kick-back from its own affiliate link.

Check out a list of possible collaborations in these complementary businesses:

Children's Clothing	Children's Toys
Fitness Gym	Supplements
Men's suits store	Jewelry with engagement rings
Car dealership	Auto Detailing
Real Estate Agency	Home Improvements Contractor
Bridal Shop	Wedding Planner
Bicycle Shop	Outdoor Activity
Pet Store	Veterinary Clinic
Online Pharmacy	Online Prescription Doctors
Cooking Classes	Gourmet Food

⚠ The businesses themselves do not have to be entirely complementary. Their audiences do. If the audience shares the same value, they are more likely to perceive the content as valuable.

Section II: Irresistible Hooks

Chapter 5: Crafting an Offers That Convert Viewers into Subscribers



Give give give, give give give, until they ask.

Alex Hormozi

In his book, 100M dollar leads, Alex Hormozi is describing lead magnets. Those are nuggets of wisdom, meant to provide users with high-value advice in return for their contact details. Like drug dealers, you should give your “user” the best quality free sample, so they will keep coming back for more. Give them a sucky puff, and you’ll blow your reputation.

So, just like with your product or service, you should make an offer so good, people feel stupid saying no to.

So, let’s dive into the art of creating offers that not only capture attention but also drive action. Drawing inspiration from Alex Hormozi's "\$100M Offers," we'll explore how to craft propositions that resonate deeply with your target audience, creating a magnetic pull that's hard to resist.

I cannot recommend this book enough, and I suggest you read it too for an in-depth understanding. But, for the sake of saving you time, let us perform dissecting of what makes a great offer.

Section 1: Understanding the Power of a Strong Offer

Before delving into how to create these offers, we first need to understand what makes an offer not just good, but great. This section will discuss the fundamental principles behind successful offers, emphasizing the importance of value perception and the psychological triggers that lead to conversions.

Key Topics:

- The anatomy of a high-converting offer
- Psychological triggers in sales
- The balance of value and cost

Section 2: The Hormozi Method: Crafting \$100M Offers

Here, we break down Alex Hormozi's methodology for creating compelling offers. His approach centers on maximizing value for the customer while minimizing risk and objection.



Your website is like a busy street. Your lead magnet is the irresistible scent wafting from your bakery, luring people inside.

Alex Hormozi

Same rules apply when it comes to creating your offer and creating your lead magnet with one key difference. Your lead magnet is a currency you are using to get your lead details.



Above is the value equation from Alex. Follow it to make the most valuable offer for your customer. Then, make it free to gain trust or exchange it for contact details, and watch your list skyrocket.

This is essentially changing your goodwill and time and sacrifice spent to help the person you don't even know gain value. In return, they may listen to what you have to say in the future.

But how do I do it?

First things first, you need to understand that in the e-commerce world, your lead magnet *should* be more than just a discount code or a free shipping offer. Those are dime a dozen. You need to think bigger, think bolder. You're crafting an experience, not just a transaction.

Here's the game plan:

- 1. Understand Your Audience Deeply:** You've got to know what makes your customers tick. What are their pain points? Their desires? The better you understand them, the more tailored and effective your lead magnet will be. If you're selling fitness gear, your customers might be looking for ways to improve their workouts. If it's a beauty store, they might be seeking beauty tips and tricks.
- 2. Create Irresistible Value:** Your lead magnet should offer something so valuable that it feels like a no-brainer. Think of a mini-product that complements your main offerings. If you're in the fitness niche, how about a free eBook on nutrition plans or an exclusive video series on home workouts? If you're in a fashion business, how about providing a valuable resource on how to dress and combine clothes to look as amazing as possible. The key here is to offer something that's both relevant and valuable to your target audience.
- 3. Make It Exclusive:** People love feeling like they're part of an exclusive club. Make your lead magnet something that isn't just lying around for free on the internet. It should be unique to your store and your brand. This exclusivity adds to the perceived value.
- 4. Solve a Real Problem:** Your lead magnet should solve a specific problem for your customer. It's not just about giving away something cool; it's about making your customers' lives easier or better in some way. This is where knowing your audience really pays off.
- 5. Use Strong, Clear Calls-to-Action (CTA):** Be clear about what you want your visitors to do. Your CTA should stand out and make it easy for visitors to take the next

step. Whether it's signing up, downloading, or getting access, make it as simple as clicking a button.

6. Test and Optimize: Always be testing. See what works and what doesn't, and be prepared to tweak your strategy. Sometimes, small changes in your lead magnet or how you present it can make a big difference in your conversion rates.

⚠️ In our experience so far, the best converting offers are giveaways. They are relevant because they are your product (so those that wish for your product will sign up). They are amazing as they cost you only a small amount (think about giving a free product every 300-1.000 subscribers, or even daily regardless of the number).

💣 But here's the catch! Cheaper products convert better as they raise less suspicion with the customer (as in "why would you give it for free?"). In our experience so far, customers giving away \$500+ products spent more money on marketing than those giving away \$20 to \$200 USD products.

Remember, in the words of Alex Hormozi, "In business, it's not just about selling a product. It's about selling a solution to your customer's problem." Your lead magnet is the first step in showing your customers that you understand them and that you and them are part of the same club. Think "people like us".

Section 3: Identifying Your Hook

Every great offer has a hook - a unique selling proposition (USP) that makes it stand out. This section will guide you through identifying and refining your USP, ensuring it aligns with your audience's desires and needs.

First up, conducting market research for USP development. Imagine you're selling eco-friendly home goods. You don't just jump in and say, "I sell eco-friendly products." You need to dig deeper. What do eco-conscious customers really care about? Is it the sustainability aspect, the health benefits, or maybe the cost savings over time? You've got to get into your customers' heads. Run surveys, hang out where they hang out online, be a part of their conversations. That's your gold mine for USP development.

Now, aligning your USP with customer pain points. Say your research shows that your audience is super concerned about the toxins in household products. They're parents, they're pet owners, they care about their family's health. Your USP could be something like, "Safeguard your home with 100% toxin-free products." See, you're not just selling eco-friendly goods; you're offering peace of mind.

Then comes testing and refining your hook. Put your USP out there. Use it in your ads, your social media, your website. Watch how people react. Are they engaging more? Are they asking questions? Are they ignoring it? This feedback is crucial. Maybe "toxin-free" isn't hitting the mark, but "child-safe" does. Test different angles until you find that sweet spot.

The end goal here is to help you, the store owner, identify that hook for your offer. It's not just about having a good product; it's about having a product that speaks directly to your customer's heart. It's about saying, "I know what you need, and I've got exactly that." Whether it's eco-friendly home goods, fashionable yet comfortable clothing, or high-tech gadgets, your USP is what sets you apart in a sea of options.

So dive into your market research, align your USP with what your customers really care about, and don't be afraid to tweak and refine. That's how you create an offer that's not just a product, but a solution to a problem, a fulfillment of a desire. That's how you make your e-commerce store not just a shop, but a destination.

But it all starts with asking a question. Start with your friends and family, run experiments, give two options (make choices simple, and don't make them think).

Then ask your audience, through existing newsletter, campaigns, social media posts. Boost those questions and learn what to do next. Then double down on your results.

⚠️ You'll get bonus points if you incorporate asking these questions into your giveaway. You'll get to **learn while you earn**.

Action steps:

1. Ask friends and family;
2. Go out in the street (where your customers are), give free samples or services in return for answers;
3. Ask your existing customers what matters most to them; Think A/B questions.
4. Start conversation with your VIP customers. Ask broad, open ended questions, then narrow it down;
5. Ask in giveaways (but make sure you're asking your VIP lookalike audience).

Section 4: Communicating Your Offer Effectively

When you think about presenting your offer, remember it's all about how you say it. Dan S. Kennedy, a master of persuasive marketing, always stressed the significance of presentation in sales. It's not just what you're offering; it's how you wrap it up and present it to your audience.

Persuasive copywriting is your first tool. It's like being a word chef – you're carefully selecting each ingredient, each word, to create the perfect dish. Your words should aim to influence, to sway. Kennedy would say it's about finding the right words that resonate with your audience, whether they're busy professionals looking for efficiency or young trendsetters seeking the latest in style.

But it's not just about the words you choose; it's also about the stories you tell. Storytelling is like a secret passage directly to your audience's heart. A good story can make your offer come alive. Imagine sharing a customer success story that paints a vivid picture of how your product can transform lives. It's about leading your audience on a journey where the destination is a purchase they feel good about.

The more you can identify yourself with them, the more they'll trust you.

If it walks like a duck and quacks like a duck, it surely must be...

However, when you're writing the offer, and it's letter, the best is to imagine your partner standing next to the trash can with all the mail you have received, glancing and sorting through.

Be interesting and relatable. List all the benefits + the hidden ones. And don't be afraid to be as long as you can. People have short attention spans, but they do binge watch entire seasons of their favorite TV shows. When the offer is talking to the right customer, they will follow through.

Now, don't forget the visuals and the emotional undertones. In a world where we're bombarded with visuals, the right image, the right color scheme can make your offer jump off the page. It's about creating an emotional connection. Kennedy understands that emotions drive purchases – people buy because they feel something. Your job is to tap into those emotions, whether it's the comfort of a cozy home or the thrill of adventure.

In essence, effectively communicating your offer is about blending persuasive writing, compelling storytelling, and impactful visuals. It's about creating an experience that resonates with your audience on an emotional level. Remember, as Kennedy would say, your words and presentation don't just convey information; they can change the world for your audience, one offer at a time.

Section 5: Examples and Case Studies

To solidify your understanding, we'll examine real-life examples and case studies of offers that have converted exceptionally well.

There are several notable case studies that exemplify the power of effectively communicating an offer. These case studies highlight the importance of persuasive copywriting, storytelling, and emotional and visual cues in marketing and sales.

1. **Dollar Shave Club's Launch Campaign:** Dollar Shave Club's initial video ad is a classic example of persuasive and engaging storytelling combined with humor. The company used a straightforward, humorous video to explain its value proposition,

which instantly resonated with a wide audience. The result was a viral sensation that not only communicated the offer effectively but also established the brand's identity.

2. Airbnb's 'Live There' Campaign: Airbnb's 'Live There' campaign used storytelling to shift the brand's image from just a lodging option to a way of experiencing a location like a local. This campaign utilized emotional cues, showcasing real stories of travelers, and effectively communicated the unique experience Airbnb offers compared to traditional hotels.

3. Warby Parker's Home Try-On Program: Warby Parker revolutionized the eyewear industry with its Home Try-On program. The offer was simple yet highly effective: try five pairs of glasses at home for free. Their marketing focused on the convenience, ease, and personalized experience, addressing common pain points in eyewear shopping. The program was a huge success, setting Warby Parker apart in a crowded market.

4. Slack's Early Growth Strategy: Slack's growth in the early stages is a great example of understanding and communicating to a target audience. Their focus on creating a messaging platform that solved real-time communication issues for teams, combined with a straightforward and engaging onboarding experience, helped them stand out. Their communication highlighted ease of use and efficiency, tapping into the needs of fast-paced work environments.

5. Nike's 'Just Do It' Campaign: While not a single case study, Nike's 'Just Do It' campaign over the years has effectively used storytelling and emotional cues to inspire and motivate its audience. By associating their products with renowned athletes and common people achieving extraordinary feats, Nike's message transcends selling sports gear and becomes about pushing limits and breaking barriers.

These case studies demonstrate that when you effectively communicate your offer, focusing not just on the product but on the story around it, and connecting with the audience emotionally and visually, you can achieve remarkable success and brand loyalty. Each of these brands identified their unique selling proposition and used it to craft a compelling narrative that resonated with their audience.

Section 6: Testing and Optimizing Your Offers

Finally, no offer is perfect from the get-go. The importance of testing and optimizing your offers, providing strategies for continuous improvement are essential parts of your journey.

Never change more than one part of your offer.

When testing your offers against alternatives, you must be patient and be ready for the long game, as each step is a learning experience.

When testing, compare A to B, as in keep the same offer and copywriting, visuals, and only test title. Once you get a winner, A/B test copy, then A/B test visuals.

Test is only valid if you learn what worked and why. Change too many details and your tests will convert into chaos instead of learning experience.

The landscape is always changing, and staying ahead requires constant innovation and a willingness to learn from both successes and failures.

And one more thing:



Your customer is not an idiot. She is your wife.

David Ogilvy

Chapter 6: Attract Subscribers

Now that we have crafted our offer, it feels stupid to say no to it. You need to get in front of the hungry crowd and spread the word.

Selling money at a discount is the best way of increasing the likelihood of people accepting your offer. And, if your offer is grand slam, is free (selling money at discount) and is digital, and the form of payment is an opt-in for a newsletter, it should yield more than 100% conversion. That is, as long as you stand in front of the hungry crowd.

It was December of 2023 and I was running a daily giveaway campaign for high-end Swiss glasses produced in Japan. The value of glasses was more than \$500 USD, and we were spending a significant amount on Facebook Ads, yet we barely managed to get 15% of all people to participate.

I remember sitting with the CEO, then my wife and my business partner, bouncing off the ideas. Was the UI unintuitive? Was it unclear how good the quality is? Was the brand unknown?

We tried changing ads to a more streamlined experience. We tried adding Swiss brand guidelines, we removed the fun quiz about the brand, we made sure ads and award images were the same, yet we had an extremely high cost per click and conversion was barely +5% to around 20%.

Then I called a friend of mine that lived in Germany, and she told me she'd not participate as she's only wearing sunglasses.

We were left flabbergasted... something so obvious we never noticed. We were so much in love with the product and the quality only to fail to realize that people that don't wear glasses for vision will never participate.

We then proceeded to change to sunglasses as awards, and conversion improved from 20% to 85%.

This goes to show that no matter how good your offer or a product is, served to the wrong audience, it will fall on deaf ears.

Remember, the offer should be your product, and it should be free, or low cost. Think about giveaways. Great daily awards or small daily awards with grand awards for all the participants will do just fine.

Chapter 7: Leveraging Social Media for Subscriber Growth

Your company most likely already has Facebook and Instagram accounts to which you post images of products or benefits of using your products.

Your feed is filled with data, A/B tests and polls, you just need to know how to read them, and the answer is: check your likes.

Using images you never before tested will yield never-before-tested results. This will result in you losing both time and money. How sad.

Instead, head over to your profile, check the images your customers liked for free, and put those images on your ads and campaigns.

People already told you what they liked, so why not listen to them and give the rest of the people like them something they will enjoy.

In the campaigns I run for my clients, I use this tactic every time getting ads with click through rates of 20+% and I always get the same stunned look on their faces when asked how did I pull this off.

While running the ads, I name them with short description and number of likes. For example:

- Human + box + 1421
- Human + product + 5261
- product only + 21112

Then, I run the ads for 2-3 days and I compare the number of likes, and what's on the image. As I have it in the ad name, it is easy to figure out which performs best.

Then, I go back to their Instagram accounts, choose the most liked photos that include the person or the product, and feature more of those. And... voila... in 5-6 days from the beginning of the campaign, we have a clear winner.

Use the same method over and over again, post new content on your social media, and keep ads fresh.

The key point here is to make sure you are focused on growing your channel as such. Not individual posts. If you focus on posts, you'll end up with non reliable indicators on your feed.

The same principle applies for videos on TikTok, photos on Instagram and text ads from your Tweets.

There is gold in your existing content, so be sure to use it.

Section III: Keep Them Coming

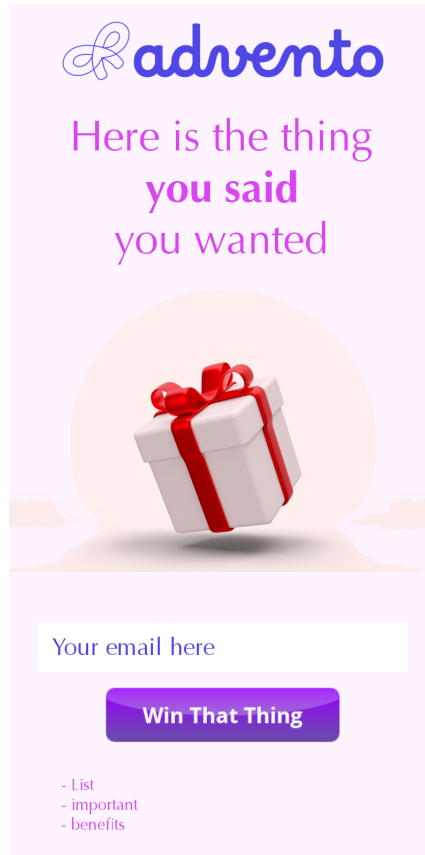
Chapter 8: Mastering the Art of Landing Pages and Lead Magnets in Social Media Advertising

Now that we have made ads, we must make sure our landing pages and ads work together like peanut butter and jelly. You've got this awesome lead magnet, right? It's like the golden ticket for your audience, and in return, they give you their email. But – getting from that ad click to the email submission needs to feel as smooth as sliding into a comfy pair of slippers, not like solving a Rubik's cube.

Picture this: someone sees your ad on social media. It's eye-catching, it's got that zing, and it speaks directly to them. They're intrigued, they click. Now, they land on your page, and boom – it's like they just walked into a room that feels familiar. The design, the tone, everything screams, "You're in the right place, and yes, it's going to be awesome!" Consistency is king here. If your ad's sleek and professional, your landing page better be wearing its best suit too. If it's more laid-back and fun, then your landing page should be hosting the party.

Now, here's where many people drop the ball. They create these amazing ads, but then the landing page looks entirely different. With today's focus span, visitors will forget why they came. So it's our job to keep the excitement alive. Tell them straight up – here's what you're getting, and here's why you can't live without it. This isn't the place to beat around the bush. Here is the layout I like to use, and I always make sure that:

- **Title** on the landing page is the same as on Ad they just clicked on;
- **Description** keeps the fire alive, explaining why they'll miss on the amazing offer if they don't sign up right away;
- **Image** is the same as in Ad they just clicked on;
- There is **only one** CTA.



And simplicity – it's your best friend. Ever watched a video from YouTube that asked you to like, follow and subscribe? Have you ever done all of those things? You are more likely to perform only one instruction given to you.

Your landing page can't be that video. Make the journey from ad to email as smooth as a hot knife through butter. Ask them for one thing only. You want them to get to that email field thinking, "That was easy!". **It's all about them, remember?**

And your call to action – that's your mic drop moment. It's got to be clear, it's got to pop, and it should make them feel like they're about to get the deal of the century. You're not just asking for their email; you're inviting them into an exclusive club.

So here's the funnel:

1. your ad grabs them,
2. your landing page wows them, and
3. your lead magnet seals the deal.

It's a journey, and each step is crucial. You're guiding them, holding their hand every step of the way, making it so natural and easy that by the time they hit "submit" they're wondering why they didn't do it sooner.

⚠ Remember, this isn't just about collecting emails; it's about creating an experience that starts the moment they see your ad and doesn't end when they hit subscribe. It's the beginning of a beautiful friendship, and it all starts with that seamless, irresistible journey from ad to email.

Chapter 9: Building Momentum: Quick Wins and Long-Term Strategies



Picture a huge, heavy flywheel. It's about 30 feet in diameter, 10 feet thick, and it weighs about 5,000 pounds. Now imagine that your task is to get that flywheel rotating on its axis as fast and as long as possible. Pushing with great effort, you manage to move it slightly. You keep pushing, and after two or three hours of persistent effort, you get the flywheel to complete one entire turn. You keep pushing, and the flywheel begins to move a bit faster, and with continued effort, you move it faster still. At some point, you can't say exactly when, you break through to a point of breakthrough, and the momentum of the thing kicks in your favor. It's the breakthrough moment. Now, keeping the flywheel spinning requires less effort than before, yet the flywheel continues to increase in speed and momentum. That's what it feels like to go from good to great.

*Jim Collins
Good to Great*

The First Impression: Fast & Strong Value

So, your new subscriber just signed up. They're intrigued, but not committed. It's like the first date – you've got to show up and impress. How? By delivering fast and strong value. Remember, in the digital world, attention is the currency, and you need to earn it.

First, hit them with a welcome email that packs a punch. This isn't just "Hey, thanks for subscribing!" No, it needs to be more. Think of it as your elevator pitch – concise, but powerful. Offer them something they can't resist. Maybe it's an exclusive piece of content, a special discount, or a compelling video. Whatever it is, make it so good that they can't wait for your next email.

Keeping the Flame Alive: Stay Interested

You've got their attention, but how do you keep it? This is where you need to blend consistency with surprise. Your emails should be like your favorite TV show – always leaving them wanting more.

Here's a trick: don't give away everything at once. Tease your readers with previews, snippets, and intriguing questions. Create a narrative in your emails, something that evolves over time. This way, each email becomes a chapter in a larger story that your subscribers are eager to follow.

But remember, while consistency is key, predictability is not. Mix up your content. One day, send an insightful article, the next day, a funny anecdote, and then a personal story. Keep them guessing, keep them interested.

It may be hard at first, but once done right, this is something you can use for years to come on all your subscribers. Think of it as a drip campaign that your subscribers get once they give you their permission to talk to them. It is well worth investing your time and money into it.

The Magic Formula: Rinse & Repeat

Okay, so you're delivering value and keeping things interesting. What's next? The rinse and repeat cycle. This isn't about being repetitive; it's about refining and improving.

Analyze what works and what doesn't. Which emails get the most opens? Which topics drive the most engagement? Use this data to tweak and improve your strategy.

But here's the crucial part: **never lose sight of the value**. Your emails should always, always offer something beneficial to your reader. Whether it's a piece of knowledge, a smile, or a special offer, there should always be a takeaway.

Balancing the Scale: Short-Term Gains and Long-Term Growth

So, we've talked about creating a splash with your first emails and keeping the momentum going. But how do you balance these quick wins with long-term growth?


First, understand that quick wins are great for building confidence, both for you and your subscribers. They show that you're worth their time. But long-term growth is where the real game is played. This is about building a relationship with your audience, understanding their needs, and evolving with them.

To achieve this, you need to have a long-term vision for your newsletter. Where do you see it a year from now? Five years? What kind of community do you want to build around it? Keep these questions in mind as you plan your content.

And finally, never stop experimenting. The digital landscape is always changing, and so are the preferences of your audience. Stay flexible, stay curious, and always be willing to try something new.

—

Building momentum in newsletter marketing is a blend of art and science. It's about delivering immediate value to hook your subscribers, keeping them engaged over time, and always focusing on both short-term wins and long-term growth. Keep your content fresh, your approach flexible, and your eyes on the data, and you'll build not just a newsletter, but a community.

 Remember, every email you send is an opportunity to make a connection, tell a story, and provide value. So, make each one count.

And most importantly, have fun with it. After all, if you're not enjoying the journey, neither will your subscribers.

Chapter 10: Using Analytics to Refine Subscriber

Let's get real about your email list – it's time for some serious hygiene. Why? Because a bloated, unresponsive list is like dead weight. Low open rates? Low conversions? That's a one-way ticket to Nowheresville. You're shooting in the dark, learning nothing, and wasting precious time and resources.

Growing your list for vanity's sake? That's a rookie move. It's not about flaunting big numbers; it's about engaging with people who actually care, who hang on your every word. You need an audience that's not just there to fill space but to interact, to respond, to be part of your journey – think polls, feedback, real engagement. Remember the Norwegian company that rallied their audience for success (chapter The Power of Loyal Subscriber)? That's the power of a clean, engaged list.

Here's the kicker: when your list is full of genuinely interested folks, you'll feel the heat every time you're about to hit "send." And you want that heat. It means you're not just another spammer; you're a value provider, a difference-maker.

So, let's talk platform magic. Here are some golden rules to keep that list as sharp as a chef's knife:

1. **Regular Clean-Up:** Scrub your list regularly. Your newsletter platform surely has tools to identify and remove inactive subscribers. Use them.
2. **Engagement Is Key:** Track who's opening your emails and who's not. Your newsletter tool lets you segment your audience based on engagement. Focus on the ones who are actually interacting.
3. **Re-engagement Campaigns:** Got subscribers who've gone cold? Run re-engagement campaigns. There are tools that can help automate this. A simple "We miss you" or "Here's what you've missed" can reignite the spark.
4. **Quality Over Quantity:** Always. It's better to have 1000 people who read and interact than 10,000 who don't even remember subscribing.
5. **Feedback Loops:** Use surveys and polls. Get to know your audience, their likes, dislikes, and what they want to hear from you.

Remember, a clean, well-maintained list is a goldmine. It keeps you relevant, focused, and in a state of constant growth and learning. It's not just about sending emails; it's

about building a community, a tribe. So, clean up your lists, keep them lean, and watch your impact skyrocket.

Chapter 11: Email Marketing Fundamentals for Subscriber Engagement

Sarah, an e-commerce store owner, was about to give up on her email marketing efforts. She was one of our company's clients for 10+ years. She had a list of 20,000 newsletter subscribers that she rarely reached out to. Her inbox was crammed with unanswered emails from customers, and her promotional campaigns were just not hitting the mark.

After I insisted that could help her with sales, she crafted the first of her many bi-weekly emails. She decided to change her approach & focused on crafting engaging, valuable content, personalized for her subscribers. As in Hemingway's story "How did you become successful? Gradually, then suddenly." her open rates started to soar, and so did her sales. This is not just Sarah's story; it could be yours too. Here's how.

1. Crafting Content That Matters to Your Subscribers

As an e-commerce store owner, your emails are not just a way to promote products; they're a channel to tell your brand's story and connect with your customers on a personal level. To create engaging content, you must:

1. **Know Your Audience:** Understand their needs, preferences, and pain points. Conduct surveys, analyze purchase history, and engage in listening to tailor your content effectively.
2. **Educate and Entertain:** Blend informative content with a touch of entertainment. Share how-to guides, industry insights, and interesting anecdotes related to your products or services. Remember that last YouTube video you watched and found amazing? Share it with your audience (as long as it's relevant).
3. **Use Strong Visuals:** Remember, a picture is worth a thousand words. Incorporate high-quality images and videos that resonate with your brand identity. Ideally of your product, but if that's not the option, share those that you enjoy or have discovered (think Ugmonk's "5 things I'm digging").

2. Timing is Everything

The frequency and timing of your emails can make or break your campaign. Here's what you need to consider:

1. **Consistency Over Quantity:** It's better to send fewer, high-quality emails than bombard your subscribers with daily messages. Aim for a consistent schedule that keeps your brand at the top of their minds without overwhelming them. Promise your subscribers what to expect, and then deliver on it.
2. **Analyze and Adapt:** Monitor when your emails are opened the most and schedule your campaigns accordingly. This might vary based on your audience demographic and geographic location, but is a truly valuable insight. If selling D2C, you most likely want to catch your audience at their lunch break, weekend, or evenings.

3. Personalization: The Key to Engagement

Personalization is not just using the subscriber's name in the email; it's about creating a unique experience. Here's how:

1. **Segment Your Audience:** Categorize your subscribers based on their interests, purchase history, and behavior. This allows you to send targeted emails that are more likely to be relevant and engaging.
2. **Personalized Recommendations:** Use data to recommend products or services that align with their past interactions with your store.
3. **Exclusive Offers:** Send personalized discounts or early access to sales, making each subscriber feel special and valued.

Chapter 12: The Power of Referrals

You know what's better than acquiring a new customer? Getting your current customers to bring in more. That's right, we're talking about the gold mine of referral marketing. It's not just a buzzword; it's a game changer. Let me break it down for you.

First off, referrals aren't just about expanding your customer base; they're about building a community of trust around your brand. Think about it. When a friend tells you about this amazing restaurant they tried, you're more likely to check it out, right?

That's the power of word-of-mouth. It's organic, it's genuine, and it comes with a built-in trust factor that no amount of advertising can buy.

Now, let's get into the juicy part – incentivizing your current subscribers to spread the word. It's not just about asking them to refer others; it's about making them want to. How? Offer them something they can't resist. Maybe it's a discount on their next purchase, a free month of service, or exclusive access to your latest product. The key is to make the referral reward valuable enough to motivate action.

But wait, there's a catch. Your incentives need to be strategic. It's not just about giving away free stuff. It's about creating a win-win situation. Your current customers should feel they're getting something of value for bringing in new business, and the new customers should feel they're stepping into something special.

Let's talk about making this whole process seamless. Your referral program should be easy to understand and easier to use. No one wants to jump through hoops. Have a clear, straightforward process for referrals. Maybe it's a simple referral code they can share, or a link they can send to friends. The easier it is, the more likely they'll do it.

And here's a twist – make it personal. When you reach out to your subscribers about your referral program, speak to them like you're having a one-on-one conversation. Let them know how much you value their support and how their referrals can help grow the community they love being a part of. People love to feel appreciated and part of a larger mission.

However, you should follow these rules:

- If your list is small, do make it personal, people will appreciate it.
- If your list is large, you will have to sacrifice some level of personalization in order to achieve volume.

In either case, give value to a person working for you. Make them feel important and make them part of your clan. We primates love being part of the group “people like us”.

Now, let's get down to tracking and measuring. This is where the rubber meets the road. You need to know if your referral program is actually working. Are people using their referral codes? Are new customers coming in through these referrals? Tools like analytics, referral tracking software, and even features within your CRM/newsletter platform can help track this. Monitor the number of referrals, the conversion rate, and

the overall impact on your sales. This is essential. Don't do it half-heartedly as it will not do you any good.

But it's not just about numbers. Pay attention to feedback. What are people saying about your referral program? Are they excited, indifferent, or confused? This feedback is gold – it helps you tweak and improve your program to make it more effective.

In conclusion, the power of referrals lies in leveraging your existing customer base to create a network of trust and growth. It's about rewarding loyalty, simplifying the process, and constantly measuring and refining your approach. Done right, a referral program can turn your customers into your most powerful marketing allies, driving sustainable growth and creating a loyal community around your brand. Remember, in the world of business, the best spokesperson for your brand isn't you; it's a satisfied customer.

Our Approach

While we help companies organize giveaways and run ads in order to grow their subscriber base, we always take a deep dive into why customers are behaving in a certain way, and how we can improve conversion.

In our recent campaigns we had more than a 100% conversion rate by doing one thing. Giving our participants a referral link that helps them gain more points thus a higher chance to win that giveaway.

Our instructions are clear: Be respectful, don't spam your friends and family, and only share this link with people that are truly interested in this product.

We've seen customers bring in 20-30 new customers a day. Now that's what I call an easy win. Imagine doing no advertising (no money spent) and receiving leads. That is the true power of referrals.

Section IV: Enhancing Your Newsletter

Chapter 13: Scarcity, Urgency, and Subject Lines

Welcome to the heart of effective e-commerce communication: your newsletter. It isn't just about sending out regular updates or product news; it's about crafting a narrative that resonates, engages, and most importantly, drives action. In this chapter, we're diving into three powerful tools – scarcity, urgency, and compelling subject lines – each playing a critical role in transforming your newsletters from mere information dispatches to potent catalysts for customer engagement and sales.

First up, we'll talk about scarcity. It's a principle as old as time, yet as fresh and effective in the digital marketplace as it was in ancient bazaars. When something is scarce, it's perceived as more valuable. It's about making your audience feel that they are on the verge of missing out on something exclusive, something coveted. In the realm of newsletters, leveraging scarcity means offering your audience something unique and limited, creating a sense of exclusivity that can spur them into action.

Next, we turn to urgency. If scarcity is the bait, urgency is the hook that reels your audience in. It's about creating a sense of now-or-never, a compelling call to action that ignites a fear of missing out. Urgency in your newsletters should be a clarion call to your audience, nudging them from contemplation to action, from interest to purchase. It's the art of making the present moment the most crucial time for your customers to engage with your brand.

And then, there are subject lines – the unsung heroes of effective newsletters. In a world where inboxes are battlegrounds for attention, a compelling subject line can make the difference between your newsletter being opened or lost in the digital void. A great subject line is like a headline that captures the essence of a story; it should intrigue, entice, and promise value. It's your first and often only chance to grab your audience's attention and pull them into the story you want to tell.

Finally, extremely important to remember is that your newsletter is not about you. It is about your customer and the values you bring them.

In the following sections, we'll explore each of these elements in detail. We'll dissect real-world examples, unpack strategies, and provide you with the tools to weave

scarcity, urgency, and captivating subject lines into the fabric of your newsletters. This isn't just about sending emails; it's about creating an experience that your audience looks forward to, engages with, and, most importantly, acts upon.

Chapter 14: Scarcity

Scarcity in e-commerce isn't just a strategy; it's a psychological masterpiece. It's about creating a vibe around your products that screams, "This is rare, this is special, and you need to get it now!" This chapter is all about mastering that art, about understanding why scarcity makes your customers' hearts beat faster and their fingers click 'buy' quicker.

Imagine you're at a concert, and the band announces a limited run of signed albums. You can bet those albums will sell out in a flash. Why? Because they're scarce, they're exclusive, they're a one-time deal. That's the kind of urgency and excitement we want to create with your products.

First things first, let's talk about creating authentic scarcity. This isn't about pretending something is limited when it's not. It's about offering something genuinely special. Think limited-edition products, seasonal items, or exclusive collaborations. It's like telling your customers, "Hey, we've got something unique here, and we thought of you first." This approach not only boosts sales but also builds a deeper connection with your audience.

Next up, the power of storytelling in scarcity. Let's say you're releasing a limited line of handcrafted watches. Don't just say they're available; tell the story behind them. Talk about the artisan who made them, the inspiration, the meticulous process. This narrative adds a soul to your scarcity tactic. It transforms your products from 'things to buy' into 'stories to cherish.'

Now, how do you communicate scarcity effectively? Your newsletter is your stage, and every word counts. Use phrases like "Limited Availability," "Exclusive Offer Ends Soon," or "While Stocks Last" to draw attention.

Be bold but honest.

Don't just throw in these phrases for the heck of it. Make sure they're true. Authenticity is key.

To increase interest and draw attention, make sure to use visuals. A countdown timer, a stock bar showing dwindling quantities, these are not just design elements. They're visual cues that amplify the urgency. It's like watching the timer on a game show – it adds to the thrill, the 'I need to act now' feeling.

But balance is critical.

You see, scarcity is a potent spice; use too much, and you spoil the dish. It's crucial to strike a balance. You don't want to frustrate your customers with constant 'sold out' messages. Make your scarcity offers frequent enough to keep the excitement alive, but rare enough to maintain their special status.

And here's a crucial piece – the ethics of scarcity. This isn't about tricking your customers. It's about offering them something genuinely valuable and rare. Transparency is the cornerstone here. If there's a limited quantity, let that be true. Your relationship with your customers is built on trust.

To wrap it up, integrating scarcity into your newsletter and e-commerce strategy is about making each advertised product feel like a golden opportunity, a must-have that won't be around forever. It's about creating excitement, exclusivity, and a sense of privilege. Master this, and you turn your store into a treasure trove that keeps customers coming back for more, not just because they need something, but because they don't want to miss out on something amazing.

Case Studies

Analyzing the concept of scarcity in the world of luxury brands reveals a fascinating blend of marketing, psychology, and brand prestige. Let's delve into the story of the Hermès Birkin bag, a prime example of this strategy, while also touching upon others like Rolex and the Swatch x Omega collaboration.

Hermès Birkin Bag: A Masterclass in Scarcity

The story of the Hermès Birkin bag is almost legendary in the luxury fashion world. It starts with an accidental encounter between Jane Birkin, a style icon, and Jean-Louis

Dumas, the former CEO of Hermès, on an airplane. From a conversation about the impracticality of Birkin's then-current bag, the Birkin bag was born.

But what sets the Birkin apart is not just its quality or its association with a celebrity. It's Hermès' brilliant use of scarcity. These bags are notoriously difficult to acquire. There are waitlists, rumored to be years long, and the company never confirms how many bags are produced each year. This uncertainty adds to the allure. Customers aren't just buying a bag; they're buying into an exclusive club. The scarcity is palpable and deliberate.

Yet, here's where Hermès plays it ethically – they never promise immediate availability. They've created an expectation that these bags are a long-term desire, not an impulse buy. This approach not only maintains the bag's exclusivity but also builds up its desirability over time. The Birkin is not just a product; it's a legacy item, often passed down through generations.

Rolex Waitlists and Swatch x Omega: Playing the Long Game

Rolex operates similarly with its luxury watches. Certain models, especially those with a storied history or unique features, often have long waitlists. Rolex has mastered the art of releasing just enough to keep the demand high. They ensure that their watches are seen as more than just timepieces; they're investments, heirlooms.

The Swatch x Omega collaboration took a different turn. Known for their affordable watches, Swatch teamed up with Omega, a luxury watchmaker, to create a line of Speedmaster-inspired watches. They were affordable but made in limited quantities, creating lines outside stores and immediate sell-outs. What's interesting here is that Swatch, traditionally not a luxury brand, leveraged the scarcity model associated with high-end products.

Ethical Considerations in Manufactured Scarcity

All these brands walk a fine line between creating desire and maintaining ethical business practices. They never mislead customers about availability. Instead, they build a narrative around why these products are worth waiting for. It's about the experience, the status, and sometimes, the joy of finally acquiring something so coveted. This long-term, ethical approach to scarcity builds brand loyalty and preserves the allure and prestige of the products.

In conclusion, companies like Hermès, Rolex, and Swatch x Omega show that scarcity, when used ethically and strategically, can elevate a brand's prestige and create a deeply loyal customer base. Their products are not just items to be bought but stories to be part of, experiences to be had, and dreams to be fulfilled.

How to Apply This on Your Own Brand

Your brand most certainly has limitations in production quantity. Regardless if it is a production cost, materials or availability of craftsman, instead of hiding it, you may use it to your advantage.

Communicate openly how many units are available to create excitement and give your followers a reason to be excited about being members of an exclusive club.

Chapter 15: Urgency

It was the second week of our lead-getting campaign for our customer when I casually asked how much money we made.

- We made \$450 USD in profit per 50 newsletter subscribers, the owner replied.
- What? We were making money while gathering leads?
- Yeah, he replied casually.
- Alright, this is the thing we must replicate. I said. What was exactly done here?
- I called my team to analyze together with the owner.

The email was simple, cheerful, and utilized urgency in the best possible way. People that have subscribed to the newsletter would get a 20% discount if they bought in the next 7 days, and in fear they would miss out on the deal, people were buying.

We then proceeded to implement the same strategy for other customers, some of which had no time limit to their discount, and we watched the sales grow.

This goes to show that utilized properly urgency will lead to results. Every. Single. Time.

Here is the sample you can steal and use in your brand campaign:

Dear [Name],

We want to extend a huge thank you for participating in our recent giveaway. Your enthusiasm and support have been nothing short of inspiring!

While the stars aligned for one lucky winner, we believe everyone deserves to feel like a winner. That's why we are thrilled to announce that you, yes YOU, have won an **exclusive Second Prize!** 🏆

As a token of our appreciation, we are offering you a special 20% discount on all our products. This is your chance to grab that item you've been eyeing.

Here's your special discount code: **SECONDPRIZE20**

But wait, there's more! This coupon is **only valid for the next 7 days**, so don't let this opportunity slip away. Whether it's a treat for yourself or a gift for someone special, now is the perfect time to make a purchase.

To redeem your prize, simply enter the discount code at checkout on our website. It's that easy!

Thank you once again for being a part of our community. We hope this second prize brings a smile to your face and a bit of joy to your day.

Happy shopping, and here's to many more exciting opportunities in the future!

Now, let's dive into the anatomy of urgency.

Introduction to Urgency

Urgency is about creating a 'now or never' moment for your customers. It's like when you hear about a flash sale ending in a few hours – you feel compelled to act quickly. For e-commerce, mastering the art of urgency in your newsletters can be a game-changer. It's not just about pushing for a sale; it's about creating an experience that feels exciting and immediate.

Urgency and Scarcity: A Powerful Duo

When you combine urgency with scarcity, you amplify the effect. Think about a limited-time offer on a product that's already in limited supply. It's a double incentive for customers to act fast. For instance, a special edition sneaker that's not only scarce but also available at a special price for just 48 hours creates a compelling reason for customers to make a purchase decision swiftly.

Think Hermes bags, NFTs.

Crafting Urgent Messages

Crafting urgent messages in your newsletters is about striking a chord with your customers right off the bat. It's not just about pushing a product; it's about presenting an opportunity that's knocking on their door, but not for long. Think of it as a wake-up call, a nudge to act before it's too late. When you say, "Hurry, only a few left!" it should ring in their ears, clear and loud. This isn't just a sales tactic; it's an alarm bell telling them they're about to miss out on something they'll love.

The language of urgency is like painting a vivid picture; it should create a scene in the mind of your readers. When you drop a line like, "Last chance to grab your exclusive deal!" you're not just informing them; you're transporting them to a moment where they either grab the opportunity or lose it. It's about making them visualize the loss they'd incur by not acting. And then there's the power of time limits. Phrases like "Offer ends in 4 hours" aren't mere information; they are the ticking clock of opportunity, counting down, creating a palpable urgency. It's like the final moments of an auction, where every second counts, and hesitation could mean missing out on something great.

But here's the deal – it's not just about creating urgency; it's about tapping into the innate human psychology of fearing to miss out. It's a fundamental instinct. People are often more driven to act by the fear of losing out than the prospect of gaining something. Your message should be a reminder of what they stand to lose, not just what they can gain.

Every urgent call-to-action in your newsletter should carry weight and truth. If you declare something urgent, it should be genuinely time-sensitive. This authenticity is what builds trust. Your customers should feel that when you say it's now or never, it really is. It's not just a marketing ploy; it's a genuine, limited opportunity that they're privileged to know about.

In conclusion, the art of crafting urgent messages in your e-commerce newsletters is about being direct, creating visual urgency, and tapping into the fear of missing out, all while maintaining authenticity and honesty. It's about making each offer feel like a golden, fleeting opportunity that demands immediate action, creating a sense of excitement and immediacy that drives your customers to act, transforming not just your sales figures but also their engagement with your brand.

Visual Cues to Enhance Urgency

Just like with scarcity, visuals play a crucial role in conveying urgency. Countdown timers, flashing banners, or even an hourglass icon can visually communicate the need to act fast. It's like the ticking clock in a game show – it adds to the excitement and the urgency of the moment.

Balancing Urgency Without Overdoing It

It's easy to get carried away with urgency, but there's a fine line between encouraging a quick decision and pressuring your customers. The goal is to motivate, not to stress. Avoid using urgency in every communication. Instead, reserve it for truly special occasions or offers.

Ethical Considerations in Urgency

Just as with scarcity, authenticity is crucial. Avoid creating false urgency. If you say a sale ends tonight, stick to it. Changing the deadline or constantly having 'last-minute sales' can erode trust and hurt your brand's credibility in the long run.

Urgency and Customer Behavior

Understand your customer base and how they respond to urgency. Not all segments react the same way. Tailor your urgency tactics based on customer data and preferences. Some might respond better to a 'last chance' message, while others might find a 'limited time' offer more compelling.

Case Studies

Amazon's Lightning Deals: A Case Study in Urgency-Driven Sales

Let's cut to the chase – Amazon is a juggernaut, not just because of its size, but because of its smarts, particularly when it comes to using urgency. Ever heard of Amazon's Lightning Deals? These are prime examples (pun intended) of urgency in action.

Here's the deal: Amazon offers products at a discount, but there's a catch – these deals are available for a limited time and often in limited quantities. You might see a cool gadget at a 30% discount, but the timer's ticking, and the stock meter's dropping. That's urgency at its finest.

But why does this work? It's simple. People hate missing out. When you see that clock ticking down, it's like a psychological trigger. It's now or never. You're not just buying a gadget; you're seizing an opportunity.

Amazon takes this further by integrating these deals into big sale events like Prime Day, turning urgency into a shopping festival. Customers aren't just browsing; they're on a treasure hunt, against time. The result? A buying frenzy that skyrockets sales.

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Integrating urgency into your e-commerce newsletters, especially when combined with scarcity, can significantly boost your sales. It creates a compelling reason for customers to act now rather than later. However, the real art lies in using these tactics judiciously and ethically to enhance customer experience and build long-term relationships.

Chapter 16: Subject Lines

Crafting the perfect subject line for your e-commerce newsletter is like writing the headline for an ad. It's the first thing your customers see, and it sets the tone for everything that follows. David Ogilvy, the father of modern advertising, knew the power of a headline. He understood that the headline is what sells, what captures attention in a sea of endless information. Now, take that wisdom and apply it to your subject lines – they're your headlines in the digital world of email marketing.

Think of your subject line as the front door to your store. It's what entices people to come in and explore. You want it to be inviting, intriguing, and irresistible. The right subject line sparks curiosity or excitement. It's like whispering a secret or unveiling a curtain, promising something wonderful just a click away.

But here's the twist – it's not just about being catchy; it's about being clear and direct. Your subject line should scream relevance. It should tell your customers, "This is exactly what you need to see!" Whether it's announcing a new product line, a flash sale, or a special member-only offer, your subject line should be a beacon, shining brightly, guiding them to the treasure that is your newsletter content.

Incorporating urgency and scarcity into your subject lines can be a game-changer. Remember, you're not just informing; you're creating a sense of need, of immediate action. A subject line that says, "24-Hour Exclusive Sale for Subscribers Only" does more than just inform. It creates a sense of urgency and exclusivity. It's like saying, "You're part of an elite group, and this is your special moment."

Let's also not forget the power of personalization. Just like Ogilvy crafted each ad headline to speak directly to his target audience, your subject line should speak directly to your customer. It's like calling out to them in a crowded room. Use their name, reference their last purchase, or speak to their interests. This personal touch can turn a generic message into a personal invitation.

In conclusion, your subject line is the hook that grabs attention in the vast ocean of emails. It needs to be magnetic, enticing, and clear. Drawing inspiration from Ogilvy's approach to ad headlines, your subject line should capture the essence of your message and promise value. It's your first, and possibly only, chance to make an impression, so make it count. Just like the headline of an ad, your subject line is the gateway to your brand's story, waiting to be unfolded in your newsletter.

Section V: Execution

You made it this far! I take my hat off for you!

It is time to apply everything we learned so far and crank up the engine. Remember, we don't want to be able to make a living from our store. We want to get rich!

There are two paths you can take from here:

1. Do it yourself;
2. Let others handle it for you;

We'll go through pros and cons of both approaches.

Do it Yourself

Now that you've got the knowledge on how to make a subscriber printing machine let's use the following checklist to make sure we're on the right track:

- Choose your giveaway products and pack them in an offer;
- Write a title for your giveaway campaign ads;
- Write a description for your ads campaign;
- Choose images you'll use in a campaign from your Instagram (the ones with more likes work better, as they have already been preselected by your fans as more likable);
- Setup a landing page for your giveaway (if you'll have different gifts on different days, set up pages for each day/product);
- Write a great landing page title explaining your product and its benefits. Think \$100 million offers.
- Set up a discount code for each 1-5 days of your giveaway.
- Setup mechanisms for lead capture and automated reply to emails informing subscribers they have enrolled, subscribed and won a second award (discount code).
- Fire up your Facebook, Instagram and Twitter campaigns.
- Monitor, measure and adjust every day in the beginning, then switch to 2-3 days cycles.

Most importantly, celebrate your success and share your journey with subscribers.

However, if all this requires too much of your time and you'd prefer guaranteed results, we can look into another solution. Letting others handle it for you.

Done For You

As you may have noticed throughout the book, I was referring to my experiences and how me and my team helped companies grow their subscriber list by tens of thousands. We have done this predictably for small and large companies, so we are not only certain we can help you too. In fact, we guarantee it.

Our solution called Advento provides a built-in, done for you lead generating machine that completes all of the following steps through gemified calendar giveaway tool:

1. Designing the system for your brand & helping you choose products and questions so you can learn from your future customers;
2. Write all the texts for game, giveaway and products;
3. Suggest all the products, questions and answers;
4. Setting up the ads and running paid campaign;
5. Getting the lead to learn about your brand;
6. Getting them to sign up for your newsletter while giving you the answers to help you understand psychographics;
7. Sending them discount codes with meticulously written letters to increase the chance of product purchase;
8. Asking the new subscriber to share a referral code with their friends (respectfully) to increase their chance of winning a giveaway;
9. Reviewing and refreshing your ads campaigns every 2-3 days even on weekends;
10. Guaranteeing you the number of subscribers based on your budget and timeline.

For our solution, Advento, we perform the full turn-key solution delivering you the promised number of subscribers or we give back 100% of money you spent on our solution, plus the money you spent on ads campaigns, or we'll work with you until we reach the goal without additional increase in the budget.

In case you want to reach us and book an in-person demo, feel free to reach out to us at <https://adven.to/book/demo> or scan the QR code below if you hate typing.



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From the bottom of my heart, I thank you for reading this book. I hope it has provided value for you, and it has given you the required means to grow your ecommerce business.