



22 years of internet marketing expertise with billions of emails delivered and over 500 million emails split tested.

//// //// //// //// //// //// //// //// //// //// //// JASON'S JOURNEY //// //// //// //// //// //// //// //// //// //// //// A ONE-ON-ONE CONVERSATION //// ////

Started in internet marketing in 1996

"People nowadays, when they come into email, they're learning for the first time all this advanced stuff, whereas, I thought I had a really good advantage in 1996, I was told 'It's like having a one-on-one conversation. That's it.' I learned a ton from just following that advice."

Started with small offline businesses that were trying to get online.

Attended his first MarketingSherpa event in 1995 and continued to attend for 12 years in a row to speak and learn from the top deliverability experts and email optimization specialists.

Sent emails reaching over 1 billion inboxes.

\$700 million in generated revenue through emails.

Has split tested over 500 million emails.

Manages clients with email lists in the millions.

Has worked across different market niches including skin care, weight loss, finance, astrology, comic books, and art supplies.

Now he provides group coaching on internet marketing.

When it comes to email marketing, Jason stands out because he's different and he focuses on the one-on-one aspects of the conversation he is initiating with his target audience.

"I blow the past guys out of the water just because they're basically like robots, everybody is doing the same thing."

"But if you approach it from just having a one-on-one conversation and figuring out what works best instead of just robotically sending the same type of emails over and over again, you learn a ton about what works."

Email marketing is like giving a live speech.

If you're going to be successful, your target needs to feel like you are speaking to them directly.

Don't talk to the whole crowd. Focus on one person (your target prospect) and speak to them.

Don't address everyone impersonally as a group – never use "you guys" or "all of you" – instead address the message using a name, nickname or pronoun to make it personal.

"Don't use 'you guys' or 'all of you' [in your email marketing]. Basically, you're talking to a friend, across from you at a diner. You're having a meal. That's what I'm talking about."

"Are you sure that they hate long emails or is it that you suck at writing long emails?"

//// //// //// //// //// //// //// //// //// //// //// LEARNING THROUGH SPLIT TESTING //// //// //// //// //// //// //// //// //// //// ////

Remember: there is not one perfect solution for all situations, it depends on your audience and your goals.

Avoid confirmation bias – people are using (or listening to people who are using) small samples and poor methodology in split testing to support poor practices.

Make sure you are testing concepts: images vs. no images, plain text vs html

Plain text may work better... but you also might just be using images improperly.

Isolate variables when split testing. Don't test images vs. no images but use completely different copy.

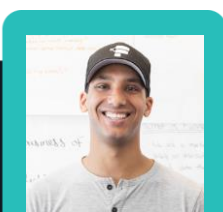
One test does not confirm the change is correct for every scenario... you have to keep testing.

"Sometimes people give examples of bad split tests or nonscientific split tests like plain text with totally different copy, or a crappy email with an image that doesn't do anything. I've seen a lot of people report that and they go 'Aha! I knew it! I knew plain text was better!' So that's what I'm talking about with confirmation bias. People see what they want to see."

You can't lose by split testing, there is always something to be learned.

"The most important thing about split testing is what you learn about the customer."

Two places images work great in email? Before and after shots for weight loss and for revenue results.





EMAIL STRUCTURE CONTENT, FREQUENCY, & SOCIAL MEDIA

If you are writing all your emails using a single formula, you are probably not getting the best results.

"[Send] the right message, to the right person, at the right time."

An example:

Jason was working for a client that made around 200k every Black Friday sale and raised their sale numbers one year to 469k.

On the last day of the sale the company previously had only used basic "hurry", "last day" style emails pushing the sale items. In the past that last day would usually make 20-25k. Jason changed the final email to a story-based email while maintaining the sale urgency that brought them to over 100k on the last day.

On story-based emails the key formula is emotion plus relevance.

What defaults should you use if you are just getting started?

Jason starts with these email defaults: 600px width, left justified, no need for narrow newspaper style columns of text. Shorter paragraphs can be easier to read, but make sure to mix up your paragraph lengths so they aren't monotonously short.

Remember to test and track everything.

Curiosity driven images and action images work very well.

In one scenario putting a video play button on images drove more clicks than the call to action text above it during pre-launch.

However, once the product launched the conversions were worse. The video button images had been leading to free tip videos and people had been trained to expect the tips (not a product). Changing the image to a shot of the product that was being sold lead to lower clicks but much higher conversions.

Avoid trying to sell something at the same time as using open loops (ending emails with anticipation towards another email where you're going to sell something). Focus the email to sell what you're selling or focus the email to build anticipation for the next.

"Daily emails where you're selling in every email works. Doing the soap opera sequences, that works. My focus is on what works best for your goal."

Mailing frequency depends on many factors, though daily is great for a lot of people.

Jason has sent out daily emails for clients and continues to do so on a case-by-case basis... but bad daily emails can cause problems.

"I've actually had to help people get out of that. They blindly were sending them, and they destroyed their lists. So, me, personally, I like to send daily when I feel like it."

Find inspiration for emails from surveys, replies to your emails, Facebook groups your prospects belong to, forums, magazines, blogs written by your audience, tv shows, movies, current events.

Get topic inspiration from interesting facts, quotes, things you overhear people talking about. Relate these things to your audience.

"They've been deceived into thinking that every single email should be this long story-based email, it's not like their words are bad but in every other section there's all this crap that they don't even need. Your emails can't be too long, they can only be too boring."

Looking to the future, Jason thinks email will remain king but messenger bots will grow and social media definitely should not be overlooked.

"When I see these 'social media vs. email [discussions]'; it's so stupid. Whatever is easiest for you to do you should do it."

"You'll want to have as many channels available as possible because you shouldn't assume that even if you have ten raving fans on your list, you can't assume that they're going to see every single email."

Having different avenues where they can get informed on your business allows them to miss an email and still get targeted on Facebook or other apps.

But remember:

"The only way that you know that different channels work is through tracking."

"Social media is great for engagement and building rapport and building relationships. Even my seven figure, eight figure companies, they don't sneeze or laugh at an additional \$25,000."

