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Not One But <u>TWO</u> Phenomenal Money Making Emails That'll Pull Sales In 48-hours!

First up… A BIG WELCOME to the new EI Family members who are receiving their first G.S.D Report!

If you're NEW here, there's a simple little ritual all our serious members do when they unwrap their G.S.D issue…

Our 3-Step G.S.D Ritual
Step 1: Close your eyes
Step 2: Press the report to your nose
Step 3: Stop & Smell The MONEY ====>

Do it now… We'll wait for you ;)

We good? Alright, let's dive in because this issue will literally make you more moolah in 48hours (or less) from right NOW.

Here's the satellite view:

The two emails you're about to implement are what we call "Pre-Arrival" emails for NEW first-time buyers BEFORE their product arrives.

Just to be clear, some people have these pre-arrival emails in their "Post-Purchase" flow. That's fine because they all go to first-time BUYERS… However… I'll be calling them 'pre-arrival' emails during this report because your customer receives both of them BEFORE your product arrives. Are we clear as mud? You're welcome ;)

Now typically, pre-arrival emails don't make money. But, let's be real...we "Ecom Insiders" are far from typical, right?

You see, the two emails you're about to see ALWAYS make money. Every. Single. Time. In fact, one client of ours makes **over $10,000 PER MONTH**… on autopilot!

Don't believe me?

Shame on you. See below...
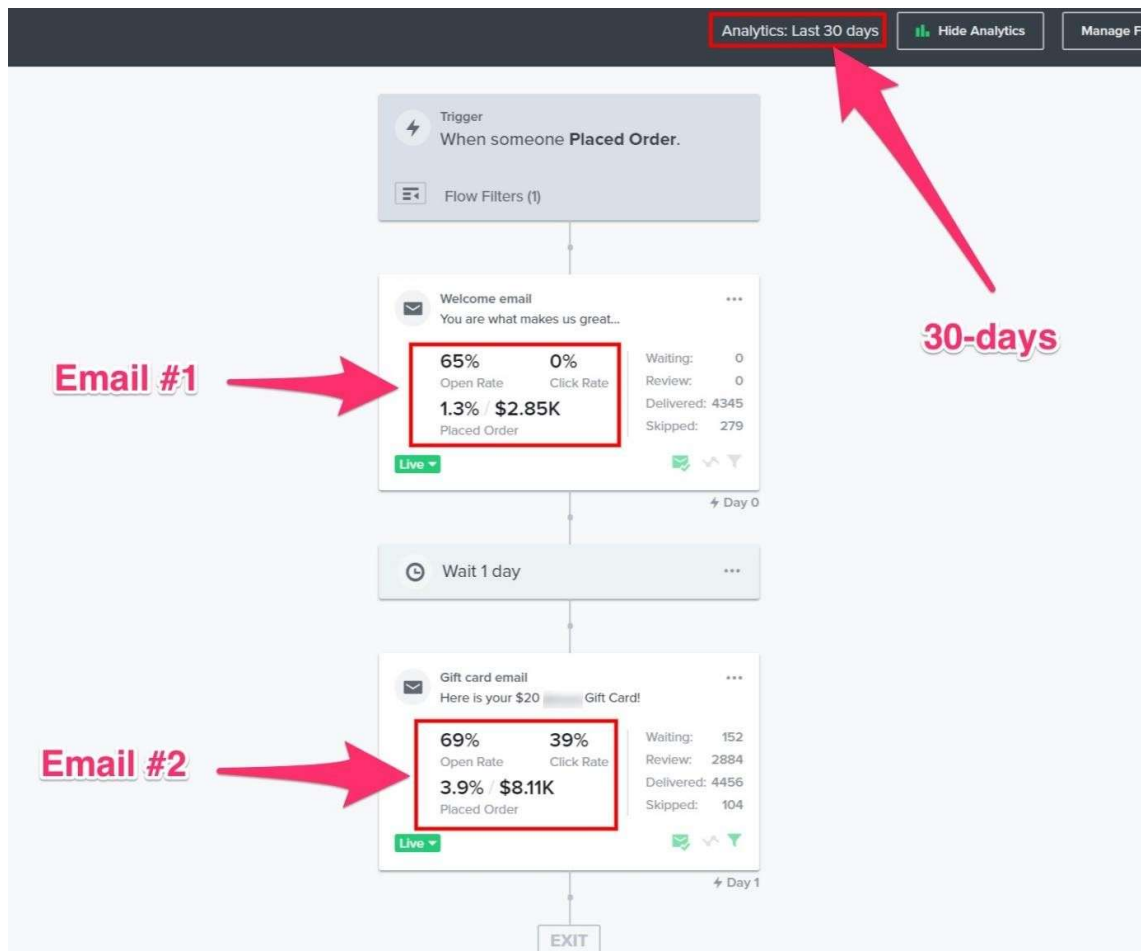
Note: If you already have existing 'pre-arrival' emails in place, then don't worry about that for now. As you keep reading, we'll give you suggestions on what to do in this case.

HERE'S WHAT'S COMING...

<div align="center">

PART 1
Two Money Making Emails

</div>

Email #1 - Our FAMOUS Welcome Email

> First Time Buyer Welcome Email (Send immediately after purchase) <u>Subject line</u>: **You are what makes us great...**
================== Header with Store Logo ================== All was quiet today until……….. The warehouse intercom crackled to life: "Listen up, people! We've got an order for our new friend from {{ person.location.city|default:" }} …"
… but no one could hear the rest of the announcement over the thunderous roar of applause.
Sparkling Water bottles were popped. Tears of joy were shed. "Don't Stop Believing" rang from every speaker. Even Alan our lead packer smiled— and Alan never smiles.
Simply put, your order caused pandemonium and everyone is thrilled you're now a customer. Thank you!
Once we clean up our celebration mess, we'll be working to get your order packaged, shipped and on it's way to you ASAP.
If you have any questions or problems, you can reply to this email. We'll follow up with tracking information as soon as your package ships so you'll know exactly when to expect delivery. Talk Soon,
<Name>
<Your Company name>
==

<< About that first email <<

For starters… That's some AWESOME copywriting, true?

And in case you were thinking that this humorous-style of writing may not suit your brand image… well, think again…

See, the store that makes $10,000 per month is in a very conservative, mature, un-hype-y market. So there. *But it gets better...*

As the proof screenshot shows, this email, by itslef, makes close to $3,000 per month on autopilot. Yet… (drum roll)...

Did you notice anything strange about this email? Okay, let me save you brain strain and tell you what it is…

What's fascinating is that despite it making nearly $3,000 every month for one of our stores… **It does NOT have a link to buy, anywhere!**

I know, right?
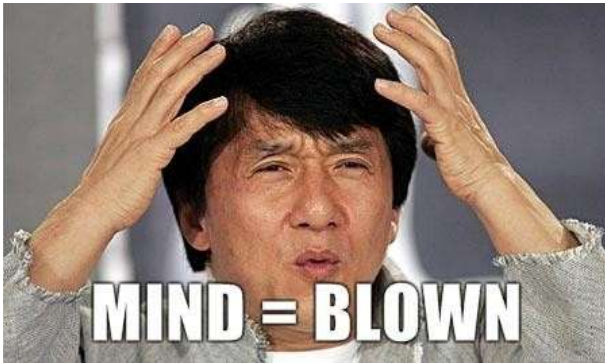
< You tell em, Jackie!

What this means is, people are clicking on the email header that takes them back to the store and they buy something else…

Or even better… They LOVE the email SO MUCH that they share it with friends and --- "Presto" --- More sales!

Now, if you think that's cool, this next email will melt your brain in the spot you're standing. So get ready...

Email #2 - Gift Card SURVEY EMail

> First Time Buyer GIft Card email (24h after the welcome email)

(We've templated this slightly, but it's up to you to add your own creative version)

Subject line: Here is your $20 <insert your company> Gift Card!

Email preview: Would you like me to send you a $20 Awesome Company Gift Card for free? If that's a yes...

===================== Header with Store Logo ====================

Today I would like to offer you a bribe...

Now, you may be thinking "<You name>, what are you talking about?"

Allow me to explain.

You may not know this yet, but we are a Father-Son family run business established in 2009. It has always been our top priority to make your <Insert your company> experience as easy and satisfying as humanly possible.

A big part of that is a dedication to the constant improvement of our website. This is where you and your bribe come in. :-)

For your help, I will gladly send you a $20 Digital <Insert your company> Gift Card to your email. You can use it immediately towards any future purchase from our store.

You wouldn't be interested in receiving a $20 <Insert your company> **Gift Card for FREE, would you?**

If that's a yes, here's how you can get it. Just click the link below, which will take you to another page, and fill out the short 8 question survey.

It's a win-win for both of us. I get your really valuable feedback, and you get your $20 <Insert your company> Gift Card.

>> [Click here to fill out short survey](#) **<<**

Keep in mind, we are only doing this because you qualify for it as our first-time client in the last 3 days. If you are late seeing this email and more than 3 days have passed since your purchase, unfortunately, you do not qualify.

So to take advantage of this opportunity, go ahead, [click the link](#) and fill out the short survey, and we will be sending you your $20 <Insert your company> Gift Card within 24-48 hours.

Talk Soon,
<Your name>
<Your company founder>

==

<< About this second email <<

Again, as the proof-shot shows, it makes a whopping $8,110.00 PER MONTH, on clockwork!

Now… In a flow that typically is not really meant to make money (because their first order hasn't even turned up yet), this is a true ANOMALY (definition below)...

anomaly
/əˈnɒm(ə)li/ 🔊

noun

1. something that deviates from what is standard, normal, or expected.
   "there are a number of anomalies in the present system"
   synonyms: oddity, peculiarity, abnormality, irregularity, inconsistency, incongruity, deviation, aberration, quirk, freak, exception, departure, divergence, variation; More

A true phenomenon and an exception to the norm!
Or, a more scientific description of this email would be, ***"JACKPOT-BABY"***

But Wait… THERE'S MORE!

And in my best 'Bill Mayes' voice…
"But Wait! There's More!"

Do you want to know what makes this email even more of a phenomenon?

It's the DATA you'll retrieve from the survey questions.

As you'll see by end of this report, the customer feedback answers will literally help you to improve your store conversions!
Next…
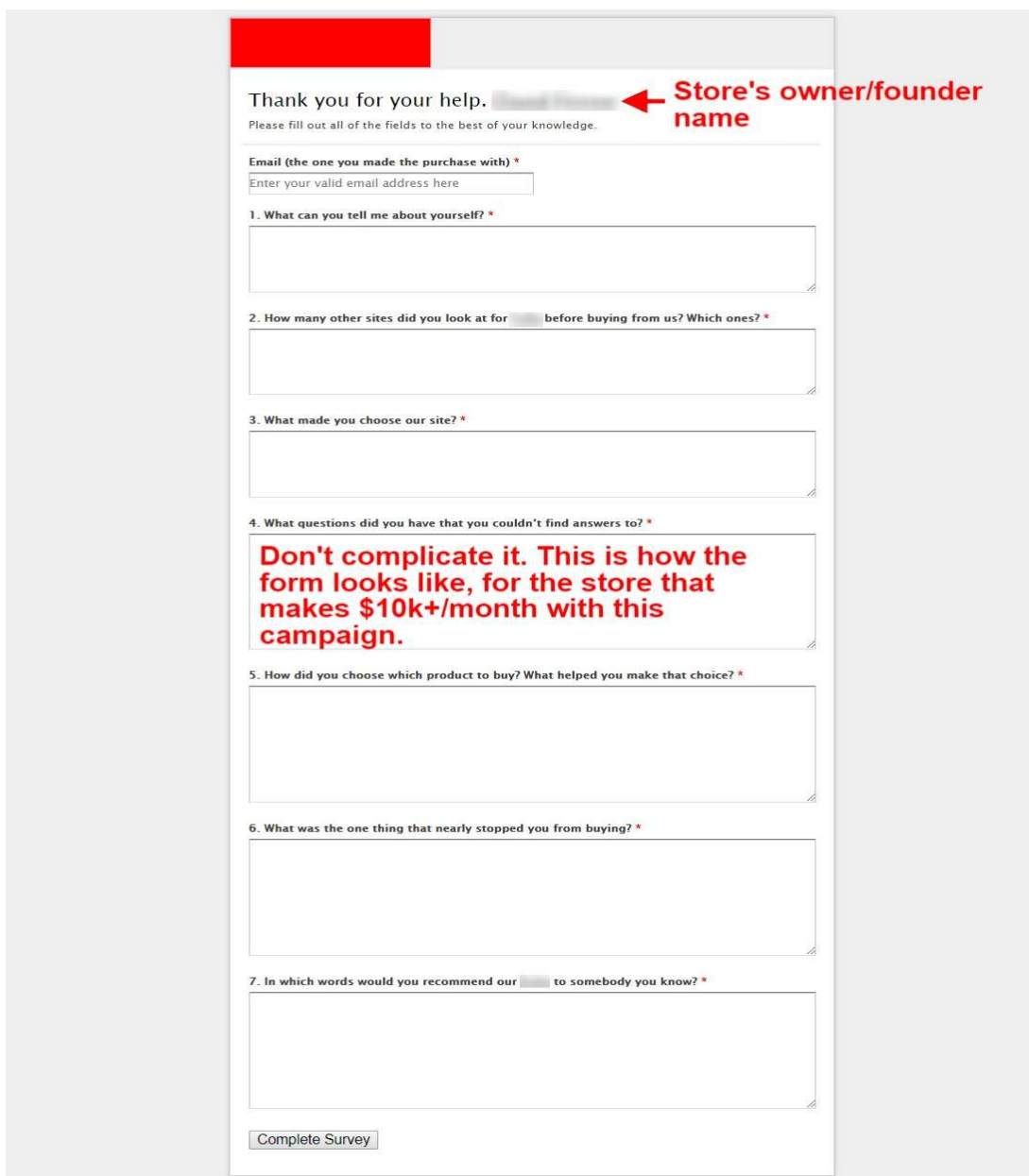
In true "G.S.D spirit", let's get these two bad boys set up in your store and start making you more money!!

PART 2

Setting Up WUFOO Forms

How To Set Up the Survey In Wufoo

Using Stephen Covey's principle of "Start-with-the-end-in-mind", here's what the survey will look 👀 like when it's finished...

Before we roll the sleeves up and dive into the "Set-Up", here are the 8 questions you will be typing into the Wufoo survey.

Yes, there is a madness to our method ;) and it's worth reading this (below) before we get all 'techy'…

======> 8 SURVEY QUESTIONS & REASONS <======	
Survey Questions	**Reason for asking**
1 **Email (the one you used to make the purchase)**	To validate it was from a real customer and maybe contact if you want them to elaborate on a question
2 **What can you tell us about yourself?**	Help you understand the personas of your customers
3 **How many other sites did you look at for "x product" before buying from us? Which ones?**	Shows what other sites are on their 'radar' and also helps you articulate your point of difference
4 **What made you choose our site?**	Gather a list of positive reasons that will help you see what's working to improve other pages
5 **What questions did you have that you couldn't find answers to?**	See what things are being missed or not clearly seen
6 **How did you choose which product to buy? What helped you make that choice?**	Valuable info to see what are the top reasons and thought process people take to choose products
7 **What was the one thing that nearly stopped you from buying?**	Valuable 'friction' points that you could instantly improve on store

8	**What words would you use to recommend our site to somebody you know?**	Hear how your customers describe your business, in their own language, which will help with copywriting for FB ads, emails and pages

Okay, so let's get started…

Open your laptop and let's GET SH*T DONE!

STEP 1 >> Sign up to **Wufoo** at wufoo.com. It's an easy-to-use software for setting up forms and surveys.

You can use **Wufoo** for **free**; however, you are then limited to 3 forms, 3 reports, 10 fields and only 100 entries per month. Other, more advanced plans start at $19 per month. (Another option is Google Forms).

Once you've signed in, here's the page to start creating your survey.

Step 2 >> Start creating your survey. Simply put, creating a survey is pretty easy and you'll more than likely work it out yourself. I'll share a few screenshots to get you started then you'll be on roll!

Instructions:

1. You have to build out each question one at a time.

2. The 1st question (asking for email) your need to press "Email" on the

   3. The other 7 questions will need a "Paragraph Text" for longer answers

Step 3 >> Type the text for each question on the left-hand panel and it will automatically start building out your survey on the right-hand panel

Instructions:

1. Enter the text (below) for the 1st question on the left panel:

    "`Email (the one you made your purchase with`"

2. Tick the "Required" checkbox on the left panel. (You need to do this for all 8 questions)

3. Enter the text (below) in the "Predefined Value" on the left panel. (This will show up inside the field where enter their email)

"`Enter your valid email address here`"

Step 4 >> Start adding new fields.

Instructions:

1. The next question (field) to add needs to be a 'Paragraph Text' for longer answers, so you have to click the "Add a Field" tab
2. Click the "Paragraph Text" to add to your survey
3. Add text for Question #2 on the field on the right-hand
4. Add the next question (field) by pressing the green + (plus) button and repeat steps 1 to 3 by adding the text for each new question

Step 5 >> Once you've completed all 8 questions:

<u>Instructions</u>:

1. Press "Save Form"

2. Press "Apply Theme"

3. When the 'pop-up' lightbox shows, choose "Default Theme"

4. Press "Create New"

Step 6 >> Now that the survey questions are done, it's time to set up your THEME. If you want to add your company logo (which we suggest) you will

need a paid subscription. Yes, you can still create a survey with a free version, but it won't have your company logo so we can't guarantee you'll get the same response.

The image below is from a paid subscription is set up. Follow the 6 x steps in order to SAVE your theme.
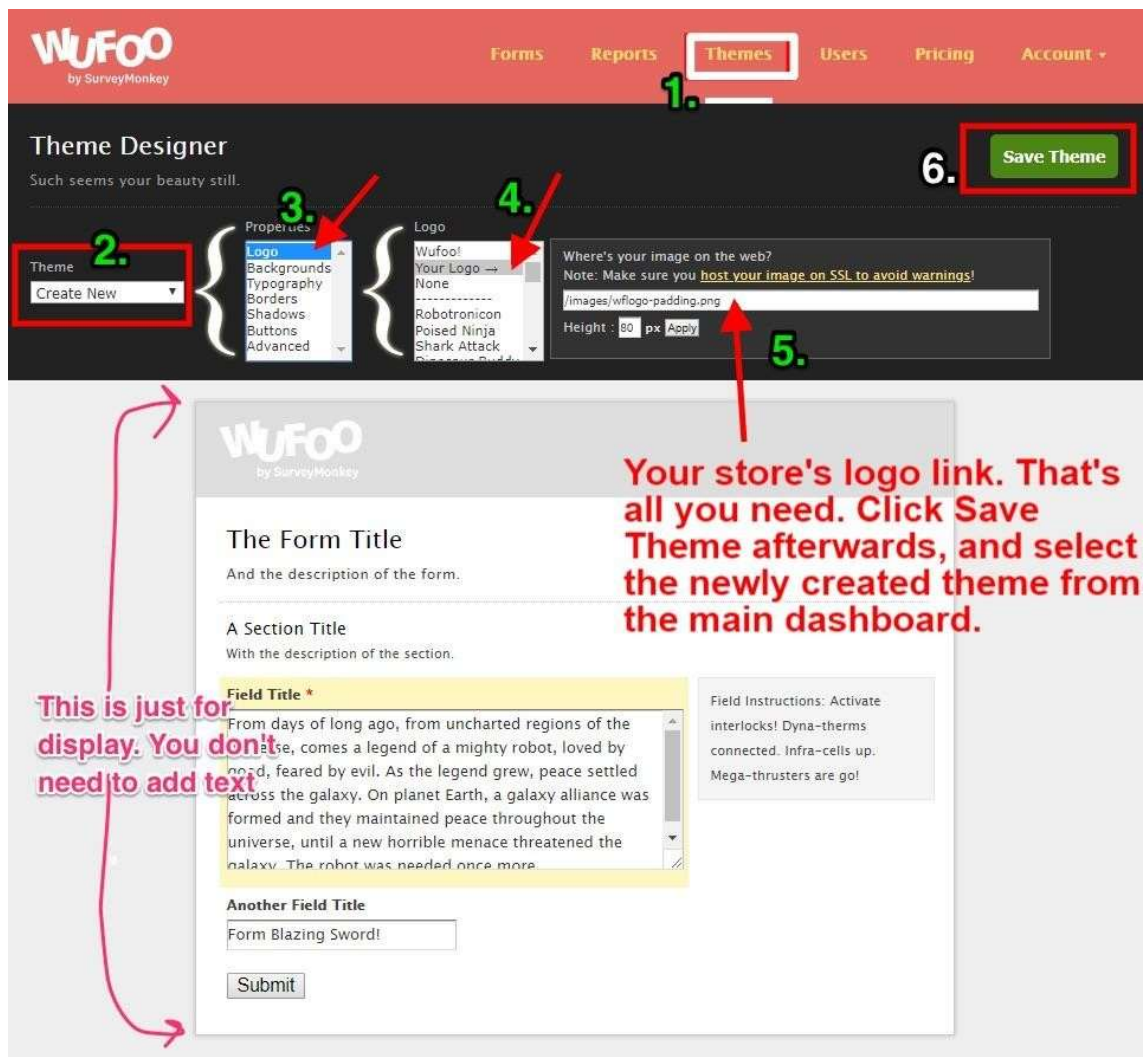
Step 7 >> How are you going so far? If you get stuck, ask a teenager ;)~

Now that all 8 questions are set up, click the "Form Settings" tab, then follow the 12 x steps outlined in the image below. (Step 11 is just so you can check how it looks before sharing the form).

Step 12 is sharing the form so you can get the link to put into Klaviyo!

<div align="center">PART 3</div>

Setting Up Your Emails In Klaviyo

If this is your first G.S.D, it's important you know that Klaviyo is our preferred email provider for E.I members. We use Klaviyo in all our stores and it's bestsuited for us fast-moving ecompreneurs. With that said, let's start…
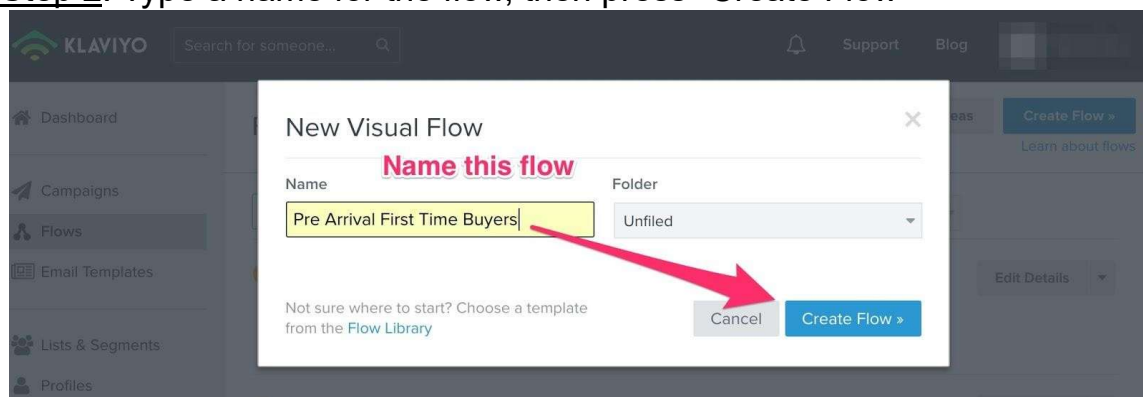
A quick reminder from an earlier note… You can either start a new flow or merge into an existing 'pre-arrival' or 'post-purchase' flow. We cover both so you're covered either way.

Creating a New Flow

Step 1: Go to "Flows" on the left panel then press "Create Flow"
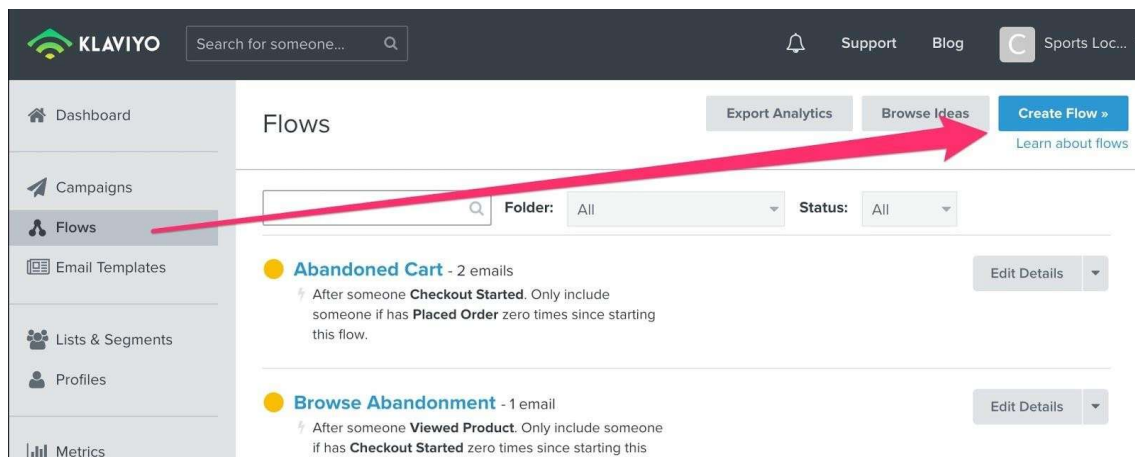
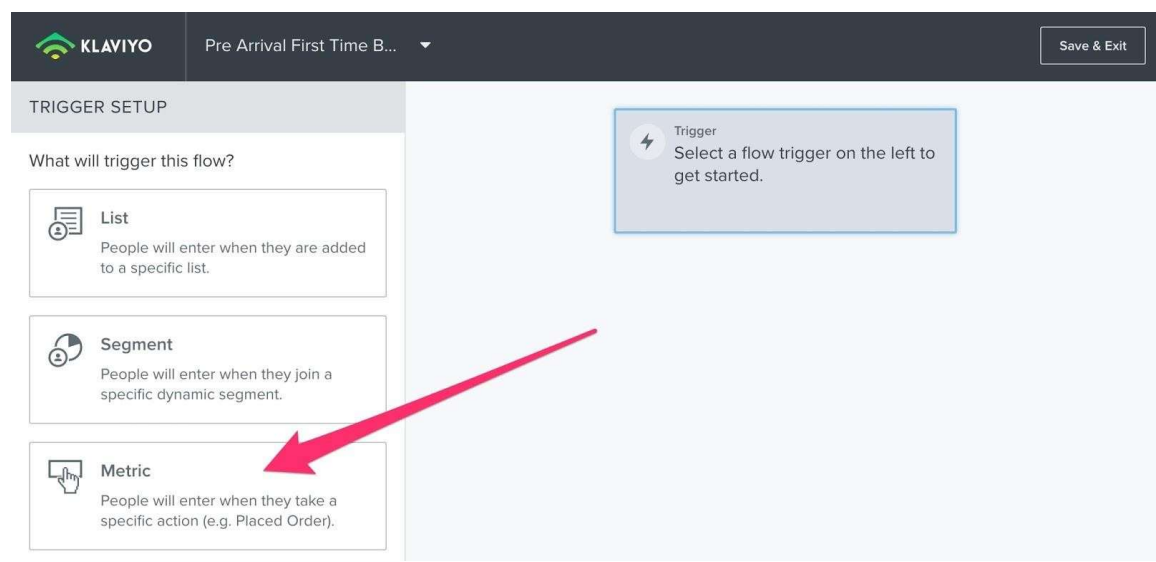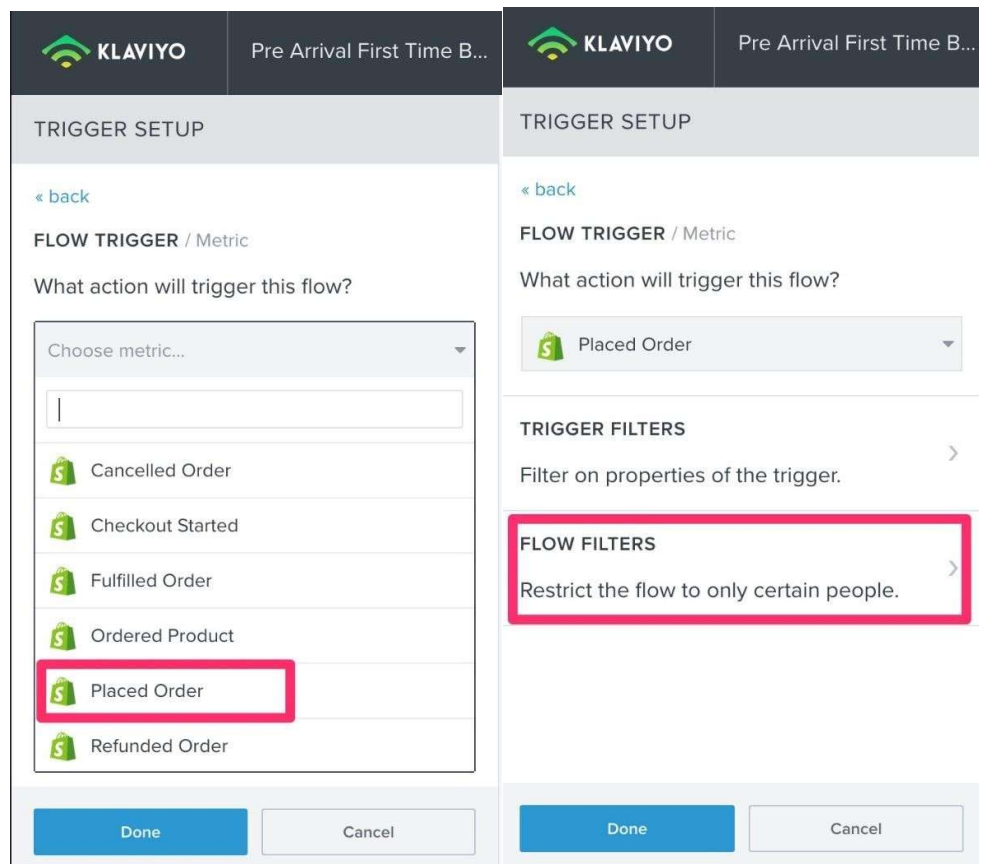Step 2: Type a name for the flow, then press "Create Flow"

Step 3: To set up the Trigger & Filter, choose "Metric" (below)

Action 1

Action 2   Action 3

Action 4

Step 4: Drag the email box under the flow then add the copy and set up both emails

What To Do If You Prefer To Merge Emails Into An Existing Flow

To be clear, if you plan on setting up a new flow, then ignore this section.

Does this sound like you? You may have already implemented a prearrival flow, that was included in an early G.S.D Report, inside our E.I Welcome Pack. Or maybe you have an existing post-purchase flow that new buyers receive. Ideally, you don't want these to cross over (although some people do).

In your case, you can merge both flows together, or do a 'conditional' split' (on Klaviyo) where you can send a portion of buyers to both flows. We won't be explaining how to do a conditional split in the this GSD, but Dr Google will show you by searching for "Add a conditional split in Klaviyo".

As for merging flows, consider these key points (below) …

Instructions on how to merge this new 'pre-arrival' email flow with your existing pre-arrival flow

1. Make the two new emails (from this GSD issue) in 1st and 2nd order of the flow.

2. Replace your old welcome with the NEW welcome email.

3. Continue with your existing pre-arrival flow to follow the new #1 & #2 emails. So they will start at #3, #4, etc…

    Note: You would just need to confirm that there are no disconnects (in the message) created by replacing the old welcome email and how it sets the stage for the other emails that will be pushed out in the sequence. In other words, make sure everything flows nicely even after you add the 2 new emails

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WRAP UP

So, there you have it… If all you did this month is implement these two emails, then your memberships dues will be more than covered.

Like always, we LOVE feedback, so be sure to jump in the Facebook group and let us know if you actually did GET THIS SH*T DONE!

If all you've done is just read through this without implementing yet, then here's the plan...

Before you do anything else - go to your calendar right now - schedule a 3hour block - Make sure NOTHING or NO ONE can interrupt you or distract you...

Then, TEAR into this issue with more gusto than a hungry dog on a 3-day bone. See ya in the group <3

To your success...

Matthew

P.S. And a special thanks to one of our Mad CRO scientists, Aleksandar Nikoloski, for gathering some of the info for this issue :D