

070 - Email Marketing with Liz Wilcox

Liz Wilcox 0:00

People don't buy when you're selling, they buy when they're ready. And so with the newsletters, I know, we didn't get into this but with newsletters, you know, putting out offers, often, you know, instead of, oh, this is our big launch, and we're going to push it out, we're going to have our course and you know, we're gonna make all this money. If you put out offers, you know, if you sprinkle them into your newsletters, whether it's a PS, or it's a hey, don't forget type of thing, then you know, you're gonna get customers like you just said about, hey, I've been you know, I've been checking you out for a year. I'm ready. You know, I've got the money. Let's go right. And so there is, you know, cuts out all that noise of oh, let's get on a sales call. This is scary. I don't know if they're gonna say yes, you know, you've already done all the work with your newsletters.

SEO Leverage Podcast Intro 0:55

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 1:05

Hello, welcome back to Seoleverage.com. This is episode 70. And very happy to welcome to fresh princess of email marketing, Liz Wilcox today. Welcome Liz.

Liz Wilcox 1:19

Hey, I'm so excited to talk about email today. I know usually we don't like get excitement around email, but things are about to change.

Gert Mellak 1:30

I'm definitely, certain you are the probably the only person who's able to change this. We got introduced through a common friend John Ainsworth, who was a guest on this show a few episodes ago talking about paid ads funnels. So if anybody wants to know more about this, definitely find this episode on [SEOLEVERAGE.COM/PODCAST](https://seoleverage.com/podcast). I would want to ask you to tell us a little bit about your background. How did you become this fresh princess of email marketing? Were you always sending emails? Or how did this actually start?

Liz Wilcox 2:04

Yeah, so I actually started off as an RV like caravan travel blogger. And so a lot of email marketers, a lot of, you know, copywriters, people like that. They start out kind of the opposite. They work for other people, right? They work under an agency or they're freelancing, and they kind of, you know, what do they say, like cut their chops, that's not the right saying, but you know, they learn, they learn email marketing, and these marketing strategies through, you know, helping others build their businesses. So I did it a little backwards. I actually had my own RV travel site, depending on where you're at the world, you might call it a caravan. And I started it as a business. It wasn't you know, when you hear blog, you might think like online diary, online journal, right. And so I wasn't actually even traveling yet when I started this blog, but I knew, you

know, I had bought the RV, and I had, you know, listen to podcasts like this. Google the few things and I saw these people making money online. And I thought I could do that too. So I started my blog, and immediately, you know, started digging in listening to, you know, different experts opting in, you know, we all opt into, like 100 things, right? 100 email lists at start. Exactly. And so that was me. And the common thread I saw no matter what anyone was teaching. And this goes back to John and Gert's episode about, like, you know, building funnels with ads, like whether they were teaching ads, social media, anything. The bottom of the funnel was always email, right? Like you, you get them, you know, no matter where you're getting these people, you want to get them into email, because, you know, they're just so much more likely to convert. And mama didn't raise no fool like, I'm nothing if not efficient. I said, Okay, well, then I'm just going to start building this email list any which way I can. So I started building the email list up and you know, then the second thing is, oh, well, now that they're on your email list, you have to sell them something right. And I was just this lady in an RV. I didn't really know anything about RV even. And so I just asked my followers, I asked my subscribers, hey, you know, I'm kind of all over the place. I'm brand new to this. I had about 300 people on my list. Why do you follow me? There are you know, there are so many other more helpful sites than just this lady trying to figure this out. Why do you follow me? And they said, well, Liz, you're really funny and you can tell a good story. So I, you know, I put those things together and I thought, okay, my product should be a book of funny stories, you know, about RV life. And I want if there's nothing else you take from this story, let it just be inspiration that whatever you're selling, it's going to sell better than mine. So I created a book called Tales from the Black Tank. If you don't know anything about caravanning, the black tank is where your sewage goes. And it was just a collection of funny, like funny crappy stories, right? And it made \$7,000 in the first 90 days. It got picked up by an international sponsor, that was, you know, giving it away for free giving me \$7 for every lead that they obtained through this book. And like if I could sell that, knowing almost nothing about marketing, other than, you know, email is lucrative, like whatever your ideas, whatever you're struggling to sell whatever is not converting the way you want it to right now, as you listen to this, like, I promise you, it can and will sell with the right strategies. So that how I got into it.

Gert Mellak 5:47

I wasn't really sure it will. And I want to definitely get as much as much as many knowledge bombs as possible here for audience. But you're talking about your how you started your list. What do you think is a good way to actually start a list? A lot of our clients already have a really interesting list and they use email marketing, and a little bit better, a little bit worse, but they do this actively. What do you think someone who doesn't have like a big list? How do should they really start building this?

Liz Wilcox 6:16

Yeah, so what I like to say I'm very 90s branded, if you're just listening to the podcast, and you can't see me on YouTube right now, like I have an instinct poster on and like in the background, I have a Will Smith shirt on, you know, my logos are very 90s colors. So I'm going to make a reference here. So list building and visibility, like going on podcasts like this. They're like Mary Kate and Ashley. They're different, but basically the same. So in order to list build, you just need

more visibility. You just need to however you're doing it right now, if you have a freebie, some kind of discount, you know, whatever your opt-in is, you just need to make it visible in more places, whether that is actual, like, PR, you know, getting on podcasts, doing conferences, networking that way, or, you know, running ads is another good one. Again, you know, listen to John's episode here a few back. Or you can simply just, you have to optimize where you're already at. So what I like to say and what the biggest mistake I see people making is not optimizing their websites for opt-ins. So go to your homepage, when you're done listening to this, of course, but you want to see how many times directly on your homepage, you are asking people to opt-in. It should be at least three to five times for a good example, obviously, you can go to Lizwilcox.com, you can check it out, I think I've got five or six times where I'm like, hey, get on the list, get on the list, even at the bottom, again, another like 90s reference, I say, oops, you did it again, you didn't join my email list. And of course, you know, what I say is not what you're going to say. But you basically you want people to opt in. And then you want to go to your about page. And your about page should tell a story not about you, right, but about your customer, your ideal client, whatever you want to call them. But it should also the story should lead into them needing whatever your opt-in is. Whatever your freebie. So my freebie is like a welcome sequence some other swipe files. And so you know, I've tell the story of how I got into email. Then I say, you know, I want the same way. I said, hey, whatever your ideas, it's better than my book about poop. I think I say that exactly on my homepage. And then I say you just need x to get started. X is my freebie. Get it now. So definitely use those as a framework. If you don't have that optimized, I would say, you know, go to your calendar, block off 40 to 60 minutes, you know, in the next seven days of listening to this, and you know, go through your website and make sure it's optimized because it doesn't matter if you get on 100 podcasts this year. If you're directing them to your homepage and it doesn't actually sell your email list, right? It's not gonna, it's not gonna do much it's gonna be off or not. I hope that's helpful.

Gert Mellak 9:21

This is really really helpful. I can definitely confirm two things here whenever I'm on a podcast or on a YouTube interview or something like this list always grows. Even when we didn't. We now have to decide a little bit optimize, but I'm going to take you if we have three to five, five references. On the homepage, we might have only one or two. But I do know that people who download my book when I'm on a podcast, I know we get more opt ins, we get more quick audits directly into. This definitely works for us. And it can definitely also confirm that visibility in general works. We run ads to freebies and this can, definitely definitely works. The about page, I think this is a little bit of a misconception right? The About Me page is not about me, it's about you. Something I had to learn the hard way at some point. You're definitely interesting. So everybody after this episode, go check your site. Check if you have a lot of references. This is something that those are coming up with a discussion with John interestingly, the placement of those calls to action are so important. We have so many clients coming into us. And they have like one line at the bottom of this article and say, Now, if you want to know more, do this or that or opt-in or something like this, and then you start putting three to five calls to action through this long article and Sunday the magic happens. So conversion optimisation, even though we're focused on SEO is definitely part of what we were the author also doing. So this is, this is really great. So now, if you have a list, you have a list, you have your list building methods in place,

and you see this growing, etc. Now, obviously, you want to leverage this, you want to do something about this. But email marketing is just so hard. So at least this is like the common theme I hear from my clients, from people I talk to they say yeah, if we try to do more email marketing, but we can't really do this, and then I come to Lizwilcox.com And it seems like everything easy, cheesy. Why is it so hard? And how can you make it easier?

Liz Wilcox 11:25

Yeah, so like I was saying about, you know, a lot of other email marketers, you know, they started off as copywriters. You know, they were working with people with well established businesses and mostly personal brands, right. And so that's not every business, every business is not a personal brand. Some of us are e commerce, some of us have local shops, some of us are just bloggers that, you know, maybe our personal brand is, you know, very micro of the micro right and we don't have all these, you know, big giant stories. We don't have people invested in you know, our entire life story. So like, what do we do? And especially we didn't get into business, to tell stories, right? We got into business to serve our people X way, maybe somebody you know, somebody sells shoes, you didn't get into business to tell stories. You're trying to sell shoes, oh can seem like a real disconnect when you hear about email marketing, when you know, even when you listen to things about funnels, and it's like, okay, well, I got them on the list. And you know, I kind of I went dead, I emailed for a little bit, and then it was just too hard. So I just stopped. So when I, when I started my first business, again, I was in an RV, I was living in 200 square feet. I didn't even have internet on my phone. And so I had to go out and I had to, like take internet from businesses, you know, like sit outside of the library, or the you know, like the home improvement store or the recreational center. And so, when I was looking at these other ways of email marketing, when I was trying to learn, because, again, I heard, like so many awesome things about making money with your email list, I thought, okay, but this isn't gonna work for me, because I have 20 minutes. I don't have time to build out this long funnel. I don't know, my customers enough to write out a three month sequence, you know, I just have to do something that's going to, you know, be really quick, get out the door, build that relationship that I know I need to build, you know, open up that communication source and get out of there. So I created something over time called the email staircase, like first you have a follower, right? You know, somebody finds you on Instagram, social media, they see an ad of yours, you get them on your list, and you turn them into a friend, and then you turn them into a customer. Now, I'm not talking about friends, as in, you know, we all live in New York City and an apartment and we all date each other from the 90s not that kind of friend. We don't want to share all our dirty laundry with each other, but a friend that you have a mutual interest with. So Gert here was talking about, hey, you know, I checked out Liz's website, you know, he gets on there. Like suddenly we both have this mutual interest of email marketing. That's what we're going to talk about. Right? Like even if you know if you had an NSync fanclub. Right? Like you would just talk about NSYNC, right? That's what people would expect from you. And so when you have this list of friends, when you open up that communication channel, people will just tell you, like I said earlier at the top of the hour, what they want to hear from you. Oh, Liz, you tell really good stories. And you're funny. Oh, okay. Well, I guess my product should be funny stories. Right? And so when you've got this, this follower to friend thing, I just want you to know a few things to turn them into a friend. You only have to do three things and this is really simple. Number one,

you have to invest your time in them. So Gert here has his podcast that's very obvious. He's investing time to learn about, you know, SEO marketing in general, you know, staying on the up and up of everything to share with you. It's very obvious he's investing his time in you, right? Number two, you want to share in a relatable way. So right now, you know, I've mentioned Nsync a couple times, I've got, you know, Will Smith on my chest. I wasn't sharing that with my RV travel blog. My RV travel blog, consisted of mainly men in their 60s, I think it was almost 70% men in their 60s. They don't care about Justin Timberlake, they probably, you know, yeah, sure, they watched a couple episodes of The Fresh Prince, but it really wasn't their thing, right. Um, and so maybe I was sharing more about, you know, like a band like the Grateful Dead. And what I was, you know, my travels, that was very relatable to them. So you want to share in a relatable way. And then the third thing, you just have to stay top of mind. Now, this doesn't mean emailing every single day, it doesn't even mean emailing every single week. But if you can set expectations, and we'll talk about this in a second, and say, Hey, I'm going to email you the first Thursday of every month, I'm going to email you every other week. I'm going to email you every Tuesday, whatever it is that you say, if you set that expectation, and then you meet it every single time, that's going to help them stay top of mind. It's going to help people build trust, like, oh, yeah, Liz said she was going to email every Tuesday. It's Tuesday. She's emailing me, right? Like, that's not a conscious thought. But it's in the back of their mind, right? And that's really important because it builds trust and people buy from people they trust. Does that make sense?

Gert Mellak 16:51

Absolutely, this makes a lot of sense. So you essentially, you get someone on your list. And the first thing you really aim at this is getting this first trust level. So you through sharing relatable things, sharing common knowledge, common values, etc, or adding value to what they are interested in, you get them to like a little bit of an additional level. So you if you sign up for something, you get this freebie, you probably wouldn't really look into this brand any further, unless there is anything that triggers you to really take the next email that's coming seriously. So you get to this friend level, you share relatable things. And then this setting expectations. This is really interesting. I very often think about this the other way, where I get emails every single day, like those really long emails. And we talked about sort of storytelling in a moment. Nobody told me I was getting an email every day, right when they sign up for this. I wish they told me before. And there is like this theme you can't email enough. I don't agree with this. I'm sure what your take is, I think there is there's like a frequency where it's, it's just going to have diminishing returns for them in also to just email me and it just archive them or filter them until I really sign off from the email list. But actually, you set expectations. You tell them look, I'm going to email you every week, every month or something like this with valuable insights. That is give them a reason to not sign not cancel the subscription immediately after downloading the freebie. And yep, definitely, it definitely makes a lot of sense. So another thing that just comes up with email marketing, and I was briefly introducing this theme of storytelling. So now everybody needs to do storytelling, because otherwise you are forgotten, and nobody cares about what and remembers what you're saying. Because you're constantly impacted by a lot of things. So this is where you see a lot of email, a lot of marketers pegging everything in a story and then sending this out, which obviously then translates into a very, very long email. So you really need to go

through this and find out who is the hero in this journey and who is the mento and how does this work and what's the struggle and all those frameworks? What's your take on storytelling?

Liz Wilcox 19:08

Yeah, so of course, you know, I used to be a copywriter, what they say is true. Stories connect. If you've got a really good story, definitely you want to share it, right? They have to you have to be what they call, like a founder story why you got into this, right? But again, like I was saying earlier, you're probably not a natural. Well, we're all natural storytellers. But some of us just aren't good at it. You know, you've ever been sitting at the table with someone and you're like, oh my gosh, if they don't get to the point, I think I'm gonna die. Right? You know, like, we're humans are natural storytellers. But some of us just haven't honed our craft. And so what I want you to know, is and this is going all the way back to that question about like, how can we actually make this simple, instead of telling the story and then suddenly, you know, our 10th grade Ah, you know, writing teacher is on our shoulder saying, there has to be a beginning and a middle and an end. And where's the hook? And what are your segues and don't end your sentences in this, I just want to, you know, here's the part where you relax. I just want you to think of it more as giving a personal update. And so as you consistently write your emails, I just want you to give personal updates instead of trying to tell a story. So a personal update is just two to three sentences of something that you have done, something that's happening in your life since the last time you emailed. So if I was emailing today, I would you know, maybe mentioned this podcast. Before we hit record, I was giving a personal update. I was like, oh, yeah, no problem. You know, it's 8am here, I've already gone for a run today, the kids are on the bus, I'm really excited to hit record on this podcast. That's a personal update, right? I mean, it's technically yes, it's a story. But it just takes that pressure of having to make it so interesting. Like, you know, you could print it out and read it, right. You know, not everyone is a novelist. And also, like, it's a newsletter, not a novel. So just get to the point. And then you can segue. And by segue, I mean, like capslock. Anyway, dot dot, dot, what I really want to talk to you about is, you know, my new podcast, the new feature on our software, you know, I've got three more bookings this month that you can, you know, that are available, book a call here, you know, whatever it is that you actually want that call to action to be, right. Because when we, Gert said it so perfect here, when he was like, you know, then you have these daily emails, and it's, you know, 500 words, 1000 words, and you have to sift through all of that. And then you're subscribed to 10 of those. And so you just ignore them, right? If you can make your emails familiar, but not predictable, then that's when people are going to open, that's when people are going to get really excited, right? So maybe you do have a really good story that you want to share one week, and then the next week, it's like, I really just want to send out my podcast. Okay, do that. And then the next week, it's, oh, I just learned something new, I want to share that. And then it's, oh, I just want to send out my podcast, right. As long as you're familiar, as long as you're still like yourself, your brand. Just don't make it so predictable, that people think they know what's inside, so that they ignore it.

Gert Mellak 22:34

This makes a lot of sense. I have been trying this in the sea, definitely good open rates, in general, by just writing a couple of lines, and then direct YouTube link, I don't even even hide it anywhere. This is a little link to the last video and just check this out, because I think that's valuable. And then another time, this might be sharing a personal story. So I think I'm probably a little bit in line with this already. But I'm definitely going to try to do a better job here. One thing that always comes to my mind is that not every every update is going to be relevant for the entire list. So what you are going to hear marketers say then is that you need to segment. You need to see how did they end up on the list. What did they actually download if you have multiple lead magnets? You need to segment only share things with parts of the list. Do you think this is necessary or important?

Liz Wilcox 23:25

I mean, it depends. If you have one of those businesses where you have you very much have different ideal clients, then, sure, go ahead and do it. I don't think that it's necessary. For me, what I like to tell people is if you're building a business, you want to build a business where you belong, right? Not just where your ideal customer belongs, but where you belong, obviously. Especially if you're watching on YouTube, like I'm very much Liz Wilcox here. I you know everything, all the things I want to talk about all the different workshops. You know, I've got it right here in the background, my entire year planned out. There's lots of different workshops, lots of different things going on. But I usually send everything out to everyone, even I've built three businesses. And I've always done this, because I know there's a certain part that people are just interested in what Liz Wilcox has to say, or is you know what she's up to right? And when I want to really kind of get into this when you build a business that and when you build your email list that leads with personality, vision and values. People become interested in the whole scope of things. So right now I just talked mainly about email marketing, but people you know are starting to ask me Oh, Liz, you have a \$9 membership. How the heck do you make money off of that? That doesn't have anything to do with email, but they're interested in it because they're interested in Liz Wilcox the brand, right? And so if you lead with a little bit of your personality, your vision for your clients and your value system, then it doesn't matter if, you know, maybe they're not interested in this particular offer right now. But just knowing that it's available actually might help you sell because Oh, that's not for me. But I've got a buddy over here that needs it. The same way like Gert and I were introduced by our buddy John, you know. Oh, Liz, your \$9 membership is not for me, but you know, it might be great on this podcast or whatever. Right? So I don't think it's absolutely necessary. If you are listening, and you are, you know, like we mentioned at the beginning, like, oh, email, not fun, then just let that go for now, that's something that's more advanced, that, you know, doesn't have to be right now.

Gert Mellak 25:57

Makes a lot of sense. I think in our case, it was just wondering SEO Leverage, I think we sent most of the emails out to the entire list. So we have some people coming from Shopify, some people our course creators, some people are coaches, somewhere, eight figure b2b businesses. So we have a vast range. But I think most of what we send out is probably available for everybody, which is pretty much SEO advice, or announcing a podcast here and there etcetera. So I think we don't have this. But if there's something particular only for Shopify, so we

will definitely probably segment this and just address those Shopify people. So what you're essentially saying, if I understand you correctly, it's more about you, as the person behind this list than actually the business or the overall brand. Is this correct?

Liz Wilcox 26:46

Yeah. When you when you do, especially email, because email is a much more, I don't know, for lack of a better term, intimate space, right? It can truly it's one to many. But when you do it properly, when you build that list of friends, it can turn into one to one, right. So people are emailing you, oh, even if you did a personal update on you know, and you joked about going for a run or something, and someone might that might connect with them verse, you know, the course on Shopify, oh, I'm a runner, too. That's something we have in common, right. And so if you do that, again, and again, people will just be interested in your business and you growing like in general. So I love what Gert just said about like, yeah, if it's just for Shopify people, I just, you know, I want to make sure I'm not bothering you know, people who are just on Etsy, or Amazon or something like that, right. But you can also at the bottom of your email, if you've never done the segmenting, and you're like, Oh, now I have to backtrack and figure that out. You can, you can send out emails that say, Hey, at the bottom, hey, if you don't want to hear about this, if this doesn't pertain to you click here. And then that will automatically you know, you can set it up. So it tags people. So you know, you know, kind of retro actively that they're not interested in that.

Gert Mellak 28:14

That's perfect. Yeah, I definitely was something I personally learned as well as, as soon as I focused on me personally, rather than creating my big agency, this was talking 10 years ago, 15 years ago, I was, I was going to launch this big agency, and it was going to grow and we presented ourselves. I'm saying we and it was just me, and then we are 8 back then I think. We presented ourselves like a big brand. And, and people were entering my office, and they were looking left and right. And so we're all the people I was expecting to find here. When we started switching. Now we have 30 people and we are actually this agency I was building. This, this didn't happen. This didn't happen until I focused on me personally. And just said, Look, this is me, this is me building this business. And this is me getting a new, few new team members. And this is this is me helping you out. And this is me telling you what you can do better. This was a really interesting shift. And then a lot of things happen that actually made this, this agency slowly happened that we have today and are still growing. It's really interesting, where this where this, this brand is like something really cold, right? It's like something very distant, very, very I don't know how to... unapproachable if you want to call it this way. Whereas if you have a person with those relatable things, you have the feeling there's a person behind it, and it's good, this person is going to answer my email. If I hit reply, then a lot of things change, right?

Liz Wilcox 29:40

Yeah, so there's I mean, there's a reason nowadays, like the market just demands a bit of that even if you're Nike, right? Nike is now running you know, campaigns for Black History Month,

you know, with it yesterday, at the time of this recording was International Women's Day. We saw campaigns on that. Like they are trying to give it a personal touch even though, you know, that is one of the biggest corporations in the entire world, they understand that they need to be leading with that personality, those visions and those values, right? There's a reason why, you know, I'm trying to think of it, like Coca Cola would run a social justice campaign, they understand that the market now demands a bit of that personal touch. And I'm not saying like, go out and spew your politics at your subscribers and see what happens. Screech the brakes on that one. But there are certain values, there's a vision that you hold for you and your ideal client. There's bits of your personality that you can put in, that are going to immediately attract people that like you, like your work and want to work with you and that you want to work with them. I see. Even yesterday, someone asked me a question about, well, how do you get people to fall in love with you? And it's like, you know, when you lead with the personality, vision and values, you're going to fall in love with those people too, because, you know, they let you wear Will Smith, they, you know, they're excited to, you know, make money with email. That's my vision of my company, right? I want you to make money with email. And so you know, and dot dot dot, right. So when you lead with that, when you build this business that you belong in as well, like not only are you attracting the right kind of folks to you, but you like them in return. And especially if you are a service provider, you definitely want clients that like you and you like, right?

Gert Mellak 31:45

Absolutely, like interest. This is definitely on the top of the priorities for service providers. It's just so crowded out there, so much competition. So you need to build this trust over time, we have people very often being on our email list for six months, 12 months, even more, until they actually take action because they just keep receiving this communication. They even, they might not even click on it. They just read it, consume it. And then they they come and say, Look, I've been reading your emails for a while and then check in my CRM, and it has been 12 months. And they say now we're ready. And now we think we make sense for us. And it's just such a long game. Right?

Liz Wilcox 32:22

Yeah, that just really goes back to what I was talking about investing time, staying top of mind, right? Because I love that you brought that up. Because I always say people don't buy when you're selling, they buy when they're ready. And so with the newsletters, I know, we didn't get into this, but with newsletters, you know, being putting out offers, often, you know, instead of, oh, this is our big launch, and we're gonna push it out, we're gonna have our course and you know, we're gonna make all this money. If you put out offers, you know, if you sprinkle them into your newsletters, whether it's a PS, or it's a hey, don't forget type of thing, then you know, you're going to get customers, like you just said about, hey, I've been you know, I've been checking you out for a year. I'm ready. You know, I've got the money. Let's go right. And so there is, you know, cuts out all that noise of oh, let's get on a sales call. This is scary. I don't know if they're gonna say yes, you know, you've already done all the work with your newsletters.

Gert Mellak 33:27

Perfect. That's perfect. I want to quickly recap, there was a lot of information. So we talked about building the list, we talked about visibility, essentially, being the most important input to getting this list really built. Optimizing the homepage and the about page really for opt ins, multiple opt ins on the homepage, everybody after this call is going to check out lizwilcox.com to see how you're doing in there, probably as I did, are going to download your swipe file and get your material. Definitely very recommendable. Done I think the first email I did this last yesterday, just before going to bed. It took me three minutes to write this email. And we made \$100 out of it. So this was nice.

Liz Wilcox 34:08

Yeah, that's I'm glad this is being recorded.

Gert Mellak 34:12

Absolutely. Absolutely.

Liz Wilcox 34:13

That's awesome, I'm so excited.

Gert Mellak 34:15

I did. I did do quite a few email marketing courses over the last 10 years I think. And I think we got it to a point where I had heard this, this theme of, of telling personal stories and make this like a like a text only email, don't do a lot of formatting, all those kinds of things. I haven't heard such a really quick approach and framework like you'd have it and is on the material because from you there was like a 50 subject lines. We use the first one by the way, number one and got great open rate. So it's really you have a really good system really we like it. I appreciate you taking the time here to present this to us. We have heard a lot about personal updates, making this really about you as the person behind the email list, not your big brand you're trying to push like I did. Wrongly in the initial stages. And then there's personal tasks, you want to get your emails to really make this as much as possible a one to one communication. People might hit reply. Also something I would add probably don't be one of those people who have this `reply@yourdomain.com`. In they're probably what asked people to reply, I'm happy when they reply and and get this direct connection, it has built up so much trust. And probably the theme of this show is going to be people buy when they're ready, not when they're selling. I'm going to make this the theme of this, of this series for this episode. Because I think one thing we see all the time is that people just want to force it to think just because they craft this modest story with this storytelling framework, it's going to produce sales immediately and to send this out and watch the statistics and expect the sales coming in. And it's just not how it works, people have a lot going on. And even if they love your material, that might really take some time to actually really get into this, but it might take them a few hits a few emails, really piling on to the offer to really take the time and say, Okay, now I can spend three or five minutes and check this out. And then take action. I really appreciate you taking all this time, Liz. This was great. I personally learned a lot to help our audience has been learning a lot as well. I can certainly recommend your material on lizwilcox.com I want to ask you one final question. Is there is there one thing

that would put the mindset of someone sending out an email to the list into the right state that you could give them on the way?

Liz Wilcox 36:38

Anything, anything that I do in my business, and really in my life, how I look at it, I asked myself two questions. Number one, what would this look like if it was just easy? And then number two, what would it look like if it was fun? And that's how I built my entire business. And that's how you can get going with email and actually make it you know, just get it out the door. It doesn't have to be perfect at first, you know, you can experiment. You're gonna get better and better and better. But you know, just start with what would this look like if it was just easy? And what would it look like if it was fun, and I hope that helps you get started today.

Gert Mellak 37:19

That's amazing. Thank you so much, Liz, everybody listening to this. This is episode 70. You're going to find it at [SEOLEVERAGE.COM/PODCAST](https://seoleverage.com/podcast). And definitely make sure you share this with anybody you think can do better in email marketing. Liz has provided thankfully so much value here. And I'm really looking forward to getting any comments or feedback on this. If this works for you. Make sure to let us know either Liz or myself here. And if you need help with your SEO, want us have a chat one on one with me personally on a zoom call head over to [Seoleverage.com](https://seoleverage.com) and just get this free consult check in. Thank you so much, Liz for coming.

Liz Wilcox 37:55

Thanks