All right everyone, thank you for joining me for this episode number eight where we are talking about warming up a cold list.

If you are listening to me now, we have survived the holidays and we're now in a brand new year. Really, really thankful that you joined me as we walk through the step-by-step pieces of how you can take your message to just one more person.

And again my name is Jason Owens. I really appreciate you joining me here today and as we move forward here talking about this episode of warming up a cold list let me go ahead and frame this here just a couple pieces here that you're going to want to check out.

This would be really, really helpful if you also take a look at the show notes for this because I have a fair amount of screen captures in there and have a couple tables thrown in and even have a couple goodies in there on that list for you.

So go ahead into the show notes, so go to Jason - middle initial, R; last name Owens .com; JasonROwens.com/8.

So that's where you will find the show notes for this episode and that should forward you over to a page that says, 'How to Warm-up a Cold List'.

Now I usually don't get a lot of these requests but I tell you what; this one was that was a little off center from the normal work that I usually do.

A friend of mine approached me and said, 'hey listen, I have this list, it's a totally legit list, all these people have opted in.' And he explained to me the situation where this is… he works for a parent company let's say.

And this parent company did a coast-to-coast campaign and they ended up divvying up all the leads amongst all the different regions. So inside the region where he's located he has a list.

Again this is everything above board this is all completely opt-in it's all done on a recorded phone line most of the people here were calling in in response to some kind of offer that the parent company made and the parent company again on the recorded line said, "Hey, listen, is it okay if we reach out to you and send you offers via email, would that be okay with you?"

Of course, all these people on the list said yes.

All the people who has who said no of course didn't make the list, so here we are. These people said yes and the conundrum that my friend is in said, 'Hey Jason, I have this list. These people don't necessarily know me, per say. They know *the company,* but I'm brand new to them. So, how do we, basically, wake these people up and, and get them to know me, get them to interact with me in some kind of way?"

So, again, I usually don't do this kind of work in my in my marketing as far as waking up an existing list or one that's kind of cold but I tell you what this one was challenging and if that's

one of the reasons why I went ahead and took this one because I knew that I would learn a ton by doing it.

That is what I want to share with you -- the lessons that I pulled out of this most recent engagement so, here we go.

When we're dealing with a list like this; now we had over 700 people who haven't heard from the company. I'm guessing they haven't heard from the company in some period of time.

Now that could be a few weeks, that could be a few months. I don't know but they haven't heard from the company, they've never heard from my friend.

So, how do we really make this introduction okay? So what, what my friend wanted to do in a very, very short time window here was wake these people up and introduced himself and see if there was any interest -- by year end -- to see if there was any interest whatsoever in his services.

So, we're running on a bit of a tight time frame here.

We ended up putting together a four email sequence.

And really the first email is just simply to say, "Hey, my name is so-and-so, your file has been transferred over to me", right? So "I'm the new person working the case, I'm the new person here to help you out even though this friend of mine is not new in the industry."

But the contact being passed over to him was new so anyway it's a new relationship that he's trying to get started.

I was really concerned about sending this out because I've run into some issues lately with some email marketing platforms where, if you send out a message to a large group: so, say that you create a new account. You do an import of some sizable list, and then you send out a message that doesn't get a whole lot of response to it.

I've had some of the automated algorithms. One company in particular gave me some trouble over that and it was; anyway so it's kind of a pain in the neck to go back and email back and forth with the compliance people and explain to them everything.

05:01 So frankly I just didn't want to get into that rigmarole one more time.

So I really, really, really wanted to make sure that whatever it was we sent to this list of old people that I wanted to make sure that was going to get some kind of interaction.

So what we ended up doing here; again we have 700 names on this list. It's a good list to be able to do some A/B split tests.

So what we did was we went ahead and took the first hundred people and we sent them one version of this introduction. So I'm just going to call it the – 'Hi, my name is…' or we can actually call that the 'wake up'.

So I went ahead and had two different versions that are classic A/B split testing.

All we did there was really change the subject line. The text of these messages quite frankly was pretty much the same.

So we had version A and version B. Sent out version A with one subject line that my client wanted and sent out version B with a subject line that I chose and has worked well for me in the past.

And really what we're looking for here is: are we going to get any kind of opens? I have to be real honest with you folks… if we're not going to get a whole lot of opens and we're going to end up getting a lot of spam complaints, I was going to stop the engagement right there because it makes absolutely no sense to jeopardize that account and get it thrown into some compliance issue.

So, anyway we were really, really, really looking forward to seeing just what kind of response we were going to get.

I was really, really happy frankly with the response that we got out of both.

So one of them; and again I have all of these screen captures back over on the site there if you want to go ahead and take a look at it now again that's JasonROwens.com/8 and you'll end up going into the show notes.

So here we are with some of the screen captures here and what I'll do is I'll talk to you about the results of the A/B split test.

The first split test that we did; again it was really good so we're going to call the first one 'Message 1A and 1B.

Now, **1A we ended up getting a 37% open rate**. Now that's pretty dang good considering these people have not heard from the company in who knows how long and they're getting an email from a person who quite frankly they don't know.

Email **1B ended up having a 45% open rate**.

Now if you think about this, it actually makes sense. Right. So, they're getting an email that they haven't heard from somebody in a while and it's a new name right or a new name and a company.

So, quite frankly, that would not jump out to you as being; okay this is going to be some message that I want to have anything to do with right it's not a known entity.

So it makes sense that you would end up with a really good open rate at least on the first volley.

Now what I was really concerned with also here are the number of bounces because again this list is coming to me. I don't know the quality of the list. I don't really know how long it's been since of these people opted in.

We ended up to no surprise ended up having a pretty healthy bounce rate on these messages here.

So we had an **11% percent and an 18% bounce rate** respectively between the two.

Now obviously bounces aren't good and this particular email service that we were using; once you have a bounce quite frankly they kind of portion those people off to the side and they don't email out to them.

So it's an automated thing that you quite frankly want to do anyway just from the case of list hygiene.

You don't want to keep mailing the people that don't exist right or mailing to people who have already flagged you in some kind of way.

That only hurts your reputation as a sender.

So anyway this is really good. So we ended up having again subject line a and subject line B we did tests and all right. So what kind of open rates did we get? We already discussed that. Now the next question is, so what do you do with the other five hundred and some people?

Well, we obviously chose the winner between the A/B split test and we went ahead and sent that out.

So we were really happy with that first kind of wake up – "Hey, get to know me a little bit" email, and my client had a couple links that he had included in this email where we can get the person who has opened up the email.

They're interested to learn a little bit more about my client and and you know his role in the company and so on so forth.

So we had a couple of links there included in those emails so that people could check that out.

Now again, those links obviously were not "order" links. They were just high-level "get to know me" kind of things here.

We're not striving for a deep, deep, deep relationship, of course, on this first email.

All we're trying to do in my opinion is just get some *people to open the messages*.

Any clicks that we can get on top of that as far as I'm concerned are absolute gravy, alright.

So anyway mission accomplished there on that first message.

10:01 So then we get into a bit of a sequence here that many of you listening to this have probably heard.

And if you have followed Ryan Deiss at all from Digital Marketer
you know that he has a very very common; what's now being called more of a classic email sequence called 'Gain Logic Fear' and those are just descriptions of the sales psychology that's happening in these three emails.

So the gain email is really meant for people who are really looking to go get ahead, right?

The Gain email talked all about that here's how you're going to get ahead by using our product.

The Logic email is more applying to those, those people who are looking for that linear kind of progression.

These are people who take their notes on graph paper, right. They want a really good reason why to buy stuff.

So we're talking a little bit more about logic here and then the last email is more of a fear sequence. And simply what that means is, if you don't get this deal now it's going away, right?

So again a pretty good triplet there as far as email marketing is concerned. So let me talk to you a little bit more about my rationale for what I'm trying to accomplish in these, these three email sequence.

So to be very clear this is a very short term engagement with my friend. We're really trying to see; **look, is there any life in this list at all or is this list frankly not worth the time?**

So really what we're doing in this set of emails, we're not looking at driving some massive you launch, we're not doing video marketing, we're not doing any kind of retargeting through facebook ads or any any of that stuff.

This is literally just now a series of three emails and hey can we get anybody to either
A: pick up the phone and say yeah, I'm interested in that offer or
B: can we get them to just hit reply and say hey, tell me more about what you've got going on, okay that's it.

Again we're not pushing anyone to sales pages and we're not writing copy. It's just really the simplest of execution here and we get somebody to respond and say yeah, tell me a little bit more about what you're offering, so that's that.

Now again really what I'm concerned with now on this list is, **do people remember opting in?**

Right because if you're on the phone with somebody at a support center or you're on the phone maybe you're responding to some kind of an ad. You've at least call the into company and somebody says "hey, can I put you on the list?"

You're probably going to say yeah okay go ahead and put me on the list.

And then quite frankly **you're probably going to forget about that before you even hang up the phone**, right.

So whether it's a week down the line or three weeks down the line you're going to get this email or a newsletter or something and you're going to say, "huh, who are these people?"

Now again that is a really good recipe for getting spam complaints and for my clients' sake and for my sake as well I do not want a whole bunch of spam complaints there, right.

So really I am; I'm highly concerned about that as we move into this next series of the Fear email.

So anyway it's, it's all good so we went ahead and send out the Gain email.

Now again most people would say, "Well, Jason, aren't you really looking for clicks here as well?"

Well, I am to a degree and yes overall if we had maybe a little bit more time and maybe a little different product and sure I would love to drive more clicks over to a website. Even more clicks over to an actual product offered that had some good copy on it.

Again, just do the time constraints here, we didn't really have that luxury. As far as I'm concerned, if we can get people opening and hitting the reply button we are good.

Alright and of course if we can minimize complaints we are good.

So here we are we went ahead and sent out the Gain email and by the way if you are interested in **exactly what the text is that I say in these emails, I am more than happy to provide that to you**.

Just jump over there to the show notes again, JasonROwens.com/8, that will take you into the show notes.

You'll find the spot where you can opt in to go ahead and get that entire template.

I went ahead and templated all four of these emails.

You'll get the exact text that I used in this campaign.

And you can also wake up an old list maybe that you have so, anyway it's all good.

So here we go we go through the Gain email and send it out. We did this on a Monday. Again classic Gain-Logic-Fear.

We did a Monday, Wednesday, Friday.

So here we are with the Gain email. Now again this is going out to a total of 500 almost 600 people here, alright?

So through the attrition that we had so we started off with 712.

We had a lot of bounces, a lot of bounces.

A couple unsubscribed I really would have expected a lot more unsubscribed there in those first three emails that we had sent out.

The A/B split test and then finishing that Wake Up series.

We ended up losing a little over 100 people.

15:00 Started out 712 and I think here's the number; we're down to 596.

So this email now, the Gain email, goes out to 596 people.

Now here is the important part about what happens from this part on. Typically, in a Gain-Logic-Fear email sequence, you only want to send this to people who've already raised their hands, right?

Well, in this first wake up email we just didn't have the luxury of getting a lot of people to raise their hands.

We had a lot of opens but we didn't have the luxury of a lot of people raising their hands saying, "Hey, tell me more about your stuff."

Again, we're on a pretty compressed timeline and I didn't want to try to accomplish too much in that first email.

Here we are in the Gain email. This email is where I'm looking for people to raise their hand, right? I

'm looking for people to say hey, are you interested in knowing at least a little bit more about what this offer is?

So the next two emails: the Logic email and the Fear email; those two are only going to be sent people who have opened this message, alright.?

We ended up having a 26-percent open rate on this message.

Very few bounced. I was very, very happy with that.

Our bounce rate went from some of that *first series of emails*. **I think our bounce rate was around 17% mark.**

Now here we are with a **bounce rate down to about a little over 2%,** alright?

So again still maybe a scooch high but now we're starting to weed out the; separate the wheat out from the chaff.

You at least have emails now that when we believe our known-good emails.

And, more importantly, here -- or most importantly to me on this one -- is that we had zero people complain.

Absolutely zero spam complaints on this whatsoever **only had two people unsubscribe**.

Okay so, this is good so what this leaves us with now are **157 people who have opened up multiple emails from us.**

They've at least seen the open from the split tests and now they've opened up this gain email.

So now my clients name has been in their inbox at least two other times.

He is not a complete stranger to them any more, and I feel pretty good now about warming up these contacts, or I feel that they're getting warmed up.

And we're going to now start to see some some kind of responses coming back.

I'm expecting more responses as we go into the Logic and the Fear.

So, we take those 150 or so contacts who opened up the message last time and these are the ones that are going to get the Logic email and the Fear email.

When we sent out the Logic email, we ended up getting a 75-percent open rate!

That is astounding!

We had 113 people open that email.

Now these are people now who have now opened up 1, 2 **this is their third email now that they've opened up to my client**.

And on this logic email; **this is where my client received his first response.**

Now keep in mind what we're looking for here: we're not looking for someone to click through to a sales page.

Honest to goodness **all we're wanting people to do is just hit the reply button or pick up the phone and call my client.**

So we ended up getting one person who ended up hitting the reply button says, :Hey, I'm over on the other side of town. I would love to hear more about your offer."

Alright, so great this is now doing exactly what we wanted it to do in that it is waking up this list of people.

We're now starting to see some of the interaction and responses and we're getting people to say, "Yeah, call me."

Okay beautiful, beautiful, beautiful!

This is what I love about email marketing.

Here we are now moving into the very last email so again that's the Fear email, and, again, the verbiage of that simply is more to the point of "Hey, listen, the dealia going away".

So we couch this whole thing as if it is a beginning of the year deal it's the "new year deal", right?

So, jump on the train first week of January you're going to get all kinds of offers and bonuses and so that's that's how we stacked it up.

And now we're; it's hey we're moving towards the last part of the week here if you weren't on the train you better jump on it now.

Okay, so that's the theory again. We'll get more classic sale psychology. So again we're sending this out to only the people who are; who have opened up that email, the email number one; the gain email. So again this goes out to almost 150 people.

We had a 55 little over **almost 56 percent open rate on that and no complaints** on this email on the Fear email.

Again very happy and very surprised that we had so few spam complaints on this.

And now what I love about this as far as improving the list quality now we're all the way down **to a 0% bounce rate**. Okay, this is phenomenal.

20:00 Alright, so now from this Fear email, we had yet one more person respond back saying "Hey, I want to learn more about what you have to offer".

In fact over on the show notes I even put a screen capture of course sanitized everything here to take out everyone's last names and email addresses and all that.

So anyway it's all good. So **I have a screen capture of that very message that my client sent over to me**.

He's really jacked up about, it was really good.

So all right so now the question is: "Hey, Jason was this really successful?"

I mean there were a lot of emails that went out. And now he had two people respond to it.

Well the good news is about a couple things.

Number 1, yes overall from what I was wanting to do was wake up this list find out if we have good people here so, separate the wheat from the chaff.

- Is this truly a legit list that my friend was given from the Home Office?
- Are any of these people responsive and are any of them even remotely looking for what my client has to sell, right, at this time of year?

So I believe **from my vantage point yes this is this we have done a great job of finding the right people in this list**.

We've separated the wheat from the chaff. We even had responses come back to my client who said hey, yeah tell me more about that.

Now my client is in more of a phone-based / face-to-face type selling environment so he does very little blind signups over the internet, right.

So from here he's going to do his best and while he will. He will turn all of these into phone call conversations before he gets in the car to drive out, okay.

So these two phone calls are great if he lands a deal out of them fantastic that's icing.

But let me point out to you **the hidden 'aha'** out of this entire exercise, okay?

So my client quite frankly does a lot of his selling door-to-door when he's not doing the email marketing he will do a lot of door-to-door work and look at this.

Through all of these emails we are able now to track **who has opened what email** and when.

So from this massive list of 700 some people that he was given, **we now have 83 people who have opened multiple emails**.

Now why would you open it *if you're not even remotely interested* in what these emails are about?

If you have absolutely no interest whatsoever in what my client is selling you wouldn't even bother.

You would completely toss that email out rather than opening it up and reading it.

So, **the great part about this list is that 83 contacts are now what we would call "warm".**

So they're not cold.

They might not be super-hot but they are definitely warmed up.

And what my client will do now with these 83. He already has first name, last name, phone number. He has all of that.

Now, he is in a really, really diehard sales role.

So I know that my friend over the course of the next five to seven business days is going to pick up the phone and call all 83 of these people who are now warm on his list.

That is awesome.

I know that my client is going to end up closing deals off of that.

I absolutely know he's going to close deals off of that. So this is all good.

This is great stuff and this is **what I love about email marketing**.

Is it is so flexible and so versatile and yes you certainly, certainly can go for the long game, you can go for the relationship building and you can; you so can do that and an email marketing is so powerful for building long term relationships.

But I tell you what you can also use email marketing and move some money for the pipeline and a pretty quick hurry and it's great.

You just have to position it right. You just have to approach it correctly and frankly. You just have to be up front with people. So, it's all good.

Again go over to the show notes. JasonROwens.com/8

We have all kinds of starts for you, all kinds of screen captures and I would love to hear your comments on this.

And certainly if you are downloading my podcast from iTunes, I would love for you to jump out to iTunes, give me a review whether it's a thumbs up, thumbs down or thumbs sideways.

I would still love to get a review from you and would love to hear your thoughts.

So everyone again thanks so much for listening.

I appreciate you being here for this audio case study and stay tuned for our next episode where I'm really, really looking forward to bringing you even more great content for you about how you can take your message to one *more* person.

Thanks everyone…take care.