

MB_Josh_Shipp

Jaime: Hi everyone and welcome to Eventual Millionaire Builders. I'm here with Josh Shipp, I hope you enjoyed his interview on the show. Now we're going to dive a lot deeper into what we talked about before, about e-mail lists. If you didn't watch his interview you definitely should - he's been in so much press I can't even mention it all, he's an author, a motivational speaker, a TV host, all sorts of things. Thanks for coming on the show today, Josh.

Josh: Absolutely, my pleasure.

Jaime: In the interview we started talking about e-mail lists and how it's important for any business owner but also for speakers and you do it really, really well. You have over 220,000 people on your list right now. So give us an overview of how this happened and what sort of stuff you're doing right now.

Josh: The first thing is why build the e-mail list? You have to realize that 99% of people are not just going to stumble upon your website by clicking an ad or something and immediately trust you enough to hand over their money. That will happen from time to time but don't be foolish enough to think that that is what's normally going to happen - it's the exception, not the rule. The whole goal of the e-mail list is to get people on there and add value to them in advance, prove your trustworthiness and credibility to them and eventually, over time, try to get them to buy something. Let's talk about how I structure this and think through it - the first thing is you want to define who your buyer is and who your audience is. So who is your audience and who is your buyer? What do I mean by this? Throughout this example I'll use my online mentoring program, A Year of Awesomeness, as our working case study. A Year of Awesomeness is an online mentoring program for teenagers, so that is an example of my audience. My audience is 14-19 year olds, teenage guys and girls, so they're the audience; they are who's going to consume the content. So when I'm creating the actual videos for that, the stuff for that product, I need to have that person in mind. Now who is my buyer? Well, because this program is pretty cheap, it's only \$19 a month, some teenagers will be the buyers, some will buy it for themselves, however the majority of the buyers are going to be parents, particularly mothers. So now that I know who my buyer is, which is typically a mother in her 40s, this is really, really important because how I communicate to her is way different to how I'm going to communicate with the teenager. The teenager is 'This stuff is cool, it's fun, it's going to make me awesome,' and that sort of stuff, whereas with the mother, that's not what she cares about. What she cares about is 'I have this kid that I love and he won't listen to me' and I have to say 'First of all, that's not your fault, that's normal. Did you listen to your mom when you were a teenager? Probably not. So let me talk to your kids about the things that you care about but let me do it for you.' So I'm going to talk to them about responsibility and taking personal accountability of their life and choosing good friends and all of those things I'm going to do but I wouldn't pitch it to the kid like that. I'm not going say 'Hello, I'm going to talk to you about personal

responsibility and character and integrity,' they'd be like 'Screw this, this is terrible.' So the whole point here is that sometimes you're in a situation where your audience and your buyer is the exact same person – good for you. Sometimes you're in a situation where your audience AND YOUR buyer are two different people, so just be aware of that subtle difference because, and I made this mistake early on, if you talk to your buyer like you talk to your audience, or vice versa, it will bite you. So now that you know who your buyer is, so with this online mentoring program I need to try to find as many mothers of teenagers as possible. So once you know who that person is – 42 years old, female, has a kid – now you need to identify where you can find a ton of them, and that's where you want to spend your efforts, those are the events you want to go and speak at for free, those are the blogs you want to be doing guest posts on, there is the analytics for any Facebook or Google ads you're running. You can say 35–55 year old females in Facebook ads, as an example. You need to start thinking about where you can find a never-ending sea of your buyer. They might be fans of Blank and subscribe to Blank magazine and these sorts of things. Once you've identified that, then you need to think about what is their number one current frustration and how can you solve it in exchange for them getting on your e-mail list? Solve is probably too ambitious a word – I can't 'solve' it, that's egotistical, but how can I give them some comfort or hope or some advice that might help them a bit? So, again, using my buyer as an example, 42 year old female, mother of a teenage kid, their number one frustration is that their kid won't listen to them. The kid listened to them when they were 10 but now they're 15 and they won't listen to them. So to get them on my e-mail list, which is the goal – not to get them to buy right now, just to get them on the list – that's how I'm going to talk to them, is saying 'Hey, let me guess, you've got a kid and the kid was great and then they turned 15 and now they're an alien and they won't listen to you.' You begin to voice their frustration, which assumes that you actually know your buyer. So you've either got to talk to a bunch of them, survey a bunch of them, something – you've got to know what those things are that they're scared to say out loud. That mother is thinking that she's a terrible mom and she's probably not talking to anyone about it but the truth is that she's not a terrible mom, she's just the mother of a teenage and that's normal. This is not a sales pitch, by the way – this is honest. I'm not just saying 'Oh, you're not a terrible mother,' because I want to sell you something – it's actually true. Every mother of a teenager thinks that they're a bad mom and they're the only one that their teenager isn't listening to. No – that happens everywhere! You're not a bad parent; you're just the parent of a teenager. So you've got to make sure that you're voicing their frustration and then offering them some sort of tool, a piece of advice, a helpful something in exchange for hopping on your e-mail list. Then, through that, you can, as we said, give them results in advance, give them some help, some advice, and then eventually try to sell them something. So how I would do that is I would give them three videos over the course of 10 days – simple techniques you could use to get your kid to listen to you, for example don't lecture but ask them questions – when you lecture a kid they shut down, when you ask them questions it trains their critical thinking and that's what you want – you don't want a kid who's dependent on you because they're about to move out and go to college; you want a kid who can think for themselves.

So I give them something very helpful and I also give them something that suddenly brags about my credibility. For example, I'll probably send them a video of me on the Anderson Cooper Show or the Jeff Probst Show, something like that. Back in the day I didn't have that kind of press, but you do have something third party about you that's impressive, so maybe you were featured on another blog or interviewed in your local paper or something where it's not just me hosted on my site trying to prove to you that I'm credible, but some other party or entity saying 'P.S. He knows what he's talking about.' Then, eventually, I'm going to try to get them to buy A Year of Awesomeness for their kid. I'll talk about the importance of mentorship and having a pitch header and how you don't always need to be the one talking to your kid - let me do that for you. All of this is routed in, first of all, a genuine desire to help and, secondly, having a good product, at the end of the day, to sell to them. If you have a crappy product, superior marketing isn't going to help you, but if you have a great product and you can match it with superior marketing, you're really going to win. You're going to much quicker accelerate to that empire of impact. At the end of the day, when you know you've got a good product, you'll be more gutsy in your marketing - you won't be bashful to look someone in the eye and say 'Look, you need to buy this - it's going to help you, and if it doesn't, we'll give you your money back. No pressure.' I think that's the subtle thing about making sure you really create a good product - you don't sell from your heels, you don't sell in a cowardly position, you know that other people have got this, used it and it genuinely helps them so you should give it a try.

Jaime: I love that. I have a couple of questions, going back. Why 10 days and 3 videos and how do you actually sell? So if you can take me through the thought process of that - because I've heard a lot of auto-responder sequence ideas and I'm just wondering how you came to that.

Josh: I think this is more of an art than a science. I think some of the stuff that you need to include in your copy and on your pages is more of a science but I think how many videos or how many e-mails over what period of time is more of an art and depends on your particular audience. So, for me, those three pieces of e-mail, I try to think about what are the three things that if someone watched or consumed it would be irrefutable that I have added value and that I am a source to be trusted. Back in the day I didn't have impressive pieces of stuff but I did have something - so you've got to look in your inventory and find the three things that if you placed in front of people and they actually watched or read they would, without question, trust you. What we ignorantly think is that someone goes on our website and looks at all of our pages and reads all of our posts and watches all of our videos - and that's complete and total garbage.

Jaime: People don't do that? What?!

Josh: Exactly. But through the e-mail list you have the opportunity to control what pieces of content they consume and in what order, so that's really, really important. Think of it is a meal - what is the appetizer, what is the entrée, what is the desert? It's really important that it's in a particular order - it's really important what comes first, what comes second, what comes third. This may be a five course meal for

some of you, this may be a 10 course meal for some of you, for me it's a three course meal, particularly because the price point I'm asking is \$19. I have other programs that are in the \$1000 range, so for that I may need to have a more extensive course because I really need to prove in advance because I'm asking you to shell out some pretty serious money. So it's dependent on your particular buyer, not audience but buyer, and ultimately what you're trying to sell them.

Jaime: Tell me a little bit about what that sales e-mail looks like and what the sales page looks like that works well for you. I know it's different and it is an art, definitely, but I'm just looking for your feedback on that.

Josh: Once I add value to them, I'm probably going to ask them to buy three different times, using three different angles. The first e-mail will be more subtle – let's say, with A Year of Awesomeness, it will talk about the importance of mentorship, third party data talking about the results that mentors can provide for a kid, and then a real subtle link, maybe in the P.S., not pushy at all – 'By the way, I have this online mentoring program for teens, if you think that's something your teen could benefit from check it out here.' So real, real subtle. Then, if someone buys, they're going to be removed from this sequence. That's very important. If someone doesn't buy, the next e-mail is going to be more pointed – the subject line might be 'Want me to mentor your kid?' and it's going to be just straight up 'I have this burden from mentoring kids, I have a goal to mentor kids, this is really important to me, I needed it, it's made a great difference in my life and every kid that I've mentored.' So you need to buy this for your kid and if you don't love it, we'll give you your money back. In that e-mail I'd have a thumbnail of the video, because when you put an image in an e-mail it proves to have a much higher click-through rate and it's much more interesting than just a bunch of text, even if you try to get fancy and bold and italicize stuff. If you're on my e-mail list you'll get taken through this sequence so you can see what I'm talking about. The third and final e-mail is going to be a hard sell – if you have something that's available only for a limited period of time, which my online mentoring program for teens is not, it's open year round, but if you have something that's only available for a certain period of time, you need to use that to your advantage – say 'This week, buy my book and get blank bonus, so if you want to do this, now's the time.' You have to find some reason to give truthful scarcity – I'm from Oklahoma and there's this phrase 'poop or get off the pot', you know, either do it or leave. If you've been thinking about it, do such.

Jaime: Nice. I love this. Thank you very much for taking us through it. Then the sales pitch is probably something that you know converted from Testegg, so you know that that works pretty well?

Josh: It's primarily going to be a video because the way I've been communicating with these folks in the past is video, it's going to have minimal text. The big thing is the design of it – the design of your site is really, really great, by the way.

Jaime: Thank you.

Josh: But some of the stuff is really sleazy looking, really sales-y looking, everything is red and yellow.

Jaime: Circles and highlights, yeah.

Josh: I know. Even if the stuff is 100% legitimate, it just puts you on your heels and go 'This is scammy.' So, as important as what you say is, it's also how you say it, and how you say it in online sales is the design. I try to make the stuff look classy – yes, use all those non-negotiable internet marketing rules, such as risk reversal with the money back guarantee and scarcity where possible. Leverage all of that, but put it in a suit, put it in a dress – make it look nice. No one wants to come off scammy, even if you're not. It doesn't matter whether or not you are, it matters whether or not someone perceives you to be.

Jaime: If I act like a used car salesman everyone's going to think I'm a used car salesman.

Josh: Yeah – and, again, that's why it's important, in your copy, to have a human voice instead of a salesman voice. Just talk like yourself, even when you're selling to people. Even when you're selling to people, talk like yourself; you don't need to start with 'Hello, good evening, you need to buy this excellent product with the following seven bullet points – blah, blah, blah.' I'm not saying there's something wrong with bullet points; I'm just saying talk like yourself.

Jaime: I love that. Thank you so much. We're going to put all of this into an action guide so everyone can follow through step by step, so you should be able to find that below. Thank you so much, I really appreciate it, and we'll probably link up to all of your stuff too, so that way everyone can take a look –and if they have a teenager in their life they can go ahead and get that too. I really appreciate it. I hope you have a wonderful day. Where can we find out more online?

Josh: Go to joshshipp.com and I would encourage you, whether or not you intend to buy something, I don't care, but sign up for my e-mail list and you can see what I do and how I do it. Every time you get an e-mail from me just sit there and analyse it for a few minutes and think 'What is he trying to do here? What is the point behind this? How can I do something similar in my business with my audience?'

Jaime: Definitely. I highly recommend going to your site just to check out your videos because they are awesome. If anyone is trying to create a good video on their website, just having yours as an idea. I'm creating videos for my book coming up and I need to send my video guy to your website because I think they're awesome, so definitely check that out too. Thank you so much for coming on the show today, Josh, I really appreciate it.

Josh: My pleasure, thank you.