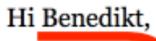
3 EMAILS TO INCREASE YOUR MRR

CHRISTOPH ENGELHARDT @ITENGELHARDT Christophengelhardt.com

5 OUT OF 9 SPEAKERS FOCUS ON EMAIL MARKETING WITH THEIR PRODUCT #JUSTSAYIN

HABITS

PERSONALIZE



One of our big objectives for JFDI in 2014 is to help each member **ship more stuff**. For most of us, this will mean building *and shipping* products, that people want and will pay for.

Doing **the work**, the actual work, is tough. It's easy to procrastinate, to waste time, to do more research, to question yourself, etc... **Starting and finishing a project is the hard part**.

To help us, I'm going to be writing a book, in public, with you. **The book will** help you set a destination, and then build good work habits to get there. Or, put another way: it's going to help you set a goal, and then push you to *just fucking doing it*.

You can read Chapter 1 now >>

Every 1-2 weeks I'll publish a new chapter of the book here, on the JFDI members site. You're free to interact with each chapter in the comments: make suggestions, ask questions, and share your experiences. When it's done, it will be a free gift for every JFDI member: you'll get the PDF, plus any other materials I've created (videos, worksheets, etc...)

Benedikt, I hope this helps you (and all of us) accomplish more this year, and reach our goals.

Cheers, Justin Jackson

PS: If you read Chapter 1, and have comments, leave them below the post!

FOLLOW UP

IF YOU SEND AN EMAIL ONCE, IT IS WORTH SENDING TWICE

Campaigns Broadcasts Subscribers Forms Automat	tion Analytics v Reports v	q	www.linksspy 🔻	Settings 🔻	Support 👻
Broadcasts Crazy Cool Subject DRAFT Dashboard Recipients Email Settings					
Back to Settings					
	When should we send this broadcast? Immediately				

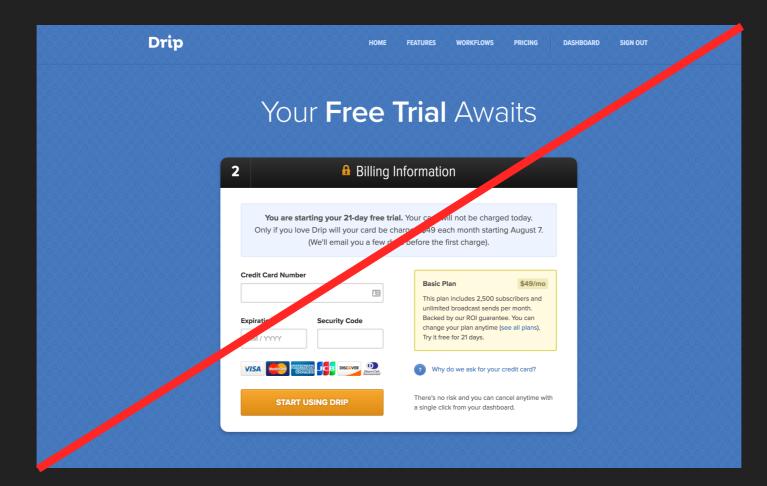


SIGNUP Abandonment Emails

2 Simple Steps	to Your Free Trial
1 Create You	r Drip Account
URL www.saasemailmarketing.net Email Address christoph@saasemailmarketing.net Password Mow did you hear about us? Just tryin' some things	Basic Plan \$49/mo This plan includes 2,500 subscribers and basic
NEXT STEP	

Drip	НОМЕ	FEATURES	WORKFLOWS	PRICING	DASHBOARD	SIGN OUT
Υοι	ur Free 7	Frial	Awa	aits		
2	🔒 Billing Ir	nformatio	n			
	arting your 21-day free trial ve Drip will your card be cha (We'll email you a few day	arged \$49 ead	ch month starting	-		
Credit Card Numbe	er	Basic Pla	27	\$49/mo		
	8	This plan	includes 2,500 sub I broadcast sends p	oscribers and		
Expiration	Security Code	Backed b	oy our ROI guarante our plan anytime (s	e. You can		
MM / YYYY		Try it free	e for 21 days.			
VISA 🍑	REGAN JC3 DISCOVER Dem Cal	? Why c	lo we ask for your c	redit card?		
START	USING DRIP		isk and you can car k from your dashbo			

2 Simple Steps	s to Your Free Trial
1 Create Yo	our Drip Account
URL www.saasemailmarketing.net Email Address christoph@saasemailmarketing.net Password	Inis plan includes 2,500 subscribers and unlimited broadcast sends per month. Backed by our ROI guarantee. You can change your plan anytime (see all plans). Try it free for 21 days.
NEXT STEP	Jeff Epstein, <u>Ambassador</u>



THYDDREQUERESCHUP

2RIMAS

imgflip.com

EMAIL 1: SIGNUP ABANDONMENT EMAILS

- Inspired by Cart Abandonment Emails in eCommerce
- 60% of visitors drop out at CC
- but we have their email address...
 - spam the living shit out of them
 - graciously remind them of what they're missing out on
- Survey result: ~10% lift in conversion rate

Hello,

Thanks for checking out Drip! I noticed you didn't complete your trial sign-up - was the credit card a deal breaker or were you thinking about coming back later to finish up?

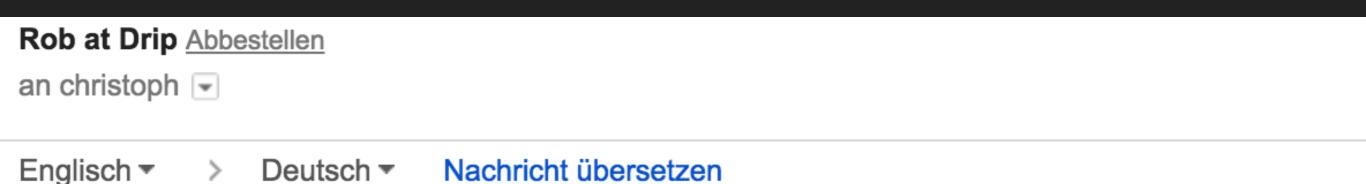
You may be wondering why we ask for credit card in order to start a free trial. The reason is to ensure that our customers don't experience any interruption to email sending when their trial ends (we've had this happen and it resulted in weeping we'd prefer not to see again).

We also do it to discourage those who have no intention of using the system, because we invest of lot of time and money into each trial by offering to build a mini-course for you.

I hope that helps clear things up. If you're still interested in having a look, you can sign in at <u>https://www.getdrip.com/signin</u>, enter your card, and you'll be all set to start your trial. If you'd prefer not to hear from me again, simply click the unsubscribe link at the bottom of this email.

Best,

Rob Founder, Drip



Hello,

Thanks for checking out Drip! I noticed you didn't complete the trial sign-up you started a few weeks ago. If you are interested in trying Drip *without* having to enter your credit card first, <u>this link</u> will let you do that.

We're offering our concierge service free right now, so we can build your 5-day mini course for you at no charge based on your existing content.

Best,

Rob Founder, Drip

TRIAL EXTENSION EMAILS

EMAIL 2: TRIAL EXTENSION EMAILS

- Typical trial user:
 - sign up
 - toy around a bit
 - become inactive

SHOULD I CHARGE OR Should I let them go?

Every first time SaaS owner. Ever.

info@rebump.cc an mich		9. Juli ☆ 🔸 🔻
Englisch - > Deutsch -	Nachricht übersetzen	Deaktivieren für: Englisch 🗙
Hi Christoph		

Your account has been pretty quiet since you signed up for your Rebump free trial.

Is there anything I can help you with?

If you need more time to try it out, I'd be happy to extend your trial. It doesn't make sense to ask you to pay for something you haven't had a chance to try yet.

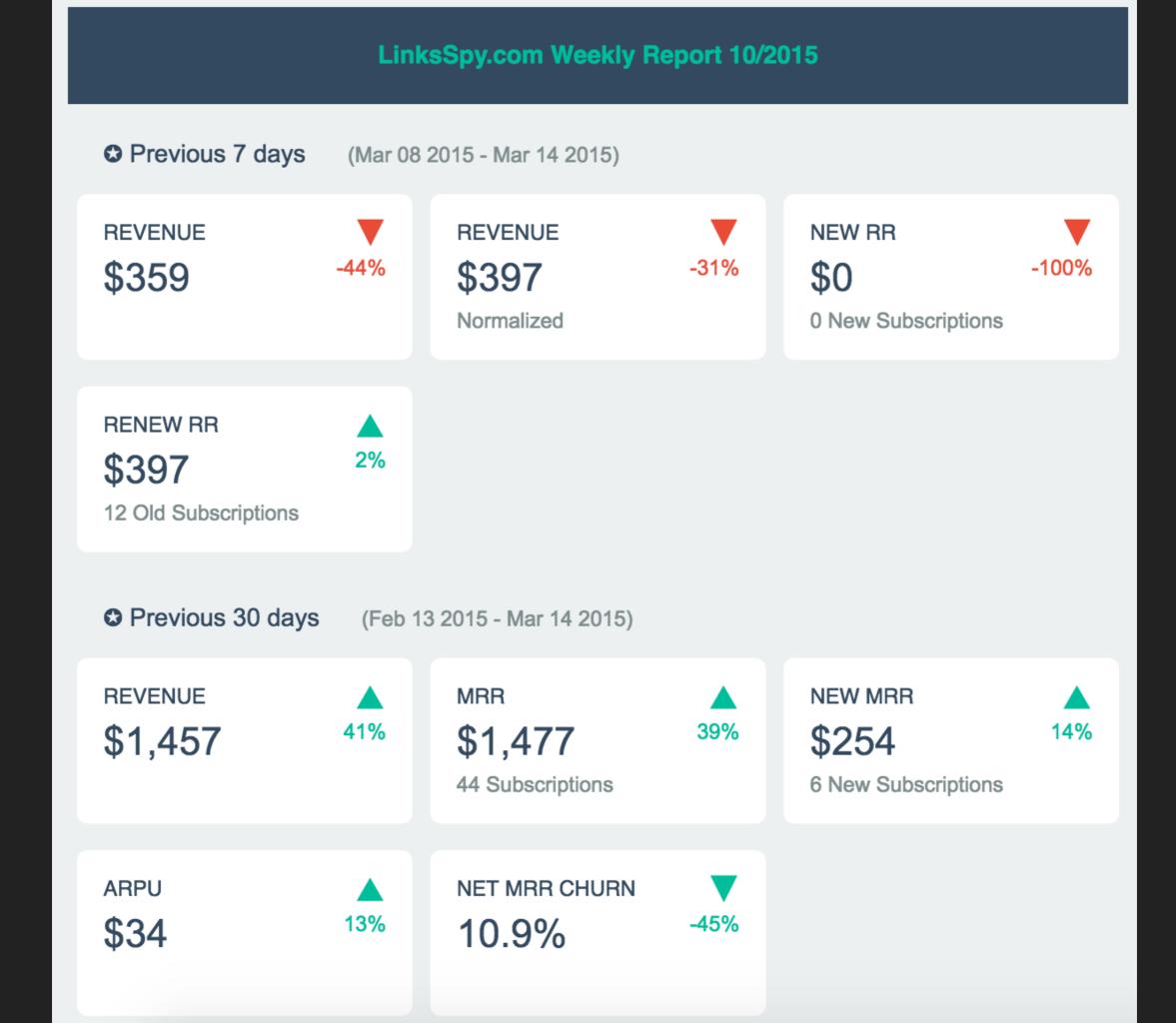
Let me know if you'd like an extension.

Kind regards, Aaron Jacobs *Customer Service Manager* <u>www.Rebump.cc</u>

VALUE DEMONSTRATION EMAILS

EMAIL 3: VALUE DEMONSTRATION EMAILS

- Churn is a major problem for most SaaS
- Often the value of your product is invisible to users
- Find a correlation between key metric and \$
 - e.g. "Preventing 13 no-shows results in \$910 revenue"
 - e.g. "You have billed \$5,000 in the past week"



New/Lost Backlinks for "www.linksspy.com" (18 Jul '16)

	Ahrefs Site Explorer <se@ahrefs.com> an mich 🖃</se@ahrefs.com>				
文。	Englisch -	>	Deutsch -	Nachricht übersetzen	

🛸 ahrefs

τA



We recently analyzed the top 10,000 domains to answer one question: - Medium

medium.com/@itengelhardt...-one-question-e7002467907

in our research was the widespread use of temporary redirects. Almost a full quarter (23.02%) of surveyed websites used a temporary redirect.

78

SUMMARY

- Habits:
 - Personalize
 - Follow up
- Emails:
 - Signup Abandonment Emails
 - Trial Extension Emails
 - Value Demonstration Emails

LEARN MORE:

- http://SaaSEmailMarketing.net
- Twitter: @itengelhardt