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# 3 EMAILS TO INCREASE YOUR MRR

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

# GOOD EMAIL HABITS

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**PERSONALIZE**

Hi Benedikt,

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**

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



Broadcasts

# Crazy Cool Subject

DRAFT

Dashboard

Recipients

Email

Settings

Back to Settings

1

When should we send this broadcast?

Immediately ▾

☒ Resend this broadcast to subscribers who do not open it 

Wait  day(s), then resend with this subject line:

Crazy Cool Subject #2

Currently, 681 subscribers are set to receive this broadcast.

Schedule Broadcast

Cancel



**EFFECTIVE EMAILS**



**EFFECTIVE EMAILS EVERYWHERE**

**SIGNUP  
ABANDONMENT  
EMAILS**

## 2 Simple Steps to Your Free Trial

1

### Create Your Drip Account

URL

Email Address

Password

How did you hear about us?

NEXT STEP

**Basic Plan****\$49/mo**

This 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.

“

We've seen 12x more leads since we started using Drip. It's a must-have for any company.

”

**Jeff Epstein, Ambassador**

## Your Free Trial Awaits

2

### 🔒 Billing Information

**You are starting your 21-day free trial.** Your card will not be charged today. Only if you love Drip will your card be charged \$49 each month starting August 7. (We'll email you a few days before the first charge).

Credit Card Number

Expiration

Security Code



START USING DRIP

**Basic Plan****\$49/mo**

This 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.



Why do we ask for your credit card?

There's no risk and you can cancel anytime with a single click from your dashboard.

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There's no risk and you can cancel anytime with a single click from your dashboard.



**THEY DIDN'T COMPLETE SIGNUP?**



**WE'LL REMIND THEM  
VIA EMAIL... 23 TIMES**

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## 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 a 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 <https://www.getdrip.com/signin>, 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

**Rob at Drip** [Abbestellen](#)

an christoph 

Englisch ▼ > Deutsch ▼ [Nachricht übersetzen](#)

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, [this link](#) 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**

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## EMAIL 2: TRIAL EXTENSION EMAILS

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

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**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*  
[www.Rebump.cc](http://www.Rebump.cc)

**VALUE**

**DEMONSTRATION**

**EMAILS**

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## 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"

## LinksSpy.com Weekly Report 10/2015

🌟 Previous 7 days (Mar 08 2015 - Mar 14 2015)

REVENUE

**\$359**

▼  
-44%

REVENUE

**\$397**

Normalized

▼  
-31%

NEW RR

**\$0**

0 New Subscriptions

▼  
-100%

RENEW RR

**\$397**

12 Old Subscriptions

▲  
2%

🌟 Previous 30 days (Feb 13 2015 - Mar 14 2015)

REVENUE

**\$1,457**

▲  
41%

MRR

**\$1,477**

44 Subscriptions

▲  
39%

NEW MRR

**\$254**

6 New Subscriptions

▲  
14%

ARPU

**\$34**

▲  
13%

NET MRR CHURN

**10.9%**

▼  
-45%



**Ahrefs Site Explorer** <se@ahrefs.com>

an mich ▾



Englisch ▾



Deutsch ▾

[Nachricht übersetzen](#)



**New Backlinks: 3** [View full report >](#)

DR

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

[medium.com/@itengelhardt...-one-question-e7002467907](https://medium.com/@itengelhardt...-one-question-e7002467907)

78

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



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# SUMMARY

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

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## LEARN MORE:

- ▶ <http://SaaSEmailMarketing.net>
- ▶ Twitter: @itengelhardt