

Jan Koch: Hey friends. Thanks so much for joining this session with Samar Owais. I am beyond excited to have her on because first of all, she has worked with insane brands that you are very likely recognize. And also we're talking about a topic that is super important for everybody watching this selling via email.

Jan Koch: So Samar isn't email conversion strategist, and she works primarily with SAS and e-commerce brands. And she worked with companies like drip hubs. Pinterest and countless others. When you go to the website, that link that is linked below the session, you'll see who else she worked with. There are some really big names in there and she helps the customers increase conversions, retain their own customers and fix the money leaking gaps in their emails.

Jan Koch: And that will be the focus on the session. She also had. The e-commerce email bootcamp for copywriters, which is a super exciting resource. Also linked below this video. And you will find her geeking out over emails on Twitter and picking an email fight every Wednesday in a newsletter email it's done.

Jan Koch: Everything I've just mentioned is below the video. Samar thank you so much for coming on.

Samar Owais: Thank you for

Samar Owais: having.

Jan Koch: Absolutely. And I would love to dive right into this and to help people watching fix the money leaks in the sequences. And first of all, the question I would have is how do we know if we even have money leaks?

Jan Koch: How do we assess if the emails are converting as well as they should be?

Samar Owais: Okay. So when a brand reaches out to me and asks me that question, I have a counter question for them. And I'm like, tell me the email flows that you have set up. And because I specialize in the lifecycle emails, which are the automated email sequences that Brad sets up and that's one of the biggest email leaks.

Samar Owais: They don't have all the email flows set up that they need to have. And they haven't mapped out that, journey that they need to map out to

understand what, flows. They even. So a lot of times they have an abandoned cart, a welcome, and a post-purchase. But then beyond that is a world of email flows.

Samar Owais: So abandoned cart. Isn't just one email sequence or any no flow. There is a checkout abandonment, there's browse, abandonment, there's website about admin. So all of that, so we build it out slowly until we have. The basic set up. And then we dive into the email metrics a little bit.

Samar Owais: So if your email list is like contributing about 30%, 20 to 30% of your total revenue is coming from email, you're in a pretty good place, right? At that point, you can write. Thinking about optimization and thinking of about how you are going to start attracting, repeat customers and build out a loyalty program or something like that.

Samar Owais: But if you're even revenue is lower than that, then we need to start getting into the nitty gritty. One of the things that I always say, as I just mentioned is setting up all the life cycle emails that you need to I look at the frequency of the weekly newsletter. That's going out three. When was the last time you ran a promotion and if the promotions are too much, then we need to revisit that strategy because obviously your audience at this point is fatigued.

Samar Owais: And so we take it from the top. We look at the offer, what offer are you making them? And I am notoriously anti discount unless it's a brand new, it's a newer brand. And they have an email list of less than 15,000 people. I. I will always protest. But I also understand that brands are very attached to their 20% off discount offer is for signups.

Samar Owais: So I'm like, let's come up with a way that offers value instead of discount, because what a discount does is not just a dollar sign to your brand value, and that's just not what we want. We want brand loyalty, the kind that will see you to okay. And these are like they start off as conversations because if you could go and tell a brand, you need to remove that this.

Samar Owais: They're going to,

Samar Owais: so I always I always say let's talk about, can you offer free shipping? Can we do a discount on bundles instead of individual products? And so these are conversations that you start having in strategic decisions that you started making. And these are some of the key money-making gaps that I feel are there.

Samar Owais: On the email when it comes to individual emails, A few mistakes. I see repeated again and again, is that the entire email? And I get that design is a big thing and it's it's, brands have to change their entire process to change these things, but start at least start thinking about separating the texts from the images so that if somebody does not have their images turned on, they will at least be able to see what the email is about.

Samar Owais: And they will be able to see the call to action. The action we want them to take that should at least be visible. So my favorite example of this is the emails go diva. The chocolate here sends out when you open up their emails and I'm an email strategist, right? So I have an inbox. The email images are turned off perpetually, and I have an under inbox where the emails are turned on.

Samar Owais: And so I get to see both sides. And it's just a black box for some reason, when you see a good email, I'm getting get an email from Godiva. But when you turn on the images, they are really nicely designed emails. And the copy is great and all of that, but I you're missing out. And there's that the other thing is.

Samar Owais: Having too much info. Or having too many CDAs in your email now? I always say when you're writing e-commerce emails, it needs to be one message. One reader, one type of call to action. And what I mean by that is that if any commerce email people expect to be sold to, so you can absolutely highlight multiple products.

Samar Owais: But when I say one type of call to action, if you're saying shop now, yes. I like other products and stuff. And have multiple CDs that say shop now, but don't have shop now follow us on social media. Refer a friend, leave a review. All of that and brands are making these mistakes again and again.

Samar Owais: If you're just starting out with optimizing your emails simplify your message, simplify your CPAs, simplify your emails, and you will start seeing.

Jan Koch: I love it. And you've dropped so many knowledge bombs in this response. I have no, no idea where to start. Probably what might be a good place to start.

Jan Koch: As you've mentioned that you are mapping out all the emails that are going out right now, and then you've you are what I saw in some of the interviews you've done. You create storyboards for the emails to understand

what emails are being sent. What is missing, how do the emails flow? The audience for this interview are mostly people who sell online courses, who sell products, coaching, not so much e-commerce brands and that they have physical inventory, but they have online shops where they sell courses or where they sell coaching or something like that.

Jan Koch: How would you guide those people to assessing the emails that they currently have? And then what are some of the basic emails that you think should be sent out and automations that should be.

Samar Owais: Absolutely. And I love that you have an audience like that because like my passion project, whenever I get a chance is writing emails, for course, creators.

Samar Owais: So I've written emails for copy hackers, and that was a project that she has like a mastermind slash course. And I created the onboarding and the retention focused email sequences for it. But if you are a service provider, if you are a course creator, You still need to start thinking a little bit like an eCommerce brand.

Samar Owais: You need to have your abandoned cart emails. You need to have your post-purchase email. And if you have a course, you need to have weekly emails at the very least that go out that nurture your students to actually go and watch the lessons. Do the work complete the course, very possibly, right? Because the big problem with the course industry is that.

Samar Owais: People buy courses and then they forget about them. I'm a perpetual course taker. I know that I gift myself as a birthday present tons of courses that I never go back to because I'm too busy. And so if I'm getting a weekly reminder from a course that I signed up for a it's a reminder that I invested good money in it.

Samar Owais: B it's a reminder that I need. The brilliant decision of investing in a brilliant course, like yours and see, I need to go and do the work because I had a goal when I signed up for that course. So sending out emails, which will, deal with all of that is a no brainer. Abandoned cart.

Samar Owais: Also, I feel like courses, if you're getting the proper traffic on your sales page, have. And an abandoned cart rate, at least as high as an eCommerce brand. How many times have you gone to a course page gone through the entire sales page, gone to the checkout page and like then thought about it and decided not to take it because maybe we don't have the time or

maybe the payment plan isn't where we want it to be or something along those lines.

Samar Owais: That needs to happen. And. The post-purchase process also needs to be very involved. And a lot of times it is, especially in evergreen courses, I feel, but if it's live training, like the one I do and you learned it the hard way, I need to connect myself where a so that people aren't just reading, like me just paid and now we're not hearing anything from summer.

Samar Owais: And so that's an email that needs to go out immediately. Yeah. To set expectations of a, when classes are going to start what to expect if you're having, slack or some kind of a community access to that and all of that. For service-based businesses, nurture emails are where things are at.

Samar Owais: So if you have a lead magnet, even if you don't slap up a newsletter, sign up form, whatever people will start coming in. And then we don't visit. I would be the first to say that I no longer email my list every week because I'm too busy. But if you have a nurture sequence, those first six to eight weeks if you're sending out take some of their past emails, turn it into an email series of some kind, make it a nurture sequence and have a call to action.

Samar Owais: At the end. If you have products to sell your products. In the, in that sequence, if you have services to sell your services and create the nurture, nurture your audience into realizing that your solution, whether that's of course, or service is the natural next step. So I have a, I'm gonna share an example.

Samar Owais: I have a quiz on my website and it is very intentionally for, and e-commerce brands because one third of my audience is copywriters, but I wanted to attract more leads. And so I get maybe 20 people take the course in a month, that is considering. Popular quizzes are that is very little, but my website gets very limited.

Samar Owais: Number of traffic B these 20 people are leads qualified leads because they've answered specific questions about their SAS or e-commerce business. And then I have a nurture sequence that goes out that familiarizes them with who I am, what I, how I approach emails, the way I. If it says them, I talk about how I do onboarding emails and retention focused emails, and then the same goes for e-commerce and at the end of that nurture sequence, and there's always let's hop on a call.

Samar Owais: If you have a tricky email problem that you're looking for help with. And that has turned into more work than I can say. That has, that is definitely a source of leads for

Jan Koch: me. And that is with 20 quiz submissions, promo. I love it. This is such a great reminder. I'm thankful for sharing this because we all get obsessed with, I need at least 5,000 visitors a month on the website before I can even start email marketing, or I cannot send email newsletters because I have 10 people on my list.

Jan Koch: And here you are 20 submissions per month and you get more work than you can have. And you could scale the business to any level you wanted. Because at that point you can just put fuel poured fuel on the fire, expand the team. If you wanted to and get to the level where you want to grow. If you're not happy in the place that you are right now.

Jan Koch: And this is such an important reminder for everybody watching this work with what you have. And make the most out of that. Don't obsess with having 10,000 people on your email list. If you're at 500, but squeeze everything you can out of those 500. And what I mean by that is as you've said, nurture.

Jan Koch: Familiarize them with who you are. If you haven't sent them an email in two years, probably they won't know who you are anymore. They don't even remember that they've signed up for that email list. So you have to start from scratch and then you can start selling to those 500 people. And if you help, one of them, you've had one B income closer to their goals.

Jan Koch: So what's that to look down on. Yeah,

Samar Owais: absolutely. I love that you're talking about this because when I started my newsletter emails done, I resisted the idea so much. Sounds like everybody else, there are so many brilliant email strategists out there that are already saying what I want to say. And I will just be adding to the noise, but I got over myself and by tricking myself a little bit and I said, okay, I'm just going to do tear downs and send one out every week.

Samar Owais: 20 Miller's. And I did it the first week, the next week, when it came time to send an email or do it here now, I hadn't, I had an idea for an email. I wanted to talk about a welcome emails and my problems with them. And then. I had another idea about how tricky it is to buy jeans online. And another week after that COVID was starting and I was like, why is nobody talking about Kobe?

Samar Owais: And so slowly, it just, you train your brain basically. And consistency is key. I feel it doesn't matter what your list size is. When I launched the e-commerce email bootcamp, my list size was maybe 150 people. I had been sending out a newsletter every week for that. Months. And my list growth has been totally organic.

Samar Owais: I am still at just 1000 people or year and a half or two years later. And I have sold out my course twice. So when I got the idea for the bootcamp, I had 150 people. I decided to do a webinar to grow my list. I added maybe another a hundred people. So we're talking about a list of two 50 people. I opened 10 spots.

Samar Owais: The price of the course was \$1,500. And I. Sold out before two days before cart closed. And so my tiny list of 250 people made me \$15,000. And the next time I launched, I was maybe at 600 or 700 people I took in 30. And and I made around 60 cakes, so tiny lists can make big money. I would say more than like the list size and all of that consistency is key.

Samar Owais: If you are sending out an email every single week, if you are promoting it. And this is something I learned from pre-knowledge of content bistro. She's an incredible launch strategist. She told me. Create one piece of content and share it everywhere. Nobody's following you. Every single word, like a Twitter followers are not on your Facebook, your, or your Instagram necessarily.

Samar Owais: So even, and your diehard fans, won't mind seeing the same message from you again and again. So she's take that one newsletter, turn it into a Twitter thread, posted on LinkedIn, on Facebook, on Instagram, and then, have a field day with it. And just push. And so I. Didn't listen to her. Cause it was too much, but I stuck to sending a weekly email every week for nine months.

Samar Owais: And it has led to some incredible opportunities for me.

Jan Koch: I can imagine. Yeah. And off-camera, I can share a process with you that might help you with the repurposing of the emails you are. So right. And that. Regularity and consistency in writing emails, trains us to come up with ideas for the newsletters, but also to write them properly.

Jan Koch: I think it is a very undervalued skill for most business owners because they don't have the time frankly, to learn email copywriting. And the examples you've shared from your own list are just outstanding. I hope they

inspire everybody. Who's watching this. Now. I would love to learn more about this.

Jan Koch: How do you write emails? Generate 15 K from 250 people. Can you walk us through the journey, what you did to achieve those goals?

Samar Owais: Yeah. I'm gonna approach this from a copywriting perspective because I, at my heart, I am a copywriter. That's how I got my start. And I treat email like a conversation tool, like a communication tool rather than a marketing tool.

Samar Owais: So I'm never talking at somebody. I'm always having a conversation with somebody. And if you read an email from. The emails done right. Newsletter the subject line is literally something that I would send across to my friend. When I griped about inquiry email to my subject line was abandoned cart emails are creepy as F and somebody needs to say it.

Samar Owais: And then I was, talking about how that incurred emails are creepy. And there was a viral tweet that I really loved and laughed out loud at that I included in it and all of that. And it resonated with people a lot that is today, my most popular newsletter and I sent it out twice. That's another thing you can do if you have been consistently, sorry, I'm going back a little bit, but if you have been consistently emailing your list, let's say at the three month mark or the six month mark, you can start recycling your past additions.

Samar Owais: Because when I sent out the abandoned cart email, the first time around, I had a hundred people on my list. And then I, we sent it when I had 800 people. And so nobody remembered seeing that email, those a hundred people might not even be opening my emails anymore. And so start recycling. It is you don't need to come up with content every single week.

Samar Owais: If you're super busy, if you're stuck with deadlines, if you have a launch, whatever.

Jan Koch: I have a daily email. And you said, can you imagine that NAMI of content you've just got,

Samar Owais: I have a master Google doc that houses every single newsletter that I've sent. And it's just, if I'm swamped, if I'm overwhelmed, if I'm just not feeling it, it's as simple as scrolling down, choosing a past email and then recent, I didn't get it and resenting it.

Samar Owais: So I forgot the original questions that I started answering you. Yes. Email is a communications tool. So it's always a conversation, right? And case in point yesterday's email, I sent out an email with a subject line saying what nobody tells you or talks about. Making six figures in your business and I share it and yes, there's a bit of an ability and everything, but that's my brand.

Samar Owais: So you need to, also, as you start writing these emails, you will start figuring out what your brand to invoices. Mine is a little up straightforward, and I don't hesitate about sharing numbers and stuff. And so yesterday I shared what it looks like to be a six figure. And I was like, at the end of the year is coming up and you're going to start seeing all these posts and threads by people who supposedly have had amazing years.

Samar Owais: And I used to look at them and I used to get so impressed. Somebody made six figures. Wow. But then I made six figures and I had a few realizations, one most people who say they've just made, they've made six figures. Quite literally just limped over the hundred K mark, hundred K six figures is anywhere from a hundred K to, all the way to like just a dollar before.

Samar Owais: And so if I have my math I'm very bad at that. And so it's nobody talks to specific numbers between that. Spectrum. And so if somebody's saying they've made six figures, then chances are 98% of the time. They've just lived over the a hundred Kmart, which is what happened to me last year.

Samar Owais: And I'm totally guilty of it. The second thing that happens is that nobody talks about expenses. And I showed my example this year when I did my mid-year review, I have made 139 K but my expenses were 102 K. So if you are making less than a hundred K and your email lists in your expenses are less than you, there's a high chance that you'll probably richer than me right now.

Samar Owais: And finally, nobody talks about the toll it takes on the personal life. So it's an entire conversation that I'm having and I'm sharing my experiences in my life and things like that. And it goes, if I'm talking about email, It's the same way. I talk about projects that I'm working on realizations that I've had as I've worked on a project or had a conversation when iOS 15 came out, everybody was going on about first party data and all of that.

Samar Owais: And, The general atmosphere and Twitter was that it's okay. It's going to be okay. Brands are going to recover all of that, but I've been working with a lot of smaller brands, right? They're bootstrapped, they're cash strapped, and they were being decimated. And I felt like nobody was talking about them.

Samar Owais: And so I talked about those brands that I was working with and how much they were struggling. And so for me, at least it is a lot taking from my personal experiences. And when you take something from your personal experiences, it becomes, it naturally becomes a conscious.

Jan Koch: Yeah, this is such a great point.

Jan Koch: I think I'm guilty of this too. I over-complicate email copywriting quite a bit. And many people I speak with are well, and I have a similar story in my pocket. Most popular newsletter was something I held back for probably six months. It was an email about COVID and how it was impacting me personally, and how I was just frustrated with society's dividing and fighting instead of working toward a solution.

Jan Koch: And I sent that out to my list. And it had 45.2% open rate. I think if I remember correctly at 4,200 people, I was just send it to the engaged segment. So this is by far the most popular email that I've sent. Usually it is to that segment. It is around 34, 30 5% open rate, which is still something I didn't expect from a daily newsletter to see these high open rates.

Jan Koch: I didn't expect that. The more, I talk about personal stuff and emails, the more responses I tend to get and the fewer unsubscribes I tend to get. And I am not yet good in selling via email but we are all learning. And just seeing that the KPI's go into the right direction, open rate and responses and stuff is encouraging too.

Jan Koch: To move forward with this process, I have a

Samar Owais: tip for anybody who's uncomfortable selling an email's right. Your Neil's that are, and then create a footer section that stays the same every single week. So when you're interested, if you're interested, these are all the ways I can help you. And then list the services that you have, or the products that you have and mention who these products help.

Samar Owais: And so you will, as your list will grow and as you will consistently send out emails, people will click through because they might not be a good fit for your service or product right now, but three months down the line they might be. And if they keep seeing that footer, they would have to go back and hunt up something.

Samar Owais: You'll be staying on top of mind. So that's one thing to do. Second, if you're launching something, start adding APS at the bottom. And

some, one thing I'd like to do is do a pre PS, which is right on the top. And I mentioned like, whenever I'm doing a boot, a bootcamp launch is coming up and I'd be like previous, the bootcamp launch is coming up.

Samar Owais: If you want to be, B be the first one to know, get yourself on a wait list, click here, all that. And then I add the details in the PS below the emails as well. But the middle of the email remains completely. Seal's free. So these are all ways you can have a color without actively selling.

Samar Owais: It's just, Hey, just wanted to let you know that kind of thing so that when you do get to that launch park, when you do start having that sales conversation, your list is expecting it. They know that it's coming up and it will start feeling more natural.

Jan Koch: This is such a great point because I think everybody has their own mindset and beliefs and limiting beliefs around sales, depending on whether you've been trained as a sales person or whether you're just jumping into entrepreneurship from a different career and taking the.

Jan Koch: Witness out of selling. If you want to buy, just having a photo that stays the same and the point that you've made about tell them who the service or product is helping and what transformation they are going through is such an important point. Because most of the time I see say it's image and say, Hey, get my new cause it's.

Jan Koch: Discounted by 50% for the next 24 hours joined today. And I have no idea why I should even click on that link.

Samar Owais: Yeah, absolutely. I just want to take a quick second and say, if you hear kids in the background, please ignore them. Both my kids have started their mental vacations today. So energies are high.

Samar Owais: They're fighting all of that.

Jan Koch: No, not that you've got kids at home and that we listen, hear them in the background is so cool. I have an 18 month old daughter so I can relate, oh,

Samar Owais: Mayans, minor 11 and six. So they fight like cats and dogs. And I have to give them a lot of warnings, but they don't always work.

Jan Koch: No worries at all. We are all human and it just shines through your personality. I love it so much. Coming back to that copywriting, we are. Stuff.

How important subject lines. And what is your process for writing subject lines? For emails?

Samar Owais: I have a symbol Compass when I'm writing subject lines for my own business and because your audience is course creators and service-based businesses, I'm going to stick to that.

Samar Owais: Does it sound like a conversation? Does it sound like historical conversation? And if it feels gimmicky, I know for sure I need to cut it. And it's I've done the gimmicky stuff. It does work. There's a place for it, but most of the time as you write emails and your brand tone and voice develops People will start recognizing your subject lines in their inbox.

Samar Owais: But if you are just starting out and you're still uncomfortable, I have a few tips either go super short or go super long when base camp launched hate.com with their new email service. I was, my new starter was fairly new. I was struggling with a subject line. So all I did was say. One of my highest open rates.

Samar Owais: And so think a little outside the box, if you were having, if you were sending an email to your best friend, right? What would you write that you wouldn't worry about the subject line, but you would let them know what it was about because if your best friend is at work, then they need to know whether they should open it right now or not.

Samar Owais: And so that's been my moral compass for subject lines. But if you're just starting out emojis, all these work rate too long or too short. And what's the third one that I do. Oh yeah. Square brackets. They're my favorite. So when you are at, let's say, if I'm launching the bootcamp I will, at the beginning of the subject line, I will have the e-commerce know, boot camp or EEC.

Samar Owais: The square brackets so that my subscribers know what this email is about. Immediately. Anybody not interested in the bootcamp is more than welcome to skip that email. And so these are all tips and tricks that you can try until you're more comfortable. And you find your own group, that writing subject lines.

Samar Owais: Yeah.

Jan Koch: Do you write them after you've written the body of the email or do you write the subject lines before the body.

Samar Owais: I write them before the body, then I go back and redo them because oftentimes I find that when I'm writing the email, it goes in a different angle than the one that I imagined it would.

Samar Owais: And so subject lines are really just a way to guide the conversation. But if you feel like when you're writing the email, it's going in another way. Then feel free to go back and change it. But a lot of times writing the subject line before also helps keep me grounded. I am somebody who goes off on tangents.

Samar Owais: And if I don't write the subject line, that email is going to be all over the place. And I have it's not a hard and fast rule, but most of my emails are less than 250, 300 words. And so I need to keep them tight and writing a subject line beforehand helps me do that.

Jan Koch: Yeah, that's a great point there.

Jan Koch: This is similar to what I do to outline the topic of the email in notion I have all my emails managed there. I then write the body copy sometimes using jarvis.ai to overcome the blank paper center, blank page syndrome writer's block. And then I go back and rewrite the headline as based on the copy, essentially.

Jan Koch: No. We already at 30 minutes and we've covered a lot of ground, but I have one more topic that I would like to get your insights on. And that is the nurturing sequence. Like when somebody signs up to our email is let's say we have an evergreen cost set and we launch a freebie with a checklist or something that then should turn a subscriber into either a sales call for the cause or take them directly to the checkout page for the course.

Jan Koch: How would you structure such an onboarding session?

Samar Owais: I have the easiest solution for that. Okay. So before I give you that solution, I want to say that conversion is a single event. But we need to provide our subscribers multiple opportunities to convert, right? So when you are creating a nurture sequence, you need to decide what that big conversion is going to be.

Samar Owais: That is going to be the common thread throughout your nurture sequence. And if you have a course, then it needs to be the course seal. And now you're stuck. What do I do? How do I nurture them? All of that. Take your

sales page, divided into emails. Because so many sales pages usually do the PAs thing, a framework, problem, agitation solution.

Samar Owais: Use it. You already have that amazing sales page that you put in your, or you hired somebody to write it or that you spend hours writing, restructure it into a nurture sequence. And in every single email. Offer them whatever you want to do, whether, click through to the checkout page or the sales page itself.

Samar Owais: And then make sure that as soon as somebody bias, they're taken out of the nurture sequence, because then they've done what you wanted them to do the conversation for them as a word they're ready to move on to the new.

Jan Koch: That is a key detail here that so many people that will look at it ties into an email that went out to my list yesterday with a three tagging practices for my email newsletter subscribers.

Jan Koch: And one of them is I have a do not disturb tech so that when they are in a sequence, they don't see the daily emails and it goes in the opposite direction as well. When they take an hour of a sequence and enter something else, we have to stop the onboarding. This is such a great, yeah. That's amazing. So there is no like formula on you need five emails in the nurture sequence and that works best.

Jan Koch: It just depends on the communication you already have.

Samar Owais: Yeah. There's obviously general suffering. If you have a \$70 product, you don't need 10 emails, three to five is more than enough. Same goes like anything below in my experience. Let's say. Seventy-five dollars and \$99, three to five emails is more than enough.

Samar Owais: But if it's a higher priced than obviously it might take me a longer conversation, but also don't be afraid of longer emails. People do read, especially in the course industry in the service industry. And so if you need to write longer emails by all means, go ahead. Yeah. And let's try it. So as you write more emails, not only are you going to understand your own rental anyways, but you're also still going to start understanding your audience.

Samar Owais: What do they respond to most? I know that my audience are busy, marketers. They don't have a lot of time, so I know I need to write snappy emails and that. That kind of coincides with my brand tone and wise, because I'm very straightforward. I tell it like it is. And so shorter emails make sense for

me, but they don't always, when I'm launching, I know that I need to nurture the copywriters in my list.

Samar Owais: And so those are longer emails, especially when I'm doing a case study, email, or sharing a story of a past student or something.

Jan Koch: Yeah. Ju just said one thought you've mentioned the problem agitate solution framework that is most mostly used on sales pages. Can you walk us for everybody? Who's not familiar with that framework.

Jan Koch: Yeah, absolutely. For sure.

Samar Owais: So I am a copywriter who has not driven sales pages based on formulas, but PAs problem, agitation, Shoals. It's probably my favorite because it's the only one I've earned. And what really happens is when you start the sales page, you're setting up the scenario, right? You're agitating.

Samar Owais: The you're stating the problem. You're agitating it, you are making the reader feel like, yes, this is me. This is exactly. Facing, I need a solution to that then. Once you've stated the problem, then you start agitating it, right? You are presenting scenarios, and this is where voice of customer research comes into play.

Samar Owais: If you've talked to your target audience, you will know exactly what problems they're facing. And you start agitating a little bit, and you rub and rub salt on their wounds a little bit and that's way. And I'm you present your course as the solution. And so think of it that way.

Samar Owais: And when you're agitating the problem, you're also reassuring them that there is a light at the end of the tunnel. It's not all doom and gloom. So just think of it as taking them, telling, helping them recognize what their problem is. Agitating it because, we really don't take action until we really feel the pain or something.

Samar Owais: And then when they're desperate for a solution, because they're recognized every single thing That you've said has also the problem that they're facing, then you get them the solution and then it becomes a no-brainer your course, or your service becomes no-brainer.

Jan Koch: It's a fantastic breakdown. And one thing I would add to that is show them the cost of inaction.

Jan Koch: That is something I hear over and over again. It's like when you agitate the problem, show them what happens five years down the road, if they don't change stuff.

Samar Owais: So future pacing.

Jan Koch: Future

Samar Owais: case. It goes both ways by the way. So what happens if they don't take the action and then what happens if they do so peanuts scenario for them, let them choose which one they

Jan Koch: want. Th that is so true. I'm working through a course right now, myself to grow, which is summit mastery. And one thing they said is show them the problems that people face after they ran the first virtual summit.

Jan Koch: What are the challenges coming back to what you said with the six figure businesses? What the first time I had six figures, it certainly didn't feel like it. I had a very similar experience to what you are outlining. And then those are completely new situations like paying so much, Texas, for example, that's something I wasn't used to and having so much paperwork to do is something I wasn't used to.

Jan Koch: And then. Suddenly the mindset shifts, and those are all things, especially as course owners, the situation that your customers are in after they've implemented everything, you've teaching them. And they need to understand that situation further to see themselves going through the cause and seeing themselves in this situation, having finished the course, having get, having, gotten the results and then seeing what's next what's after.

Samar Owais: Sorry. I was on mute because my kids were fighting. Yes, absolutely.

Jan Koch: Okay, brilliant. We've covered a lot of ground and I think this is plenty of knowledge for everybody to interact with if you were to summarize setting via email and let's say two of the biggest lessons that you've learned yourself, how would you do.

Samar Owais: Yeah, one, consistency is key. People are signing up from your list because they want to hear from you, right? And so they want to know what you're selling. They want to know how you can help them. And so it's a mindset issue, but try and get past it, start talking about yourself. And this is going to

sound very it might ruffle a few feathers, but think of the biggest pro marketer, and act like them, I will guarantee you will.

Samar Owais: You wouldn't even reach 1% of their level, but you will start talking about yourself because you are brilliant and what you do. And people want to learn from you. They want to hear from you. And so the entire stigma around selling needs, we need to deal with that. And and again, consistency is key here.

Samar Owais: The more we write about send out regular newsletters and stuff, the easier it gets. And the second thing I want to say is. This is something that happens in e-commerce, but also in course, creation, don't discount stuff. If you have an active launch, early birds are the only one that. At his count of some kind, because they took the, they told you before, have they were interesting.

Samar Owais: And think about providing value. Sorry. I think I'm veering into a third point, but providing value could look like extended payment plans, or a 30 minute call with you that nobody else gets because they signed up. They were one of the first 10 people to sign a flexi and so on and so forth.

Samar Owais: Look into ways that you can provide value. And it's just, these are all the ways that I've made selling feel more natural to me.

Jan Koch: Fantastic breakdown. Some Oz. Thank you so much for coming on. And everybody watching all the links are below the session, click them and sign up for summers news that you won't regret it.

Jan Koch: Thanks.

Samar Owais: I had a lot of fun.

Jan Koch: Fantastic. Yeah. Recording for the session is off. I have one more request. If you don't mind, I would love for you to go on full screen. You won't hear me and you won't see me by then, but if you could just say, Hey, I'm Samar, I've spoken at list-building school three. We talked about how I made 15 grand from a 250 person list or something like that.

Jan Koch: So that I have something to share to, to promote your session for sure. How do I go full screen? I do that for you right now. Okay. Perfect. One sec.

Samar Owais: Hi, my name is and I've just wrapped up the recording for the list building summit. And John and I have talked about how I made \$15,000 from a tiny list of 250 people and a lot of other great stuff about emails.

Jan Koch: Brilliant. Thank you so much. I had a lot of fun. I'm looking forward to catching up on Twitter.

Samar Owais: I can talk about emails any time. And I don't shy away from sharing details about my business, because this is all stuff that I wish somebody had demystified for me when I was starting out. And I've been a freelancer since 2008, until 2017, it was a content writers, burnout, all of that. And it wasn't until I niched into email.

Samar Owais: And then that my business really started to grow. So I have just I want to demystify the whole. Things so that other people have realistic expectations of themselves. Cause I used to beat myself up for not succeeding. And I just want to make it easier if anything, I can.

Jan Koch: I so love that. I recorded that,

Jan Koch: so good amazing. I love your work somewhere. I'm looking forward to staying in touch with you and.

Samar Owais: Absolutely. All right, I'll talk to you

Jan Koch: soon. Bye.