

# Allan Ngo - Turn Anything Into Email

**Jan Koch** 00:00

Thanks for joining me on this session. I'm here with Allan Ngo from the Philippines. He's an email marketing coach and a consultant. He runs [Digitalsolopreneur.com](http://Digitalsolopreneur.com). And we have an exciting topic today because we are talking about turning the mundane every day, blah, blah, blah stuff into emails that your audience actually wants to read. And that put money into your pockets. Allan, thank you so much for joining us.

**Allan Ngo** 00:26

Thank you for having me. I'm super excited as well.

**Jan Koch** 00:31

Same here. So tell us a little bit about yourself. How did you get into email marketing.

**Allan Ngo** 00:37

That's a funny story. It's entirely by accident. I'm actually a trained accountant. I actually pass the board exam. So I'm a Certified Public Accountant. And I'm now said of crunching numbers, I'm now writing words for a living. So that's a funny story. It's really one thing led to another. It was really, around 25 years old, I had this quarter life crisis where career wasn't doing it for me, and I had the failed franchise business. So I, I described myself like an educated bum. Like, I graduated, but I kind of don't know, what to do with my life, you know. So it was during that time that my best friend and I applied for a scholarship. So we're in the Philippines, it was a scholarship to study Mandarin and business in China. And it was my first ever time to pass something like that. So I felt like it was my calling to do that. So I quit my job, packed my bags went to China. The program was for 10 months. So when I came back, I was part of the unemployment rate in the Philippines. So that's when I tried applying for jobs. And I said many folks probably watching this, I type in the magical words how to make money online. So that's when I first forayed into, that's when I discovered oDesk, which is now Upwork. And that's when I first got my taste of online income, because for me before, it was just I envisioned it as a scam. This was early 2010. And I was thinking, there's a lot of scams online. So that was the first time I realized there's legit money here, because I was working as an assistant bank manager before. And my take home pay for my online job was 3x, my pay as a bank manager. So it opened up my mind to what's possible. And we do have a family business. So after that project, three and a half months, I can't do that anymore. So I found a way I was still searching for a way to do it online, even if I'm helping out. And that's when I discovered, I tried everything blogging, social media posting. And it was really email that got me the best ROI for my time, since I'm doing it after work before work. So I had to be really choosy of where I spend my time. And I discovered that in my time when I compute my time, email is really the one that gave me ROI. And I just stuck with that, because I'm an introvert myself, and kind of female fits my personality like I can. Just because I'm not comfortable speaking in groups, it doesn't mean I don't have anything to say. And it just so happened that emails kind of the thing that allowed me to speak without people without actually facing them. So that's kind of the whirlwind romance that I had with emails.

**Jan Koch 03:46**

That is so interesting. And when you say you are an introvert and yet here we are talking about distance of like 7000 kilometers, and we're having fun and we're smiling at each other. And you know that there will be 1000s of people signing up to the summit, and yet you are here. And I think this is what makes online business so interesting, especially for introverts is that, really we're having a conversation, that's one to one. So it's not as if you were speaking in a group or as if you were standing on a pedestal and you're giving a speech to 100 people or something like that. And yet you can reach hundreds and 1000s of people with your work. It's really interesting. So you never let that introvert tendency hold you back then.

**Allan Ngo 04:37**

It's a learning process. I would say. I'm more comfortable with intimate conversations. When I look back like I'm not the more adventurous type. Sometimes some of my best times is just having a three hour conversation with a friend. And that's when I feel like most refreshed. And I'm like I did the strength test and one of my strengths is learner. So I kind of like to learn things and share it, and that kind of fit well with email marketing in the sense that when I think of something, even my life experience, like, I have this email that I send out to my list, it's called a Sunday reflections email. And it's sort of almost like a vlog. I always talk about marketing in my newsletter. But on Sundays, I try to bond with my audience. So this is what I learned this week personally. this is the habit tracker I saw last week. And I would share that and it's my way of being intimate with people without like, the awkwardness of you know, being strangers.

**Jan Koch 05:43**

That is so interesting. And I think that is what most people don't realize, or at least before they tuned into List Building School, they don't realize is that your subscribers are human people. And it's the same for me the emails that get me the biggest clients and the biggest projects are the most personal ones. I remember, two years ago, I wrote an email about all this COVID craze that was going on. And in that email, I essentially said, Why do we have to bang our heads against each other about vaccination versus non vaccination? Why can't we just go through it together? Why can't we just make educated decisions, and everybody makes their own decisions? That got me five figures worth and mentoring programs, just that one email. And it is I think the power of human connection is just that. That you turn something that's happening in your day to day, and you spin a story from it, and that makes people resonate with what you do.

**Allan Ngo 06:42**

Right, right. There's like, there's this, I'm not sure if you're familiar with it, but there's this one show, it's called the Good Doctor. So the show is about the character is doctor with autism. Right? So there's this one episode where one patient was in a wheelchair, and he called the doctor's attention. Then he asked him, I am paraphrasing, but he asked him instead, it's hard. So he wasn't sure what he was talking about. So the guy in the wheelchair said, is it hard that this is the first thing they see, like him in a wheelchair, him with autism, because in many ways that it kind of distracts people. Right. But when I heard that, I also reflected on myself and people in general. Like, for us, don't we always think of our insecurities, our shortcomings. So that's why a lot of people are stressed and depressed right? And in

many ways, a lot of us are disabled, maybe not physically. But in our mindset, we are disabled. And in many ways, we are all wounded. And that made me reflect on our list as well. Like, why are people signing up to our new standards? Right? It's because they're looking for something. In some ways they have all been everyone in our list is wounded, right? So it is our way to kind of have a conversation with them to sooth that, right? Because subconsciously, people may not say it aloud. But everyone in your list wants to be heard. Right? Even if they're reading your email, what they're really doing, what they're really thinking is, am I being heard, right? So that's why to your point, it's really important to treat them as, like an overworked dad, or as confused teenager, not just numbers. They're not ATM, to be withdrawn money from, but we can have conversations with. Real relationships.

**Jan Koch 08:39**

I love this so much. And that's why I'm so glad that I got you to do the session with us today. Can you tell us a little bit about what type of business you run, what the focus of that email list is? And then how do you manage your newsletter?

**Allan Ngo 08:55**

Yeah. So right now, what we're doing is so I started off as an affiliate marketer. So I really didn't understand what email marketing was. I kind of just modeled what I saw online. Like, why did this email make me buy? So I kind of just modeled that way. And I didn't even know what copyright the term copywriting was it just I know that they these words made me buy. I tried to model that. So that's how I started off. Eventually, around 2016 2017. I got my big break. I won second place in a big affiliate contest in the country. And people started asking me how did I do it? Because I'm not an author. I am. I am not active on social media. It's really just through emails. So since then, I started teaching this thing. And now I do mainly courses and I do consulting as well and some public speaking for corporate clients. And your question about the newsletter, yeah, we do regular newsletter and the way I describe my writing is like, silly with substance. You know, you get something out of here, we take our craft seriously, but we don't necessarily take ourselves seriously. Because my belief is that every email, the goal of that email is to make the reader feel something. Not just knowledge, not just information, but the goal is to make them feel something, whether they're delighted they feel heard, or sometimes if it's necessary, they feel the pain, to make them take action. So emotion is really a key part when I think of writing emails,

**Jan Koch 10:43**

That's interesting. That is something that completely goes against my German nature of being very straight to the point and being very how to oriented to say it that way. And I'm just learning that myself. I think email is something that you always evolve, you always adjust and tweak a little bit and you learn and when you bring up emotions, how do you know what emotion to focus on that you want to evoke with an email newsletter? It resonates with what sorry, just one more thought that came to mind. Adriana Monique Alvarez, who's also speaker on the summit. She also says they stay for the stories. And she writes in weekly newsletter that she sets aside two hours to write every Sunday, and she always starts with what do I want people to feel? So I would love to hear your perspective on that. How do you decide what emotion you want to evoke?

**Allan Ngo 11:46**

Of course, in terms of the emotion, each market would have a different core desire. So if you're the make money online space, of course, you know that, I would think of it in the spectrum of the seven deadly sins. So in this case, I would, if you're in the money space, of course, you've been on the grid. So numbers would be important, you know, the lifestyle freedom. So with health, it would be of course relationship, perhaps. That would be a big factor in it. So it's understanding what spectrum it is. And, of course, for me, the biggest thing is if you really get the chance to speak with your target audience, that would really, they would almost be the one to tell you what they want. Some of my biggest insights came from conversations, to share a story like one of my consulting clients, one on one clients, I was interviewing him and I was asking him. So he is good with launching, writing launch emails. But after launching, he has this trouble sending nurture emails or weekly newsletter. So I was puzzled because he's an email guy in the E commerce space. So he knows he has the skills, right? And he was just telling me, he doesn't know. He doesn't know like what to write what to say, because he's not launching. So after further conversations, like I was prodding him, what else, then eventually, that aha moment came out. He was telling me that when of course, he subscribed to a lot of different newsletters. And when he see other people's newsletters mine, yours or other email marketers, he would feel that, okay, he would set the bar so high, right, that by the time he sits down to write, he feels that oh, my gosh, what I write should be like thought-provoking, it should change somebody's mind, or it should shatter their, should give them a paradigm shift. And that's why the reason why he stopped sending out newsletters, it's not the skill, it's not that he doesn't have anything to say. He's afraid that what he has to say, it's not up to par, it might ruin his guru persona. So I think understanding your reader like that, can really, when you share that story, you're you're not speaking to the person, you're speaking to the soul directly. And I think that those are the most powerful insights and in terms of emotion, just in case you don't have the chance to get through the interview. I think a good emotion that you should center on is the sense of shame. Right? Even though the story that I shared it's really from the point of shame, that it's powerful, right? That it makes people act or in this case not act. So what is it that makes them feel shame? It's not that we're going to call them out on the shame but we can share examples or situations that brings out this shame for money. If you know if some there the waiter the server comes back to you and says that your credit card is declined. That is a sense of shame. So, find that shame and how does that manifest in your industry, in your audience, and I think you will get, you'll be in the right path in evoking emotion in your emails.

**Jan Koch 15:13**

That's interesting, especially that you saying such a negative emotion in terms of shame. But I think the misconception for me personally over the first few years was that everything has to be positive. And you have to focus on all the great things of running an online business and life so amazing. And I have all that freedom and blah, blah, blah. And nobody talks about the dark moments. Just as you said, when when you doubt yourself, when you don't know what to do next, when there's a launch that is completely going wrong, or something like that. And it is those stories that make you relatable as a person and that take out the putting others on a pedestal, if you will and inspire people to take action, because we all want to avoid those negative things. And the best way to do that is to face them head forward and to prepare against them. So now with those emotions out of the way, where do you get the ideas for your newsletters from? And how often in the first place do you write your newsletters?

**Allan Ngo 16:20**

Yeah, at the minimum, I send it weekly, for my Sunday reflections. And we try to wrap it up around two to three times a week. Of course, I do have a team. So sometimes when our priorities shift, like for example, we create a project, we make sure that at least we send one email a week. But if you're in our normal operations, we can do two to three or even every day. So it depends on where we are, we're at in our business. But I think the important thing here is consistency rather than frequency, especially when your people watching here are starting out. Don't be threatened by daily emails with three emails. But I would suggest at least do one because my goal really for the newsletter, it's not just to be read, but it for it to be a reading habit. So if you're just doing once a week, make sure if you can, do it the same day, same time every week, so that it's like a TV show, you know, it's automatic. I know that I'll get an email from Jan 2pm every Monday. So it's almost like it doesn't matter, what's your subject line is. I know that I am gonna hear from him at this time. In your question about getting ideas. Especially when I was doing this part time, I don't really have the luxury of sitting down and planning everything. So I kind of did it intuitively. So just to give you some samples, what I do is like get slice of life, because the challenge with like planning things is, we think of it as okay, I need to set aside time to think of ideas. And once it's good enough, I'm gonna write it. But we're all busy. And a lot of people who have lists, maybe they're not as good with emails, but they're good at teaching their topic, right. So for me to remove that friction, instead of sitting down and thinking of topics. I just use what I see every day and turn that into my topic. So the way I do that, to give you some examples before we break it down is so I have this, I have this webinar before. So I had this webinar. So it's about showing them what happens behind the scenes of a fun digital product business. So I know that that's my offer. So I just have my radar out. And I came across this article. May ask you Jan. Do you know why Mickey Mouse wears gloves?

**Jan Koch** 18:58

I have no idea why Mickey Mouse wears gloves.

**Allan Ngo** 19:02

Right. So that's the hook that I use. That question in my offer. So here's the way it went.

**Jan Koch** 19:09

Everybody wants to know because everybody has seen Mickey Mouse and nobody asked himself why is he wearing gloves.

**Allan Ngo** 19:21

I'll tell you, and I'll show you, I'll share how I transition that to my webinar. So the reason that Mickey Mouse wears gloves have, they do have several reasons. First, when he was launched, it was still black and white. The televisions are in black and white. So if he has black hands, they won't be able to see it. So that's one reason so they put the white glove so that it can be seen. And secondly, of course, having claws as hands are not realistic. So they want it to be more human. So having gloves that are rounded fingers makes them more, humanizes them, right. So. And lastly, it's easier to draw, it's easier to draw solid hands just rounded hands, it's easier. So the way I transition that to the offer is that these are like most people don't know this. So these are inside secrets that you get, if you know if you get to see behind the scenes of a business. So I transitioned that into, like for my webinar. For you to know how to earn as a digital digital product business, I'll show you behind the scenes of how it works. So

that you're not guessing, you're not looking outside in and doing a lot of guesswork. So that big idea is that exclusivity behind the scenes. So that's how I transitioned Mickey Mouse to my webinar.

**Jan Koch 20:55**

I love this. I just can't help but stare at my shelf in the background and think about Chernobyl stuff and Ironman figurines stories now. It's amazing. I love it.

**Jan Koch 21:08**

I was just going to say essentially, what you are doing then is you are looking for ideas or topics that essentially 99% of your subscribers know or are familiar with to some point. And then you break them down in an angle that most people haven't thought of yet?

**Allan Ngo 21:32**

Yeah, I think I wouldn't say that I am that forward looking. I think the thing that really got my attention, I would like to take credit for that. But I'd say that if something got my attention, I had the feeling that it might get other people's attention. Especially if it's a YouTube video, if there's tons of likes, or views, there's a good chance people are interested in that. To give you another example, I have this one student, so she does. So we're in the Philippines, a lot of Filipinos are nurses, and they're hired abroad. So a lot of them are in the UK. So this client of mine, she does life coaching for these nurses. And when I was speaking with her, one thing that she's helping them out is about overtime, because they of course, they're remitting money back home. And when they get the chance for overtime, they would take it because it's extra earnings. But it's kind of it's having an effect on their calendar. So after that conversation, we left it at that, then during that time, there was this conflict in Israel, right. And in an article I heard about this Iron Dome. So basically what Iron Dome is it intercepts missiles from their enemies so that it never reaches the city. So I was looking for the commonality. What is the attribute that my client gives, you know, the service they give? What is the attribute that I could bridge that too? Right? And so the way I framed it for her is, for example, you could use that hook, you can position yourself as the Iron Dome of the nurses. Like you can identify threats before they even reaches them. Right. So that's kind of the angle that we could use. So in that sense, you have to understand what your offer is, in this case, your offer protection, protection from themselves. So Iron Dome is protection for the city. So that's where you can find the bridge, the bridge that you could use to relate to your offers.

**Allan Ngo 22:46**

I just love how humble you are. This is really clever stuff. And I would bet 99% of people watching this haven't thought about it that way that you can just take any story in the news, that catches your attention, and piggyback off on that attention in your newsletter. So I just love how you're breaking it down. What is when we are talking about those stories? How do you know what story to select? And how do you know what story to stay away from? Like, the Iron Dome example is a pretty extreme one. It's easy to roll up into political discussions and into religious discussions based on that conflict. So where do you draw the line with those stories?

**Allan Ngo 24:40**

So of course, I try to stay away from politics as much as possible. I try to focus on the concept as much as possible. So anything politics directly, I try to avoid. So in that case, I'm not talking about the conflict

per se but how this cool system is installed and how it functions. And you don't just have to use it during conflict. So just the idea of there's this item is good. I'm not afraid to be polarizing as long as it makes sense. But I don't want to be polarizing for the sake of just being polarizing if it's not going to be to the benefit of, of my audience. I think a lot of this also comes from the fact that people tend to forget that he can have fun with emails, and you can have fun with emails. Because if you look at it that way, it's not enough sound like a chore. What I do is, I like to watch a lot of YouTube videos. And when I see something that catches my interest, I just save that folder called like email topic. So some of my favorite channels if your audience might be interested, I like Inside Edition, the YouTube channel. So that's a TV show as well in the US because they have short slice of life content that you could really use. I like trivia channels as well. Like there's this child called half as interesting. Those are cool. Is a great name. So they have this video. They say, why is it illegal to take pictures of the Eiffel Tower at night? That's super interesting. Why is it only at night? So just in case, some of the viewers are itching to find out. The reason being is the rights to the Eiffel Tower has expired. But because they installed new lights to the Eiffel Tower, the light itself are trademark, if I'm not mistaken, its intellectual property. So at night, you're gonna take a photo of the light, so it's illegal. So that's a concept that you could use. Maybe the fact that there's something behind the scenes that you don't understand or don't take things at face value. There are plenty of content that you could use to pivot to your offer.

**Jan Koch** 27:18

This is really cool. So you're essentially giving us the permission to binge watch YouTube videos, and turn them into email?

**Allan Ngo** 27:28

Yeah, I give my permissions.

**Jan Koch** 27:33

I do a similar thing actually. I have a journal in notion where I when I just go through my day, and when I walk the dog, I'm driving the car or something like that. And if I encounter something that I want to take note of, I put that into the notion journal. And that way, I never run out of ideas for my email and use that, too, because it's just the other day I wrote an email about cyclists. I live in a very tourism area here on the North Shore, in Germany, and there are tons of cyclists right now. And like, every day, I get asked for the way for the direction five times by cyclists who just go out riding and have no idea how they get to where they want to go. And that makes for a perfect email.

**Allan Ngo** 28:19

Right? Yeah, yeah. That'd be a lot of people like starting a business. But don't know where they're going. Right. So that's, yeah, yeah, perfect.

**Jan Koch** 28:28

Exactly 100%. So how do you train yourself to see those ideas? How do you train your mind to notice when you can put something into an email or not?

**Allan Ngo** 28:45

I think, I started sharpening it when I did make my own challenge a few years back where I need to send an email a day for 30 days. So that's kind of that it was just a personal challenge. I stumbled upon that from I think Ben Settle from Vencedor. And that's one of his challenge, like 30 emails per day. And I think the way he got faster writing is, he had a extreme deadline from a client that forced him to write, like, say, for example, 10,000 words a day. So kind of help him speed up his writing. And for me during that challenge, it forced me to kind of be more observant, and kind of keep my radar up. And to be quite honest, by day 27, 28, I was really exhausted. I would say that the quality of my emails aren't as good. But that thing kind of helped me identify, Okay, that can be an email. That kind of challenging yourself is good, like, look at the tabletop things around you. Like, how can I turn that into an email? And I guess if you can see other people, other newsletters doing that, that could give you an inspiration as well. So or, for example, a good challenge perhaps is just get some random things. So for example, I did this for my students, we got RAM and Japanese ramen. And we got Hulk Hogan. So the, the famous wrestler. So the exercise I did was just list down attributes from them. So one is Japanese, one is American. One is an icon, another is an icon. And of course, other things won't make sense. One is food one is like a macho man. So eventually, the similarities that we could see is in the process, right? Like the process of making ramen, you have to put the broth, prepare the broth overnight, you have a good quality meat, there's plenty of things to create a good packaged like ramen. The same thing with the wrestler, right? You have to have the right outfit, you have to have the right music, you have to have the right moves in the ring. And you have to have the right like catchphrase, the signature lines that they say on mic. So it's kind of the similar thing is the process. So if you want you can sell Hulk Hogan items using ramen or, you know, use Hulk Hogan to sell that way, because we have that bridge already. So that's kind of good challenge. Nothing comes up right away, this thing's out. That's what I call the invisible threads. You don't necessarily see the connection right away. But when you look at it, there is and sometimes there are multiple threads, not all threads are equal. Right? So the thread like they're both icons, that's okay. But it's not as strong. But the process of creating them of creating a success, that's a stronger thread. So it's kind of a good exercise to jog your mind and find the odder the connection, sometimes that has a bigger effect on the reader.

**Jan Koch 32:05**

I love this so much. And this is a perfect transition into my next question. Because we've covered emotion, we've covered storytelling. Now, the most pressing point for most people watching this is actually turning the stories into revenue and making money from their email newsletters. So what you're just saying, correct me if I'm wrong, just to recap for everybody watching is you pick up a story, you know, that got attention already, you find the dots that connect the story to your offer. And then you write an email that triggers the emotion that you were setting out to trigger like shame that we use as an example. You start with that story that most people have heard of, and then you bridge into the offer? Is that how you usually go about monetizing your emails?

**Allan Ngo 32:56**

Yeah, of course, there would always be some people might be familiar, of course, with launch product launches. So that's kind of where you can do above a month of sale, right? Having said that, you can use that to send daily emails with a link to your offer. And you can also use this to drive them to a webinar to drive them to content. So the call to action is really up to you. It's really the consistency of the email. The selling dissipates can already happened with that link right away. Because consistency is

very key. Because consistent email newsletters, some might not really tackle this a lot. But it's also branding. It's also branding for you. Like for me when I was not yet in the marketing space, I was still in the bank. I remember there's this one financial adviser who's always in my inbox. I didn't know him. I don't know what he looks like. But when I saw his name, and I saw his book. Oh, my thinking was, oh, this is a popular person, right? This is a person of authority, not knowing that I didn't really know anything about it, just that the fact that I see him in my inbox, and he gives good tips. So it also sets you up for a yes, maybe the short term sale, but it also creates your brand for lifelong customers. And to prove that point as well, sometimes I would get questions in my newsletter. And something I would answer that then I would say, Hey, I got this question from Maria, this third question, then she would here's my answer. Then I would get a reply from Maria. And she said she would tell me like, while you featured me in your newsletter, I'm now famous not knowing if I just have 10 people on my list, but the perception is that you're speaking on stage and you just kind of put them on stage and they gave them that spotlight. So in many ways, all of these add value, add authority, add trust. And that's why when you drop a link to a sales page, it gets the proper response basically. So, yes, in terms of like the mechanics, the anatomy of an email, that's kind of how it goes hook, basically the transition, the lesson, then you give them a call to action. But all this together, the longevity, the consistency all play a factor in people actually deciding on whether or not to click on that link. So yeah, I guess that's kind of how it all merges together.

**Jan Koch 35:40**

I love that focus on on people that you have throughout the entire conversation already. And I think that's something many people get wrong with emails. They search for this formula, they search for this one framework that solves all their problems. Whereas when you've built that relationship with your subscribers, and they've seen you in their inbox, day, by day, by day, by day, selling becomes easy at some point, because you've proven to them that you know what you're talking about, and you've proven that you understand their situation. And as long as your newsletter doesn't do that, no formula on Earth will make you get their money, or if they buy, then they wouldn't follow through on your course. And you would get a refund after 60 days or something like that.

**Allan Ngo 36:29**

Yeah, yeah. And eventually, when you do it, right, you know, the subject line almost doesn't matter. Like, if I see Jan in my inbox, I'm going to open it. Because you built that trust already. Something that I've implemented as well, because there's a lot to solve. Some of my students are not yet comfortable with selling. Sometimes they just want to send pure emails. And I would suggest them to, I don't know a term for this. So I just made something up. I know, I'm pretty sure others have name for it. But I add an offer box at the end. So basically, it says that, if if you're ready, here are three ways four ways I can help you out. So there's that 123, there's a link maybe to your group, to your YouTube channel to your front end offer, to book a call with you. So I just call it offer box, I know somebody else would have a different name. But that's where that's below your name below the PS. So that's at the bottom. So you can just aim sent purely content email. I remember I sent an email on the day after Christmas, telling the story of how we got a flat tire on Christmas Day and no, but no gas stations were open. And I kind of found a way to inflate our tire. And funny enough, I got sales from that email without promoting anything because I have that like offer box at the end.

**Jan Koch** 37:55

it's brilliant.

**Jan Koch** 37:56

Yeah, people's guards are down, right? Because there's no call to action on them. Okay, I see he has an offer here, then it turns out into a sale.

**Jan Koch** 38:07

So people don't become oblivious to that recurring spot when you have the offer box in every single email at every single, all the same places the same wording, the same call to action. I would have thought that people started ignoring that. But it's actually not the case.

**Allan Ngo** 38:29

I would probably yes, some of them might ignore it. But ofcourse you always have like, especially people watching this summit, I'm pretty sure everyone is building their lists, right? So there's always new people coming in. And for us, it's really mechanically, like we just duplicate the past email, just change the subject line. So you don't necessarily have to put the offer pops every single time. So it's just there. So it's really convenient as well. And you never know, like a guy or girl reading subscribing now might have a different situation 90 days from now. And what was like they're oblivious before might be of interest right now. So that's something that like, for me, that is a low cost thing, you know, to add it. The worst case is you don't get the sale, which you wouldn't even get anyway, if you don't have it there. It's really, I think of it more as a service for them. Right? Because some of them, okay, some of them might need more education, but some of them might really need something right now. So rather than having them reply to me asking me about the program or going to the website, it's there. If you need extra help, it's there. It's more as a service. We get additional sales from it, but it's really a way to make it convenient for them. It's like the white glove service. Right? So they don't have to search past emails where he mentioned this one product, they could just see at the bottom and that's where you can do with us.

**Jan Koch** 40:03

I love it. And that also is a very important trick to overcome this adversity to selling that you brought up earlier, right? I've been guilty of that for the first three or four years in my business when I was still freelancing. I had a really hard time approaching people pitching my services, just from a mindset perspective. Because when you're just starting out, nobody teaches you how to sell. You don't learn it in school, you don't learn it in your trainings that you usually go through. You don't learn it in a job unless you go specifically into a sales role. So it's new for all of us, and what's new is usually scary. And that's a fantastic way to overcome that anxiety.

**Allan Ngo** 40:45

Yeah and for us, the Philippines is a Catholic country. So we were taught to kind of be humble, be humble, and don't brag about yourself and stuff. So in some ways, like when you think of selling, you kind of want to show your best foot. They put your best foot forward and get noticed, it's kind of contrary to human nature. But at the same time, if you have a frame of mind that my product, because that mindset comes from the fact that if you buy something like I got one over you, I outsmarted you. So

with that, if you have that kind of thinking there is that we don't identify as that kind of person, right? We are not somebody out to get people. That's why it's hard for us to sell, because that doesn't jive with who we are. But if you think of our services, our offer as another way to help them, right. I mean, we don't hesitate to buy shampoo. But I'd be angry if a supermarket doesn't want to sell me shampoo, right? So maybe we could position our offer like that, and the way in some ways people are self selecting. So it's like if I'm interested in this, I'll click. If not, I'll pass, but I think it's not in our position to tell them what to think. The only thing we can do is put the offer in front of them, and let them decide. I mean, we must treat our audience as adults. It's not like when they see an offer, like they're gonna go crazy or anything. They know that they understand that this is a business, and if there's somebody who's not like that, that person might not be the right person for your list. So I try to think of it that way. I treat them as adults, they won't freak out.

**Jan Koch 42:50**

What a brilliant way to wrap up this conversation. It's such a great note to end this conversation. I feel like we could go on for another two hours nerding out about this. And I definitely want to interview you, after List Building School, bring you back at some point for the next iteration. So we have covered, just going through all the points that we discussed earlier to make sure that I didn't miss anything. Emails need to be emotional. And we get that by understanding what emotions are present in our target market. What emotions we want to evoke to get people to take action. And that's not coming from sleazy selling snake oil salesmen perspective. But it's coming from somebody who's genuinely interested in helping people overcome the challenges they are facing right now. We use everyday stories that come across in our everyday life across the media and conversations that we just see happening to get ideas to bridge from somebody or from a story somebody can relate to our offer. And then we make sure our offers are in front of our audience in every email without pushing them to buy, without trying to manipulate cause people smell that 10 Miles against the wind and just being there being of service for them. Now, if you had to give one of your favorite tips to make email newsletters work in terms of bringing engagement and bringing revenue, what is one tip that you would leave the attendees of this session with?

**Allan Ngo 44:34**

I have 1.5 tips for them. I will give you what the point five is later. But the one thing is I think we discussed this in an earlier call between us is like I would encourage you not to think of yourself as a content creator. Because that assumes that you're going to create amazing content that people will binge on and that's a lot of pressure. Like for me that's not really how I identified myself. For me, I think of myself more as a mirror, right? More as a mirror reflecting what my audience wants. And by doing so, kind of the burden of writing or creation is not really on me. It's really on the reader, like, what do you want to hear through the research that will fill the page? It's not out of my genius, right, but it's out of what they want to hear. So that's kind of my tip number one. And my point five is really to add on the emotion, because I spoke with somebody a couple of months back, and he's very, he's a bit jaded with online marketing. So I was just asking some questions on his background. And he was telling me, Yeah, somebody asked me that already. Then I talked about emotion. And he said, his industry is, for example in IT. Right? So that doesn't work here, but then I asked him, because I noticed that when he was speaking with me, he was agitated, because he's kind of bummed out from all the marketing gurus and stuff. So I told him, like, does your audience also feel the same way? Like, are they angry with all

these people? snake oil salesmen? He said, Yes. And I said, that's the emotion. It's anger, right? It's not that it has to be jolly or woowoo. It has to be real. And for you guys, it's anger for these people. Right? So that's kind of the only time that kind of okay, that he soften up. So I think, even if you're in an industry that doesn't seem to lend to emotion. All of us are humans. So the emotion might not be that obvious, but if you feel something, that's it.

**Jan Koch** 46:54

Love this so much. What a brilliant way to wrap up this conversation. Everybody who's watching this, make sure you check out the social profile links and sign up to Allen's list. You've seen how much value you get out of this and how many fantastic stories you're about to read. Allen, thank you so much for being on the session.

**Allan Ngo** 47:12

Thank you very much Jan.