CONVERSION CAST

This Email Generated $90K In Revenue This Year Alone (with Brian Casel)

Our Guest:

Brian Casel runs Audience Ops, a content marketing company that provides a done-for-you blogging service for companies. The company recently released a Wordpress plugin that easily allows people to add content upgrades to their blog. The plugin is found at contentupgrades.io. Besides running his company, Brian also teaches people how to build productized service businesses on his personal blog, casjam.com.

Background:

Brian focuses on educational content and bringing new subscribers into his audience via content upgrades. He believes in nurturing his audience then guiding them in the direction of his product through relevant pitches for his course, Productize. He teaches people how he built his own productized service business, the benefits, and his results while also teaching people how to build their own.

Brian believes in utilizing content upgrades to multiply the number of subscribers to your email list. Content upgrades, on every blog post, allows for many different entry points onto your list. Although this grows your email list tenfold, there is a specific tactic that Brian uses to sell his product when prospects subscribe from various content upgrades.

The Tactic And How To Use It:

On Brian's personal blog, his goal is to get prospects into his main email sequence for his course. After opting in, the email sequence contains a follow up email with a video

workshop about his Productize course and presents an offer to buy it. Brian explained that some people immediately sign up for this email sequence regarding his course when they visit his blog, but many opt-in through content upgrades on his blog articles.

When people opt in for content upgrades, they are immediately sent a response email containing the upgrade. Brian then proceeds to route them into the email sequence for his course, but he doesn't automatically put people into his course sequence unless they opt in for it. About a a week after the content upgrade email is sent, Brian sends a one-off email, automated through Drip, that reads something like, "hey, this is how you can learn how to productize your service". The email displays a link to start the free email course regarding his Productize course, which triggers subscribing them to the main sequence when they click. Brian has diligently set up automation rules to see if people join the main sequence or not, and if they don't, they don't go into the course funnel sequence. However, they continue to receive weekly newsletters, which Brian has automated for 3 months, containing his best newsletter content that includes offers for his course.

Contrary to popular practice, Brian doesn't automatically put people into his main sequence after they sign up for content upgrades. He is clear in his intent and explicitly gives people the option of opting in for his free Productize email sequence. He explained that when people are randomly put onto marketer's/entrepreneur's main email lists/ sequences that promote their courses, oftentimes people are not in the right mindset to consider their course products. Even though prospects are interested in the content these entrepreneurs put out, they shouldn't receive random emails for a course for which they didn't sign up. Brian's theory is that people will come back to his email crash course when they're ready and in the right mindset.

Brian advises to send an automated sequence immediately to new subscribers to get them into your course early. This is because there is initially a lot of action and engagement within the first few weeks of a new subscriber. He then recommends providing offers in newsletters thereafter for prospects that become interested later to join your "main" (free course or offer) sequence.

The Email That Resulted In $90,000 In Revenue:

Brian revealed the email copy he used that resulted in $90,000 in sales revenue over a year. The subject line reads: How To Productize Your Service. The body explains why a productized service helped Brian's career, the results he received, and introduces a free crash course on the topic. The email also breaks down the benefits of the free course and what is included. The email ends with a link that says, "click here for first lesson".

After this email is sent to new subscribers, Brian implements an automation rule that checks whether someone subscribes to the free crash course sequence. If they do not subscribe, an automated sequence is then sent to them, incorporating timely and relevant messages that give prospects the opportunity to join the course when the messaging speaks to their needs.

The Summary:

The email copy, content upgrades, and his strategy for presenting offers to join his email crash course resulted in a successful year of $90,000 in profit for Brian. All of his tactics working together guided people toward purchasing his course on how to productize their service business at the time that was convenient for them.