

# CONVERSION CAST

## How a Single Email Boosted Both Open and Click Rates By 30% for Firepole Marketing

### Our Guest:

Danny Iny is the Founder of Firepole Marketing, a website and company that educates people on how to effectively market their products/services online. He started it 4 years ago, serves tens of thousands of marketers, and has been generating over a million dollars in revenue per year. Through Firepole Marketing, Danny preaches about his theory on putting the audience first and creating active participants of your website/company. Currently, Danny's focus is teaching Firepole Marketing's process on how to generate revenue before launching a product at [coursebuilderslaboratory.com](http://coursebuilderslaboratory.com), which they have recently done (this course has not officially launched yet).

### The Test:

Making meaningful connections with his audience and generating high engagement is of upmost importance to Danny. He's always providing value through emails by giving information and resources to his subscribers in order to encourage implementation of his tactics in the online marketing world. Recently, Danny put a new kind of email to the test to see the response he would get. His purpose for this specific email was to gage the interest of new subscribers. After 14 days of an auto responder sequence, subscribers received Danny's email below.

### Exact Email Copy:

*SUBJECT: Too much email?*

Hi [First Name],

Four weeks ago, you became a Beacon in the Firepole Marketing community, with all the perks that go with it.

Since then, you've probably received a whole bunch of emails from me. Emails about free resources, emails about other stuff that I'm working on, and emails about various education and training opportunities.

When I send out an email, I usually get a whole bunch of replies that sound something like this:

"Thank you so much for sending such great stuff. Please keep it coming!"

And I also get a few emails that sound more like this:

"You're sending way too much stuff. Slow it down, or I'll unsubscribe!"

How could people have such different perspectives about the same stuff?

It comes down to chemistry.

Sometimes, the chemistry is great. Two people click (no pun intended), and they get a whole lot of value out of the interaction.

Other times, the chemistry just isn't there.

It's actually a lot like dating. You go on the first few dates because there's some interest and attraction, but then it either pans out, or it doesn't.

About a month in (which is where we are now), you decide to keep spending time with the person because you get a lot of value out of the connection... or you decide to say "let's just be friends" and go your separate ways.

Where we go from here is completely up to you. If you like what I'm sending you, and you want to continue to engage, then great. Just sit tight, and I'll have more great stuff for you in no time. :-)

But if you aren't reading my emails, and you're finding the volume to be too high or even annoying, then maybe we should just be friends, and go our separate ways. If that's the case, then you can click on this link to leave the community - no harm, no foul:

[unsub\_link]

*If you're leaving, then I wish you well.*

*If you're staying, then I wish you even better, and I'm excited to help you make it all happen. ;-)*

*So sit tight, and I'll have lots more great stuff coming your way, really soon.*

Danny Iny  
Firepole Marketing

Danny created another version of this opt-out email to test as well.

**Alternative Copy:**

SUBJECT: Are you over-subscribed?

Hey [First Name],

*This is an important public service announcement that I send to all Beacons.*

*Here it is:*

*Email subscriptions these days are kind of an epidemic; we pick them up like they're nothing, but then they clog our inboxes, our schedules, and our brains with more information that we even have time to read, let alone process or implement.*

*It's exhausting, stressful, and particularly insidious because it sneaks up on you, and prevents you from learning or implementing the things that are really important for you in your business.*

*Which is why I'm writing this email; I want to encourage you to UNSUBSCRIBE.*

*Yes, you heard me right. If you're massively over-subscribed (and let's face it, most of us are), here's what I \*strongly\* encourage you to do:*

- 1. Take 10 minutes to go through your inbox and make a list of ALL the newsletters and email lists that you're subscribed to.*
- 2. Grab a highlighter, and circle the 3-5 most valuable ones; the ones that you get the most value out of, from the sources that you trust the most. (Aim for 3, not 5.)*

*3. Unsubscribe from all the rest of them. Seriously - all of them.*

*I waited for a week to pass after you joined our community of Beacons before sending this message, because I wanted to give you a chance to see what we teach, what our values are, and what we're about - and based on what you've seen, I hope that we're one of the 3-5 left standing at the end of this purge.*

*But if I'm not, I'll understand.*

*(You can click here to unsubscribe)  
[unsub link]*

*The bottom line is that I want you to get the information and RESULTS that you want and need, and drowning under information overwhelm isn't going to get you there.*

*Here's to your success, and hopefully you'll receive my next message, ;-)*

*Danny Iny  
Firepole Marketing*

### **The Result:**

Contrary to the expectation of an increased unsubscribe rate, Firepole's unsubs remained stable as well as no spam complaints. Even more impressive, open and click rates both increased. As far as qualitative results, Danny got favorable responses via email and even some apologies from people saying that they were sorry they had not gotten a chance to read all the emails, but they want to stay on the list.

### **Why it worked:**

In order to understand why Danny's email copy got him these results, we must understand the psychology behind the strategy. Danny explained Seth Godin's concept of permission marketing, where people have to give you permission (ie: opt-in) to send them emails. Online marketers have taken this concept to a whole new level where opting in to receive a free report, ebook, etc. is a table stakes game. It's what potential consumers have to do to see what you're about and have to offer. The problem is people are so used to the opt-in process now that they don't see it as permission- they never made commitment in their minds.

Danny's strategy with his email copy was to bring permission marketing back to the forefront and make his list aware that they have the choice to receive email from him. Instead of getting people on a list and blasting offers to them right and left, Danny sent this specific opt-out email to make sure people wanted to be there and their choice to subscribe wasn't by accident.

A few other things to note was that Danny mentioned the benefit of staying on his list, but also truthfully addressed the reasons why someone would want to opt out. He also explained that it is important to get people off of your list that don't open your messages or are engaged in this form of communication because email services like Google can detect their activity and determine if your emails are spam. The less people that open your email, the more likely they will be classified as spam.

If you want build a community around high engagement and only have active members participating, try sending a version of this opt out email and see where your value lies in your subscribers. Yes, it will be terrifying to give them the option to opt out, but you may experience positive feedback and more engagement from there on out from your loyal subscribers.

Also, be sure to check out Danny's amazing course on generating revenue before you create an online product as he does it in action at [coursebuilderslaboratory.com](http://coursebuilderslaboratory.com).