

# CONVERSION CAST

## Email Marketing: How To Get A 300% Increase In Sales (with Ryan Moran)

### Our Guest:

Ryan Moran produces a podcast titled, Freedom Fast Lane where he runs high level events and workshops for entrepreneurs. Ryan is known for putting together an annual high-end event where he secures top level industry leaders to speak. He also runs a men's fitness company based on [amazon.com](https://www.amazon.com).

### The Test:

Ryan is an experienced email marketer, but he recently tweaked his processes under his mentor's advice. Ryan has been using LeadPages and Aweber as part of his email marketing process and regularly sends follow-up sequences and structured broadcasts to his audience. He has used email broadcasts promoting affiliate offers, products, and events, but implementing one simple tactic recently made a huge impact in his sales. The tweak that Ryan integrated based off his mentor's experience is to make sure everything has an endpoint. Ryan implemented the tactic by emphasizing a definite end date for every promotion and communicating scarcity through phrases like "last time to purchase before the price goes up".

### The Result:

By clearly stating deadlines and what would happen if people did not buy within a certain time frame, Ryan saw a 300% improvement for every email campaign he implemented the time scarcity tactic. He has seen an average of tripling results and has received about 2

million dollars in his pocket since using this technique. The tactic has also increased responses by 300%.

### **Mini Case Studies:**

Ryan sells a ClickBank product and used to receive \$1.50 earnings per click by being an affiliate and averaged selling \$500 a day. He used the time scarcity tactic formula to write an email sequence announcing a bonus that had an end date after 5 days of receiving the email. By clearly stating the cut off point, Ryan's sales increased to \$2,000 a day and his earnings per click increased to \$4-5. This sequence he reworked for affiliate sales included an opening, middle, and end for the time sensitive promotion.

Ryan also used the time sensitive tactic for promoting his year-end event, Freedom Fast Lane Live where he leverages the influence of top level speakers. His event includes featuring people from Shark Tank and involves those that make and invest millions of dollars a year in business. He incorporated time scarcity into purchasing tickets for the event by creating an early bird list with a price raise after a certain amount of time. The scarcity tactic yielded Ryan selling more tickets in a shorter window of time.

Ryan helped one of his clients implement the time sensitive tactic for a service he offers. He has a continuity program for his service that people pay for and receive monthly, or a one-off service that people purchase one time. Ryan used a five-part email sequence for his client that communicated a clear cutoff date to sign up for the continuity program and how it was the last time they would be offered the program and it was the last announcement before the promotion was over. The tactic doubled the amount of people that signed up for the continuity program.

Ryan implemented the tactic with another client that uses webinar sales to drive his business. The client normally sold \$80,000 worth of product from webinars, but Ryan knew if they could increase attendees, it would directly increase sales for his client. The time scarcity technique was used to create a cutoff date to register for the webinars. 350 people normally attended the webinars, but a revamped email broadcast was sent out to the client's list stating that there were only 1,000 open spots for the webinar and 80,000 people were seeing the email. Ryan included messaging such as, "this is the last time you'll hear me talk about the webinar" and "once it's full, it's full". Using time scarcity for the cutoff resulted in so many people signing up that there was a waiting list for people to attend. Even more impressive, the tactic tripled his client's results for this promotion and went from selling \$80,000 to \$250,000 via the webinar. There was also story element used in this case study where the promotion explained the reason for a particular class talked about in the webinar and why the promotion was for that moment specifically. The

client created a reason for a promotion once a month for the webinars after the initial results.

### **Takeaways:**

Whether it's promoting his podcast or creating a video sales letter, Ryan is sure to incorporate a beginning, middle, and end for time scarcity of a promotion. He is always clear in his marketing and email messages about what his audience will receive and the deadline to get his offer.

Ryan reuses the time scarcity tactic over and over again for bonuses, discounts, different pricing, etc. He advises structuring your offers into regular follow-ups, using time sensitivity in order to get launch type results without actually launching a new product. He explains that the offer can include a bonus class, an extra day of training, or tiered pricing.

Because certain promotions aren't always scalable, Ryan invents different ways to recycle a similar offer and tweak it to give his list a reason to sign up/purchase by a deadline. He explained that you have to create a reason for people to buy in the moment.

Besides using time scarcity in a broadcast sequence, Ryan explains that he likes to use it in a follow-up sequence as well because it is a nice conversion bump. In order to use it effectively, communicate how they will miss out on a bonus if they don't order at a certain point in the follow up sequence and once they exit sequence, the bonus is no longer available.

Ryan works the time scarcity tactic into every part of his marketing to make sure deadlines are clearly communicated for exclusive offers, discounts, and bonuses that are meant to benefit prospects. Ryan also stated that using the element scarcity at end of a sequence always increases response from your audience.