

CONVERSION CAST

How Yaro Starak Used Content Related Offers To Boost Revenue Per Email 5x

Our Guest:

Yaro Starak has been a professional blogger since 2005. He mainly writes as an online entrepreneur and has written about many of his experiences from different businesses he has been involved with from an English school, to an online proof reading business, to a collectible card game Ecommerce site. All of these stories were shared on entrepreneur-journey.com where he continues to run his blog and email newsletter. Through his website, Yaro teaches people how to make money from blogging and has used a newsletter and blog as his primary tools to make a living. He has made over a million dollars in sales from blogging and selling digital products.

The Email Marketing Test:

Yaro grew up as a blogger/content producer in the online space. He wasn't comfortable using internet marketing as a tactic because it doesn't require using thoughtful content. Rather, he sought to find a balance between content and selling so he could maximize profit for his online products and create a stable business.

Yaro decided to tie his content into product promotion essentially by "asking" for the sale in his emails. He tested promoting his product in his content generated emails for 3-4 months on a weekly basis sending one email per week.

When he first started testing this strategy, he decided to incorporate content around a book he wrote titled *The Toyota Way Lean Leadership*. His weekly emails, in the form of a newsletter, contained takeaways from his book and how to apply concepts that he teaches

on his site. He also was careful to tie everything back to the core reason why people subscribed to his list to make the email relevant. Within these weekly emails, Yaro emphasized **creating a connection** to the story he shared, the book, and the product he offered. In fact, he spent the last 20% of writing the email linking what he was saying throughout the email to the product.

He tested promoting Interviews Club, one of his products for aspiring entrepreneurs, in one of his email sequences. He focused on sharing stories that directly related to the club so he could seamlessly promote the club within the emails. In particular, he was celebrating 6 months of the club and having completed interviews with standout entrepreneurs and offered a special discount at the end of the sequence for one week only. Yaro explained he gave his list one week to purchase because “you do better with the scarcity deadline element... it gets fence-sitters off the fence”. However, Yaro emphasized not setting a deadline to make more sales, but justifying the deadline by tying specific promotions to specific events when using this strategy.

Within another email sequence, Yaro created a video based on a networking event where Jonathan Teo (investor for Twitter, Instagram, and Snapchat) spoke about “the product is the marketing”, especially when it comes to apps. Yaro shared and applied the insight to blogging and personal brand experts that lead into pitching his blogging training program because the concept spoke directly to building a platform online.

In all of these different examples and sequences, Yaro explained the key to his strategy, “there’s always a product related to a story that I can connect”.

The Result:

After spending a significant amount of time testing his content and promotion email marketing strategy, Yaro experience an additional \$500, on average, to his profit per email. In other words, the strategy has increased his email sales from very few a month, to making 5-6 sales per email.

How Yaro Made His Strategy Work (And How You Can Apply It):

The overall goal of his experiment over a series of emails was to receive a greater return for each email sent. He went into the experiment focusing on balancing content with pitching in order to create a stable cash flow when he’s not launching a product. Yaro set out to create a sequence of emails for each type of consumer subscribed and not just broadcast messages to his entire list. The sequence would theoretically go on forever and a new subscriber would receive emails he wrote for years. Yaro decided to create self-

sustaining sequences because he didn't want to always depend on himself to write something new to make a living, but have a stable business with positive cash flow.

The number one rule of thumb is to keep testing because a lot of elements went into this sequence in order to set it up for success. Yaro emphasized experimenting with your list until you have done your due diligence in marketing, psychology, segmentation, understanding your customer, pitch fits, product fits, Call-To-Actions, headlines, etc. He explained you also have to pay attention to the Click-Through Rate (CTR), Open Rate, and other metrics to adjust your experiment based on how your list responds. The purpose of being meticulous and diligent while testing is to set up your sequence right once and then move onto the next sequence/product.

Yaro has done this with three of his channels. He has one channel for just traffic advice that leads to promoting one of his front-end products. He has another channel concerned with just productivity and mindset that leads to a related product for his audience interested in these subjects. His third channel is for entrepreneurs that leads to his Interviews Club product for this segment of his audience.

Yaro stressed that if you are to try this strategy for your own business, you must spend time segmenting your audience and experimenting with many different consumer centric elements to create a strong sequence that self-sustains and ultimately brings in cash flow.