

Brennan Dunn:

Hey Automated, my name is Brennan Dunn and I am thrilled that I was invited back to speak to you guys again. I was here last year, you might remember me. I presented twice at this conference. Had a great time. I spoke at the last two years at Converted Conference in Minneapolis and I have to say, you guys, the leas pages/trip community are like family. It's been awesome getting to know so many of you over the last few years. I'm really excited specifically about what I'm going to be talking about today because it's something near and dear to my heart. I've actually staked really my future career on what I'm presenting today which is personalization. I gave up a very successful company in order to go all in on personalization and I'm going to be sharing with you specifically in this case five different strategies that I've seen work time and time again and some of the numbers behind them, beyond just theory, beyond just hyperbole, I want to focus on five actual things you could be doing and the kind of results that we're seeing from them.

Personalization is everywhere. It's all the rage. So many articles I see being shared about it. Every marketing blog worth their salt is talking about personalization. My issue though is that, I have a few issues but the biggest one is that they don't really focus too much on tactics, on strategies. It's like, "Oh, you should be personalizing," but they stop there. What I want to do again in this presentation is I want to give you something tangible. I'm hoping that by the end of our presentation you're giving me 45 minutes of your time, I want at the end of this talk for you to have specifically five different things that you could be doing that you're probably not doing now. If you're an S and B or small business, maybe a solo business owner or something, you know that the big enterprises, the Amazons of the world they're all leveraging personalization, they have machine learning in place, they know more about us than we know about ourselves. They're using it very effectively but for people like you and I, it's probably felt a little not accessible, like we haven't really figured out how do I even, can I do that for myself? If so, how did I get to do personalization?

This is something we've been hearing a lot at Right Message. We've heard from a lot of people who get the concept they just don't know where to start, they don't even know if it's doable and so on. Again, in this talk I just want to dive into things that any of us can do that are going to immeasurably move the needle for you once you get them up and running.

Personalization, it's a bit like the wild west unfortunately. There's a lot of uncertainty out there. There's very few concrete how tos. It hasn't historically been easy to do but it's getting easier and the good news is email service platforms like Trip are making it easier than ever. We're going to be talking a lot about how you can use the drip count you hopefully already have to better personalize the emails you're sending and I'll also give you some examples of how we can create a holistic end to end experience both on the emails you're

sending along with the website that you're probably driving people to in order to buy from you and so on.

The other night I was witness to a Twitter exchange between my friend Samuel Hulick of User Onboard and this guy named Joshua. Samuel was tweeting about how the more that he looks into user experience personalization the more he's having this user onboarding circa 2013 vibe all over again. There's so little out there and this is going to be such a big deal soon. Joshua replies saying, "Well, where can somebody start to ... What can I look at to start reading up on it?" Unfortunately Samuel links back with a Google search to a bunch of articles like the ones I showed you above that are just, they're vague. They're not really specific. That's what I wanted to focus on. I want us to focus on specifics in this talk and I want to really emphasize what personalization is not.

Personalization is not mail merging. Hello subscriber first name. Yeah, okay, sure. That's "personalized," but it's not what we're talking about here. What we want to do is we want to leave people feeling like we understand who they are, their needs and so on and just injecting a first name into the hello at the top of an email is not that. It's a start but there's a lot more to it than that. We're going to be focusing on this, what I call this holistic end to end experience so that the people that you're communicating with at scale feel like they're getting a very individualized, very relevant, very niched experience when engaging with you and your brand.

Who am I? Well, my name is Brennan Dunn. I'm the co-founder of Right Message which is website personalization software. I'm also the creator of Mastering Drip which is an in depth, fairly advanced course on both automation on personalization. I'm the founder of DoubleYourFreelancing.com which is a community of about 50,000 people, mostly freelancers, some agencies and that's actually been in a way my Petri dish for all things personalization for the last few years. Like I mentioned earlier, I presented at Automated last year and I also spoke at Converted over the last two years so you might've seen me then.

As promised, I'm going to be covering five different strategies that you can use. The first strategy that I want to focus on is looking at where did somebody come from and what does this tell us about who they might be? The other month I participated at an affiliate in a campaign that my friend Tom Morkes ran for an online conference he was running very much like this one. The conference was called The 100K Launch School and he approached people like me and others and he asked if he would promote it to our audience, our list. When I wrote this email to my list I took into account who they are. They're freelancers. Getting pitched on a learn how to launch 100K or learn how to do 100K product launch wasn't, I told Tom, "That's not going to appeal to a lot of them. They don't have products to launch. They're service providers. This isn't going to resonate with them." I asked him, "What if we made it so the email I sent them was more focused on how can this conference help you learn how to potentially start

diversifying your income via products, maybe dip your toes in what it like maybe selling an online course or an ebook or maybe a small software product or something like that."

Maybe, just maybe this can be seen as an escape trajectory out of the world of client work which a lot of freelancers would love to be on the other side of the fence where they're getting random internet strangers, going to their website, plugging their credit card and paying them. That's what I approached Tom with and I said, "Can I actually frame the conference to be like that?" He said, "Sure. You know your audience better than I." Then I looked at his registration page and it was something about what you would expect. Learn how to do 100K product launch. I said, "Tom, even though I'm writing this email that's super personalized, when they get there, there's going to be a disconnect. They've been told one thing. This is your golden ticket out of consulting and they go to this and it's talking again about this stuff that seems a little out of scope for them."

I pitched him on letting me personalize his registration page. Here's what we did. We made it so when my list came to his 100K Launch School registration page, we changed the headline to talk about growing your freelancing business with new streams of income from products. We changed a few bits and pieces of different copy on the rest of the registration page and we went through and we did this for all the different people running or promoting this event to their audience. In this case, this is John Lee Dumas, when his audience came, since they're very big on making really big profits online, they're online entrepreneurs and so on, the focus here was generating years worth of profit in a single month.

Then when Steve [Dimic 00:08:49] who focuses on helping authors, when he sent his list, we wanted for them to really show them how can this online conference help them have their book launch into a ... how can they turn their book into a six figure revenue stream. We just changed and tweaked it so that the experience somebody got when they came to the registration page matched the emails they were getting. The effect was big.

This is an example of the before and afters using the data we collected. Before they were getting about 47-1/2% of people going to the registration page, registering, opting in. After doing this, the average was closer to 70%, so 68.8% of people opted in after this was up and running which meant almost a 50% increase in registrations. That's a really big deal because keep in mind the affiliates are getting paid for the people that register and then buy the recordings. For them it made it so the amount of money they get for promoting Tom's event goes up which makes them more willing later on to do more promotions with Tom. For Tom the organizer, he also get a cut of people who buy and what this did is it made it so all he had to do was change a few different elements, mostly just the headline on the registration page which is, if you think

about it relatively simple but it makes sense why this worked. He was able to get close to a 50% increase in people registering which is very, very big deal.

Then we went even further. I want to introduce something to you if you don't have anything like this set up yet I'd encourage you to think about doing this. This is what I call a segmentation workflow. Within Drip I have a workflow that is triggered by the changing of in this case either the business type or the team size custom field. If somebody says they're an agency, they go down one path. If they're a freelancer they go down another path and then depending on what kind of business type they have whether it be design or developer or writer, marketer and so on, what I'm doing is I'm setting custom fields on their record that in this case I'm saying here's how they are described singularly so content agency, freelance design or freelance marketer and so on.

Then plurally. Design agency or freelance designers or freelance marketers or whatever else. I have this workflow that whenever any of these are changed we put them through this and then it sets these custom fields that we can then use when sending out emails. That example I gave you of Tom's personalized registration sequence, well let's take that a step further and say we're going to be relying on email to get people to attend the event, to get them excited and motivated to attend the event and even after the event to get them to ultimately purchase the recordings. What does that look like in practice? Well, I give you an idea above of how I think most efforts of personalization where we're just swapping out the first name is not enough.

Here's an example of something that I think is quite a bit more personal. If you don't know what liquid tagging is it's a feature that Drip includes where you can change and swap out or conditionally display content depending on different data that you store within somebody's profile. In this case we're saying, "I know that as a freelance designer, launching a new product or service can be intimidating. Where do I start? How do I make sure this will work for me, et cetera." Then what we're doing is we're pivoting off of the business type. In the example I gave before we have freelancers like my list and some others who promote it to their audience of freelancers, we have people who promote it to authors. I didn't include all the different variations but there's also entrepreneurs and people who want passive income and so on. What we're able to do here is we're able to make it so in this case the welcome email. That registration you're confirmed email is super personalized based off the person who registered.

They come through my audience and I send them through Tom's registration page. Tom tracks that this is a freelancers because they came from Brennan and then if there's other identifying information like what kind of work they do and so on Tom could use a segmentation work flow like the one I showed above to be able to substitute in how do they describe themselves in the singular? How do they describe themselves in the plural like at the bottom right or who's the

affiliate first name? In this case, Brennan. Brennan and I are looking forward to seeing exactly what impact this online summit has for you and other freelance designers. What this does is it allows us in a very scaler way to make it so in this case the emails they're getting about the event are a little more personalized.

There's other ways of doing this too. I just gave you an example of more of an affiliate or partnership way of doing this, of where we're partnering with affiliates or promotional partners or whatever and we're saying if they come from audience A, speak to them in one way. If they come from audience B, speak to them a different way and so on. Here's an example of ConvertKit does it with Pat Flynn. Pat Flynn is the number one affiliate for ConvertKit and front and center on Smartpassiveincome.com there are links going to ConvertKit from Pat Flynn's site. Well, when you click on one of those links, there's a dedicated personalized planning page that's waiting for you. There's a picture of Pat, there's his testimonial so assuming that traffic coming from Smart Passive Income really trusts Pat Flynn, when they see Pat's picture front and center that means a lot to them.

What this does is it in a way, while it's not using website personalization, it's really just a one off landing page. The same principles apply which are social proof from the person referring, language that the type of people who were referred to this page would use and so on, which is infinitely better than their home page. If Pat was driving people here, how do you think this compares to this? People want to see, they want there to be this kind of end to end connection so if they're reading an article and it's a review about ConvertKit and then they click over from that review, there's two things. One, that they trust the people who wrote the review, and two, something about what the person saying the review said, that's what intrigued them. If we can figure out what that might be we can make is so when somebody drives traffic to us, we can think about, well who reads this website that drove us traffic and what do we know about them? What kind of things can we say differently based on that?

As an example of that, we actually have a customer of ours, Bookafy, who they're listed on Capterra which is an online review site for software. What they did is they made it so anytime anybody from Capterra.com who's reading their review clicks on the link from Capterra to Bookafy, the headline changes to Capterra's highest rated scheduling software. This makes sense. If you're reading Capterra and you're reading this really nice review about this service and then you click over and it's continuing that conversation by talking still about Capterra, well that's going to have an effect.

The effect has been massive. This is the actual data from this website that says that the control, meaning the personalized traffic from Capterra that does not change the headline to talk about Capterra 2.7% of people are signing up. When all they do is they change the headline to include something that's social proof from Capterra, they're now getting 7.8% of people who come from that URL to

sign up. That's almost a 300% increase. What did they do? They did something almost identical to what ConvertKit's doing with Pat Flynn. They have, in a way, a custom landing page. Really it's just their website personalized on the fly but again it's the same sort of thing. What I would encourage you to do would be, look at your Google Analytics. Who's sending you traffic? Who's consistently sending you traffic and can you change the way you speak to that incoming traffic based on what you know about the people who read that website and maybe what that website had to say about you and what kind of content they were reading that drove them to your website. Think about that. I'd encourage you to go and spend some time looking through your traffic or your refer logs I should say within Google Analytics and get an idea of who's consistently sending you traffic.

Strategy number two, what are people searching for? What can you tell about somebody who reads an article on your site and it's an article about onboarding and then they opt into a lead magnet about onboarding. Well, I would wager that they probably have an issue with client onboarding. If they were reading that article, maybe they got there from Google, and while Google unfortunately doesn't give us keyword data any longer, if somebody organically lands on your article or your guide to client onboarding, well you're probably safe in assuming they were searching for that.

What about somebody who lands on this article? The Ultimate Guide to Starting a Freelancing Business. Do you think they were trying to scale an agency? No. They're trying to start a business from scratch. What we need to do is we need to take into account what we can tell based on somebody's onsite behavior. In this case, what can we tell about somebody who says they're a designer versus a programmer, versus a writer when they go to join my email course? Well, there's a lot we can tell from that. First off, we can tell what kind of work they do and we can compound that maybe with what kind of article they landed on originally. If they landed on How to Start a Freelancing Business and then they tell me that they're a writer, well what does that tell me? That this person is looking to start a freelance writing business. It's pretty safe to assume that.

That's something we've been doing a lot of. This is what I'd like to introduce as lead magnets on steroids. I call them dynamic call to actions and I want to talk about why I think they're the future. This is an example of dynamic call to actions on my own website which is Double Your Freelancing which as I told you is my Petri dish for experimenting with all things personalization. What I've done is I've made it so in this case if you come from a web design blog and that blog links to my site to some random article on my blog and then you start reading articles on my blog about proposals, I'm going to make an assumption that you are a designer who is struggling with proposals and then as you read articles on website until of course you read more articles on another category that isn't proposal writing you're going to be seeing call to actions about designers: find out how to close proposals.

When you go back to my homepage, enroll in my free nine lesson course that has helped 25,000 plus designers write winning proposals. What effect do you think this has had? What impact do you think this might have had? Well, a lot. 252% more conversions, unique conversions from people who are seeing this. Now why does this work? Well, if you've ever used a content upgrade like this. Content upgrades work exceptionally well. They work really well because they're highly relevant to the article being read. If you're reading an article about onboarding and there's a content upgrading with an ebook on onboarding, well typically a lot of these get 10, 15, even up to 20% opt in rates. It makes sense why because compared to the usual, join my newsletter, or compared to the usual, get my free marketing guide or something which has nothing to do with onboarding, these are hyper relevant to the thing somebody's reading.

That's all we're doing here is we're meeting in the middle and we're saying, instead of having a universal call to action, what if we can find something a little more relevant. How can we make something a little more relevant where we're looking at behavior. We're looking at what are somebody consuming, what kind of content are they reading and so on and we're changing things based off that. Depending on the category of content they're reading, the category of products they're looking at and so on, there's a lot you can do to assume who somebody is and what they want from you based on their activity. That's another strategy that while it's a little more advanced works exceptionally well.

The third strategy I want to cover is the one ad, one landing page strategy. Back my first venture into online business was I used to generate leads for mortgage brokers. I forgot who told me it, I forgot where I read it but one thing that I remember that has stuck with me over the years was that the best thing you can do is to make it so the ad somebody clicks on, the copy net ad is directly mirrored in the landing page that somebody clicks through to. If you're talking about, "Hey learn how to do X for Y," the landing page that you drive traffic to when they click on that ad better reiterate that and provide that kind of continuous experience.

This cycles back to that thing I've been saying this whole time is holistic end to end experience. Well, the same thing is true of if somebody clicks on an ad and the ad promises X the landing page needs to mirror that. I want to give you an example of this. Here's a company, this is a fake ad so it's not real but it's a company that I know and respect, Teamwork.com. Let's say that they're trying to get different types of people to in this case download their project manager from Toolkit which will hopefully get them to buy their software. Let's say they're running two different sets of ads, one of which is targeting agencies, the other is targeting startups.

Well, this should lead to two separate landing pages because the agency owner, even if the toolkit helps both types of people or both types of companies equally, the agency is going to want to hear agency language, they're going to want to see testimonials from other agency owners, they're going to want to see something that reflects the kind of business they run and the worldview they have. Likewise, startup founders, they're going to want the same. Okay, we're going to have two different landing pages that we drive people to depending on the ad set that we're running.

What happens when you want to start having copy changes, right? Where you're still targeting startups but maybe the first ad you're running is targeting people who want to build the next big app, and then the next ad that you're running is targeting people who want to keep ideally sustain, they probably already have but they want to continue to grow their softwares and service. Now you're looking at yet another two landing pages created from this. Over time, this can be a little unwieldy where if you do this right, if you really stick to the mantra of one ad, one landing page, well depending on how many ad variations you have and ideally there's quite a few because the best thing you can do is to have super segmented, super specific ads running online for you, well this can lead to a lot of landing pages created.

One thing that we've been doing is we've been helping people, this person wants to remain anonymous but we've been helping them with making it so a single landing page can tweak itself. Even a lead page so we've had lots of people do this on landing pages where they have a lead page and then what we're doing is we're changing things like the headline text or we're swapping out an image. In this case, this is a company that provides training and they're changing, depending on the type of person being targeted in an ad and the language of that ad, they're changing the headline and the copy to correlate to that. The results they've had have been really, really good. This is consultation requests. What they do is they have a funnel that's been up for the last four years where they're running ads on Facebook and AdWords and these ads bring people to a landing page and then these people who go to the landing page ideally book a consultation request.

That's steadily been converting at about 20% for the last four years. Once they started making it so that the language, the headlines copy and everything else tailored itself based on who clicked and the ad, if we're running a certain ad that says a certain thing targeting a certain type of person they're self segmenting by clicking that ad. What can we change based on that? By doing that, by thinking through, "Okay, well people who want this probably should see this heading and people who want that should see that heading." They were able to overnight increase the effectiveness of that funnel by close to 110%. Effectively [2xing 00:26:42] their ad performance. Think about it this way, how much would you need to do in terms of Facebook or Google AdWords ad optimization to get



anything close to that? Again, it's not rocket science. We're just saying if they click on an ad that says, X, Y, and Z, say X, Y, and Z on the resulting landing page.

Another company, Intercom who I'm sure a lot of you know, they did something very similar. They actually ended up unfortunately hiring somebody to build out programmatically 300 variations of a single landing page where they would change the copy to reflect the original search or ad intent and they would change out images and so on based on the audience that they were targeting with that. They came up with more than 300 variations of this. What did they see? Well, they had a 300% increase. I wonder if they did 500 if they did a 500% but no. They were able to get 300% more or three times as many people starting a free trial from this sequence because all they did is they made it so the language and the things that they promote would reflect the copy and the audience that was being targeted with that specific ad.

The fourth strategy I want to cover is to ask people what they want from you. I did a survey when we were launching Great Message and I asked the people who were just been using us who were Drip users, I asked them, "How do you currently segment?" Three quarters or about 70-ish percent of people said that they only segmentation they currently have is are you a customer or aren't you a customer and that was it. As somebody who is super focused on personalization. I know that segmentation is the root of all things personalization. You cannot personalize unless you have an idea of the segment somebody belongs to. Now, sometimes it's a little easy. The refer trick I gave above, that's segmentation, that's automatic. The affiliate stuff I talked about above still, segmentation that's automatic. A hyper targeted ad that's only running to men between the ages of 30 to 50, that's segmentation, that's automatic.

There's other things that you can't get like intent, like why are they interested in following you or why are they interested in your products and so on that oftentimes require a little more explicit segmentation. There's a few different ways that you can use, or a few different methods I should say to progressively profile and enrich your subscribers. There's software like Clearbit which will automatically take an email address of a new subscriber, find out more information about them. They'll find out the company they work for, the number or Twitter followers, where they're located, the technology they use, the sector or the industry that they belong to and then it can then enrich that trip subscriber with that data. That's hugely valuable especially if you want to do any sort of things like making it so when you email them if they're in the financial industry then you're going to speak to them as somebody in that industry, you're going to give them case studies and testimonials from that industry.

Ideally when they go back to your website they're seeing on your case studies page finance companies like them so Clearbit's a great tool for automatically

just taking an email address and enriching it. Then there's other things you could do like asking people questions when they go to opt in. Now, I don't typically like this because the more questions you ask somebody the more reluctant to fill out your form. There's things I'm going to talk about in a bit like assessment funnels and quizzes and so on that make that a little more enjoyable rather than hitting somebody with a giant form that is just to help you get more data about them. That's another thing you do is to include like I do what kind of business do you run and ask them that when they go to opt in to say an email course. There's trigger links. These are links you can include in your emails that when clicked will write data to their subscriber record about who they are. I'm going to give you examples of how I use this in a second.

I already mentioned assessments and quizzes but these are great ways to either learn more about somebody who is already on your list or to use as a lead magnet, as an opt in strategy for getting people onto your list. Then there's on-site behavior which is a little trickier but that's looking at behavior, pages people have visited, pages they haven't visited, what kind of content they're consuming and so on to try to profile a bit about who they are and what they might want from you. I showed you before my segmentation funnel that helps me automatically set a glossary if you will on each subscriber based on data that I already have about them. What this does is any time certain data points are set, whether these are set through an opt in form or a survey or behavioral stuff or a trigger link or whatever that will then trigger these segmentation work flows which then set data on their record which I can then spit out.

If I want to say in this case Ident Plural, it's spits out content agencies for somebody who I know is in the content or industry and they're an agency. Those two or true, I'm going to describe them as a content agency whereas somebody who I know as a freelancer and a programmer will be described as a freelance developer. You could also go further and you can use the same strategy to determine what you should be promoting somebody. In this case what I do is any time anyone buys from me or anytime the content leader which is the thing they they're most focused on right now, any time any of these changes they run through this funnel, this work flow that will set the next pitch. I'll look at things like have they bought this already and have they done something like binge read my articles on pricing. That makes it pretty obvious that I should probably pitch them on our pricing course.

What I do is this is fully automatic. I write to their record the thing that they should be buying next based on their behavior and what they have and haven't already bought. This, again, it's fully automatic, it's fully in Drip. I don't need to think about it and what I do with this is I'm able to, in this case push people through a promotion funnel where depending on what their next pitch is they're going to go automatically onto a sequence. If I went as to do, say a big promo every few months or something I just push my whole list into this funnel and then they depending on what they're next pitch is set to they'll get sent down a

pitch sequence. I actually have this now fully automated. Every three months like clockwork everyone on my list goes into this, they're pulled out of my newsletter, they're put onto this and depending on behaviorally what they're most interested in based on their behavior, that's what I'm going to promote to them.

Ways that I do this, I mentioned earlier trigger links, one of my primary funnels is an email course. You join this email course and the very first thing that I ask you is why did you join? Well maybe you're just starting out and you're looking for guidance. Maybe you're doing somewhat okay but you want to start selling on value or maybe you've been struggling to win proposals. These are the things that over time and after talking with my audience quite a bit, I was able to figure out these are the three main things that people struggle with that lead them to join the email bursts.

It's a nine lesson email course on the first lesson I ask them this, on the seventh lesson so once they're almost at the end I ask them what's holding you back from doing really well now as a freelancer. First option, nothing. The course has helped me figure out what my issue is. Or I need to work on building up the playbook I use for closing leads or I need to work on how I structure and write my proposals or I don't have any leads. I need to find clients or I'm still doubting my ability to become a high value consultant.

Depending on what they choose, when they get pitched both over email and go to my sales page, I'm going to take into account why they joined and what their next steps are and I'm going to redescribe both the offer and in this case the headline and supporting copy and so on based on that. I leverage what I know they need, which is why they joined and what they want next, which is what they told me their next steps are and what I do is on the fly I position my paid course to speak directly to them. This course on pricing if you're a designer and you're running an agency and you're losing out on proposal after proposal and your next step is to develop a systematized playbook for closing projects, if that's the four data points that I know about you, when you get to the sales page and when you're pitched over email by Drip that's all taken into account. What you're doing is I'm helping at scale explain how this course can help you. I'm not selling N number of different courses it's all the same course but the way it's described, the way that it's positioned changes on the fly.

What affect had this had? Well, in terms of sales or in this case add to carts which correlates directly to sales. What this has done is it's increased the amount of people who buy from this sequence by about 66% so 66% more sales by spending a little time saying what can I say differently as the headline if they're struggling with proposals and how would that change if they're just starting out and want a little guidance? Again, the product, the course is the same but it does exactly what I would do offline. If I was offline and I was at an event and it was a conference for designers and I was talking with somebody at

an after party and they were telling me, "Hey, I'm just starting out. I'm thinking of freelancing on my own. Never done it before, I'm a little nervous," and so on, if I want to tell them about my course you better believe I'm taking into account this is a designer, they're obviously not an agency. They're solo and they have no idea how to get started.

When I describe how I can help them, I'm going to take that into account. It's what we all do offline. It's how all of us sell in person or over the phone or whatever else but this allows your website and the emails you're sending to incorporate that, to make it a little more relevant and relatable to the person going through that funnel.

Strategy number five, the last strategy is to tell me what to do next. If you haven't used content snippets I would encourage you to leverage them. They're really, really nice ways of having a set thing that's centrally manage that can affect lots of different emails and lots of different automations and so on. You can use dynamic or content snippets to generate dynamic post scripts. We've all seen email newsletters that have the PS at the end or the little snippet at the top or something like that. What you could do is you could make it so remember that funnel, that segmentation funnel I showed you that would automatically set the next thing be pitched based on behavior. We can tap into that data and say if the next thing to be pitched in this case is double your freelancing rate, DYFR, let's pitch them on that. Else, if the next thing to be pitched is another course I have called The Blueprint, let's pitch them that but let's change the pitch if they've already bought Double Your Freelancing Rate. Let's describe it as a way of saying, as a customer X, here's why you should by Y.

This is not, in order to make this screenshot worthy I made this very simple and bare bones. This is not what I actually have but what this allows me to do is you can take this snippet, now this is a little more technical but this is the email template that I'm using and I'm making it so I write my newsletter every week and then I have my signature dash Brennan and then a link to my website and then if a dynamic PS is set, has content then we're going to put PS whatever. What this allows me to do is anytime I send a newsletter depending on where somebody is in my funnel, it will change the PS accordingly. If somebody is a subscriber but hasn't bought my entry level product, I'm going to promote that. If they bought their product but haven't bought the next product I'm going to promote that. This allows me at scale to better individualize what I want them to do next. People don't need to think, "Oh wow, they have all these products or services. Which one should I do?" Tell them.

You know your products, you know your services, tell them based on the data you have about them what they should do next. A great way to do that is by having something like one of these segmentation funnels that will automatically write to their record the next thing that they should be pitched.

There's another thing. This is very near and dear to my heart. If you follow me on Twitter you know I go on rants about this all the time. That is companies where imagine this. You're on my newsletter, you get an email from me about some new content I put on my blog. You click through and then bam, popup asking for your email address. Slide up asking for your email address. Welcome mat asking for your email address, something else asking for your email address. I don't know about you, but I think you just emailed me, why do you want this? This is in my mind it's really violates three different things. First of which let's say they decide to put in their email address again because they want whatever it is, there's a chance now that they're going to put in a different email address and you might have two records for the same human being. That's not a good thing.

Second, it's a bad user experience. If I'm on your website or I'm on your email newsletter and I love getting your emails because your content's great. Stop hitting me with opt ins. You already have that and it's really frankly a bad experience for me. The third and the biggest for us is it's a missed opportunity. I could be promoting the thing they haven't bought. This is an example of Fizzle, one of our customers who what they're doing now is they're making it so if you're on their list and you've already join their newsletter you're not going to get asked to do that again. Instead when you're reading their content at the footer of each article they're going to try to get you to sign up for their free trial.

Now, if you've already signed up for the free trial and you didn't convert they're going to incentivize you to convert. If you're already a customer maybe they try to get you to pay annually instead of monthly. Depending on where somebody is in the funnel we're doing that same thing I just described at the footer of an email but we're doing that on the website. If you have a model which a lot of companies do of you build up an email list, you email that email list with new content and then they read that new content on your website and everything, this allows you to make it so just by using that next pitch strategy I gave you to make it so the email PS or the thing at the top or wherever you're promoting stuff, that is directly in sync with the thing you're promoting on the website.

Another example is, and this is in my mind a very interesting story. We have a customer who changed their navigation based on where somebody is in their funnel. An anonymous visitors see one navigation, subscribers see different set of links and customers see something else. What they were able to do is they were able to get 55% more subscribers to go to their sign up page and ideally sign up by eliminating the crap. Eliminating all the distractions from people that are already on the list, do not need to be given a lead magnet, they're already on, let's get them to take that next step. They were able to get a 55% lift in people just by doing that, just by removing distractions.

When I started doing personalization four years ago, the first thing that I did was I just changed the sidebar on my blog. You can see how dated this is based on the how Chrome looked back then but I just changed the sidebar based on who somebody is and where they ... really not who somebody was is where they were in my funnel. If they were anonymous I wanted them to join my free course. If they were on my free course or I should say on my email list, I wanted them to buy my entry level product, Double Your Freelancing Rate which is now a full blown course but back then in was a very simple ebook.

If they bought that, I wanted them to then buy the upsell, the next thing in the funnel. This is where I started. It was very, very simple. I've added a lot over the years in terms of complexity but it's a really fantastic place to start. This leads me to the final point I want to make. It's not all or nothing. A lot of people think that personalization requires you to completely rethink your content and marketing strategy. They almost treat it like a website redesign project. It's either done or it's not done but that's not true. Small changes like in the example I just gave you, changing a sidebar call to action are often enough. The examples I've given you so far are all from companies who spent maybe an hour or two at most and are now getting two to three digit increases.

I would encourage you whether you're changing your emails your sending, where you're driving traffic from your emails whether it's to different landing pages or different sales pages or a personalized sales page, start small. Just start with one little thing. Maybe hide ... That's a great place to start. Hide options for people who are already on your list. Boom. Easy. Then you can go more complex by making it so if they are on your list show a offer promo for something they haven't bought yet. That's a very good way to start. Probably like I said already segmenting off of customer versus non customer. You're definitely already segmenting off of anonymous versus driver because Drip's Java Script library out of the box gives your website the ability to see is this person on my list, yes or no?

If you've ever noticed at the top of some URL's that Drip sends out, that underscore, underscore S, that value in that URL is the subscriber record. That if you have Drip JS on your website, you can ask it, is this person a subscriber yes or no. It's a great place to start. Over time, what you're going to notice is that the relevancy and the performance of your emails and your website will improve. You'll hear from people about how you've read their mind and the tangible takeaways, the tangible experience will be more leads and more sales, aka, more conversions.

Small tweaks can yield big results but stacking a lot of small tweaks together changes everything. Over time add more. As the momentum builds from the increased conversions you're getting and the increased engagement that you're having and so on, if that starts to intensify add more. Slowly build up over time.

It's like anything. It's like Drip. You didn't start out with your Drip account with all your automations in place before you ever did anything. You probably just started getting your subscribers in and then you improved over time. I would encourage you as you start to transition from thinking just in the world of automation to the world of personalized automation not to make the mistake of thinking you need to have all your ducks in order before you can even go live.

Thank you for attending this presentation. I hope it helped dispel a lot of the uncertainty and a lot of the unknowns around personalization. My goal is to, I'm really trying to build a lot of actionable content just like I did with freelancing and consulting but when it comes to personalization things like this where I'm actually giving examples, tutorials that show results because I think there's a lot of great content out there touting personalization but I think the next wave we're going to see a lot more in depth actionable material which is my goal, which is what I'm hoping to contribute somewhat to. I know the team at Drip is contributing too also so I love seeing that. If any of the on site personalization things that I was talking about today are resonating with you I would love for you to try out our software. It's called Right Message. It works seamlessly with Drip out of the box, meaning if you're using Drip we can pull tag data, custom field data and we can pull that down, we can let you change parts of your website based on that data. Then best of all behavioral data like where they came from, what ad they clicked on and so on, we can push that right back up to Drip so the emails you send them later can take into account where they came from, what ad they clicked on and so on.

If you want to get your first month free usually we don't have a free trial but if you go to [rightmessage.com/automated](https://rightmessage.com/automated) you can get started for free. If you just want to say hi, want to drop me a note I'm [Breenan@rightmessage.com](mailto:Breenan@rightmessage.com). I love to geek out on personalization. Hopefully that's pretty obvious by now. I love to talk about if you get any of this stuff set up, if you want some advice, want some help, want some input I'd love to talk. Thank you again and have a great day.