Twitter Thread by Dan ■■

Dan ■■
@DanPierson

~2 months ago, I started working @bolt_travel's funnel more systematically, with friendly email+ text reminders in days after folks applied to join.

We've seen a 40% lift in conversion.

Your product is very important to you. It's priority #201 for everyone else. (1/3)

Obviously, you want to be tactful and respectful. We're a very high touch product, people spend considerable time applying, so I'm comfortable with that kind of outreach.

We haven't had a single person complain about text or email reminders. (2/3)

bottom line: if they spent the time to show interest, that means they want to know more. And like everyone else, they might just have a lot going on and need a reminder every once in a while.

Don't be afraid to surface your product (while respecting privacy and attention) /end