Twitter Thread by Nick Yates | E-commerce Copywriter



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3 email sequence
$20,000
1 week
A SUPER happy client

What did I do?

It's funny, I only changed one small thing

And my client had a face palm moment

But they knew that my "outsider's perspective" was what they needed

Here's what I did...

This client of mine was selling a high-ticket offer ($5,000 program)

They were having TERRIBLE click through rates on their emails

The product was super cool and their results were amazing

The emails didn't SUCK that bad

So I knew it was a strategy issue, not a copy thing...

These were the steps of the funnel:

Step 1: Email
Step 2: VSL
Step 3: Phone call
Step 4: Purchase

After digging in, this is the fatal mistake I found:

They were selling step 4 before they got to step 2

They used their emails to talk up the product before they ever got the prospect to the VSL

I took a few steps back

Revamped their emails to sell the click to the VSL

And all metrics went up 2x in just one week

We didn't continue working together so I don't know how much more money they made

But I know it's a lot based on the first week of data I received

The lesson here for marketers and business owners:

Don't get ahead of yourself

Let the funnel do the work for you

Don't sell step 4 before step 2 happens