

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 9 Worksheet

Welcome Emails

Welcome Emails

Hey everyone and welcome.

In this lesson you'll learn how to analyse your welcome email data for customer insights and learning.

In module 2 you learned a script for welcome emails that finds out what your audience is struggling with, allowing you to then solve their problems with your solutions, your products or services.

Step by step process for welcome email analysis

Step 1.

Open your email account where people respond to your autoresponder.

Step 2.

Get the email address, customers words to you (at least the interesting ones about their problems put them into the first two columns of the spreadsheet you got in module 2.

Step 3.

Read through the customer responses and categorize them, look for patterns what one true goal or one big pain is coming up again and again?

Step 4.

Put all the customer words into a wordcloud, you know the score:
<https://www.jasondavies.com/wordcloud/>

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Step 5.

Look for the three customer words or phrases that are the big takeaway from the qualitative data.

What are they struggling with and how can you turn their complaints into marketing copy?!

Here is an example from my list:

Re: Two quick points... Inbox x ↑ 🖨 📎

 **Richard Muscat Azzopardi** richard@switch.com.mt [via](#) acquireconvert.com Jun 23 (2 days ago) ★ ↩ ▼
to giles ▾

Just one thing?

I could list a hundred different things I'd like to learn more about. Much more. Here are a few:

I'd like to build better lists for myself and for my clients. I want to get better conversion rates, I want to reduce costs per lead and I want leads that convert better. I'd like to learn more about user onboarding with SaaS products. I'd love to learn more about how to leverage the best analytics from Google. I'd like to find a product like simplymeasured that I can actually afford. I'd like to communicate what we know in a more effective manner.

We're good at what we do (even though there is so much more we could learn), but we're not good at communicating the fact that we're good at what we do. Ironically.

And a thousand more that I'd wish more people did with online marketing. I know we have a lot to learn, but I see too many people around me (in our market) making silly mistakes. Too many websites that are driven purely visually and not for conversion.

Most of all, I guess, I need to find a way to manage my time better.

Sorry for the rant.

Anything I can help you with? I'm a badass with the technological aspect of email marketing.

Cheers,

Richard

“I'd love to learn more about how to leverage the analytics from Google.”

Value Proposition for a Google Analytics educational product:

Learn How To Leverage Google Analytics to Increase Conversions & Sales

Welcome Emails

Step 6.

Add any hypothesis to your spreadsheet, these are often updates to your value proposition and would call into the persuasive tab.