

9

WORD EMAIL FOR INSTANT MEAT SALES

9-WORD EMAIL FOR INSTANT MEAT SALES

What you are about to learn in this doc is simple, but do not be deceived by its simplicity. The email marketing strategy you are about to learn is responsible for a shocking number of sales each month for our private clients.

Whenever a client is having an issue generating sales or needs a quick infusion of cash in their farm-to-table meat business, we remind them to send out a 9-Word Email and within 24-48 hours, problem solved.

We understand hearing that may raise your bull hockey meter, but hold on. There is a prerequisite to make this work. First, you must already have an email list of past and prospective customers. People who have raised their hand and expressed interest in what you have to offer.

Which brings us to our second must-have. You have to actually have an offer. What is it that you have been promoting to your list? Are you selling beef quarters? Pork packs? Poultry subscriptions? Lamb or goat bundles? Generally speaking, they should know who you are and what you produce.

However, if you have a list of past and prospective customers that have willingly subscribed to your list in hopes to someday purchase what you offer, then this is going to be a strategy you will want to deploy in your business like clockwork each and every month, as well as at the end of your promotional campaigns.

Let's get started.

SPEAR EMAIL

If you have been following the strategies we have been sharing, you may be starting to see that much of what we do to acquire leads and build a list is very principled, if not downright scientific. It is more data-driven than anything else. You can easily break down the steps, interpret the results and then turn the dials to optimize your campaign for desired results.

However, converting those leads into buyers is a bit of an art. Our friend Dean Jackson calls it the Art of Conversational Conversations. That is the way we write copy or emails that sell. It is much more of an art form. What do we mean by conversational conversations?

Let me start by showing you instead of telling you.

Scroll through your email inbox and take out all your personal emails. What you are left with are businesses that are constantly mailing you with a barrage of junk. Their latest sale, discounts, last chance clearance opportunities and so on and so forth.

Want to know the real reason why those emails never seem to work?

You know they were not only meant for you. You know there are thousands of other people that got that same sterile, corporate message. And so you do what absolutely everyone else does. You ignore them. In fact, sometimes they are so irrelevant you don't even bother to delete them. They just pile up.

The opposite end of this spectrum is what are called SPEAR emails. SPEAR is an acronym for Short, Personal, Expecting A Reply. It is these emails that are at the core of conversational conversions. Sure, you are sending them to hundreds or thousands of customers on your list all at once. However, it feels like you are beginning a personal conversation with a friend and that is the true power hidden inside of the SPEAR.

You know a SPEAR email when you see it, because it speaks to you like one person to another. Much like you are used to hearing in dialogue format in real, everyday life. It is immediately more engaging.

This is why it works. Something happens in your brain when you realize, "Hey, this seems like it might be a message for me." Why? Because when you are reading an email you are not just reading the words. There is also a voice in your head that is reading them too. It might sound like your voice, but it sounds like a real person with real inflections and dynamics. And that voice sounds like a real person talking, so you feel compelled to respond.

9-WORD EMAILS

One of the most powerful SPEAR emails you can use to generate instant sales is what we call the 9-Word Email, again, created by marketing legend Dean Jackson. In fact, we often refer to it as the Resurrection Email because it can revive a seemingly dead email list. It has worked across every industry imaginable, but it works especially well in ours as farm-to-table meat producers.

Anytime you need to make the cash register ring, go ahead and send this out to your email list. It is a bit of a manual process as this is a sales conversation starter, but it helps get people who are ready to buy to raise their hand for your help. They will typically respond with "Yes, how do I order?" or "Please call me xxx-xxx-xxxx."

This email is shockingly short and sweet, but the magic is in how personal it feels. Again a conversational conversation, not a canned sales promotion like all of the other emails your customers are inundated with from other companies. It feels much more like a quick check-in email from a close friend.

Be sure to tweak it to your specific product. Send this out once a month and toward the end of each promotion for best results. Our challenge to you; if you have never sent one before, go ahead and try it right now.

SUBJECT: beef

Are you still interested in ordering a quarter beef?

That is it. That is the whole email. No more and no less. Notice you aren't addressing the recipient, there is no greeting or salutation. It contains a subject line and one sentence in the body of the email. Of course, there are many variations to this, especially if you sell another product or another offer. Just keep it close to this in a way that makes sense for your business and throw this SPEAR email at your list. You will be surprised how much it is like spearfishing in a barrel. (Pun absolutely intended. Wrote that sentence just so we could use it.)

They say there is no "magic bullet" to making sales as a farmer or rancher, but this is as close as it gets, my friend. Be sure to follow up when your subscribers respond. Remember, fortune is in the follow-up. 80% of all sales happen between the 5th and 12th contact. Build consistency in your email marketing by using the SPEAR email method and the 9-Word Email. This is sure to get the fruit out of the trees when you are ready for it.