



## How I Helped Make A Company Over A Million Dollars in Six Months Using Email Marketing

Ellen Rohr and [Monaica Ledell](#)

**Ellen:** Hello, I'm Ellen Rohr the Plumber's Wife, turned Business Makeover Expert. Welcome to Business Makeover 2014 and when I say makeover, I mean let's make it right. Let's make it what you want. Let's make your business the best business it can be and create a business that serves your lifestyle.

It's been interesting to me how often in our interviews we're talking about what goes on between your ears, the mindset and the philosophy. I also like to make sure that all of our experts give us some tactics, some to-dos we can engage today that will take us in the direction of what we really want, so makeover your business.

Imagine a reality TV show starring you. Now is your chance. Out with the old, in with the new and here's to our best year yet, 21 experts, 21 days and lots more. I have a lot more than that planned, so I'm going to just have to pack it all in. Be sure to check your email we'll have surprises throughout this program.

I'm so excited you're joining me today and I'm super excited about my guest. Today we'll be visiting with Monaica Ledell.' Monaica is the Chief Visionary and President of [TruthHacking.com](#), copywriting that sells without all those little white lies.

Prior to getting on the call today, Monaica told me that copy is the key. She focuses on how to create words that are going to express who it is that you are and help you connect with just the right clients. She's got a copy and branding company that works with world savers and change makers -- Wouldn't you want to be one of those? Yeah, baby – people who have a purpose and are making a difference in our planet.

She helps you finesse the web. Like me, if you're intimidated by online marketing or if you've been hoping you could merely slap up an ad on Facebook, tweet now and then and send a canned-copy email occasionally and produce enough sales, well, you're probably getting some meager results and so today Monaica is going to give us hand.

She is all over the place. If you recognize Monaica, it might be because you saw her on MSNBC, 'The Grindstone', 'Marie Claire', 'CNN Money'. She's a sought after expert all over the world. She also is a mompreneur. She works at home with her husband and their kids in the great Midwest next to me in the Great State of Kansas. She's my neighbor because I'm in Missouri and I'm so excited that you're here.

Monaica, what I like best about you – and there's about a zillion things on the list of things I like about you -- is you appreciate that if you're going to create a business you

also have to create a lifestyle, maintain your family and those relationships as well, so we're going to be talking about all that today. Welcome Monaica.

**Monaica:** Thanks Ellen. Really, thank you so much for having me. I'm so excited to be here and be talking with you today about topics that are really passionate to me, copywriting, sales, marketing, leverage and, like you mentioned, this time freedom that you can create within a business that you really love or enjoy doing that you may or may not be passionate about yet, but can become more and more passionate about. I find the more it succeeds, the more time freedom it gives. Anyway, I'm thrilled to be talking to you. I love you, Ellen.

**Ellen:** I know. We love each other. It's been such a selfish endeavor because I thought if I am going to put an event together like this I'm only going to play with people I really like, with people who can teach me something and my hope is that this information is going to be available, accessible, approachable and of use to many others. What I've found is that as business owners we're all challenged by the same issues, so a lot of our conversations have started with mindset and ended with marketing.

Marketing is how we're going to get found, how we're going to get connected with the right customers, so we're going to talk about all that. But one thing that also connects us is that we're all businesspeople ourselves, so I'd love to hear the Readers Digest version of your story, Monaica. **How did you come to be this Chief Visionary and President of [TruthHacking.com](http://TruthHacking.com), someone who's an expert in copywriting and online marketing? Where did that come from?**

**Monaica:** Well, you ask a really good question. I guess before I get into everything about what we're going to be learning today, I want to talk to you about how I discovered these game-changer techniques. There is a story behind it, multiple stories as there always are, and I think that's the first keyword for the day. If you're going to write down something or take notes, let's talk about stories because they're the most important things you have.

I'm not talking about stories that are made up or stretched or hypey. I'm talking about real, true stories that make you different. So that's the first thing I would want to pull you in to kind of paying attention. I like to say how I accidentally helped make a company over \$1 million in six months. It's a true story, it totally is.

**Ellen:** I love stories. Stories work. I get it. I hear what you're saying. It is what makes each of us unique. We all have them, sometimes it's just a matter of recognizing and uncovering the gold there, so let's here this one. It's a compelling title for a story.

**Monaica:** Well, thank you. As you can tell by the title, I was clueless, really. When all of this started I was totally clueless. It all started about seven or eight years ago when I was working with a very well known million-dollar-income accelerator coach. At the time, he really wasn't that well known. I had been mentored by him for several months and one day he calls me up -- I mean I literally remember the moment -- and said I want to train you in sales.

That wasn't really the poignant moment, but I remember that because of what happened after and the result that happened in my life. I said to him, I don't really know anything about sales. I've never done sales. He said if you don't learn how to do this, you will not succeed because business is about sales. It's about offering a product or service to somebody and giving them -- this is the key -- the opportunity to buy from you.

Then he went on to kind of coach me along. He said if you don't know how to sell, you will not be successful. But if you can learn this skill, you can go to any market anywhere no matter what the circumstances are and you can be successful. So I was like all right, sign me up.

I had really no idea what I was getting into at that point. I'm just kind of young and naïve, a little dumb, totally inexperienced, but I'm like sure. Yeah, whatever, I'll do it. So I just spent the next six months learning how to sell and I was doing it by phone totally cold calling.

**Ellen:** **Did he turn you on to a sales class?  
How did you learn this because selling is a skill?  
He just said you've got to learn how to sell and then threw you to the wolves?**

**Monaica:** Yes. He said I'm going to fast track this for you.

**Ellen:** I'm going to throw you in the pool so you can learn how to swim.

**Monaica:** This has happened to me many times in this life, where I kind of have this out-of-body experience. You're kind of feeling really naked and you realize in that moment you are clueless. Nobody gave you any tools and you just kind of have to fight for your own life. This was another one of those moments, I've had many. I was completely terrified.

This was my first assignment and he said to me you're going to call 100 people in seven days and talk to them, not just make the phone call. I had to actually have 100 conversations in seven days and sell this personal development program I had. I had no script. He offered no script. I had no idea what I was doing. I had no list to call. This is a true story. I wasn't planning on telling you this part, but anyway. Let me back up.

For starters, I'm calling random people. I had no idea I was doing this really hard way. People who didn't ask me to call them, otherwise known as cold calling. My hands would literally shake as I tried to get the courage to call these people up and ask them if they wanted to buy something from me. The conversation kind of went something like this, Ellen. Hi, is Mary available? Hi Mary, this is Monaica Ledell. They'd be like Monaica who? My stomach would just drop because they were not anticipating my call. It's like the worst feeling ever. I think cold calling is a dying thing, hopefully, because it's just not practical and it's just not smart. So, on a regular basis, I want to puke.

I really wasn't planning on telling you this part, but anyway. I come back to him a week later and he said okay, how many calls did you make? I said well, I made such and such calls and I can't remember. He goes how many people did you talk to? I said well, I talked to 20. He said that's not what I told you to do. I said I know, but I didn't have anybody to talk to and this is a huge improvement for me. He said that's not what I told you to do. I told you to have 100 conversations with people. I said okay. He was really like this quick, swift kick-in-the-butt kind of coach.

**Ellen:** A brick kind of a guy, not a feather kind of a guy.

**Monaica:** Yeah there was no touchy-feely at this point. He's like I told you to do this. You need to do this. I said okay. He said I'm going to tell you again, have 100 conversations and we'll talk at the same time next week. He left me clueless. I said okay. I worked my rear end off. I call him back beaming with pride. I'm so excited. He said how many people did you talk to? It was something like 62 or closer to 70 and he said that's not what I told you to do. If you don't do this I'm firing you as my client.

He was really serious and I'm like God. Wait a minute. Who paid who the money? Wait a minute. I didn't even know what I was getting into, so I left. I was totally disheartened. I went through all of the things that people go through when they're having a breakthrough. I'm crying. I'm mad. I hate him. I'm cussing him out in the shower. I mean all these things. I sat down for those next seven days and I talked to 100 people. I was literally dialing people at whatever the time zone was.

**Ellen:** Don't call different countries now because it's late.

**Monaica:** Well, I didn't call different countries, but I did make an awful lot of Hawaii calls because I had more and random cold calling.

**Ellen:** Good. There you go.

**Monaica:** I tell you what, it ended badly and, to be honest, I never sold one of those damn programs, not one single one, Ellen, but here's what I did. I kept my commitment. I learned very quickly how to talk to people and how to start a conversation and get them to respond to you in the shortest amount of time possible. So I was constantly kind of reinventing myself figuring out what worked and what didn't work and I no longer shook. It took me three weeks, but I no longer shook. I didn't feel like I was going to puke when I picked up the phone. Okay, he was doing me a huge favor. He was fast tracking this for me.

So basically, I learned to get over myself, make the call, ask for the sale, keep going even when I sounded like a complete idiot and now I'm tough. I could handle rejection. It doesn't have to take years for you to learn this skill, I mean if you want to do what I do. I wouldn't necessarily recommend it, but it sure did work. So that was the first thing I learned.

The second piece of information I got was from a really successful businesswoman. She was, I don't know, selling vitamins or something. She was kind of famous in her sphere and she gave me another really critical piece of advice. She said if you want to be successful in business you must master the art of marketing. This was in the days when people were just talking about SEO, so I thought the first thing I would learn would be SEO. I don't know why I didn't choose something much simpler, but I started with SEO and this was at a time when the experts were still trying to figure it out. Here I am and that's the first thing I'm going to focus on by God is going to be SEO (Search Engine Optimization).

Anyway, I was doing things the hard way, but you don't know what you don't know and you're completely blind out there. So here I am again at a point in my career early on and learned the secret sauce to becoming successful in business. I had no clue it was I needed to be an expert in marketing and sales. I had to learn how to sell and I had to learn how to become an expert in both of those things or else I wasn't going to succeed. If you have a product to sell and you can sell it, but you have nobody to talk to you're not going to make any money.

**Ellen:** I don't mean to interrupt your story, but I'm prompted to underline a couple of things, one, that cold calling experience. Here's what struck me as you were sharing that. If you're listening in today, you may be looking for some ways you can shortcut to success and not have to experience some of the pitfalls, the highs and lows on your way to

success. That's a great reason to listen in and learn from people who have been there, done that.

However, part of your story is that whatever you have experienced led you to this point today and that cold calling experience, while maybe avoidable, did have that gold nugget in it in that it took away your fear of calling someone you don't know and having a conversation, which will come in useful in your life. Maybe that's not the most efficient way to make sales, it is absolutely not, however it was pretty cool.

My son, Max, worked for MCI once upon a time in this giant call center when he was 16. He didn't know better. The model was that you called 500 people to make one sale. He made tons of money. He made a million phone calls, but what it did for him is what it did for you. It just made him oblivious to rejection, which is a wonderful thing to have happen.

So no matter what path led you to be here today, what I'm hearing from your story, Monaica, is that there's a lesson there and it's worth having. Every experience you have is going to support you in ways that you may not even realize yet, so I love that cold calling story. So, yes, it's important to learn how to sell and I hope there's more to that story as far as easier ways to do it. Then marketing, you really went into SEO marketing. The reason I brought you on the call today, Monaica, is that I am relating to how overwhelming and intimidating this online marketing stuff is. Back to your story, now you're talking to a person who can help you market.

**Monaica:** This is great because if you're listening right now you might be asking, wait a minute. I thought she was going to be talking about copywriting and sales and I am. Here's the big takeaway through all of this, before I get to tell you how I became VP of this company. I started asking myself, how can I do this faster and better because this isn't working for me? I am not going to spend the rest of my life calling Hawaii and random people. Have no offense anybody from Hawaii right now.

**Ellen:** No. I get it though, that's so funny.

**Monaica:** Also, how can I marry sales and marketing in a way that makes sense for me that's time efficient? I want to go out and play. I want to have fun. You sit me down and I have a schedule, right? I'm psychologically unemployable. I blame this on my parents. They were entrepreneurs, but I wanted to have more flexibility than my parents who were on lockdown 24 hours a day to their business, 24 hour a day. It's just the kind of they had.

**Ellen:** Are they dairy farmers? They sound like dairy farmers.

**Monaica:** No, they owned a drug and alcohol rehab.

**Ellen:** Okay, that would be 24/7.

**Monaica:** It was 24/7 because they had patients. Anyway, I decided I want to have more freedom here. Even when I make my schedule for the day I have blocks and chunks of time. I'm the kind of girl that needs a break. I need to go outside. I need to ride my bike. I need to take my kid to the park. I need to go shopping. I need to go to the grocery store. I need to go to Starbucks. Anything I can do to give myself a mental break because for those two or four hours I am exhausting my brain. I will play hard and I work hard, so I need those breaks. So I knew whoa, this isn't going to work for me. I

want kids. I want a family. I want a life. I'm always scheming, like how can I do this bigger, better and faster.

So that was what was starting to happen for me and then we fast forward 18 months later and here I am I'm the co-VP of sales of this company, of his company. He later hired me after I was trained and I have all the battle wounds and the scars to prove it. At that time, I started to see all these people were really just starting to send emails. It really wasn't popular to have a newsletter yet. Some of you may know or may not know, it doesn't matter, but these were the days before Ali Brown. Ali Brown was the ezine queen. This was a long time ago. So we decided we're going to try this.

He was already sending emails at the time, but not with any consistency. There was no strategy behind it and they were mostly sales emails. Like hey, by the way, I'm teaching this class. Register for this amount of money blah, blah, blah. They were not content based. For anybody that doesn't know, content in marketing is the act of educating someone and offering really valuable juicy tips or information to your list, your customers, your potential customers or subscribers, your Twitter followers, your fans. It's everybody. If you do this well and consistently over time, you will end up with very loyal potential and current customers.

I asked him if I could start sending out a newsletter and he let me. He was like yeah, sure. So we started sending this out on a semi-regular basis, I would say, Ellen. I had no clue what we were doing, but we started to get a response and people were excited. They started asking questions. They started responding by just hitting 'reply' on the newsletter. They wanted to know more about what we were doing and get answers to some of the biggest questions they had about being successful and increasing their income.

So around that time we developed a way to talk to customers because we were in that shortcut mode of how can we do this faster, bigger, in less time with more freedom? I'd say at the time our list of newsletter subscribers was around 3,000 people and we sent out an email saying this. Hey, Ellen, if you want a chance to take your business to the level – I'm modifying this, it was much longer and much sexier – you can get your very own Art of Success Evaluation. Here, fill it out and we'll have somebody talk to you.

We were using email to support our lead funnel in sales. We were giving people an opportunity to subscribe to something, register for something and get a sales person on the phone with them at that time to help assist them with the sale. We had now a reason to talk to them because we were going to have a coach or a sales person give them their very own Art of Success Evaluation. Again, we really weren't being strategic on purpose, but we did it. We tried it. We tested it.

If you're wondering, how do I develop something like that, I want to encourage everybody to just get out there and not worry so much what it is you're doing except just doing it and testing it because each list is different. Joe's customers are different from Mary's customers.

**Ellen:** I hear testing all the time, too. **When we say testing it, are we really just saying try it and see if anybody responds? Is that testing?**

**Monaica:** Yes, but it's more than that. You want to develop an idea like we did with the Art of Success Evaluation. Let me give you an example. We just thought well, let's try it. Okay?

**Ellen:** Okay.

**Monaica:** We didn't have access to things like WOO Forms, the ability for somebody to fill out a really long form and then it's emailed to us and then we call them. We didn't have access to Survey Monkey. In fact, I don't even know if Survey Monkey was around at the time.

**Ellen:** Okay. Those are online survey tools that you can use.

**Monaica:** Yeah, these are tools that are going to support this whole funnel you would be building. We just told them to email us and we sent them out by hand. So they emailed us, we would then return the email with a PDF download. I don't even know if it was a PDF, I think it was like a Word doc. It was a Word doc.

They would get this back and then we told them to either email it back to us or fax it back to us. So we were getting all of these faxes, tons and tons. I should probably go through it, but I found a box not too long ago in my basement with all of these Art of Success Evaluations and most of them were faxed to me. So you think about that and you think about testing.

I use that example as hindsight. Go back and research and have tools or have tools built for you that are going to make it faster for you. Maybe the language is off. You don't just launch something and go well, that didn't work the way we wanted it to, moving on. Check. It's like wait a minute. I tell my customers hold up. You want to get somebody to respond to something and if you have a two percent conversion rate that's something we can work with.

When you test what you're really doing is you're taking it to market and then you're making it better over time. So you might take your two percent conversation rate and you say you know what? That headline, I think we're going to try a new headline and let's see if that works. It's like being in Chemistry back in high school and you've got these variables to test. You want to have constants and then you want to have your one variable you're testing. So you might test that new email headline of that whole campaign and now you have a 10% conversion and you're like wow. That worked.

**Ellen:** Okay, so we're going to at least do something and we're going to measure whether or not we get some response and then we're going to tweak something. Let's see if we can do better by changing it.

**Monaica:** Yeah, it's all about getting better faster and you're going to have variables. You're going to want to maybe use a different image or that one didn't work as well. A new popular thing that's actually proven to be really effective in my world is what's called stacking testimonials. We've talked about this off the call, Ellen, which is showing one customer testimonial after another on top of one another on your website or let's say in your email, something like that. It builds more credibility.

The experts in my field have tested that and they found out we have much higher conversion rates when you do something like that. That's what I'm talking about. That's what testing really means. It doesn't mean I tried it, it didn't work the way I wanted it to work therefore I am done.

**Ellen:** I want to add this, too. If you're listening in and you're a plumbing, heating, cooling, electrical contractor, you could apply this piece of your story where you're talking about doing a marketing assessment. You could say are you tired of putting on three sweaters in your living room all winter long? Take this quiz or fill this out and we could help you find out some simple things you could do to make your home more comfortable. We could maybe lead into an energy audit or a home comfort audit as a result, right? So look at this in terms of what your business is.

It's the beginning of a needs analysis and needs assessment. Hey, I don't know if I'm the right guy for you, but let me ask you a few questions. That's what we're doing here and it's good, solid content that someone might find interesting and someone else might say it's not only interesting, I want to know more. Let me give this guy a call or respond to this email.

**Monaica:** And you have a reason to connect with your customers.

**Ellen:** I love it. All right, so you're learning this and this is still with the guy that threw you to the wolves. Now you're working with his company and you're deciding that we're going to have to move faster because there are only so many people in the time zone in Hawaii. We're going to combine what we know about sales and marketing and let's see if we can get more efficient and make this process faster. You're starting to narrow in on a useful newsletter email-type approach to your customers with a fairly modest list, I mean 3,000 isn't 3 million. Okay, what happened next?

**Monaica:** I think we had over 100 people that we talked to at the time. We were helping people set up and review their goals for their business, so it was in those goals that we started to sell our products and services. We were developing a relationship with them over time and I think that's really key, too. Trying to get that one in 10 customer is so silly. You want to retain your customers -- that's where the money is -- and you really want to develop an in-depth relationship with them.

Most of my clients think I'm their friend. We are friends. I don't get fired by my clients. I have to let them go. We talk about a new program or something like that because people just want to keep working with me. It's the same for the mechanic we have down the road. I send everybody to this one mechanic because he's amazing. He'll text, tell you when your car is done and then he'll sit there and you have this interesting conversation with him. I would never consider going to another mechanic. My dad goes to him. He took his old Harley there to get revamped. There are too many personal connections now that we have with this mechanic, right?

**Ellen:** So we can leverage this no matter what the marketing form is, whether it's traditional marketing or online marketing.

**Monaica:** That's right. Over a period of time, we started selling these products and services and in our case our main ticket item was a ticket to a live event we were hosting in Las Vegas. It was a \$4,000 event and we'd just taken a customer over. It took some time, but there were emails to support it and I'll go through that process in a minute.

Some bought and some didn't buy, but the ones that didn't we maintained relationships with them to get them to the next event via our newsletter email marketing. So through all of this, whether people bought or not, we didn't just write off the people that didn't and just kind of like check, move on. It's not like a factory here. We kept sending emails and developing a relationship with them.



So now here's what's happened. Here's what happens when your, one, consistent. You're doing things regularly, consistently, and two, you are sending really valuable information that helps somebody. It solves a problem or just brings major value to their life. It don't matter what industry you're in. Whether you're a plumber, a coach, a mechanic or a flower shop owner, it really doesn't matter. If you can do those two things what happens is people start talking about it and they start relying on you for that expert advice you're giving them.

There were people hanging out on our list who hadn't bought and then all of a sudden they start buying some of our products. What you'll see over a period of time is that other new customers will start to emerge and you start to create this snowball effect by simply doing well, this act of doing well by providing a really good service for people. It was just in the way of education by connecting with them and letting them know we had specials coming up. If anybody is listening, maybe you have a special coming up, solving a problem for them or reasons why flowers are still a great gift to give somebody. Do you know what I mean?

**Ellen:** Or people, it's going to rain. You better check your sump pump. These are real things.

**Monaica:** Yes.

**Ellen:** **Is this how it accidentally added up to be \$1 million?**

**Monaica:** Yeah, it did in six months. What we found out we were doing -- hindsight, looking back -- is, one, we were effectively nurturing our list of customers and potential customers. Two, we were generating new leads or subscribers because we were giving people a reason to join our community. Three, we were selling our products and services and, four, we were creating a major buzz in the marketplace and using emails as a tool and it was all unintentional at the time. That is exactly how I accidentally helped make a company over \$1 million in six months.

**Ellen:** At the time, too, it's easy to do this. I know this is going to sound kind of goofy, but sometimes I look at people who started with Internet marketing like Ali Brown and I think you know what? God bless her, I'm really admiring her success. She was first in, too.

**The first ones in a market always have an advantage, so how do we leverage that now?**

**What lasted as far as the lessons learned?**

**One is that if you're only getting five emails a day it's easier to pay attention. When you're getting thousands what now is the special sauce, is it the copy?**

**Monaica:** It is the copy, but it's also the frequency. There are a couple of things, so let me run through these kind of quickly in lieu of time. Don't be afraid like well, I don't want to get a million emails; therefore, I'm not going to send very many emails. That's the worst thing you can do. Eighty-seven percent of all sales, particularly for women, are being influenced mainly by email marketing.

**Ellen:** Wow!

**Monaica:** So you have a huge opportunity here. Just keep that in mind as something to consider. I like to get my clients up to once a week. If you're not doing it, email out once a week. Over time, get up to two to four times a week, if you can and it makes sense for your business.

**Ellen:** That's mind blowing. I think a lot of people are afraid of emailing too much because people are going to drop out and opt out and everything, but I'm interested in your reasoning.

**Monaica:** Well, we could probably spend hours on that, but part of it is testing, you know figuring it out. Don't go too fast in getting up there, but immediately get up to once a week because you have to stay in front of your customers and you have to remind them of what you do. Too many business owners I see make the assumption that they remember who you are, but they don't.

**Ellen:** They don't. I hear you.

**Monaica:** They don't. They have their own lives and so you have to remind them and at the same time you're reminding them solve a problem for them. If you can bring in your own personality and humor and things like that it makes it all the better. So that's the first thing I would say. If you start getting a bunch of unsubscribes then you go back to the drawing board and go okay, what do I need to do here?

I will say that I don't get freaked out when people unsubscribe from a list and the reason is the days of having a really huge email database are kind of over. What we want is a real high engagement rate. We want people who are responsive who are taking action. They're clicking on a video. They're buying or calling you. They're saying yes, I want you to come and do an assessment of my home. So you're looking more at engagement rather than the size of the list. It's not the size that matters; it's what they're doing.

**Ellen:** That makes me breath a little easier. I love that a lot. So part of what they're unsubscribing about is that they just really may not be your customer and that's going to be okay. Another thing may be that if you get a whole bunch of unsubscribes to an email you might go back to the drawing board in terms of is this real content. Is it useful? Is it helpful? Have I crafted a story here that someone will engage with?

**Monaica:** Right, exactly. It's like trying to sell diapers to a mother whose baby is now toddler and just got potty trained. Don't worry about it, there are a billion people out there and the Internet gives us access to all of those people. Here's the other thing, you can make a lot of money with a very small list of even 500, a lot of money.

So, again, there is a lifecycle, a lead is what we call it, the time at which a person enters into and let's say becomes a subscriber to you and then leaves. Your job is to figure out the average amount of time they are in your newsletter list or with you. If it's at 45 days that you see most people buy, you want to maybe send something around the 45-day mark that offers them a sale.

Really, we have so much technology in-house now to go and address some of these issues and make you way more efficient, which means more money for you in your business and will increase your bottom line.

**Ellen:** Let's talk about the content.

**What are some mistakes people make with their copy and what are homeruns when it comes to copy?**

**Give us some advice about actual content. If we're going to send them something, what do we want to remember?**

**Monaica:** Okay, this is the process. My technique is called 'Courting your Customers'. What is courtship? It's wooing. It's flirting. It's swaying. It's all the things that men and women do in the beginning of a relationship, Ellen, to go over board and really try and win you over. Maybe open doors, surprise you, using good etiquette, not chewing with your mouth open, stuff like that. You show up on time. You flirt. You become a master at this. It's courting, courtship. We've kind of lost this in our world, I think. I'm just so old school. I'm young, but old school.

Anyway, courting, treating others like you want to be treated when you think of content and the way that you want to connect with people and the way you want to write this copy. When you sit down to write an email you don't go well, hello, my customers. You think to yourself if I was just going to send an email to Ellen and I was going to write her personally or privately, what would I say?

Hey Ellen, here are some things that are going on or here's a big aha I had this week. I wanted to share it with and here's why. I know other people may need to have this aha and I wanted to spread the, aha. I wanted to sprinkle this around everywhere and create more benefit and value for you.

**Ellen:** Talk to one little buckaroo. I heard that about being on television, too, to talk to one little buckaroo. It was a response some television star said. It wasn't Mr. Rogers, but someone in that era. They said how come you're so good? He says I talk to one little buckaroo on the other side of the camera.

**Monaica:** That's right. I love that, buckaroo. I love that.

**Ellen:** Isn't that cute?

**Monaica:** Yeah, it is. I mean it's like this. If you're sitting in a restaurant on your third date and you've got this guy or gal in front of you who is just talking about how wonderful they are, like I'm so awesome and these are the only...

**Ellen:** That's a great visual. You hate that.

**Monaica:** Yeah. It's like get me out of here, right. It's not that attractive and you don't want to do that with your customers or clients. What you want to do is solve the problem, so if you're owner of a restaurant you might not be like wow, our food is so great. Well, I would hope so if I'm going to go there and spend the time and money to pay for it. You don't need to tell me that.

You need to tell me what kind of experience I'm going to have. What am I going to experience here? What makes you different? Why should I tell my husband that on our anniversary I want to go there? Why is thing going to be a romantic night for me or why is this going to be a great place where I can take my nine-year-old and screaming six-month-old, right?

It's things like that. What's this fun memory or what's this new thing that is happening at the restaurant? Even if it's a new food you're introducing, give me the back story. People love stories. We have built our world over ages and ages on storytelling. So tell the story, but don't lie about it. So this guy or gal on the fourth date wants to really take it to the next level and make it official like you're my boyfriend or you're my girlfriend, you've got to do things like woo her, surprise her, be mannerly. Surprise and introduce that into your marketing. You don't have to be unauthentic in your surprise, but keep it interesting.

I kind of ask people whatever happened to the Golden Rule, you know treat others like you want to be treated and that doesn't necessarily mean on frequency. If you are delivering really good content, you can justify sending multiple emails a week. You will see, as a result of sending more emails, more money being generated to your company.

**Ellen:** Okay, let me interrupt. What I'm really getting out of our conversation here today is that what you send is going to trump how often you send it. If you're sending great stuff, people are going to be delighted to see oh, it's from Ellen. I know that's how it is when I get an email from someone who is a clever writer.

Peter Shankman is one. I love the way he writes and he always talks in stories. This is what happened to me today. Here's what you might relate to. I was wondering about this. It is very conversational and very personal and it is all about that.

**Do you have to do that yourself? Do you have to develop those skills? If I'm a business owner and I'm realizing man, that sounds a little intimidating, I'm not a great writer, what then?**

**Monaica:** I think it's about finding people who do this for a living. You know finding experts who can actually help train you how to do this better over a period of time so that you can get into the flow. I mean this is a new skill for a lot of people. I think most people out of the gates are scared to get vulnerable. Actually, the third most key thing you can do is get real and vulnerable with your customers and clients and stop trying to impress me.

I think when you are kind of on the defense because you feel unclear about what to do, what ends up happening is you just try to impress people with a product, a sale or whatever you're doing. So I would say go to people you know that can train you. If you're too busy, this is a great thing to outsource.

**Ellen:** You know it's interesting. I have a son, too. He's a big kid, though. He moved to Colorado and really wanted to commit to his skiing and, of course, I told him take a lesson. That will save you so much time and energy. When you were talking about the fellow who said I want you to make a sale, I just assumed that there would be a sales process or he would steer you in the direction of a great sales trainer.

Jeffrey Gitomer is going to be part of our program, our fingers crossed. I love him so much because he has a great sales system. With operations the path has been paved ahead of you, so you can improve your own skills if you're interested. If you feel like you know what, I think I could write, then, absolutely, you could learn to write better. If you could write your own copy I think that would be fantastic.

If it makes you want to throw up to even think about it, then maybe someone on your team or outsourcing someone could help you put together some really valuable content and help you put a voice to what it is that you want to share. I imagine you'd have to work pretty closely with someone you're going to outsource this to.

**Monaica:** Yeah, I mean you've got to hire the right people. Copy is the number one most influential form of marketing or marketing tool that we have out there, so you don't want to just hand this over to somebody and go hey, could you write some emails. It's not like that. You need to find people who understand that this is a support tool that's going to support your sales and, if done right, you will see an increase in sales over a period of time. If you can keep on that road, what will happen is you'll get these ravenous customers. You'll retain them and they'll be excited to hear from you. That's what I can tell you. That's what I would say.

**Ellen:** It's interesting because I hear people say postcards don't work for me or email marketing doesn't work for me and I'm thinking right now really or is it the copy?

**Monaica:** It is the copy. Postcard marketing is brilliant and very effective. I will tell you this, this is extraordinary. On a direct mail piece I have on record consistently, the last four or five that we've done, around a 33% response rate.

**Ellen:** What?

**Monaica:** That's insane, Ellen.

**Ellen:** That is insane.

**Monaica:** That's insane. Now, the average industry is around, I don't know, two percent. If you get something like that you're in good shape.

**Ellen:** **Can you share like a rockin' headline? What was an element that just really resonated?**

**Monaica:** Well, here's what it is. It's about finding your ideal customer and giving them something. So if I'm going to send them a postcard, I'm not just going to be like hi, I'm having a sale. Ah, a postcard. There's a disconnect for people, it's kind of like anticlimactic, right? But if you say I want to give you this, it's a free kit, it's a free this, it's a free that, come to my website. You're using the postcard as a tool to generate a new customer and get them into your sales funnel and pipeline and most people are using it incorrectly.

Nancy Michaels, who is a friend of both of ours who is also a speaker on this teleseminar, talks about writing a top 10 list. So if you write a top 10 list on your oversized postcard or do something like that, people are going to be more likely to hang it up, hang on to it.

**Ellen:** **Do you like things like five things you should never do and three things you should always do?** I like to tips like that that really kind of boil down. I've been asking you those things, too. What are the things you should never do and should always do?

**Monaica:** Exactly. You can even step back and go what are the most common questions we get on a regular basis from people our office or when we're doing our home visits or something that. What are the most common questions? So sitting back and writing those down and then developing some top 10 lists or top three lists or just lists in general and being able to use that in your marketing, that is always killer if that is helpful to you. I want to give you one example because I know we're at the end of time for our interview.

**Ellen:** I know. It goes so fast. All right, give me an example.

**Monaica:** Okay, here's something you don't want to do. You don't want to say something like this and I see it all the time. Hi, Martha, here I am. This weekend I'm going to be living it up, taking my Jag for a spin with the top down. I'm going to be returning to sit by the fire in my million dollar estate and sip wine all night long. Somebody doesn't really write that, but it's pretty close. I get emails like this all the time.

**Ellen:** Yes.

**Monaica:** What happens is immediately there's a disconnect. You are so far away from me I can't even touch you. It's a wee bit overdramatic. It's like an overplayed card. The problem is it's not believable. It's really phony. In the end, I'm too busy. I don't care about your Jag or your wine or your estate. What I care about is that you promised me you were going to teach me something when I subscribed to this list, so don't be abusing my email. I call it 'inbox abuse'.

**Ellen:** Inbox abuse. Okay.

**Monaica:** Yes. What happens is they're playing on the insecurities that you think I might have.

1. First of all, it violates the Golden Rule.
2. Two, it is not the way that you're going to retain customers.

What we've seen in the last several years is the surge of social media and writing those campaigns and yes, copy is really important when you're running social media campaigns. It's asking the right questions and getting the right response. As a society we are demanding more authenticity from businesses. We want to know who's behind it and we want to know the stories behind it. We want to know who works there and we want immediate access to you.

We want you to not necessarily give us a refund and give us everything free, but we want you to at least be willing to set the record straight or right or be helpful. For those people that can capitalize on that idea and really take the time to connect with people and send stuff that's valuable, you will be the ones that will be leaving your competitors in the dust. I also want to say this, Ellen. If you want to buy a book, Zig Ziglar, the sales guy, wrote a book.

**Ellen:** Love him! Tom Ziglar is one of our experts. His interview is awesome.

**Monaica:** Yeah!

**Ellen:** I know. I love him. I'm so happy. Okay, so Zig Ziglar. Which book do you love?

**Monaica:** Well, there are lots, but he wrote a book called *Courtship After Marriage*. Even if you're not married, who cares? This was recommended to me and my husband about five years into our marriage by a marriage therapist. We didn't realize that this honeymoon phase ends and that couples get lazy. We didn't know what we needed to do to revive our marriage. If you read that book it will go through some things that you can do. I encourage you guys to read it from the perspective of your customers and how you might continue to court them, even after you've got them on your newsletter list.

**Ellen:** That's such great advice.

**Monaica:** Yeah. You can apply it to social media or email marketing or whatnot. I also want to encourage people to just become experts in copywriting. It's one of the most expensive things that you can outsource and it does reach a point where people just need to step into outsourcing and having a writer on staff. My clients love it because I can anticipate how they're going to say something, what they're going to say their next move. You need to somebody to be able to do that, but a lot of people aren't maybe in that position to do that just yet.

**Ellen:** Let's talk now about what you're offering because it's fun. I've had such a blast with this price point on our offer. So for each of the speakers I said hey, if folks are interested and they want to work with you or get to know you a little better, we need something to share and here's the rule. It has to be \$97. So I want you to pack as much as possible into that \$97 because that will give you a chance to engage with some new people and be a really great service to the folks who are listening and say Monaica might be able to help me.

What you've got pulled together is an assessment for someone who does want to be the chief marketing officer at their company or maybe their company is still small enough that they need to be the chief marketing officer at their company. Perhaps you could meet with them and audit what they're currently doing. Give an an A+ to a D-, whatever, so that they could get a feel for what they're doing that's working and what doesn't work. You put together a package with that in mind, so let me turn it back over to you. Could you share a little bit about what you're offering?

**Monaica:** Yes. This is for anybody who's still in a position where I was for so many years, which is to do it all yourself. If you're going to focus on something, I would certainly focus on your message, which is copy, which is your postcards, which is what you write in your newsletters, etc. Sometimes what people need is training and all that stuff, but sometimes they just need to know what they don't know. So I have an audit that we do of your home page on your website, your Facebook and that subscribe, that irresistible offer. Once people get to your website, why should I maybe potentially become a customer? Why?

So we do this audit and we spend some time on the phone and we go through it and we tell you what need to tweak and change and how to do it, some recommendations. You know I wouldn't use that word, I'd use this word. Or, you're in this marketing, so maybe try this instead. Or, here's a better way of saying that.

We always sell this for \$497, but Ellen was like we can't sell this for \$497. Everybody is doing \$97 and I'm like I don't have \$97 product. I was like you know what, what the heck. I love Ellen, so we are giving this to anybody who subscribes or who wants an audit for \$97. For less than a hundred bucks we're going to go in-depth.

First of all, you're going to get videos once you fill out the form on what to look for and how to fill this out. You're not going to be left completely high and dry. Once we get it back from you with all the links and some of the concerns you have and maybe some of your numbers that you'd like to be better, we're going to schedule a time, jump on the phone and we're going to dive deep, go hard, go fast and give you everything we can possible give to you for less than \$100 in 30 minutes.

**Ellen:** I am so excited about this. I think that's really helpful because sometimes people feel like do I have to start over. Could we just look at what I have? Is it workable? As someone who has redone our website many times, it's frustrating to think really? Am I starting from scratch again or are there just some things I'm doing that may be working and some things that I could enhance.

I love that you're willing to help someone who is going to be their own chief marketing officer and this is an awesome opportunity to get some great expert advice. So it's all about the copy, the words. What is your message? How are you sharing it? I have loved our conversation. **All right, what parting thoughts for us today, Monaica?**

**Monaica:** I would say just be real and be honest and treat other people like you want to be treated and don't feel like you need to get into that trap of embellishment or stretching the truth. There's no reason to do that. If you can just step back, you cannot be hypey and you can be very authentic. People have a really good radar for this, especially today, so it's never been a more critical time then to just get really real with your customers and just be very transparent and authentic. As you do that, you will see more people come to you, you'll see an increase in sales and you'll have higher retention of them. Anyway, I hope that's helpful.

**Ellen:** Oh, it's so helpful. It made me think of something I learned once upon a time. When it comes to your trucks, your competitors could drive the same trucks. When it comes to your uniforms and your 10-point checklists, there are all sorts of things your competitors could copy, but the one thing they could never copy is you. If you rip open your chest and let them see your heart, as Dale Carnegie says, then that's what is going to ultimately be the tipping point. The compelling feature, the benefit, is that we get you and that's what you're sharing.

Monaica, thank you for that lesson today, it was awesome. I love you and I'm so happy we got to spend an hour together. It's never long enough.

**Monaica:** I know. Ellen, if anybody has any questions, feel free to email me at [Hello@TruthHacking.com](mailto>Hello@TruthHacking.com).

**Ellen:** [Hello@TruthHacking.com](mailto>Hello@TruthHacking.com), even that's darling. You're just adorable. Remember, you can click right to Monaica's page. You can click right through. If you're watching on the webcast, just click that link right below Monaica's picture and if you're listening on the phone it's [BusinessMakeover2014.com/ledell](http://BusinessMakeover2014.com/ledell). Monaica, thank you, love, love, love to you.

**Monaica:** Thank you guys so much. I've had a blast and I can't wait to see what's next.

**Ellen:** Bye everybody.

**Monaica:** Bye.