



The logo features the name 'Ray' in a large, bold, black cursive script. Below it, the name 'EDWARDS' is written in a smaller, bold, black, all-caps sans-serif font, with each letter spaced out.

# EDWARDS

## Ray Edwards Show, Episode 435

### Email Is Not Dead

[00:00:00] **Announcer:** Ray Edward show, episode 435. Email is not dead.

[background music]

The Ray Edward show. This is the podcast for prosperity with purpose.

[00:00:18] **Ray:** I'm going to let Tiffany do the introductions.

[00:00:20] **Tiffany:** This is our friend Christina Etheridge and we recently connected and reconnected. It turns out we live in the same city and--

[00:00:27] **Christina:** Like a mile from each other.

[00:00:29] **Tiffany:** Yes, and you're working on some really cool stuff. You used to be in real estate for a long time, you were one of the top sellers in the area or the country.

[00:00:37] **Christina:** We got the world one here.

[00:00:40] **Tiffany:** In the world and recently you put that on the back burner.

[00:00:46] **Christina:** Yes, I went inactive and done as soon as I started helping real estate agents.

[00:00:50] **Tiffany:** Now you're working on something that has been near and dear to your heart. Am I right?

[00:00:54] **Christina:** Yes.

[00:00:54] **Ray:** Hang on. Hang on. Did I first meet you at a coffee shop or at PLF?

[00:00:59] **Christina:** Coming home from PLF, Southwest airlines. I had no idea who you work were. Just knew that you were there, ELF.

[00:01:05] **Ray:** Still don't.

File name: REP435.mp3

[laughter]

Tiffany's friend.

**[00:01:08] Christina:** It was a couple of years later that I went, " Oh, okay". I made the connection, I'm slow that way.

**[00:01:14] Tiffany:** Well, a lot of people don't know who you are only because when they see you in person, they're like just a dude but then your name, it brings up, "Oh, the book."

**[00:01:23] Christina:** I'm ashamed to say I didn't even know by the name at that point. I'm sorry.

**[00:01:29] Tiffany:** No, it's awesome that you're honest.

**[00:01:32] Ray:** I'm hurt, I'm going to need some counseling. We met on the plane coming back from PLF on Southwest airlines?

**[00:01:36] Christina:** Yes.

**[00:01:37] Ray:** You came to the meetup-A couple of meetups at the coffee shop?

**[00:01:41] Tiffany:** Yes.

**[00:01:41] Ray:** Which we don't have anymore, which we should

**[00:01:42] Tiffany:** You have the coffee shop and not the meetup.

**[00:01:44] Ray:** We have the coffee shop, not the meetups. We should have the meetups.

**[00:01:46] Christina:** Yes, I agree.

**[00:01:47] Ray:** Because it drives Sean crazy.

**[00:01:49] Tiffany:** Does it really?

**[00:01:50] Christina:** I like them though because it's getting-- More and more people are having online businesses, but I felt like I was the only one in the longest time in this area.

**[00:01:58] Ray:** You are not?

**[00:01:59] Christina:** No, I'm not but now with that helps.

**[00:02:00] Ray:** I was surprised with how many people showed up for those and the reason it drove Sean crazy is because they're used to having a couple of customers at a time, so when 14 or 15 people come in and they all want like a half calf almond milk low fill lavender latte-

**[00:02:16] Christina:** The pumpkin spice, white chocolate thing that he mentions.

File name: REP435.mp3

**[00:02:17] Ray:** Yes, that did sound good didn't it? What's the thing is near and dear to your hearts you're working on now?

**[00:02:21] Christina:** It's turned into email. I had a conversation with a friend a couple of years ago at an event we were at and we were talking about email and she was struggling with her open rates and we just started talking about it and I'm like, well I've spent or I've sent millions of emails and I have a really high open-rate and I showed her and she about fell over.

**[00:02:41] Ray:** What's an open rate?

**[00:02:43] Christina:** Basically, the number of people that open the email that you've sent, and it's not 100% accurate, but it's close enough to gauge.

**[00:02:53] Ray:** If you send a hundred emails and 50 people open it, your open rate is?

**[00:02:58] Christina:** 50%.

**[00:02:58] Ray:** Got it.

**[00:02:59] Christina:** Yes. I think the industry averages are anywhere from 18 to 24%, that's what they report and say but I was averaging just about 90% and I didn't realize how different that was, even though I knew the numbers.

**[00:03:11] Tiffany:** What were you doing to get 90% open rates?

**[00:03:12] Christina:** That's what she told me to reverse engineer. You need to reverse engineer this, you need to figure out what you're doing differently or what you inherently know or do and so that's what I spent the last two years doing and there's some very clear things and then there some that are very black and white, then there's other things that are a lot of gray and then a lot of things that people think it is versus what it really is and being a copywriter, everybody thinks, "Oh it's subject lines and copywriting." I'm like, that's only a part of the piece, a piece of the thing and that only works if you already have their trust consistently. It's interesting.

**[00:03:49] Ray:** I have some thoughts, but other than the subject line and the content of the email, what can you possibly do to increase the open rate?

**[00:03:57] Christina:** Honestly, it's making a connection with people and building a relationship. There are all kinds of things about frequency, if you don't send frequently enough, you're going to have a lower open rate, a higher unsubscribe rate, a higher spam report rate. If you send too frequently, those are all like factors that are in place. How many images to words that are in your emails, your subject lines can play into it, well, they do play into it, how long your emails are, when you send your emails, how many links are in your emails, all of those things matter, but they also don't matter if you're not making a connection with your people consistently.

**[00:04:30] Ray:** How do you make a connection with people if it's not through email?

**[00:04:33] Christina:** It is through email.

File name: REP435.mp3

**[00:04:34] Ray:** Which comes first? The chicken or the egg?

**[00:04:37] Christina:** The email when they opt into your list.

**[00:04:38] Ray:** Why did they do that? This is how going to be the whole interview thing.

**[00:04:41] Christina:** Okay. [laughs] The first thing people do is they opt-in usually for something that you're giving away. Some offer you're making them, some freebie. There's different methods obviously, but the key is, give them the freebie, help them solve that problem, make it easily consumable, give them more resources and then this is what I advocate, a weekly email that it has a little piece of you and a little piece of help for them. No sales, no pitches, nothing, this is about giving value. This is about being you and letting them find a way to connect with you.

**[00:05:12] Ray:** Wait, no sales?

**[00:05:15] Christina:** I know, right? That blows people away. Wait, what am I supposed to sell? Do you walk up to somebody in the grocery line, say hi, how are you? You want to buy my stuff?

**[00:05:24] Ray:** That's not appropriate?

**[00:05:26] Christina:** No, but apparently that's what they train in realtor training school. I have permission to do that, I was a realtor for 10 years.

**[00:05:30] Ray:** Also, in multi-level vitamin sales.

**[00:05:31] Christina:** There we go, MLMs and realtors, that's what they're training, always be selling. I love all the greats but no, always be serving, always be connecting.

**[00:05:43] Tiffany:** I love that you actually recently said something like that. You were talking about giving stuff away for free.

**[00:05:47] Ray:** Yes, we were talking about the ratio of giving to asking and I'm saying-- I want to move us to-- We've been at it like a one to one. We give stuff in her emails but then we ask for something immediately. I want to move to a place where we're doing like 10 to one or even 20 to one. 20 pieces of useful content to every ask and then social media, how does social media come into it? I think that's a place you can connect to people outside of email. They can get to know, like and trust you before you send them a single email.

**[00:06:17] Christina:** It's interesting because social media has exposed this need for connection and if you treat your social media and your email the same way and you do a 9 or 10 to 1, you're going to explode because people are going to connect with you.

**[00:06:32] Ray:** Now explain what that means because you can't sell something in social media, can you?

**[00:06:38] Christina:** Yes, that's how I built this entire business.

File name: REP435.mp3

**[00:06:40] Ray:** We see the ads of course. We all know when we see an ad that they're selling something but are there people who like pitch stuff in their social media?

**[00:06:48] Christina:** There are, but the irony is you don't actually have to pitch. An example, I've been over on tech talk, I haven't done a single sale.

**[00:06:57] Ray:** No but you're hilarious.

**[00:06:59] Christina:** No, I'm not dancing, I'm not doing the funny things.

**[00:07:02] Ray:** Would you?

**[00:07:03] Christina:** I don't know yet, I don't know yet. I have a couple of things that I've just said, but I'm just over there and I'm literally just doing soundbites of, if you're not doing this, do this for email, et cetera and my Instagram following is growing, my page following is growing and I've had emails, ironically enough from my ideal client, which is people with a list of over 10,000. I've had two, one with 20,000, one with 30,000 contact me directly, how can you help me? I haven't said an email on there, I haven't sold anything, all I've been doing is do this, do this. If you're doing this, change it to this, that's all I've been doing. I'm just serving over there and yet I've had two direct that are turning into one-on-one clients.

**[00:07:45] Ray:** Yes. I had something similar. I don't know even if you know this. I've tried some different things; I've tried some funny things. I spent hours editing a video where I'm singing a song about my dog.

**[00:07:55] Tiffany:** You told me this.

**[00:07:55] Ray:** I got like a dozen views or something like that but I've put up these little videos that we've made for something else that are me giving the copywriting tips and there's no call to action other than at the end it says tag somebody who needs to see this, that's it.

**[00:08:10] Christina:** I need to add that.

**[00:08:11] Ray:** We've sold one of our mastermind memberships because of one of those videos.

**[00:08:16] Christina:** From someone who had never had any contact with you before.

**[00:08:18] Ray:** Never heard of me said I saw that video on Tik Tok, looked you up on Instagram, then I went to look you up on Facebook, then I went to your website, saw your webinar, bought your mastermind. That all happened in three days.

**[00:08:28] Christina:** It's crazy. I'm just getting flak from other business owners.

**[00:08:34] Ray:** Is that a new social media service? Flack? Are you on Flack? Who are you Flacking?

**[00:08:40] Christina:** [laughs] But I get Flack.

**[00:08:40] Tiffany:** That's it. That's a show. It's funny on Netflix.

**[00:08:42] Christina:** I do, and I know other people are too. They're just getting like this, it's the Chinese or it's unsafe or this. I'm like, I'm 49 so I'm pretty sure I can determine my own safety.

**[00:08:53] Ray:** Wait, it's the Chinese, I thought it was the Russians?

**[00:08:55] Christina:** Yes, whatever, one those over there. I adopted from Russia, two boys, so believe me, Russia knows everything about me, so I'm really not concerned about that one.

**[00:09:04] Ray:** Just in case people are wondering, they're upset now because I'm making fun of the Russian and Chinese spying or anything. It's nothing you've got to worry about, it's Google and Facebook and you shouldn't worry, they already know everything. Everything you've ever done is recorded somewhere. Think about that really, really carefully. You're welcome.

**[00:09:22] Christina:** If you use debit or credit cards, if you use reward cards-

**[00:09:25] Ray:** If you have a camera in your computer.

**[00:09:26] Christina:** Yes.

**[00:09:27] Ray:** You're welcome.

**[00:09:29] Christina:** Okay. Happier things. [chuckles]

**[00:09:30] Ray:** Back to what you were saying.

**[00:09:32] Christina:** Yes. Basically, Tik Tok has super-fast shown that it's about serving and making a connection and just being you, being truly authentic, not being fake authentic.

**[00:09:45] Ray:** Yes, I've watched it happen, people go from zero followers to 100,000 in like two weeks.

**[00:09:52] Christina:** Yes. I'm not going to be that fast because I'm not a Charlie.

**[00:09:55] Ray:** I'm not Will Smith.

**[00:09:57] Christina:** There we go. Well, yes, that's true, Will Smith.

**[00:10:00] Ray:** Not a fair comparison to compare yourself to Will Smith or Sly Stallone but Will Smith's channel feed, what do you call it on tick-tock, feed? His tick-tock is hilarious.

**[00:10:11] Christina:** It is, and he's-- it's funny because what I admire most about him is that he's like, I want to be where the people are, little mermaid, but I want to be where my fans are. I want to get engaged with them and he loves the short-form video creation content.

**[00:10:24] Ray:** [unintelligible 00:10:24] somewhere in this [unintelligible 00:10:26]

**[00:10:26] Christina:** I love that song like seriously I now [crosstalk]

**[00:10:29] Tiffany:** Every time I say that, I think that song.

**[00:10:33] Christina:** It's all about connection and you have to have basically a weekly email. That weekly email makes that connection and you never sell in that email. You can invite them into something you're giving, but it's all about them getting to know you and then you asking the right questions to get to know them. I really mean get to know them. Like have you ever adopted, do you struggle with this? What's your strength on that? How do you preserve confidence? I mean all these different things. That's all about that connection.

**[00:11:00] Ray:** What would you say to somebody, let's say there's a person who has a retail store. They've been doing the thing where they collect people's email addresses on a little slip of paper. They put them into their constant contact or whatever. They got a couple of hundred people in there. What does that person do to take advantage of the email marketing phenomena?

**[00:11:17] Christina:** It's a tick tock, [crosstalk] I'm living life in tic-talk color now sorry. What would I tell them?

**[00:11:25] Ray:** Yes, what's the first thing they should do?

**[00:11:28] Christina:** Email them. You need to email them, and you need to stop thinking. This is the hard part I think for people stores, especially bricks and mortar, think in terms of coupons or specials and you need to think in terms of giving and serving. The way to do that is depending on what kind of store do they have.

**[00:11:44] Ray:** Let's say they have a coffee shop.

**[00:11:46] Christina:** Okay. Let's say they have a coffee shop. You can do a lot of behind the scenes stuff and teach people how to do the fancy things on there. You can teach them the mix recipes that you've got. You can talk to them about why you open the store. Your favorite things about the customer, share customer. I mean like, just share all of this stuff about life there and about your life.

**[00:12:03] Ray:** Are you listening? Rebel 77

**[00:12:06] Tiffany:** This would help rebel 77 enormously to just connect with the community.

**[00:12:11] Christina:** Yes. Well, and the thing is people are like oh, email's dead. No, it's not and I love it because it's never been dead but because of the rise of social media, it's lost popularity.

**[00:12:20] Ray:** It's not dead, it's mostly dead.

**[00:12:22] Christina:** It's not mostly dead.

File name: REP435.mp3

**[00:12:24] Ray:** I've seen worse.

**[00:12:25] Christina:** Even if you think about it, even a 20% open rate, if you've got that, what they say they average is, what's the re-trade on Facebook or even Instagram?

**[00:12:35] Ray:** Yes, it's not about the death of email. It's not about spam traps. We had a point last year in our business where we weren't getting any, I won't say any, we were getting very low response rates for our emails and I actually started thinking maybe our email list is dead. Maybe we need to start over, build a new one, and we sent some emails about a promotion a friend of ours was doing, totally different from anything we ever do, and our open rates skyrocketed. Our response rates skyrocketed. We sold a couple hundred thousand dollars' worth of product and I realized, oh.

**[00:13:03] Christina:** You were just sending the wrong stuff.

**[00:13:04] Ray:** Yes, just sending the wrong stuff. Mr. super-hotshot copywriter and in Sean's defensive of rebel 77, he knows a lot of this stuff that I think it's an example of what happens to all businesspeople. You get so busy working in the business, you can't step back and work on the business. Let's say the shop owners got a couple hundred emails and they're not like Sean, they don't know about internet marketing and they don't know what an open rate is. They just know that if I could send some email and sell some coffee or some beads or some, whatever they sell, what's the first email they should send?

**[00:13:34] Christina:** From people just opting in like that? This is going to sound completely opposite of what I just said but give them a comeback in special. That's the very first thing I would do to get them to open that first email.

**[00:13:46] Ray:** Then what's the second email they should send?

**[00:13:48] Christina:** Then you need to get them on a weekly schedule where you're sending the same day, same time every week because that matters in the algorithm. Consistency and timing matters in the algorithm.

**[00:13:57] Ray:** Damn the algorithm.

**[00:13:58] Christina:** I know or algorithms.

**[00:14:00] Tiffany:** The timing, even for emails.

**[00:14:01] Christina:** Yes, if there's a consistency and your emails going through at the same time, same day, every-- there's like multiple algorithms you have to get through, but there is just like doing Facebook lives, if you consistently do a Facebook live, same day, same time every single week. Facebook pushes it out more.

**[00:14:16] Tiffany:** Even with emails?

**[00:14:17] Christina:** Even with emails.

[00:14:18] **Ray:** That's why we send ours out at 3:00 AM every time.

[00:14:22] **Tiffany:** Otherwise, if you didn't, what would happen to them?

[00:14:25] **Christina:** It's part of developing the algorithm. I am not a coder, I'm not an algorithm thing, but it is a-- oh, same time. This is the same person who's sending from the same source, from the same IP, from the same process. It's a part of it yes let it through. It's almost like a gate opening.

[00:14:42] **Tiffany:** It looks legit, it doesn't look like a Russian spam.

[00:14:43] **Ray:** Yes, there's all kinds of that kind of stuff but that weekly email, the great thing about it, when you do it and you share a piece of you-- I mean like Sean could share it. Now I'm going to take from my life, it's not Sean's life, but oh my goodness. This morning I woke up at 3:50 and this is what I shared on my stories this morning, but who woke up at 3:51? Now I like to get up early, but 3:51 a little bit too early for me, and so I had, and then he can really connect it and say, I drank whatever coffee I had. What do you do when you get up early? There's still a connection like getting up what do you like to do, or do you like to get up? Whatever it is there's a piece of him that's going out. It could also be he's got a beard; does he do the no shave November. He could totally play into that because it's him and you want people to make a connection with you because you are the brand, you are the store. You are the voice.

[00:15:34] **Tiffany:** What if you are starting [crosstalk] What about if you have like a blog and that is all and you're not selling anything. What would you say?

[00:15:44] **Ray:** Do you also have an Instagram?

[00:15:46] **Tiffany:** That person may have an Instagram.

[00:15:48] **Christina:** Asking for a friend.

[00:15:49] **Tiffany:** Yes, asking for a friend.

[00:15:52] **Christina:** Same thing, you want to get people to subscribe and the key is you need to have something exclusive going out.

[00:15:59] **Ray:** Like a newsletter. Sign up for my newsletter.

[00:16:02] **Christina:** Death to newsletters, Newsletters are horrible because number one, people see email as work and when a newsletter comes, it's too much. They'll, oh, I'll look at this later. Then they don't come back to it. Or it's too much work. There's a whole psychological-- I'm boring.

[00:16:19] **Tiffany:** No, he's just been up since 3:51.

[00:16:22] **Christina:** I think he's been up earlier than that. I saw his Instagram this morning, I was like, dang, he's been up early.

[00:16:27] **Ray:** Yes, one o'clock.

File name: REP435.mp3

**[00:16:28] Tiffany:** No newsletters.

**[00:16:30] Christina:** No. It needs to be-- email was created as a one to one conversation. That's why it was created. Guess what the algorithms look for? Conversations. They look for like if it's just a pretty template with all these things thrown in, not only are you going to have a harder time with deliverability, but you're also going to have like nearly impossible connecting because people are going to be like, it feels like work. It's too much stuff. I can't keep track. You need to have simple one thought from you or one thing from you, one thought from or for your business for them. That's it, that's your focus.

**[00:17:02] Ray:** You know the kind of stuff you write on your Instagram feed.

**[00:17:05] Tiffany:** Yes.

**[00:17:05] Ray:** That gets the response. That's stuff's, what's your email?

**[00:17:08] Tiffany:** That's it. It doesn't need to be like a super long email.

**[00:17:11] Christina:** No, I mean there is a-- you need to be consistently three to 500 words is about the minimum.

**[00:17:18] Ray:** That's one to two pages.

**[00:17:20] Christina:** That's like a half a minute of reading a minute. It's fast. I go one to three minutes of reading. Super easy but exclusive content.

**[00:17:31] Ray:** I'm like, oh my gosh, I need to write my blog and my email, and I have no idea what I'm doing. I need your help.

**[00:17:35] Christina:** Yes, do you have email addresses yet?

**[00:17:37] Tiffany:** I have three.

**[00:17:38] Christina:** Hello, you should be writing an email. If you have one email address, that's a person.

**[00:17:44] Ray:** They don't know how many email addresses you have; they just know they haven't heard from you.

**[00:17:49] Tiffany:** I need to email them. What if it's just about my blog? Like it's related to my blog.

**[00:17:53] Christina:** That's okay.

**[00:17:54] Ray:** I know a lot of successful bloggers who their emails are basically their blogs, their blog posts with a dot, dot, dot. Like a page with their blog post, click here to read the rest. dot, dot leads them to the blog.

**[00:18:08] Christina:** Give them something exclusive though. Like behind the scenes. I was thinking about you and this is why I wrote this. I was struggling with this and-

[00:18:16] **Ray:** Here's a picture of me before I washed my hair.

[00:18:17] **Christina:** There we go. Or without lipstick on.

[00:18:20] **Ray:** Monday through Thursday.

[00:18:21] **Tiffany:** So gross. My husband was like, just bathe. I'm like, can I wear it up like three more days? No. Before dry shampoo, I would have that-- but dry shampoo I think is literally the next invention. The best invention since sliced bread. It's changed my life.

[00:18:39] **Christina:** Life saver.

[00:18:40] **Tiffany:** Yes, it is. He's like, yes, I have that problem. [laugh]

[00:18:49] **Ray:** I wash my hair, my face.

[00:18:52] **Tiffany:** All with shampoo.

[00:18:53] **Ray:** All with shampoo.

[00:18:54] **Tiffany:** I hate that. I have like three different shampoos, conditioner, face wash, some lotion. I skip most of the face care stuff.

[00:19:02] **Christina:** Have you seen all the tick tocks where it's showing the guy's side of the bathtub and the girl's side and there's like 50 things on the girl's side.

[00:19:09] **Tiffany:** Like shampoo bottle?

[00:19:10] **Christina:** Oh, yes. Mine's not like that, but I just [crosstalk]

[00:19:13] **Ray:** If you're a girl, you got to have a system.

[00:19:15] **Tiffany:** Yes, you do, you put those-

[00:19:18] **Ray:** Skin and hair system.

[00:19:19] **Tiffany:** Yes, the blue shampoo or the purple shampoos. Shave your legs, condition your hair, shave the other leg, and maybe your armpit then-

[00:19:27] **Christina:** [crosstalk] I knew you're going to get a shower [unintelligible 00:19:28].

[00:19:30] **Tiffany:** Too much?

[00:19:30] **Ray:** You know who came up with all this crap? Marketers.

[00:19:33] **Christina:** Yes, they did.

[00:19:34] **Tiffany:** My husband and I shared the same shampoo and conditioner and facial wash. I just buy the one that works for me and that's what he uses. We're not the normal-

File name: REP435.mp3

**[00:19:42] Ray:** Because he's not going to buy it.

**[00:19:45] Christina:** He's like conditioner, that works.

**[00:19:46] Tiffany:** He tells me that feels good on my face. No, don't like that.

**[00:19:49] Ray:** You got this formula, or I won't call it a formula, you have this approach that gets these high open rates on emails, which is really about communication and connection. Do you have like something where people can learn how to do this? Do you have a website or a tick tock?

**[00:20:04] Christina:** Yes, everything Christina Ethridge. TheConnectMethod.com does lead to my website. I do have a Facebook group called Email for Entrepreneurs: Get Opened, Get Read.

**[00:20:15] Ray:** What?

**[00:20:15] Christina:** It's free.

**[00:20:16] Tiffany:** Wow.

**[00:20:17] Christina:** We dive in there we do a challenge every two months. We have a challenge that I created that gets people's open rates up by about 15% in seven days. It's just a super simple process they can go through and it's a seven-day challenge. It's funny because it shocks people how simple it is.

**[00:20:35] Ray:** What's the group again?

**[00:20:36] Christina:** Email for Entrepreneurs: Get Opened, Get Read.

**[00:20:39] Tiffany:** What do you sell?

**[00:20:40] Christina:** A membership, it's called the E-club and that is where I'm getting more clarity because I thought that people wanted help with their content and their consistency, but they want a little bit more coaching a little bit more hands-on. We've revamped it. We just did. In fact, we just did training on self-liquidating funnels. Yesterday pretty in-depth and then this next month, we're going into the email behind that. The core piece-- go ahead.

**[00:21:03] Ray:** Explain what a self-liquidating funnel is?

**[00:21:05] Christina:** It's basically where you can run ads and not pay for them because the sales from the ads pay for the ads. I love those. Like I love those. Those are the best thing on the planet. Build your email list turns people into buyers and build your course or membership or whatever you're selling. That's what we were talking about yesterday. The key pieces again, it always goes down to the foundational basics. If you're happy struggling with getting open rates during your launches, and your actual sales emails are going out, guess what you haven't been doing? You haven't been emailing them weekly and getting to know them and building loyalty and know like and trust. It really comes back to that.

**[00:21:41] Ray:** Do you get people emailing you back when you send out broadcast emails?

**[00:21:45] Christina:** Yes, because I have a system every fourth email is a reply email.

**[00:21:50] Ray:** Meaning.

**[00:21:50] Christina:** Meaning there are zero calls to action except hit a reply and whatever I asked him to say and do in there. Because you know what that does, when you have a reply e-mail, which is part of the challenge that I do. When you have a reply email that right there legitimizes the conversation in the algorithms.

**[00:22:08] Ray:** Well and it's kind of dumb if you have an email list and your address is noreply@.

**[00:22:14] Christina:** That's the other thing people are doing. They're doing sending from info at or support at or team at. I'm like send from a real person, because Gmail, AOL, they all they know those are fake email. They're real emails, but they know that they're business.

**[00:22:27] Ray:** People still have AOL.

**[00:22:14] Christina:** They do this shockingly, especially in the real estate industry.

**[00:22:31] Ray:** Are you getting any questions in the comments?

**[00:22:33] Tiffany:** Not questions but likes and learnings like Gabe Strasky says, "Just learned something new thanks, Terry's like, I have a self-liquidating funnel and I didn't even know it."

**[00:22:43] Christina:** That those are awesome.

**[00:22:44] Tiffany:** Then she also says, "Did you get a lot of replies and do you answer the replies?"

**[00:22:48] Christina:** Yes. That is the key. When you get the replies, you have to respond to the replies, because once you get that, that is better than sending out whitelisting instructions for them to have to all do if you can get them to reply to you. "Oh, here's a tip." When people opt-in for a lead magnet, so if you go to my website, I'm going to offer you the perfect email send schedule. The very first email that you get from me is going to give you that. At the bottom, I'm going to have a PS. That PS is going to ask you to just hit reply and let me know you got it because tech is buggy at times. I get about 60% of people hitting reply, and the minute they reply, we respond back. "Thank you. Awesome. That's great." I just created a conversation on the algorithms. I'm know legit to the algorithm.

**[00:23:27] Ray:** Too legit to quit.

**[00:23:30] Tiffany:** If people wanted to do your membership, what is it? How much is it? You told me what it was, but like, how much is it? What's it really included?

File name: REP435.mp3

**[00:23:38] Ray:** It's \$10,000 per month, no.

**[00:23:43] Christina:** No, it's only \$9,999.

**[00:23:46] Ray:** It's a lot less.

**[00:23:47] Christina:** It is a lot.

**[00:23:48] Ray:** It seems less.

**[00:23:49] Christina:** Trying to teach my kids that they go oh, it's only 9000, I'm like, it's 9999. That's 10,000.

**[00:23:56] Ray:** This is actually part of a bonus class called, scummy things marketers do.

**[00:23:56] Tiffany:** Oh my gosh, that everybody knows.

**[00:24:01] Christina:** Stores 9.99

**[00:24:04] Ray:** 997, like Walmart.

**[00:24:04] Christina:** It is a true psychological trigger. I found my kids naturally go with the lower dollar amount. Me I'm more jaded, I go with the higher dollar amount in my head.

**[00:24:16] Tiffany:** How much is your membership?

**[00:24:18] Ray:** Relentless.

**[00:24:21] Christina:** Right now--That's what I was talking about, clarity. Right now, it's \$49 a month.

**[00:24:25] Tiffany:** That's it?

**[00:24:26] Christina:** Yes. However, I found that's too low and not where it needs to be. We're in the process of-- It's still open, we're still doing that but [crosstalk].

**[00:24:34] Ray:** How sloppy, I'll buy it while it's cheap.

**[00:24:37] Christina:** We're in the process of revamping and turning it much more into coaching because like I said, everybody wants to do all the sexy stuff. They want to learn about subject lines. They want to learn about copywriting, which I don't teach about copywriting.

**[00:24:47] Ray:** Wait. I didn't know you're going to do sexy stuff.

**[00:24:49] Tiffany:** Okay, what do you thinking of pricing it at after.

**[00:24:52] Christina:** We'll go up to \$97. [crosstalk].

**[00:24:54] Tiffany:** Oh, you guys. Grab this. Grab this membership while you can. For half price.

**[00:25:02] Christina:** It's really, we forget the basics. This is what I found on the real estate side. "Oh, we have all these fun new things to do." "Oh, let's forget our weekly email." "Let's forget to make our phone calls."

**[00:25:13] Ray:** This is really going to help people. If they're that person who's got three people in their email list, they don't know what to do with it. They don't even know how to log into it.

**[00:25:21] Christina:** Yes, exactly.

**[00:25:21] Ray:** You're going to help them figure out what to do next and then next and then next.

**[00:25:25] Christina:** Or we can do that over coffee tomorrow. Yes.

**[00:25:28] Tiffany:** What are we doing after over coffee?

**[00:25:30] Christina:** You weren't listening to Ray.

**[00:25:31] Tiffany:** I'm sorry, I'm replying.

**[00:25:33] Ray:** You're going to find out how to log into your email account.

**[00:25:35] Tiffany:** Oh, I actually-- would you help me with that? I need your help.

**[00:25:30] Christina:** Yes, we're going to get you talking to your people every single week.

**[00:25:43] Ray:** You need so much help.

**[00:25:44] Tiffany:** Oh, my gosh, it's not even funny. I have no idea what I'm doing, and I get tired and I'm like, I can't write this thing, and I don't know what to caption this thing.

**[00:25:51] Ray:** Isn't she cute? [crosstalk]. She's got the personality. She's got the content. All she needs to do is learn how to login into her email account.

**[00:26:01] Christina:** Or keep Facebook on her phone?

**[00:26:02] Tiffany:** Yes. Okay, but now I have a new password I'll never remember. Hopefully, Facebook will form a-

**[00:26:08] Ray:** Password back.

**[00:26:09] Tiffany:** Backwards. No, it's like xl whatever. I do need help. I didn't even know I should be emailing the people who subscribe other than where-- I mean what am I?

**[00:26:18] Ray:** Where do you work? Dear lord.

File name: REP435.mp3

**[00:26:21] Tiffany:** I know, but honestly, I'm learning so much. I had no idea about all this frankly, and how important it is.

**[00:26:31] Christina:** Basically, some--You got thrown into the pool.

**[00:26:33] Tiffany:** Yes, and I'm like, wow, there's a lot I need to be doing. I didn't even know it. I thought I could just throw myself out there and what? I don't know.

**[00:26:40] Ray:** Don't feel bad. That's what everybody thinks. People, they go and get a SquareSpace account or something for their business and they put up a little form and they think why don't I have people signing up for my email?

**[00:26:31] Christina:** Yes. Then if I have it, it's there. Have you been watching all the restaurants closing over on our side of the border there? I've been watching all these restaurants closing and what's really eye-opening is watching the comments. The people are, Oh yes. It's because people don't eat local or people didn't do this and I'm like, "The food sucked. The atmosphere was horrible. The service was terrible. Hello." It's not all of them. People forget that and they're not learning anything about reaching out to people.

**[00:27:20] Ray:** There was a great little Mexican restaurant across the street from here. I used to walk over there almost every day and have lunch and every time went in there, I noticed they had no marketing materials. They had no email address, no email this they had no website, they had no social media presence. They were grumpy whenever you went into the store. Eventually, they closed they put a sign in the window said, "Closed due to economy."

**[00:27:42] Christina:** The economy's booming.

**[00:27:43] Ray:** I'm like closed due to stupidity would have been more honest.

**[00:27:46] Tiffany:** That Mexican place closed.

**[00:27:48] Ray:** Not that one.

**[00:27:49] Tiffany:** Oh, a different one.

**[00:27:50] Ray:** It was gone before you got here.

**[00:27:52] Christina:** Yes, it's interesting because before we got into real estate, we had retail stores and we were in malls and things like that. I remember, I'm looking back now and I'm like, "Oh my gosh, I would totally love to be in retail right now because I would kill it." Because of the way you can use social media, you can use email. Email didn't exist back; I'm telling you how old I am. It didn't exist back then and now you can create memberships and subscription boxes and all of these things to keep yourself afloat. It's really interesting like it. The people who see that and grab that, it's going to be crazy.

**[00:28:29] Ray:** You want to be talking about old. I remember. I honestly had this memory. We were living in Knoxville, Tennessee. I signed up on an electronic bulletin

board. I remember running into the living room saying to my wife, "I just got an electronic mail."

**[00:28:45] Christina:** You use the whole word.

**[00:28:47] Tiffany:** Because that's what she called it back then. She said, what is that? I said well it's like a letter. They sent it to me through the computer. She's rolled her eyes.

**[00:28:56] Christina:** Oh, yes. look how proud I am.

**[00:28:58] Ray:** Oh, great.

**[00:28:56] Christina:** That's awesome. It is funny. I mean, it wasn't that long ago.

**[00:29:02] Ray:** No, there's a divide. There are adults today, young adults who don't know what it's not to have the internet.

**[00:29:11] Christina:** Exactly.

**[00:29:12] Ray:** The internet, this huge opportunity to grow your business or your art. If you're an artist, a painter, if you are a massage therapist or.

**[00:29:19] Christina:** Anything.

**[00:29:20] Ray:** Anything truly. Let's do some takeaways. Three things, if somebody's got a business, they want to increase their business, maybe they're doing okay, but they want more business. What're the first three things they should do regarding email?

**[00:29:34] Christina:** They need to have a way to get emails, give something away offer something, it doesn't matter. It's called a lead magnet freebie, whatever it is. Bricks and mortars oftentimes will offer coupons, be different. Offer something exclusive behind the scenes. You need to get people on that email list. That's number one, you have to have an email list because that's an asset and the health of that email list is the health of your business.

**[00:29:58] Ray:** I want to dig on that a little bit. Let's say you have--I'm going to use coffee shop again just because it seems easy.

**[00:30:04] Christina:** Just for a friend, right?

**[00:30:06] Ray:** Yes, just for a friend. If we're not giving away a coupon, what might we give away to get people to sign up for our email list? Sign up for an email list and we'll give you a-

**[00:30:13] Christina:** You know that right that Shawn was talking about the pumpkin spice chocolate something. Give out the recipe.

**[00:30:20] Ray:** Our trade secret?

**[00:30:21] Christina:** I know. Just say, "Hey, you want to make this at home? Here, do it."

**[00:30:24] Ray:** I think it's a killer idea. It's a great idea.

**[00:30:26] Christina:** Whatever your popular recipe of the month is, do it. Or even show a video of people behind the scenes making it. Something else that would be interesting is people are always curious about what are the popular drinks this month. How many people are ordering? All these different oddball things that you don't think people would be interested in.

**[00:30:47] Ray:** Coffee people love the whole process thing.

**[00:30:48] Christina:** They do.

**[00:30:48] Ray:** I think saying you've got a new pumpkin spice white chocolate mocha recipe and then if you put your email address it will give you the recipe, plus we'll show you how we make it on video.

**[00:30:57] Christina:** Do you want to expand the business? Allow them to buy the products from you online.

**[00:31:01] Ray:** There you go. Should we do that? What's the next thing we do?

**[00:31:06] Christina:** You've got to email them every single week. You've got to do something. The perfect email template has a little piece of you, something for them, and that's it. Piece of you, something for them. That's it. Now, your PS should be the call to action that's in there, whether that's reply or click. Doesn't matter.

**[00:31:22] Ray:** Then, what's the third thing we should do?

**[00:31:24] Christina:** I'm thinking about that. You need to be emailing those people.

**[00:31:26] Ray:** I think I know what it is. Reply email.

**[00:31:30] Christina:** Yes, every fourth email. Yes. Every fourth email is a reply as far as your weekly emails.

**[00:31:35] Ray:** I'm going to try and experiment. I think for our first, when people sign up for an email list, they get an automated, "You're on the list now. You should white list our address. Make sure you pull us out of the promotion tab."

**[00:31:43] Christina:** All that stuff.

**[00:31:44] Ray:** I think I'm just going to send an email that says, "Hey, it's Ray. Are you curious whether it's really me or if it is a robot? Just hit reply and tell me what your favorite coffee beverage is."

**[00:31:53] Christina:** Yes.

**[00:31:55] Ray:** Then I have to reply.

File name: REP435.mp3

**[00:31:56] Christina:** The bigger your business is, clearly you can't be tied to your email the whole time, but you can have a team. You can go, "Okay, we're sending this one out. Here are the replies I want to make."

**[00:32:07] Ray:** Tell that to Derrick Albert. I think he still replies to his emails.

**[00:32:10] Christina:** Everything. Isn't he doing his wife's stuff now?

**[00:32:13] Ray:** Oh, that's right.

**[00:32:15] Christina:** I just kind of saw him disappear from email and social triggers. Still, if you have time to reply, fine. Some people have like thousands and thousands of responses. I've just set it up so a member of my team, if I can't reply, they have my natural words. I wrote them down and they can reply for me.

**[00:32:35] Ray:** That still works because the algorithms see that you asked the question, they answered it, and you replied. Boom, you're real.

**[00:32:42] Christina:** As long as it's the same email address.

**[00:32:44] Ray:** Yes.

**[00:32:44] Christina:** If you're sending from christina@leadsandleverage.com and they reply to christina@leadsandleverage.com and you reply from christina@leadsandleverage.com, it works.

**[00:32:55] Ray:** Leads and what?

**[00:32:56] Christina:** Leadsandleverage.com is my main website.

**[00:32:59] Ray:** l-e-v-e-r-s

**[00:33:01] Christina:** l-e-a-d-s and l-e-v-e-r-a-g-e. Leads and leverage. It's a saying in the real estate industry.

**[00:33:12] Ray:** We'll put the link in the show notes. First, I thought you said leads and levers.

**[00:33:17] Christina:** Oh, yes. Leads and levers. No.

**[00:33:19] Ray:** That's a different website.

**[00:33:20] Christina:** [laughs]

**[00:33:21] Ray:** I'm starting it up next week.

**[00:33:23] Christina:** Are you a domain hoarder?

**[00:33:25] Tiffany:** What's that?

**[00:33:25] Ray:** Have you been talking?

**[00:33:27] Tiffany:** Oh, totally. I would answer yes.

**[00:33:30] Christina:** Would you? Not about this.

**[00:33:32] Ray:** One time I had over 700 domains.

**[00:33:34] Christina:** Oh my gosh.

**[00:33:35] Tiffany:** 700?

**[00:33:36] Ray:** Yes. I'm down to about 75 now.

**[00:33:38] Christina:** Yes. I'm trying to get mine under 100.

**[00:33:41] Ray:** At least 30 of mine are variations of my name like workwithray.com, schedulewithray.com, raylive.com. I did it because-- I won't say I was smart enough. I just happen to think, "I should register rayedwards.com" and then I find out there's an NFL football player named Ray Edwards. He started contacting me saying, "Hey, can I have that domain name?" and I'm like, "Oh. No." Nope.

**[00:34:06] Christina:** Yes, I went and registered all my kids because, I heard something somewhere five or six or seven years ago that was like, "You don't know what the future's going to be like. Everybody might have to have their domain." Okay, fine.

**[00:34:18] Ray:** That's the mark of the beast.

**[00:34:20] Christina:** Right. Yes, I didn't forsake Christ for that so we're good.

**[00:34:24] Ray:** Okay, good. Good job. Good choice. Any more questions?

**[00:34:29] Tiffany:** I don't have a question, but I just have this thought. My parents used to say that mark of the beast would be either like your information tattooed on your wrist or like an implanted thingy where you can scan and buy your groceries and everything.

**[00:34:42] Ray:** Like a credit card?

**[00:34:43] Tiffany:** Yes.

**[00:34:43] Ray:** That would be awesome.

**[00:34:45] Tiffany:** Then I heard that they're actually thinking of coming out with that for people [crosstalk]

**[00:34:47] Ray:** I would totally do that when they do it.

**[00:34:49] Christina:** The key is you literally have to forsake Christ to get it.

**[00:34:54] Tiffany:** Are you sure?

**[00:34:54] Christina:** Yes, you can't just get this thing and not make a choice.

File name: REP435.mp3

**[00:34:58] Tiffany:** Are you sure that's the mark of the beast?

**[00:34:59] Ray:** We can do a whole separate podcast [crosstalk]

**[00:35:01] Christina:** Oh, sorry. [crosstalk]

**[00:35:02] Ray:** I would because I think it's-- What most people believe about it is total malarkey. It's not what it says in the Bible. It's not what it means, but that's another podcast for another day.

**[00:35:12] Christina:** Sorry, I'll stop.

**[00:35:14] Ray:** If they're able to put a credit card chip in my wrist, I would totally do it in a heartbeat.

**[00:35:17] Tiffany:** Nobody knows if that would be like the mark of the beast.

**[00:35:20] Ray:** It's not the mark of the beast. There's no such thing as the mark of the beast.

**[00:35:22] Tiffany:** Why were my parents talking about this 25 years ago?

**[00:35:25] Ray:** Because they went to a crazy church.

**[00:35:27] Christina:** Because there is a passage in Revelations that says you will not be able to buy and sell without the mark of the beast.

**[00:35:34] Ray:** The mark refers to-- Its talking about the Roman Empire back in the first century.

**[00:35:38] Tiffany:** Oh, okay. Never mind.

**[00:35:41] Ray:** I just pissed off a bunch of people who don't believe that, but that's my job. That's what I do.

**[00:35:45] Tiffany:** That's funny.

**[00:35:46] Ray:** So much for your sales of your email memberships. Sorry about that.

**[00:35:48] Christina:** Oh, no.

**[00:35:50] Tiffany:** Why? It's the mark of the beast?

**[00:35:52] Ray:** You can only buy it if you have the mark of the beast. The mark of the beast.

**[00:35:56] Christina:** No, I wasn't here to sell. I was here to teach.

**[00:35:59] Ray:** And you did.

**[00:36:00] Christina:** I hope so.

**[00:36:00] Tiffany:** I think you did.

**[00:36:01] Christina:** We'll see.

**[00:36:02] Ray:** Will you ever come back?

**[00:36:04] Christina:** Yes, I'll come back. This is crazy. I like it.

**[00:36:06] Tiffany:** Yes.

**[00:36:07] Ray:** What about you Facebook? Will you ever come back?

**[00:36:11] Tiffany:** It's a resounding no. Just kidding. Are we done?

**[00:36:15] Ray:** We're done.

**[00:36:16] Tiffany:** Bye guys.

**[00:36:16] Ray:** Bye guys.

[music plays]

**[00:36:20] Announcer:** Thank you for listening to the Ray Edwards show. Find the complete archives of all episodes at [rayedwardspodcast.com](http://rayedwardspodcast.com) or subscribe for free through apple podcast and never miss an episode. This program copyright Ray Edwards International Incorporated. All right reserved. Each week, we bring you a message of prosperity with purpose and freedom, remembering that true freedom is available to all through Jesus Christ.

**[00:36:50] [END OF AUDIO]**