

How to Unearth Golden Nugget Ideas from Clients

One great source of material that you will find for your email copy is actually your clients themselves.

But here is the thing, it all depends on the questions that you ask. If you say to a client, “Hey, do you have any ideas for this email or for this email series?” maybe in some cases, they might...

And it’s a good thing to do, to say to them, “Hey, you know, do you have any ideas? Did you have anything specific in mind that you wanna see before I start writing this?”

Just in case because sometimes they do but for the most part, they’re gonna say no. They’re gonna say, “Well, no. It’s kind of like why I hired you. I want you to help me come up with ideas.”

At the same time, it’s hard to pull ideas out of thin air.

So you really wanna use your clients as a source of material and one of the best ways to do that is to say to your client, “Hey, what can we teach the reader that is going to be valuable and also surprising?”

This is very important because if people read a fact, it could be a very interesting fact but if it’s not something that surprises people, it’s not really gonna be interesting.

For example, if you opened up an email saying, “Hey, did you know there is 7 billion people walking the earth?” it’s not going to be very interesting because everyone already knows it.

Now, they might not know that exact number but they have an idea that there is a lot of people. So stay away from stuff like that.

Now industry myths or misconceptions work really well for this because they position your client as an expert, they build good will and they’re very surprising and interesting for the reader.

For example, in the auto retail industry, it turns out that when customers are online looking for a new car, they’re also going to sites like Kelly Blue Book or cars.com and they’re looking to see what trade-in value their current vehicle has.

And almost universally, they’re disappointed when they see how much their car is really worth because human nature makes us all overestimate the value of the stuff that we own.

So by chiming in and talking about this misconception that, “Hey, okay, yes, Kelley Blue Book, they did maybe hit you with a number that disappointed you, but it turns out that as a car dealer, we can often pay you more money than what Kelley Blue Book thinks.”

And then the customer is surprised, they’re relieved, they’re hopeful.

So you start tapping into all these emotions and you can do that with any industry misconception or myth. So get with your client, ask them, “Hey, what are the misconceptions in your industry? What are some surprising things that we can teach your readers?”

And you're going to see your open rates go up, you're going to see the engagement go up, and you're going to see conversions go up as well.