CEC Intro Transcript

Hi! I'm Mircea Cornelison, one of the founders of BizActually.com along with Terry and Monica, and I want to welcome you to this course.

What you're about to learn and apply here will help you transform your business, and I'm going to show you exactly how.

This is not an academic course, this is a results oriented course. So if you're ready, let's get started.

Fundamentally, business is about two things: operations, which is creating and delivering products and services; and marketing, which is getting customers.

This course is about marketing. So how are small business owners doing marketing now?

Well, most are using a combination of social media, email marketing, search engine optimization, word of mouth, and paid ads.

This course is about email marketing, more specifically cold email.

Now, you may already know about email newsletters and growing an email list, but you might not be as familiar with cold email, at least when it comes to small business marketing.

So what is cold email?

Basically, it's sending an email to someone you don't know, but who you think could be a great potential client or customer.

Simple concept, but very powerful.

The upshot is gaining more clients, especially with strong potential for high lifetime value, who you haven't quite been able to reach yet through more conventional methods like paid ads and SEO.

When done right, cold email will help you initiate meaningful, longterm relationships that not only lead to more revenue for your business, but also help you build genuine friendships with great people out there who might otherwise have never crossed your path.

In this course, you'll learn how cold emailing isn't just about sending messages, it's about taking control of your marketing and reaching out to potential clients on your own terms.

What makes this approach so powerful is that it's all about genuine, personalized communication.

You're not selling anything upfront, you're simply inviting people to explore how you could add value to their lives or businesses.

This not only lowers the barrier for engagement, but also turns cold leads into warm ones, all thanks to the tailored and authentic touch you add to each outreach.

It's marketing that respects both you and your prospects.

So let's walk through a real example from one of our private clients who owns a pressure washing and exterior cleaning business.

Quick side note, we're going to be going through multiple examples from different business models and industries throughout this course.

If at any point, you'd like direct feedback from me on how to implement our approach to cold email for your specific situation, just email me directly at mircea.cornelison@bizactually.com, and I'll be glad to help.

All right, let's get to the example.

Here's the background.

He had built his business mainly around serving residential homeowners with the occasional quote request and job for a commercial client.

Our goal was to help him generate more of these commercial jobs consistently, without having to wait for these higher profile clients to find him in a sea of competitors.

So, we put our heads together and decided to start by focusing on boutique real estate agencies.

He had actually just completed a job for one local agency, cleaning one of their client's properties before it was sold, which was great because we could reference this as a mini case study in our message.

So, we hopped online and found a list of real estate agencies, plus their contact info publicly available on their websites.

We then created an email template that we could customize and send out to each agency.

Here's exactly what we said in one of our emails.

Hi Jane, I've been noticing your listings at the top of realestate.com's search results lately -- love your in-depth descriptions, definitely sets you apart from other listings. Thought I'd reach out directly about helping you close on the... Third Street property.

Recently we finished a full service pressure cleaning job, plus algae and mould removal for Belle Property that helped them close a seven figure deal within three weeks. Would love to do the same for you and...name of Jane's company.

Mind if I send over some available times for a quick call?

Thanks, John.

P.S. Would be happy to share the before and after photos from the Belle Property job, just let me know and I'll shoot them over.

Now, we're going to come back to this email example later in Module Two, where we'll break it down section-by-section so that you can see exactly what's happening and how and why we created it this way.

For now, let's look at the response we got back from the owner of this agency.

Hi John. Thanks for your email. I will keep your details on file. If I have any jobs to get pressure cleaned, I will give them your details.

With kind regards, Jane.

Now only eight days later, we got this email from Jane.

Hi John, a property I have listed at 10th Street needs house washing before we can take photos next week.

It's one level and needs tiled roof, exterior of house, driveway, and windows externally cleaned. Is this something you can help with?

With kind regards, Jane.

Now, this email exchange led to a $2,400 job and a long-term client relationship.

We sent out a personalized version of the same email to 72 real estate agencies in our client's and market area, and this resulted in an extra 12 quote requests and 20 warm prospects created just like Jane where the agency expressed interest in working together on a future property.

Overall, this took us about four hours of our time to find the contact info for each agency, compose our emails, and send them out.

This is exactly how you can transform your business. But let's go one step further and actually quantify the potential impact a cold email approach like this can have on your revenue.

Here's a simple tool that we set up to run all the napkin math automatically.

All we need are three pieces of information: how many new customers can you get, how much revenue each will produce for you, and how much will it cost for you to acquire those customers.

Okay, so let's be ultra conservative and say that using cold email, you could get one new customer per month.

And let's say that each new customer would mean somewhere between $500 to $5,000 in revenue for you.

Okay. So as a result over the next year, your revenue would increase by somewhere between $6,000 to $60,000.

On average, that would be about $33,000 in additional annual revenue with just one new customer per month.

One new customer per week, that's four per month, would be a range of $24,000 to $236,000, or on average $132,000 in additional annual revenue, and so on.

But, we also have to consider the cost of acquiring one new customer per month.

Good news is that other than your time, the cost to acquire each new customer using our cold email approach is zero.

Feel free to spend some more time with this tool, testing out different scenarios.

If you have more than one product or service, just choose one that you'd like to promote and use that price or price range for your projections.

Once you find a scenario that motivates you and feels attainable, just move right on to the next video, where we'll start putting cold email into action for your business.

Of course, if you have any questions, just email me directly at mircea.cornelison@bizactually.com, and I'll be glad to help.

Otherwise see you in Module One!