

# 30 DAYS TO SELL

**Converting users  
from try to buy!**



Proven automated sign-up campaigns  
from the world's leading web companies

Alan O'Rourke



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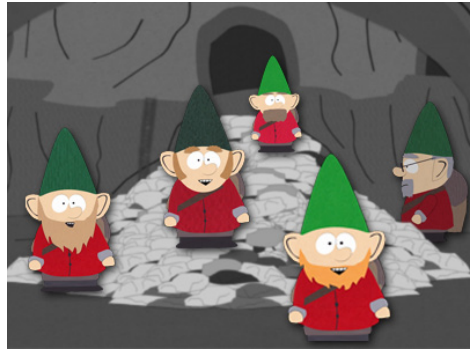
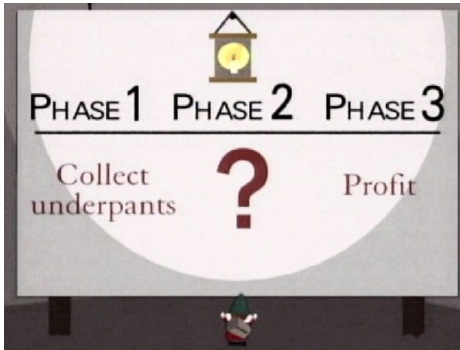
Reader offer..... 121

# Underpants Gnomes

One of the greatest business and marketing lessons from South Park, the animated Comedy Central show from Trey Stone and Matt Parker, is where a bunch of gnomes steal underpants from the townsfolk based on the following business model:

- Step 1. Collect underpants
- Step 2. -
- Step 3. Profit

while singing a Disney-like happy tune.



When asked about step two, the gnomes stare blankly because obviously step three: profit is the important step.

See it here: <http://beautiful-email-newsletters.com/underpants-gnomes/>

Too many companies today work on exactly this model.

- Step 1. Collect sign ups
- Step 2. -
- Step 3. Profit

Then they look around confused when the profit does not materialise. Successful companies know that the selling starts after sign up. Step 2 needs to help, prompt and encourage users, while continuing to sell the benefits of the product or service, right up to the point users hand over their credit card; and in many cases beyond.

Collected here are the automated 30 day email campaigns of the world's leading web companies, picked apart and analysed to help you put together your own user activation campaigns.

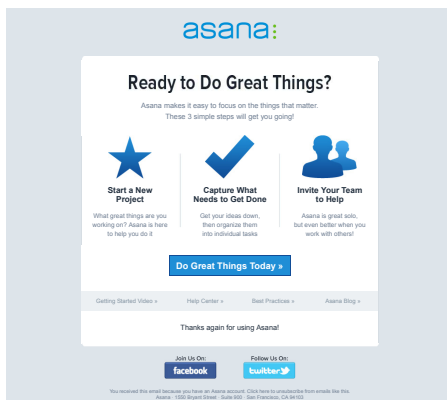
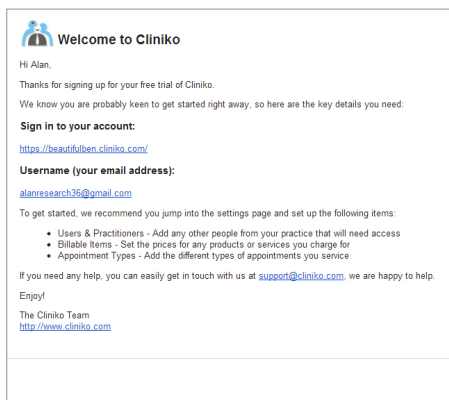
Read on to see how these companies convert users from try to buy.

# The perfect opening line

First impressions are important. Your first email sets the tone of your relationship and is a deciding factor on whether your subsequent emails, no matter how good, get read by your users.

The welcome email must walk the delicate line of getting a user to do enough to see the value of your business without asking too much and causing your email to be filed away for reading later (or never).

Compare the minimal, functional approach of Cliniko to bright and visual Asana who try get you excited about the next steps.



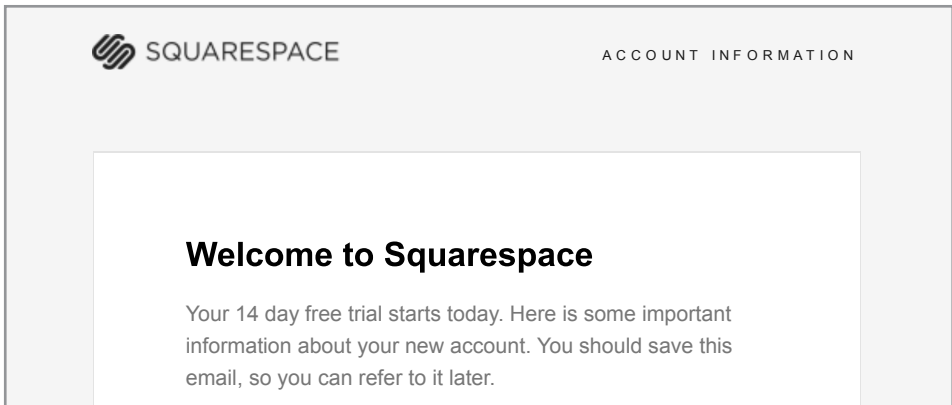
Bug tracking software Fogbugz.com tells you upfront what to expect over your trial to get you looking forward to their emails.

"Over the next six weeks I am going to send you exactly three emails. That's it. I just want to help you learn a bit more about FogBugz."

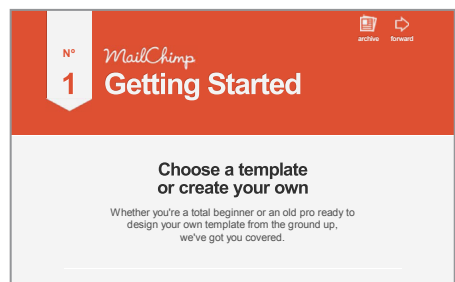
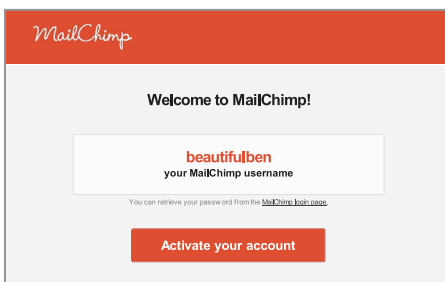
A welcome email most likely contains the users account information and will be referred to often. So a reminder to save the email with links to contact us, support and helpful guides like Squarespace.com is a good idea to help users.

Some companies like Mailchimp do two emails on sign up. One is your





account information. A second separate welcome mail starts you on a series of 9 how-to guides of their key functionality.



It is very easy to forget how effective personal can be. Clinic booking site WhatClinic.com assign every new user a dedicated account manager so every mail comes from a real person, with a profile picture and signature. Likewise, e-commerce software Shopify.com (p.10) provide a user with their own guru to help. Print company Moo.com give their automated mails a personality called LittleMoo which gives a normal transactional email a sense of fun.

"Hello Alan  
I'm Little MOO - the bit of software that will be managing your order with moo.com. It will shortly be sent to Big MOO, our print machine who will print it for you in the next few days. I'll let you know when it's done and on its way to you.  
Thanks,  
Little MOO, Print Robot"

## **30 days and counting...**

You have 30 days to convert a user to a paying customer starting NOW. The clock is ticking. What will you do?

The following pages collect and analyse the messaging and strategy companies use to convert trial users to customers in the most important 30 days after sign-up. Each company's strategy is broken down and presented in an easy to understand, single page, visual guide. You can dig into individual emails on subsequent pages to see how users are prompted to action.

While monthly email newsletters are not strictly part of an activation campaign you should be aware they will be going out at the same time so you need to ensure your messaging supports activation.

Read, analyze, and take note of what approach would work for your company and turn your users from try to buy.





**From:** Shopify <mailer@shopify.com>  
**Date:** Thu, Mar 21, 2013 at 6:19 PM  
**Subject:** Welcome to Shopify

01

day after sign-up

02

03

04

05

06

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13



**From:** Shopify <mailer@shopify.com>  
**Date:** Tue, Apr 2, 2013 at 9:27 AM  
**Subject:** Your online store is about to close

14



**From:** Shopify <mailer@shopify.com>  
**Date:** Thu, Apr 4, 2013 at 6:35 AM  
**Subject:** Your online store has closed

15



**Monthly Newsletter**  
**From:** Shopify Newsletter  
<newsletter@shopify.com>  
**Date:** Thu, Apr 4, 2013 at 10:18 PM  
**Subject:** Get more online sales in April

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Welcome to Shopify!



You've taken the first step towards world domination! Below you will find all of your account information, keep it in a safe place:

Your Store: <http://beautifulben.myshopify.com>

Your store is currently password protected using the password "droosk". You can remove the password protection when you're ready to launch your store.

Your Store's Admin Area: <http://beautifulben.myshopify.com/admin/>

If you ever forget your password, you can always recover it by [clicking here](#).

#### Get ready for some sales!

We've built a step-by-step tutorial into your Store Admin to get you started. You can do the tutorial steps in any order, or skip them completely, it's up to you.

- 1 Add Products
- 2 Customize Your Design
- 3 Add Content
- 4 Getting Paid
- 5 Setting Taxes
- 6 Shipping Settings
- 7 Domain Names

#### Meet your Shopify Guru!

We also provide every store owner with a personal Shopify Guru to help you make your store a success. Your Guru, Alex, can be reached via email at

[alex.richards@shopify.com](mailto:alex.richards@shopify.com)

Alex is available from Monday to Friday from 9am to 5pm EST.



The Shopify Guru Team

[SUPPORT](#) | [FORUMS](#) | [THEME STORE](#) | [APP STORE](#) | [SHOPIFY EXPERTS](#) | [BLOG](#)

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Subject:  
**Welcome to Shopify**

Sent:  
**Immediately**

Call to action:  
**Get ready for some sales**



Shopify have one of the nicer designed email sequences. It is great how they introduce your personal account manager Alex and devote a full third of the email to it. They sell the benefits along with the next steps they want you to take.

Your store is about to close!



Hey beautifulben,

Your free Shopify trial will expire in less than 2 days! If you don't want your online store to be closed, please log in and [pick a plan](#). If you have forgotten your password, you can easily recover it [here](#).

#### Which Plan is Best for You?

Our friendly Sales Team would be happy to help you find the perfect plan for beautifulben. You can reach them by phone (1-888-SHOPIFY) or use our [Sales Contact Form](#).

#### Get \$100 in Credits Today

[Pick a plan](#) today and we'll give \$100 in free credit for Google AdWords. You can use this to get customers to your online store.

#### Need Some Help?

Your Shopify Guru, Alex, is standing by to help you get your site up and running and can be reached via email at:

[alex.richards@shopify.com](mailto:alex.richards@shopify.com)

Alex is available from Monday to Friday from 9am to 5pm EST.



The Shopify Guru Team

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13



Subject:

**Your online store is about to close**

Sent:

**Twelve days after sign-up.**

Call to action:

**Buy today  
& get \$100 google  
adwords credits.**



Again Shopify reinforce the personal touch. You can phone and chat about what plan you should buy. Shopify know the power of real people.

Your store has closed :(



Hey beautifulben,

Uh-oh, Your free trial of Shopify has ended and your store is now closed,

Don't worry, nothing has been lost and you can easily [re-open your store](#) by picking a plan and entering your payment details.

All of us at Shopify are dedicated to building the best ecommerce platform possible and we hope you enjoyed your trial. Should you have any questions or feedback don't hesitate to get in touch with us by phone (1-888-SHOPIFY) or using our [contact form](#).

Thank you,  
The Shopify Team

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Subject:

**Your online store has closed**

Sent:

**Fourteen days after  
signup**

Call to action:

**Re-open your store  
by picking a plan**



I like the extra hook of saying they have not yet deleted your data. The fear of losing something is a much more powerful driver of behaviour than the want to get something.



## Start selling more in April

Dear Alan O'Rourke,

Learning how to launch and grow your online store can be challenging. But it doesn't have to be! This month we're excited to announce the launch of Ecommerce University – a free resource to help you grow your business. We'll also tell you about our increased support coverage, pass on some great advice from our forums, and share two of this month's most popular themes.

### Learn how to sell more online

Our freshly launched Ecommerce University is a collection of advice on how to sell online. You'll find ebooks, articles, videos, and discussion forums full of tips and tricks for beginners to experts alike – and it's all free.

[Check out the new Ecommerce University.](#)



24/7

#### Talk to us for free 24x7

We've expanded our customer service capacity to make sure you have the support you need, whenever you need it. Shopify gurus are always available to take your call or [answer your email](#) 24 hours a day, 7 days a week.

We also have toll-free and local phone numbers for:

UK: 0800 808 5233  
Australia: 03 8400 4750  
New Zealand: 07 788 6026  
North America: 1 888 746 7439

### The best of the forum

Our discussion forums are a place where you can ask questions and connect with other store owners. Here are some of this month's best conversations:

- [How to price plus sized clothes](#)
- [Opinions on product prices](#)
- [Do I need a photographer?](#)
- [How do you get rid of old inventory?](#)
- [How to verify your Shopify website on Pinterest](#)
- [TV advertising: does anyone do it?](#)
- [Best tips for social media marketing](#)



### The best of the Shopify Blog

Our blog is filled with articles to help you build your business and sell more. Here are some of the most popular blog posts from the past month:

- [New Shopify Apps to Help You Sell More](#)
- [10 Must Know Image Optimization Tips](#)
- [All About US Trademarks](#)
- [Best of the Build-A-Business Mentor Tips](#)



15



## Monthly Newsletter

Subject:

**Get more online sales in April**

Sent:

**Fourteen days after signup**

Content

**Business & marketing advice**

**Sell more in April**

**Learning resources**

**Free 24x7 support**

**Join our community**

**Our best blog posts**

**Try our theme store**





**From:** Cliniko <support@cliniko.com>  
**Date:** Tue, Mar 26, 2013 at 4:24 PM  
**Subject:** Welcome to Cliniko!

01

02

03

04



**From:** Jim Sadusky <support@cliniko.com>  
**Date:** Fri, Mar 29, 2013 at 4:30 PM  
**Subject:** Need help with Cliniko?

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**Monthly Newsletter**  
**From:** Cliniko <info@cliniko.com>  
**Date:** Tue, Apr 16, 2013 at 6:28 AM  
**Subject:** Cliniko News - April 2013

23



**From:** Cliniko <support@cliniko.com>  
**Date:** Thu, Apr 18, 2013 at 5:36 PM  
**Subject:** Cliniko - 7 days of free trial left

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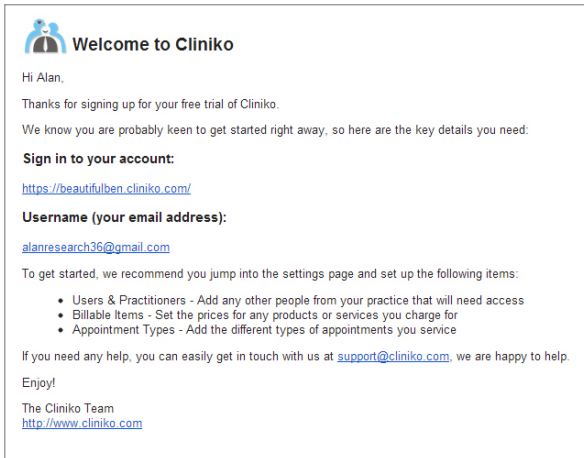
29

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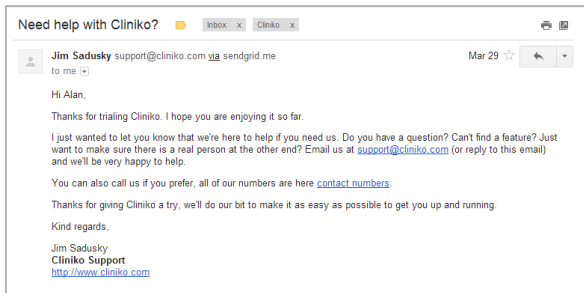
**From:** support@cliniko.com  
**Date:** Thu, Apr 25, 2013 at 5:43 PM  
**Subject:** Cliniko subscription ended



Subject:  
**Welcome to Cliniko!**

Sent:  
**Immediately**

Call to action  
**Set up your clinic**



Subject:  
**Need help with Cliniko?**

Sent:  
**Three days after signup**

Call to action:  
**Contact us. We are real & here to help.**



The personal touch from Jim helps this email seem genuine and helpful.





## Cliniko News - April 2013

Hi Everyone,

It's time for another update!

Firstly, we've had Matt Jones join our team a few weeks ago. Matt is a devops and will be spending his time making sure Cliniko is reliable and fast. He has some big plans for infrastructure improvements and we'll announce more as we get closer. Matt's addition brings the Cliniko team up to 8 now. You can read a bit more about Matt here <http://www.cliniko.com/blog/258/matt-has-joined-the-cliniko-team/>.

We've also been really hard at work on developing new features and improving existing ones. Further below you'll see a list of the main changes we've released in the last couple of months, but really it's nothing compared to what's coming. These are the big 3 that we are currently working on (click the links to see the previews):

- Letter Writing - <https://support.cliniko.com/entries/20182502-Letters-to-patients>
- Xero Integration - <https://support.cliniko.com/entries/20245331-Integration-with-accounting-packages>
- iCal Integration - <https://support.cliniko.com/entries/20236242-iCal-Integration>

We are getting much closer on all of those and can't wait to release them.

On top of all the changes coming out, we also have many new businesses signing up to use Cliniko every day. There have now been over 2 million appointments created in Cliniko and over 1 million patients. We are humbled and thankful for everyone's support and it motivates us even further to keep delivering for you all.

Thanks!

Joel Friedlaender  
Founder - Cliniko

### Recent Changes

#### Practitioners can view their own revenue reports (01-March-2013)

We made a change so that practitioners can access the practitioner revenue reports, for themselves only.

#### Contacts (09-March-2013)

We added **Contacts** into Cliniko. This is used to store the details of anyone that isn't a patient. This could be used for other practitioners, suppliers, insurers or anyone else really.

#### Changes to treatment note autosaving (14-March-2013)

We made a change to treatment note autosaving. This was to allow it to work even if your internet dropped out and a few other benefits too. This change has however been met with mixed reviews, you can see the details and discussion here <https://support.cliniko.com/entries/21650900-Blog-improvements-to-treatment-note-autosaving>. We have more improvements planned for this change.

#### Security updates (19-March-2013)

We released a few security updates to ensure our security stays top notch and is up to date with current threats.

#### Improvements to data importing (04-April-2013)

We made some big improvements to data imports. It no longer struggles with large import files and it also lets you "undo" your data imports within 48 hours of importing. You can see your historical imports too.



#### Stay up to date

Subscribe here:  
[Cliniko updates and changes](#)

Like our facebook page:  
[Cliniko facebook page](#)

Follow us on twitter:  
[@cliniko](#)

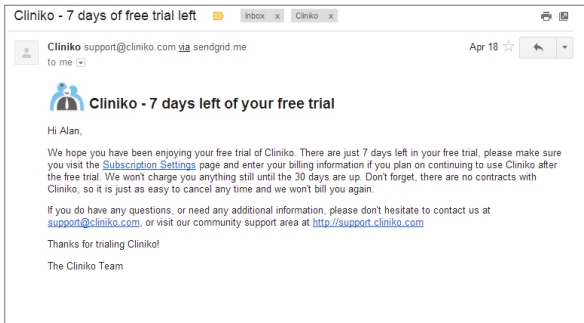


## Monthly newsletter

Subject:  
**Cliniko News - April 2013**

Sent:  
**Twenty one days after signup.**

Content:  
**Letter from the founder**  
**New staff (we are growing)**  
**System updates & new features**



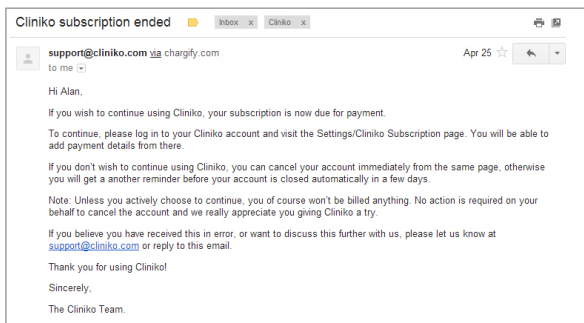
24



**Subject:**  
**Cliniko - 7 days of free trial left**

**Sent:**  
**Twenty three days after signup.**

**Call to action:**  
**Add your credit card for uninterrupted service.**



31



**Subject:**  
**Cliniko subscription ended**

**Sent:**  
**Thirty days after signup.**

**Call to action:**  
**Times up. To continue, log in and add payment details.**



A great series of mails but Cliniko undermine the message and power of this mail. They say time is up and pay now. Then say, oh hang on, you still have a few days. I am lazy so I will hang on for a few more days.

It's common to follow up after a few days with a last, last chance mail or even a special offer. A hail mary email it is called. But best not to warn users it is coming.

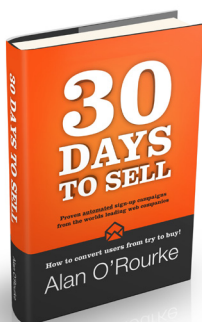
## Like it? Please share it.

Click to share

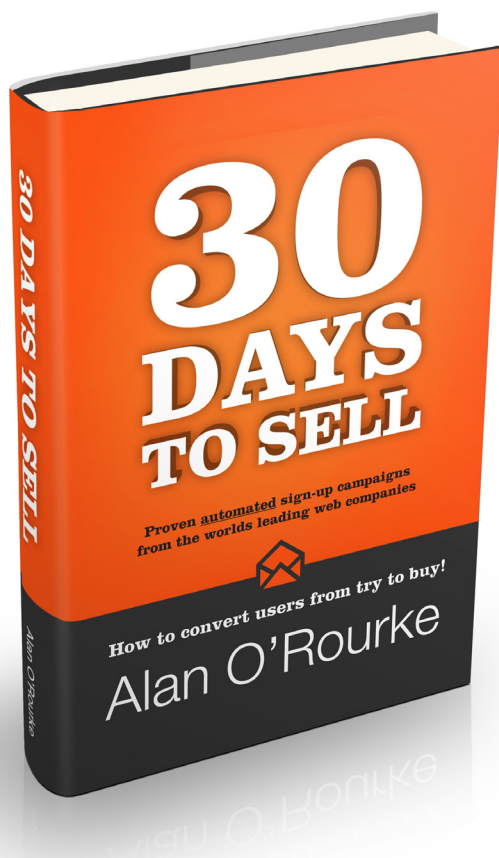


“Just read the first two chapters of 30 Days To Sell by Alan O’Rourke. Recommended. Download free at <http://goo.gl/G4VYq> #30daystosell”

The book will be out on September 3rd.



# Pre-order 30 Days To Sell



Release date: September 2013

Sign-up to get notified when the book is available to pre-order and get an exclusive subscriber only chapter to download.

<http://beautiful-email-newsletters.com/30daystosell/>


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Brown

Business

cameras

campaign monitor

Cars

Catering

Cellphone

Charity

Children

Christmas

Cinema

Cloth & Fashion

Competition

Computers

Conference

Consultancy

Cosmetics

Coupon

Cream

cssmania

delicious

Design

Design Agency

Welcome to the new Beautiful Email Newsletters. [Read about the relaunch here.](#)



**STACKING the DECKS**

We've hit 10 Million!

Our Favorite Businesses

Slideshow - Stack...

Rate: ★

0 Comments

Arun Jay



**HOW to LIVE CONFERENCE**

LAST CHANCE TO REGISTER.

Learn Email Marketing

The Dieline Packag...

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Conference

Design Templates

Create Any Templates - Print or Share w/ Friends Free w/ Toolbat!

[www.MyScrapBook.com](#)



**CINEQUANON**

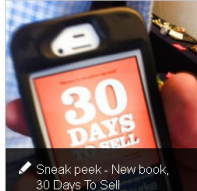
8,7

CineQuanon

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CineQuanon



**30 DAYS TO SELL**

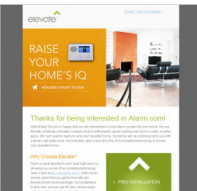
Sneak peek - New book, 30 Days To Sell

Sneak peek - New b...

Rate: ★

0 Comments

30 days to sell



**RAISE YOUR HOME'S IQ**

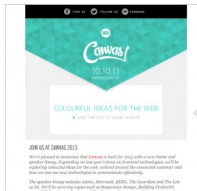
Thanks for being interested in Alarm.com!

Elevate Smart Home...

Rate: ★

0 Comments

Alarm.com



**Canvas**

COLOURFUL IDEAS FOR THE WEB

Canvas

Rate: ★

0 Comments

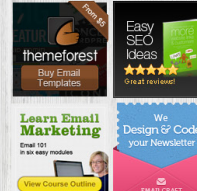
blue

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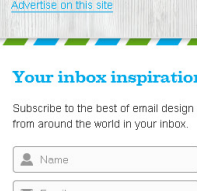
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30 Days To Sell - Converting users from try to buy.

21

# 50 Monster Ideas

## MORE links and Customers

**50 link building ideas Google does not want you to know!**

This book is designed to provide more actionable items per \$ than a typical marketing book.

- Do you need to get your website to the top of Google?
- Is your marketing budget being cut but you still need to bring more customers to your website?
- Do you wish you had a straight forward list of the most effective ways to get first in the search listings?

In this book learn proven ideas to build the profile of businesses big and small all over the world.



**Available in Paperback and ebook from Amazon \$9.95.**

[http://www.beautiful-email-newsletters.com/50\\_monster\\_ideas\\_seo\\_linkbuilding/](http://www.beautiful-email-newsletters.com/50_monster_ideas_seo_linkbuilding/)

\*\*\*\*\*

“This is a practical guide, well written, witty and most of all useful! Actual useful examples of how things work. It really got our creative juices flowing in the office. I honestly can’t wait to implement these “  
~ Eoin Bara, V7.ie

\*\*\*\*

“Nice, easy to read guide that doesn’t bombard you with terminology and phrases and instead just covers the facts and shows you how to get on with building links and driving traffic. “  
~ Donal Cahalane, smallbusinessrebels.com

# About the Author



Alan is a creative director with over ten years of award winning creative strategy, marketing and user engagement design. Author and speaker, Alan previously ran one of Irelands leading design agencies where he was nominated for a BAFTA award. Alan later founded online marketing software company Toddle.com, building a user base of almost 30,000 users worldwide before selling the company. He is a graduate of business development in DIT but more importantly studied film and almost broke through to Hollywood playing snooker player number 2 but they didn't show his good left side .

✉ [alan@spoiltchild.com](mailto:alan@spoiltchild.com)    [Linkedin.com/in/spoiltchild](https://www.linkedin.com/in/spoiltchild)  
 [@alanorourke](https://twitter.com/alanorourke)

You can also follow Alan under the alias @ben\_approves as he showcases some of the best email designs on [www.beautiful-email-newsletters.com](http://www.beautiful-email-newsletters.com)

# 30 DAYS TO SELL

**Proven automated sign-up campaigns  
from the worlds leading web companies**

You have 30 days to convert a user to a paying customer starting NOW. The clock is ticking. What will you do?

Collecting and analysing the messaging and strategies the leading e-commerce, software and service companies use as they convert trial users to customers in the most important 30 days after sign-up.

Each companies strategy is broken down and presented in an easy to use and understand visual guide.

30 days to sell is a must buy if you are looking to automate and improve new customer conversion.

## **This book covers:**

- Activation campaigns from the worlds leading web companies.
- Easy reference guide - what message to send and when.
- Full page examples of each marketing message.
- Steal ideas from successful entrepreneurs, marketers and growth hackers.
- Two new bonus chapters showcasing more activation campaigns.



**Converting users from try to buy!**