

Bonus chapters

# 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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**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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30 days of Basecamp (Project management software)..... 1

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**From:** Basecamp <notifications@basecamp.com>  
**Date:** Thu, Mar 21, 2013 at 4:51 PM  
**Subject:** Welcome to Basecamp!

01

02



**From:** Basecamp <notifications@basecamp.com>  
**Date:** Fri, Mar 22, 2013 at 7:01 PM  
**Subject:** Become a Basecamp Pro in just 30 minutes!

03

04

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06

07



**From:** 37signals <billing@37signals.com>  
**Date:** Thu, Mar 28, 2013 at 2:32 PM  
**Subject:** Get more from your Basecamp trial!

08

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**From:** Basecamp <notifications@basecamp.com>  
**Date:** Wed, May 15, 2013 at 3:33 PM  
**Subject:** Don't let your Basecamp trial expire!

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**From:** 37signals <billing@37signals.com>  
**Date:** Mon, May 20, 2013 at 3:34 PM  
**Subject:** Your Basecamp trial has ended. Subscribe today to pick up where you left off.

60



**Basecamp**

Hi Alan,

Welcome to Basecamp and thanks for signing up! You've joined over 1,000,000 people just like you who manage their projects with Basecamp.

---

**Sign in to your account:**

<https://basecamp.com/login>

**Username:**

[alanresearch36@gmail.com](mailto:alanresearch36@gmail.com)

---

[Help us improve Basecamp by telling us a little more about yourself. →](#)

We hope you enjoy this opportunity to take Basecamp for a spin. Feel free to kick the tires and get acquainted with no limits and no obligation during your free trial.



Subject:

**Welcome to  
Basecamp!**

Sent:

**Immediately**

Call to action:

**Sign in to your  
account.**



Basecamp



Hey Alan,

You should join us for a live, online class that quickly teaches you and your team how to become Basecamp Pros in just 30 minutes.

You'll get filled in on every key feature in Basecamp, see examples of how we run our projects here at 37signals, and we'll do live Q&A just for you and your team to boot.

Best of all, [Basecamp classes](#) are free!

**9 Out Of 10 Attendees Feel More Comfortable  
Using Basecamp After Attending Basecamp Classes**

Here's what some of them had to say...

*"It was really perfect for a first webinar on Basecamp, just enough to get functional and get the toes in the water...THANKS, Basecamp ROCKS!"*

*"I was happy it was only 30 minutes. Lots of good info packed in. It's hard to allot 60 minutes to a webinar. Your staff comes across as extremely customer centric and eager to assist! I've only been using Basecamp for 2 weeks but LOVE it so far. Thanks for all you do and have a great day!"*

*"Nice work. I used basecamp classic for many years. This was a good way to get a feel for the new version. Thanks so much!"*

Hurry, space is limited and classes fill up quickly.

[Register today to save your spot](#)

From the team that proudly brings you Basecamp, 37signals

P.S. Know anyone on your team that should sign up? Be sure to let them know by forwarding them this email.

Need help with something?  
Contact our support team at <http://basecamp.com/help>



02



Subject:  
**Become a Basecamp  
Pro in just 30  
minutes!**

Sent:  
**One day after signup**

Call to action:  
**Register today to  
save your spot**



Basecamp

Hi Alan,

**It's been about a week since you signed up for Basecamp. We hope you're enjoying it so far!**

- Join us for a [live introduction to Basecamp webinar](#) and you'll be a Basecamp pro in less than an hour.
- Have questions right now? Just [sign in to your account](#) and click the green "Support" tab on the left. Our friendly support team will get right back to you.

**Your free, no-risk trial runs until May 20th, 2013.**

Kick the tires, explore, and start using Basecamp for real. The more you use it the more you'll love it.

Thanks again for choosing Basecamp!

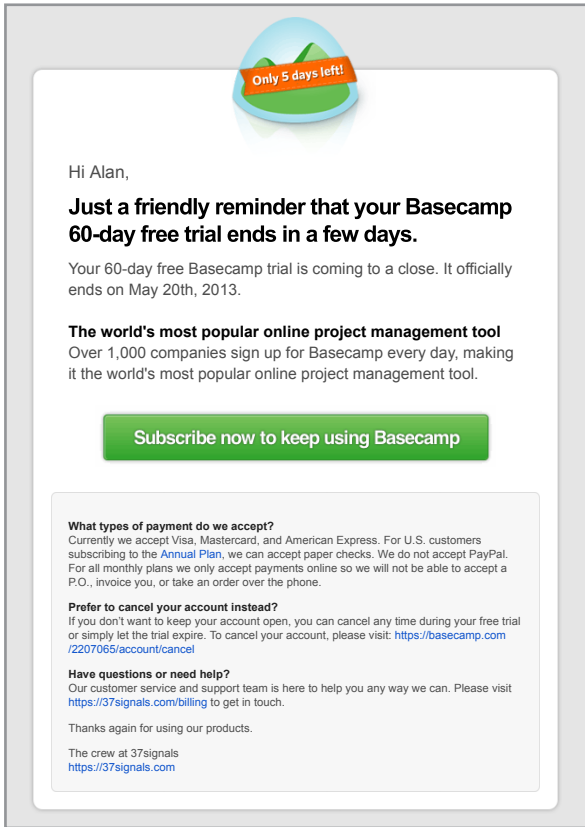
The crew at 37signals  
<http://37signals.com>



Subject:  
**Get more from your  
Basecamp trial!**

Sent:  
**Seven days after  
signup**

Call to action:  
**Sign in to your  
account**

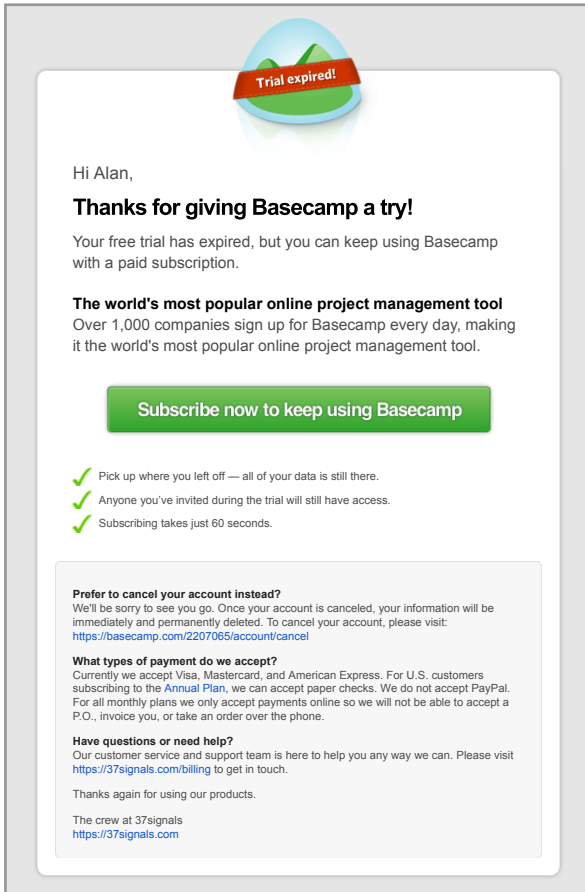


Subject:  
**Don't let your  
Basecamp trial  
expire!**

Sent:  
**Fifty four days after  
signup**

Call to action:  
**Subscribe now  
to keep using  
Basecamp**





Subject:  
**Your Basecamp trial  
has ended. Subscribe  
today to pick up  
where you left off**

Sent:  
**Fifty nine days after  
signup**

Call to action:  
**Subscribe now  
to keep using  
Basecamp**



**From:** Rdio <no-reply@rdio.com>  
**Date:** Wed, Oct 30, 2013 at 3:44 PM  
**Subject:** Complete your Rdio registration

01



**Subject:** Welcome to Rdio!  
**Date:** Thu, Oct 31, 2013 at 7:41 PM  
**Subject:** Find people & discover music on Rdio

02



**Date:** Fri, Nov 1, 2013 at 7:28 PM  
**Subject:** Dive in, discover music on Rdio

03



**Date:** Sun, Nov 3, 2013 at 6:43 PM  
**Subject:** Keep your favorites close

04



**Date:** Sat, Nov 2, 2013 at 7:12 PM  
**Subject:** Take Rdio with you

05



**Date:** Tue, Nov 5, 2013 at 7:29 PM  
**Subject:** Get Rdio everywhere

06



**Date:** Mon, Nov 4, 2013 at 7:23 PM  
**Subject:** Stations — perfect mixes, just for you.

07



**Date:** Tue, Nov 5, 2013 at 7:29 PM  
**Subject:** Get Rdio everywhere

08



**Date:** Wed, Nov 6, 2013 at 7:00 PM  
**Subject:** Rdio - Unlimited music, zero ads.

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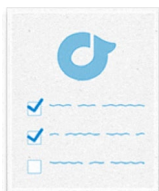
27

28

29

30

31



## Complete your Rdio account registration.

You're just a step away from playing music on the web, smartphones, tablets and at home!

Finish Signing Up

If the button doesn't work, copy and paste this link into your browser:  
[http://www.rdio.com/account/register/f8ddbd70530332f90415bc90603501946f08c671/?utm\\_content=20131030&utm\\_source=email\\_IE\\_signup](http://www.rdio.com/account/register/f8ddbd70530332f90415bc90603501946f08c671/?utm_content=20131030&utm_source=email_IE_signup)

Need help? Visit <http://help.rdio.com/> or email us at [help@rdio.com](mailto:help@rdio.com).

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01



Subject:  
**Complete your Rdio registration**

Sent:  
**Immediately**

Call to action:  
**Finish signing up**



## Welcome to Rdio!

You're all set to discover and play millions of songs, on-demand and without ads. Follow friends and tastemakers to discover your next favorite artist.

[Open Rdio](#)

### Top albums on Rdio



AM  
Arctic Monkeys



Icarus Falling  
Sam Lawrence



Native (Deluxe)  
OneRepublic



PRISM (Deluxe)  
Katy Perry



Gyllene Tider  
Gyllene Tider

### Follow an influencer and kickstart your discovery.



#### Pitchfork

Essential guide to independent music and beyond.



#### of Montreal

Experience the magical musical world of Kevin Barnes, lead singer.



#### Jake Shears

Get inspired by Scissor Sisters frontman's seasonal playlists.



#### Domino Record Co

Maverick sounds from one of the UK's leading independent labels.

### Apps for everyone, Rdio everywhere.



Rdio for Mobile



Rdio for Mac



Rdio for Windows



Fill your pocket with music. Try Rdio on your phone.

[Try Rdio Apps](#)

[Rdio US](#) | [Facebook](#) | [Twitter](#) | [Blog](#) | [Help](#)



Subject:  
**Welcome to Rdio!**

Sent:  
**Immediately**

Call to action:  
**Open Rdio**

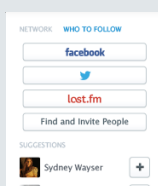


More people, more music.

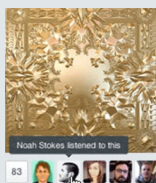
Music is meant to be shared between people. Find and follow friends and influencers on Rdio to find your new, favorite music and rediscover great songs you'd completely forgotten about.

Connect to find your friends

Connect once, keep discovering.



Find and follow  
Connect to Facebook, Twitter, and Last.fm  
— or follow one of our suggestions.



Listen to your network  
Open your Heavy Rotation and see the  
albums your network listens to.

Follow an influencer and kickstart your discovery.



**Pitchfork**  
Essential guide to  
independent music  
and beyond.



**of Montreal**  
Experience the  
magical musical world  
of Kevin Barnes, lead  
singer.



**Jake Shears**  
Get inspired by  
Scissor Sisters  
frontman's seasonal  
playlists.



Fill your pocket with music. Try Rdio on  
your phone.

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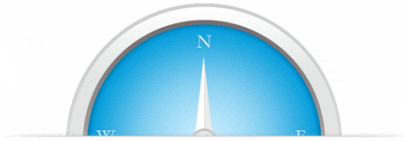
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Subject:  
**Find people and  
discover music on  
Rdio**

Sent:  
**One day after signup**

Call to action:  
**Connect to find your  
friends**

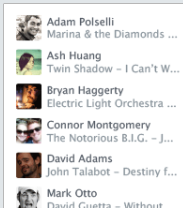


The more you follow, the more you find.

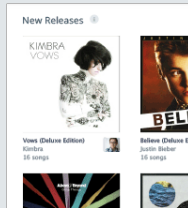
Your network is doing the work for you — open Rdio and discover what's in Heavy Rotation to find your next, personal #1 hit.

Discover music on Rdio

Let the music find you.



Live and direct  
See who's listening right now and share with them instantly.



New releases, every week  
Thousands of new songs and albums released every week.

Follow an influencer and kickstart your discovery.



**Pitchfork**  
Essential guide to independent music and beyond.



**of Montreal**  
Experience the magical musical world of Kevin Barnes, lead singer.



**Jake Shears**  
Get inspired by Scissor Sisters frontman's seasonal playlists.



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Subject:  
**Dive in, discover music on Rdio**

Sent:  
**Two days after signup**

Call to action:  
**Discover music on Rdio**



Fill your pocket with music.

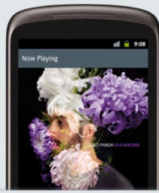
Take your music with you everywhere you go — even if it's farther than your signal reaches.

[Get the Rdio App](#)

Take the best of Rdio with you.



Works without a signal  
Carry every album and song in your Collection with you, wherever you go.



Bring your collection along  
Sync your favorite music and listen even when you're offline.

Follow an influencer and kickstart your discovery.



**Pitchfork**  
Essential guide to independent music and beyond.



**of Montreal**  
Experience the magical musical world of Kevin Barnes, lead singer.



**Jake Shears**  
Get inspired by Scissor Sisters frontman's seasonal playlists.

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Subject:  
**Take Rdio with you**

Sent:  
**Three days after  
signup**

Call to action:  
**Get the Rdio App**



Find your favorites fast.

Every song on Rdio is yours to listen to — make the ones you really care about easy to find by adding them to your collection.

[See your Collection](#)

Make Rdio yours.

#### PLAYLISTS

Pride 2012 by Adam Polselli

Silver Screen Scores

by Jeff Dlouhy

Documentary Music

Ambient

Inspirationals

Musicals

90's

80's

Mix it up with playlists

Make playlists just for yourself or collaborate on one for just the right mix.

#### Queue

##### NOW PLAYING



In Our Heads  
Hot Chip

1) Motion Sickness

2) How Do You Do?

3) Don't Deny Your Heart

4) Look At Where We Are

5) These Chains

Line them up

Browse around Rdio and add interesting music to your queue — it'll automatically play later.

Follow an influencer and kickstart your discovery.



**Pitchfork**

Essential guide to independent music and beyond.



**of Montreal**

Experience the magical musical world of Kevin Barnes, lead singer.



**Jake Shears**

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Subject:

**Keep your favorites close**

Sent:

**Four days after  
signup**

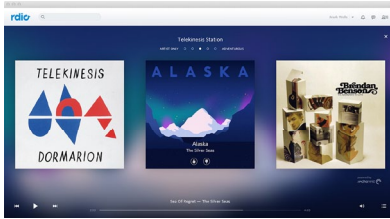
Call to action:

**See your collection**



radio

What to play next? Let us serenade you.



Stations play the perfect flow of music. And with 10 types of stations — based on songs, artists, genres, and more — it's easy to find new music to love. Just tune in and turn it up.

Choose a station



Feast your eyes.

Find all your favorite stations in one easily browsable place. Start a station to see the breathtaking player, showcasing album art front and center.



Fit the mood.

Tune your station, voting on songs and adjusting their adventurousness, until you hear exactly what you're in the mood for.



Keep it fresh.

With an endless number of stations to play, each drawing from the 20 million songs in our catalog, you'll always hear something new.

Give these stations a spin.



Hugh Doolan Station  
Ben Browning, Funeral Suits, Mike  
Wester, Sailor And I

David Guetta Station  
Bob Sinclar feat. Steve Edwards,  
Armand Van Helden, Benny Benassi,  
Calvin Harris feat. Florence Welch

Alternative Station  
Mercury Rev, The Flaming Lips,  
The Breeders, R.E.M.

Various Artists (The 1962 British Hit  
Parade - Part 1) Station

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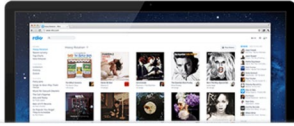
06



Subject:  
**Stations — perfect  
mixes, just for you**

Sent:  
**Five days after signup**

Call to action:  
**Choose a station**



Music all around you.

Living room, deck, car, or your desk at work —  
Rdio plays well everywhere.

[Rdio Apps & Speakers](#)

Put a dance floor in your living room.



**Big sound**  
Connect Rdio to a wireless speaker, and get  
great sound while staying stylish.



**Lean back, turn up, enjoy**  
Rdio on Roku brings big sound to your big  
screen.

Follow an influencer and kickstart your discovery.



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Essential guide to  
independent music and  
beyond.



**of Montreal**  
Experience the magical  
musical world of Kevin  
Barnes, lead singer.



**Jake Shears**  
Get inspired by Scissor  
Sisters frontman's  
seasonal playlists.



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phone.

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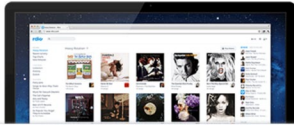
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**Subject:**  
**Get Rdio everywhere**

**Sent:**  
**Six days after signup**

**Call to action:**  
**Rdio Apps & Speakers**

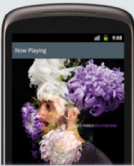


Fill your life with music.

With an Rdio subscription, the music never stops. Millions of songs, on-demand, ad-free. Music paradise.

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It's extra nice for subscribers.



**Works without a signal**  
Sync your favorite music and listen even when you're offline.



**Works everywhere**  
Subscribers can use Rdio on the phone, on Sonos, and everywhere they go.

Follow an influencer and kickstart your discovery.



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Essential guide to independent music and beyond.



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Subject:  
**Rdio - Unlimited music, zero ads**

Sent:  
**Seven days after signup**

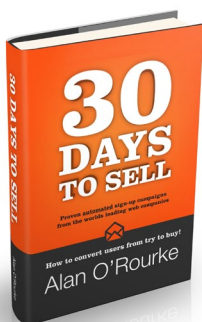
Call to action:  
**Subscribe to Rdio now**

## 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”



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The #1 html email gallery showcase in the world

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### Categories

- Accessories
- Adventure
- Advertising
- Airline
- Animation
- Announcement
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- Art
- Autumn
- Bags
- Beauty & Care
- Before & After
- Black
- Blog
- Blog Post Category
- Blue
- Brown
- Business
- cameras
- campaign monitor
- Cars
- Catering
- Celiphone
- Charity
- Children
- Christmas
- Cinema
- Cloth & Fashion
- Competition
- Computers
- Conference
- Consultancy
- Cosmetics
- Coupon
- Cream
- cssmania
- delicious
- Design
- Design Agency



[The SEO link Ideas book](#)

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



**STACKING THE DECKS**

We've hit 10 Million!

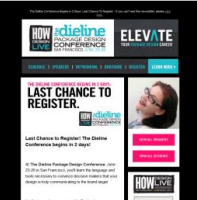
Our Favorite Businesses

Slideshow - Stack...

Rate: ★

0 Comments

Arun Jay



**HOW TO LIVE CONFERENCE**

ELEVATE

LAST CHANCE TO REGISTER

The Dieline Packag...

Rate: ★


0 Comments

Conference


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AdChoices



**CINEQUANON**


8,7

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**30 DAYS TO SELL**

Sneak peek - New book, 30 Days To Sell

Sneak peek - New b...

Rate: ★


0 Comments

30 days to sell


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Great reviews!



**Learn Email Marketing**

Email 101 in 10 easy modules



**We Design & Code your Newsletter**


EMAILCRAFT

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

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### Editors & contributors

The awesome people who make this site happen.



Alan Cheryl Mark

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20

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

# 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 .

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[t](https://twitter.com/alanorourke) [@alanorourke](https://twitter.com/alanorourke)

You can also follow Alan under the alias [@ben\\_approves](https://twitter.com/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!**