



Keith Perhac

@harisenbon79

Founder of DelfiNet
Founder of SegMetrics
Co-Founder of Summit Evergreen



What do I do?

The background features a dark teal color with several stylized hands holding smartphones. Each phone screen displays a different icon: a shopping cart, a glowing lightbulb, a globe, a line graph showing an upward trend, a dollar sign inside a speech bubble, and a speech bubble with three dots. The overall theme is digital marketing and user experience.

*Design Strategies that Turn
Visitors Into Customers*

People I Work With

MIXERGY

Kwik Learning



TOYOTA



POSITIVELY POSITIVE
YOUR ATTITUDE + YOUR CHOICES = YOUR LIFE

**FRONTEND
MASTERS**

**I Will Teach You
To Be Rich**

NOMADIC
MATT



TRAVEL BETTER, CHEAPER, LONGER.



Important!

**When I get Excited,
I talk REALLY FAST**

This is 100% True:



joshdoody 11:18 AM

[@keithperhac](#) I would be very worried if I had 47 slides and had not yet hit my subject. But with your style, 47 slides is basically like 3 minutes of intro, right? 😊



edavis10 11:23 AM

"Hi" "I'm" "Keith" "[picture of kids]" "Intro"



joshdoody 11:23 AM

You have an early copy of his deck or something?

Slides Are Available

**[DevelopYourMarketing.com/
microconf-2017](https://DevelopYourMarketing.com/microconf-2017)**



Let's get
started!

Building Your First Effective Marketing Funnel



For SaaS and Products

End Goal:

Get Visitors on Your List

Turn Visitors into Customers

Why Are Email Funnels Important?



Isn't Email Dead?

Why email is dead to me - CNET

<https://www.cnet.com/news/why-email-is-dead-to-me/> ▼

Jul 27, 2016 - How do you lose control of an email inbox? "Two ways. Gradually, and then suddenly," as Ernest Hemingway once wrote. For me, the latter part ...

Why Email Will Be Obsolete by 2020 | Inc.com

www.inc.com/john-brandon/why-email-will-be-obsolete-by-2020.html ▼

Apr 16, 2015 - What's going to happen to digital communication over the next five years? Will we still be weeding out unimportant messages and fishing ...

3 Reasons Why Email is Dead - Wrike

<https://www.wrike.com/blog/3-reasons-email-dead/> ▼

Jul 7, 2016 - 3 Reasons Why **Email is Dead** We've said it before: the days when email was the primary tool for completing collaborative projects is over.

Email Is Dead, Again | John C. Dvorak | PCMag.com

www.pcmag.com › Reviews › Software › Productivity › E-mail ▼

Jun 24, 2015 - **Email is dead** because nobody uses it anymore. **Email is dead** because spam is strangling it. A friend of mine made hay with a lecture on how ...

Email Is Dead. What's Next? | Big Think

bigthink.com/ideafeed/email-is-dead-whats-next ▼

"We don't think a modern messaging system is going to be email," said Mark Zuckerberg recently. He isn't the first to suggest that **email is dead** and he definitely ...

This is my favorite:

Email Is Dead ... | Fast Company

<https://www.fastcompany.com/60037/email-is-dead> ▼

Jul 1, 2007 - But communication isn't. Reuters, Capital One, and Union Bank reclaim productivity by rethinking the inbox.

This is my favorite:

Email Is Dead ... | Fast Company

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Jul 1, 2007 - But communication isn't. Reuters, Capital One, and Union Bank reclaim productivity by rethinking the inbox.



3 Years Before I started Email Marketing

Emails Are Important

Email Gives You Personality



*personality
goes a long way*



Who Are these People?



Who Are these People?



Who Are these People?



\$ 2500

HOWARD



-\$ 1000

NESTER



\$ 100

ANNIE

These Are Large Corporations

**Who let customers connect
with a human face**

Who Are these People?

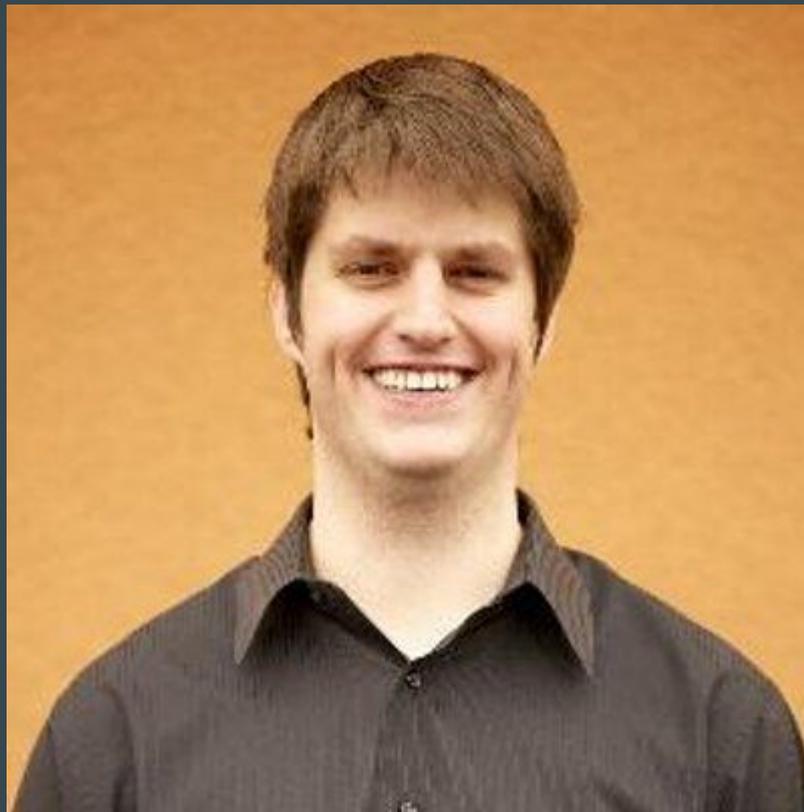


Who Are these People?



Not Robert Downey Jr.

Who Are these People?



Who Are these People?



Who Are these People?



Communication
from a **Person** is more
compelling than
from a **Company**.

**Companies
Don't give a crap
about you.
People do.**

Who do I remember?

Ryan Deiss - DigitalMark.	←
Summer Bock.	←
Brian @ SamCart	←
Mixpanel	
Lee Bellinger	←
Startups Daily	
MyFonts News	
Summer Bock.	←
JALマイレージバンク	
Karl Sakas	←
Summer, me (2)	
Northwest Children's The.	
Google Analytics (2)	
Wentworth Subaru	
Geekbot	
Samuel from UserOnboard	←
Mitchell, Keith, Keith (5)	←

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Northwest Children's The.	
Google Analytics (2)	
Wentworth Subaru	
Geekbot	
Samuel from UserOnboard	←
Mitchell, Keith, Keith (5)	←

I don't even
USE SamCart.

**But I remember
Brian.**

EMPIRE RECORDS

Open 'til Midnight



Yeah, that movie was great!

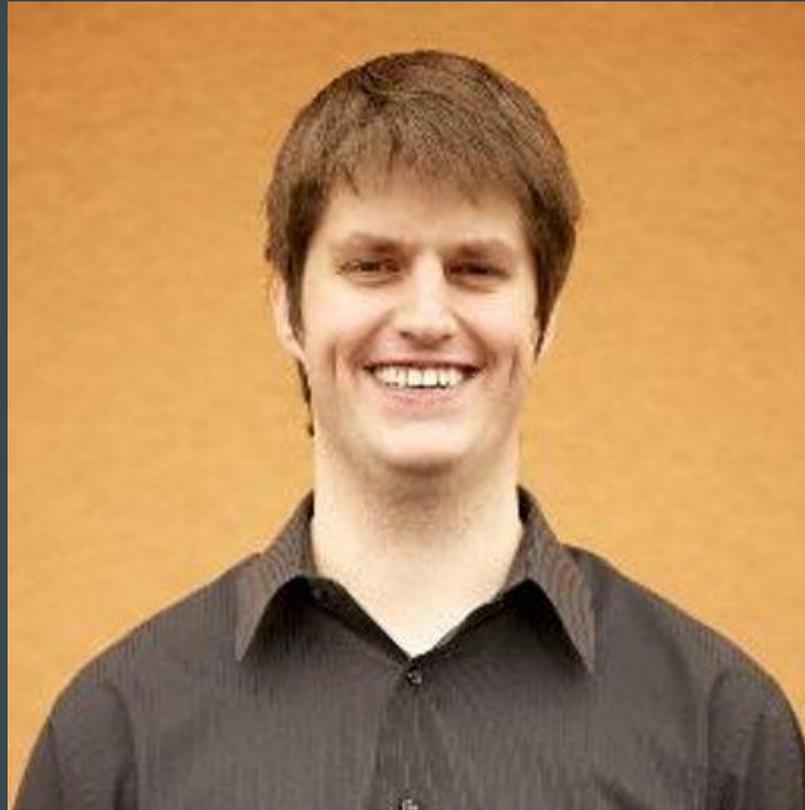
EMPIRE RECORDS

Open 'til Midnight



Wait... I never saw it.

Remember This Guy?



When I first met Lars, I felt I already knew him. Because of 8 months of emails in my inbox.

<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Mobile App Optimization for User Acquisition, Activation, and Retention - Mobile
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	How to Unleash The Testing Power of Your Emails - How to Unleash The Te
<input type="checkbox"/>	☆	Lars Lofgren	keef@rabidcomics.com	How to Design High-Converting Lead Gen Landing Pages - How to Design High-f
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	I'm back! Let's do another round of teardowns :) - Psst - I've got a challenge for y
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	How to Craft Push Notifications That Users Actually Want to Receive - How to C
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	5 Key Shifts for Breakthrough Innovation - 5 Key Shifts for Breakthrough Innovat
<input type="checkbox"/>	☆	Lars Lofgren	keef@rabidcomics.com	Last Chance to Register: 7 Deadly Web Design Sins You Might be Making - 7 De
<input type="checkbox"/>	☆	Lars Lofgren		7 Deadly Web Design Sins You Might be Making - 7 Deadly Web Design Sins You Might be Making Thur
<input type="checkbox"/>	☆	Lars Lofgren	keef@rabidcomics.com	Last Chance to Register: How to Do Better Market Research - How to Do Better
<input type="checkbox"/>	☆	Lars Lofgren		How to Do Better Market Research - How to Do Better Market Research Thursday, January 22nd 2015 1
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	How to Send Data-Driven Lifecycle Emails That Convert Every Time - How to Se
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Nervous about your 2015 goals? - You just committed to your 2015 marketing go
<input type="checkbox"/>	☆	Lars Lofgren		Customer Nurture: Your New Growth Engine - Customer Nurture: Your New Growth Engine Thursday, Ja
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Last Chance to Register: Everything You Need to Know about B2B Blogging in 4
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Everything You Need to Know about B2B Blogging in 45 Minutes - Everything Yo
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	How to Scale Your Analytics in a Maturing Organization - How to Scale Your Ana
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	How we survived a 40% traffic hit from Google - One of Google's search updates
<input type="checkbox"/>	☆	Lars Lofgren		How to Get a Nearly Unfair Advantage with Competitive PPC Data - How to Get a Nearly Unfair Advanta
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Best Practices: What to Track with Your Analytics - Best Practices: What to
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Doubling Your Revenue per Visitor with the Pricing Page - Doubling Your Revenu
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Last Chance to Register: Epic Insights - PPC Analytics Tactics That Can M
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Epic Insights: PPC Analytics Tactics That Can Make or Break Your Perform
<input type="checkbox"/>	☆	Lars Lofgren		How we survived a 40% traffic hit from Google - One of Google's search updates hit us hard. Really hard
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	Content, Conversions, and Lead Generation - Content, Conversions, and Lead G
<input type="checkbox"/>	☆	Lars Lofgren	keef@rabidcomics.com	Last Chance to Register: Amplification: Content Marketing That Works - Amplific
<input type="checkbox"/>	☆	Lars Lofgren		Amplification: Content Marketing That Works - Amplification: Content Marketing That Works Thursday, C
<input type="checkbox"/>	☆	Lars Lofgren (2)	keef@rabidcomics.com	The Path Report is here. - Now get more out of your data with less digging. Th

If Lars asked me for a
favor? **Sure!**

If Macy's asks me for a
favor? **Screw You.**

Story Time:

I read a lot of emails - I am not often surprised in my inbox.



Brennan got me to respond to a canned email, because I thought it was real.

Another friend emailed me 3 times asking for a response because I thought it was canned. OOPS!



The Key is Having

Good Content

**The “Face” Makes it
More Relatable.**



From “aha” to “oh sh*t”, I’m sharing everything on my journey to 100,000 monthly visitors.



From “aha” to “oh sh*t”, I’m sharing everything on my journey to 100,000 monthly visitors.

**Which Do You
Trust More?**

SaaS vs Products



How Do We Relate to Readers?

SaaS
People!



Product People!



Split at MicroConf:
About 80/20

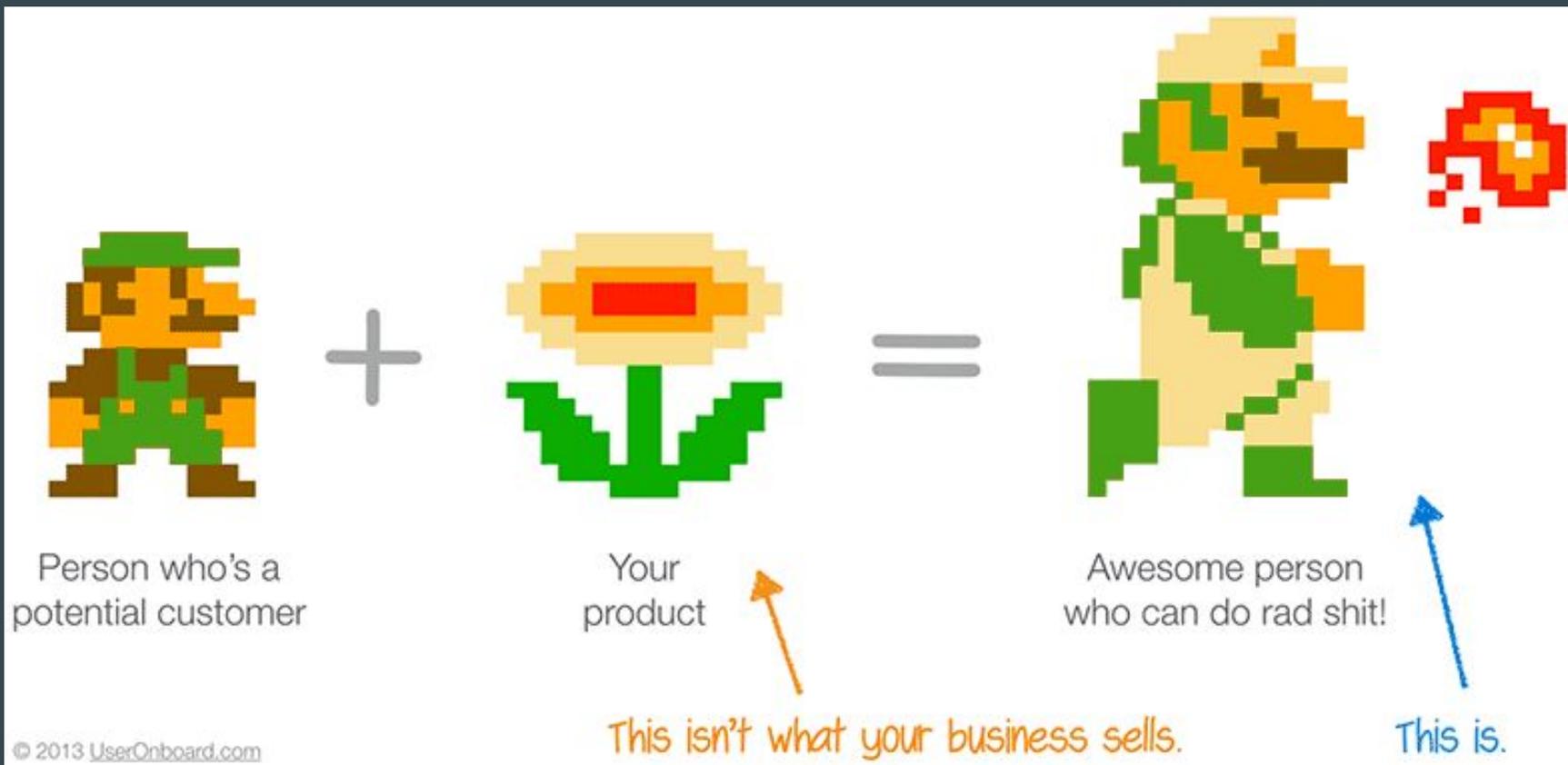
(Please let me be right)

Why is the Difference Important?

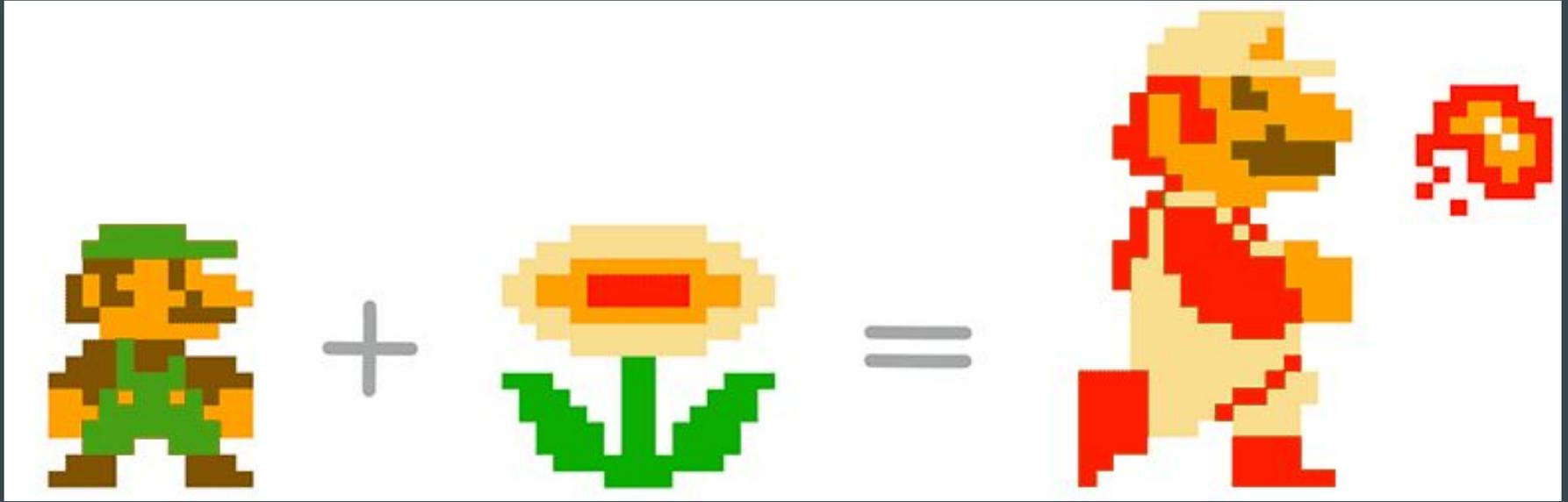


Emotional vs Educational

Oh God, He's Using **THAT** Slide



Powerful: Set the target to **someone**, not just an idea



Not Robert Downey Jr.

Nothing to see here. I just feel bad for Luigi



We all have people we look up to:



Stan Lee



Dave Spector

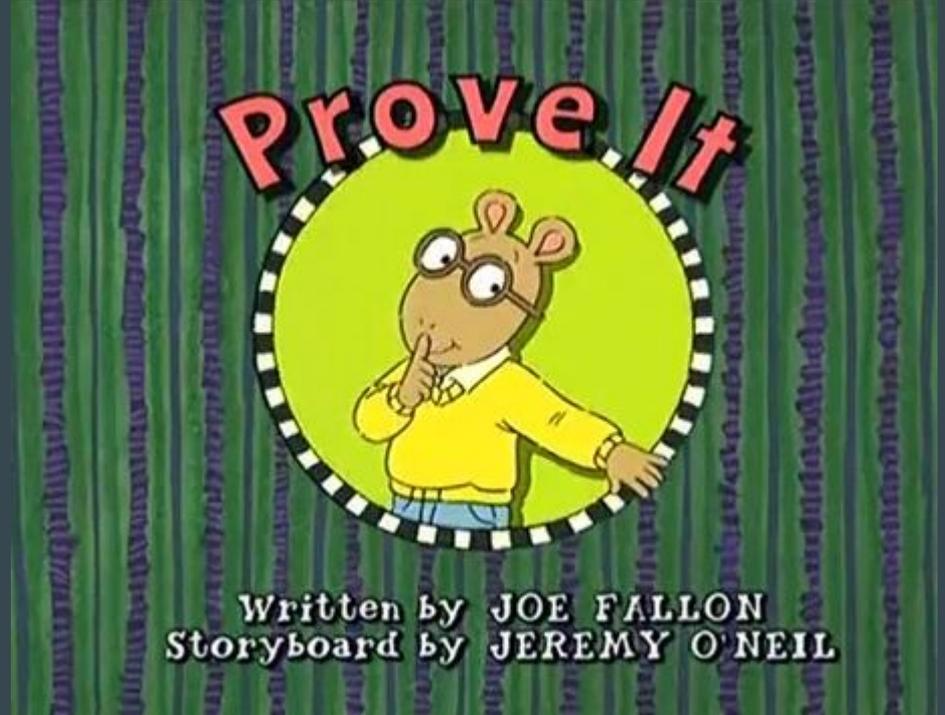


Ramit Sethi

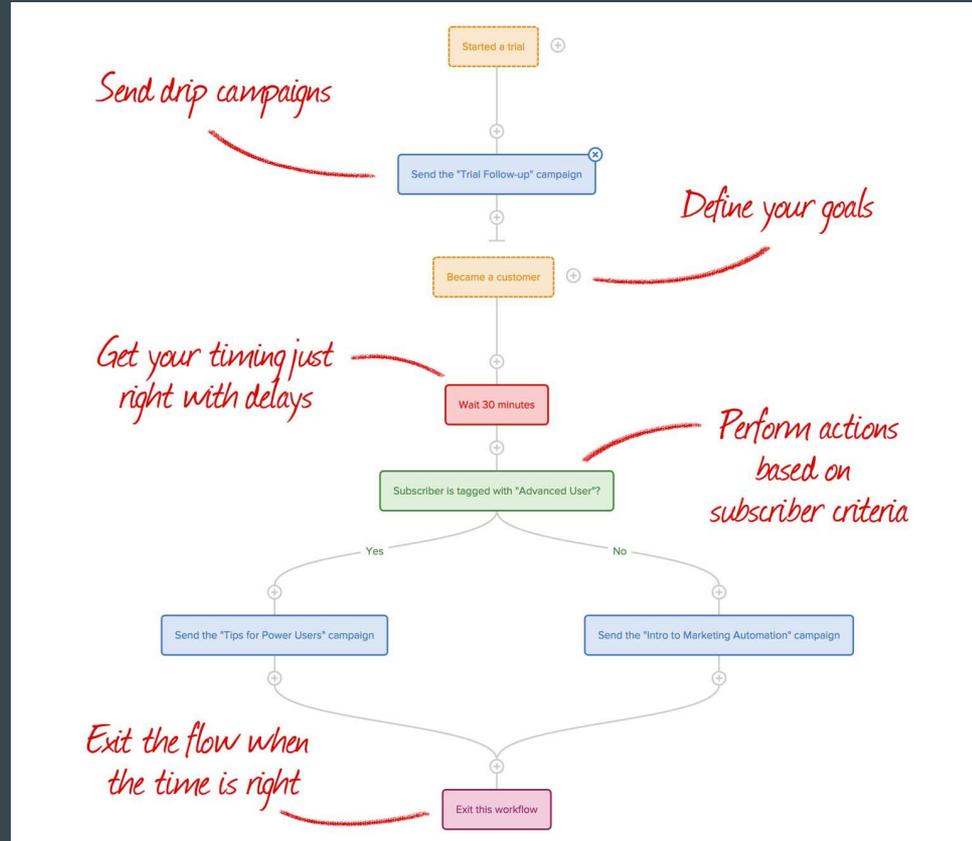
Who does your audience

Look to?

You are the Expert:
Now Prove It.



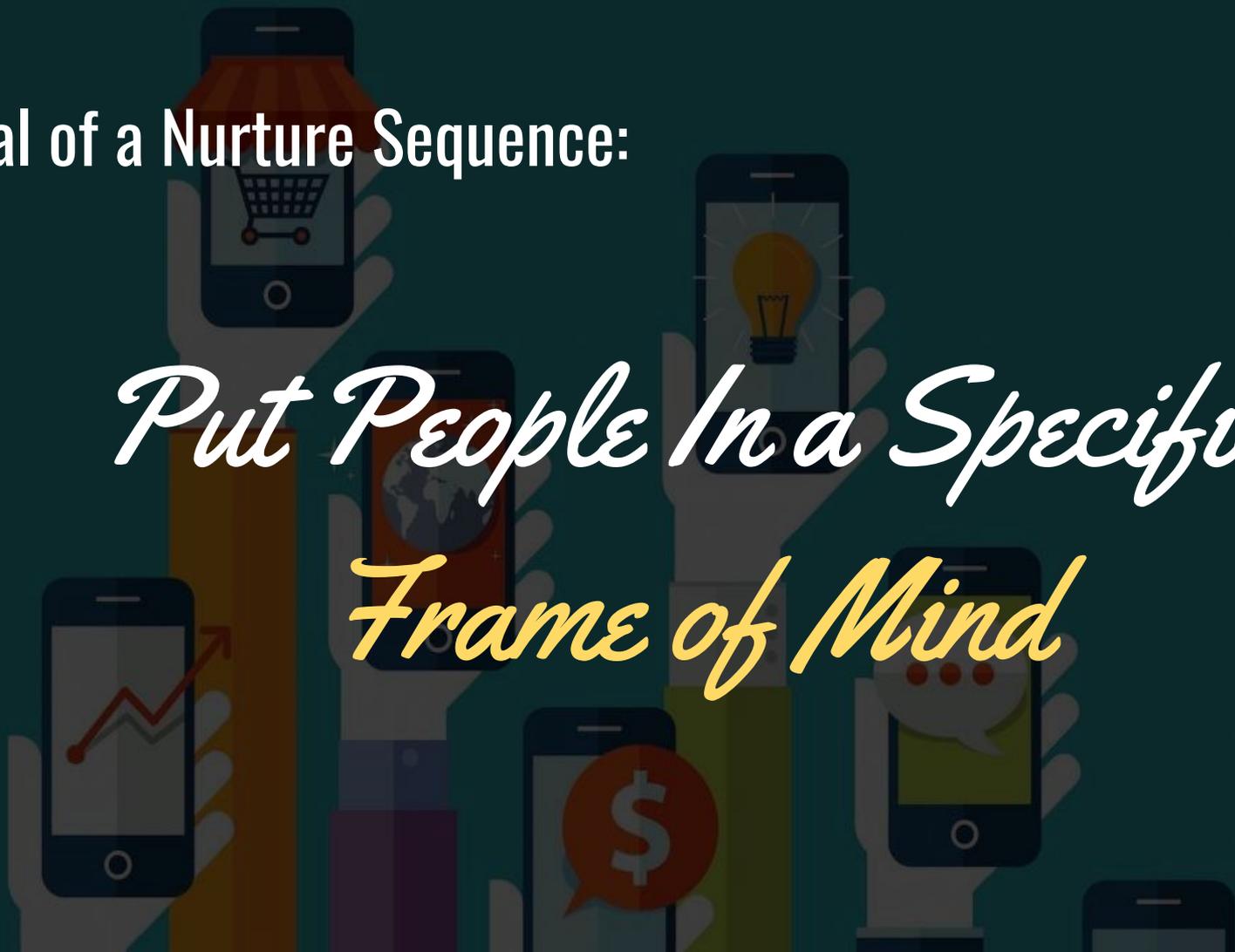
We Teach People Value Through a Nurture Sequence.



Drip Workflows

Goal of a Nurture Sequence:

*Put People In a Specific
Frame of Mind*



What's in a Nurture Sequence?

...



Prime the Pump

Talk about the issues that your product solves. This does not have to be direct - as long as the person is thinking about the problem, it's a win.

A man with a beard and short hair, wearing a white button-down shirt, is shown in profile, holding his hands to his temples with a pained expression. The background is a whiteboard covered in dense, chaotic black scribbles and handwritten text. Some legible words include 'Work', 'HEALTH', 'CREATING', 'MOVE', 'SPS', and 'MONEY'. A large, thick black arrow points from the left towards the right side of the board. The overall scene conveys a sense of mental clutter and frustration.

Show the Pain

Show the pain of the problem that your product solves, and mention all the ways that it makes life horrible.

Show the Dream

Show people what life is like AFTER the problem is fixed. Bonus points if this is from your own experience.



Reveal the Solution

Finally, reveal what the solution is, and how your product helps solve that issue easily.



Great 2-Second Example:

Step-by-Step Instructions for Making a Gantt Chart in Excel

I like Excel. I use it daily. In companies and homes all over the world, people use Excel for everything – from a makeshift calculator to tracking massive projects. Given the software's omnipresence, it's no wonder so many people try to repurpose it for tasks that Excel was never meant to do.

To demonstrate, I created this *How to Create a Gantt chart in Excel* tutorial. I'll show you how to create an Excel Gantt chart, then I'll demonstrate how the [Smartsheet online Gantt chart software](#) makes this far easier.

How would you like to create your Gantt chart?

Use a pre-built Gantt chart template
in Smartsheet

Time to complete: 3 minutes

- or -

Manually create a Gantt chart in
Excel

Time to complete: 30 minutes

What Does a Nurture Sequence Look Like?

...

3 Main Types

Hero's Journey

Connects with readers on an emotional level from someone who has been through the problem set that the product solves. This gains trust through shared experience.

Easiest for Products

Doable for SaaS (SegMetrics does it)



Educational + Pain / Dream

Uses education of the problem-space to teach readers, and **gain trust as an expert.**



Easiest for SaaS

Products are long-winded without human touch

Weekly Newsletter

Easy way to stay top of mind with readers, but really doesn't provide great value. **Better than Nothing.**

Easy, but not recommended



Diving In: Hero's Journey

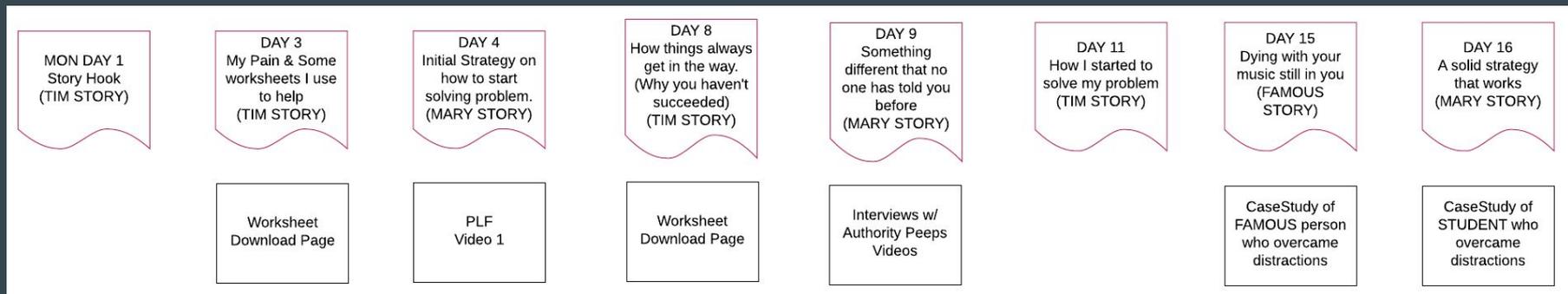
...

Connect on an Emotional Level

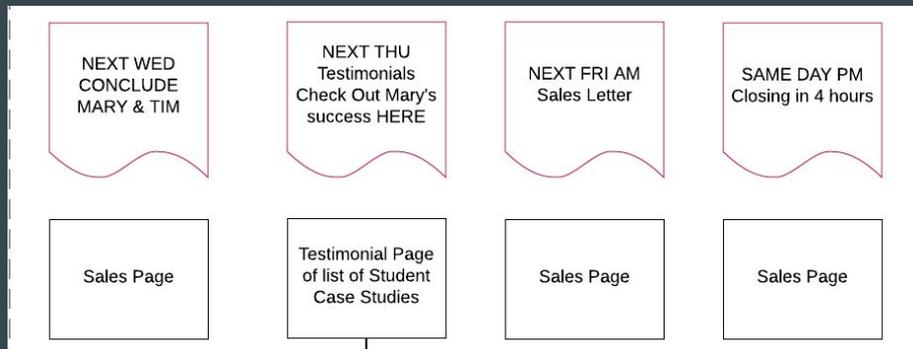
Key Points:

- **Show your own situation and pain**
- **Show yourself at the end of your rope**
- **Show that you conquered the pain**
- **Reveal the solution**
- **Provide educational content “here’s what I wish I had back then”**
- **Don’t sell until the end. Product has scarcity.**

Nurture Sequence: 16 Days



Sales Sequence: 3 Days



Diving In: Educational Funnel



Show Yourself as the Expert

Key Points:

- **Educate on topics that fit your audience**
- **Show yourself as the expert**
- **Put links to your product in all emails**
- **Don't overwhelm off the bat**
- **Targeted content is key** for getting through inbox noise

“5 Quick Year-End Tax Savings”

VS

**“5 Quick Year-End Tax Savings for
Freelance Developers”**

Education Sequence: 28 days

DAY 0
Your Results from
the Speed
Analysis

Results Page

Sales Page

DAY 1
Things you can do
now to improve
your performance

Sales Page

DAY 4
2 quick wins to
boost your
performance, that
you didn't know
about

Sales Page

DAY 8
Why it matters
who you choose to
boost your
performance

Sales Page

DAY 13
Why Tim uses us
to boost his
performance, and
he is amazing

Case Study Page

Sales Page

DAY 17
Being too
successful can
hurt. Are you
thinking about
Feature #2?

Feature #2 Page

Sales Page

DAY 22
Feature #3 is
something that
people never think
about. Are you
losing out?

Feature #3 Page

Sales Page

DAY 25
Free tools that you
can use to make
your life easier.

Free Tools

DAY 28
Keep Learning!
Here are some
great resources to
keep going.

Links to Education

Example: SegMetrics Funnel



A 7-day Mix of Both



Day 1: “All the data you need”

5-minute guide to the data you should be looking at as a marketer, and how to get it with their standard CRM.

Day 2: “We Lied! It’s Even Easier”

Show readers that SegMetrics takes the 1.5 hours they spent in the last email, and how to do it in 5 minutes.

Day 3: “Why We built SegMetrics”

Emotional connection how Charlie tore out his hair because he was tired of pulling data by hand.

Day 4: “How EOFire Used Our Reporting”

Case-study of a well-known company that used SegMetrics to increase revenue, and a step-by-step of how they did it.

Day 5: “Tip #2: Stop leaving money on the table”

Show people that they’re leaving money on the table when they don’t understand their numbers. Calculate how much they’re losing.

Day 6: “Let’s Hop on a Call”

Offer to jump on a quick call to see if SegMetrics is the right fit for them.

How Do You Know What to Write?



Teardown: How We Start a new Funnel

"What day is today?" asked Pooh

"It's the day we burn this *Mother-Heffer*
to the ground." squeaked Piglet



"My favorite day." said Pooh



**Thanks to Jordan Gal for
letting us use this real
example from Carthook.**

Go sign up for Carthook, y'all



1. Hero vs Educational

Is this a product that we can have a “face” for? Does it make sense to use a Hero’s Journey?



2. Customer Exploration

Who is the target audience?

Where do they live?

What is their financial situation?

Targeting: Shopify Users

- Non-Technical
- ½ focus on checkout (“Respectable Retailers”)
- ½ focus on upsells (“Marketing Mavens”)

“Respectable Retailers”

- Physical Product
- Lots of Subscriptions / Renewable
- Products are higher price: \$50~\$100
- FB, IG, PPC (Soft Marketing)
- Highly Focused on Visuals / Brand
- Marketing is through Agency
- Fears Failure of Cheap solution

“Marketing Mavens”

- Lower price products: \$20
- Upsells make the money
- Don't care about brand
- 100% Mobile FB ads
- Page Speed is key

3. Identify Drivers

What problem are they trying to solve?

What keeps them up at night?

What can we show them that reinforces the pain that they already know, and that we want them to act on?

What are the Key Features we can show that support those drivers?

“Respectable Retailers” are the harder audience. Marketing Mavens understand the product already, and will come to a product that shows performance. Build pedigree through “RR”

Key Drivers:

- Want control over their shopping cart
- Consistency of Brand Experience
- Want the best, not the cheapest
- **Wants a long term solution**
(pedigree is important)
- Used to being treated respectfully
(white gloves service)
- **Be Successful / Respected / Envied / Impress their Peers**
- Show to investors: “See how good we look?”
- Want customers to see brand quality vs standard Shopify
- Believes that tools make them better

4. Brainstorm Headlines

Headlines are a great way to drill down to the specifics on how you target your landing pages, and emails.

No bad ideas now - write out 10 or more and order them from best to worst.

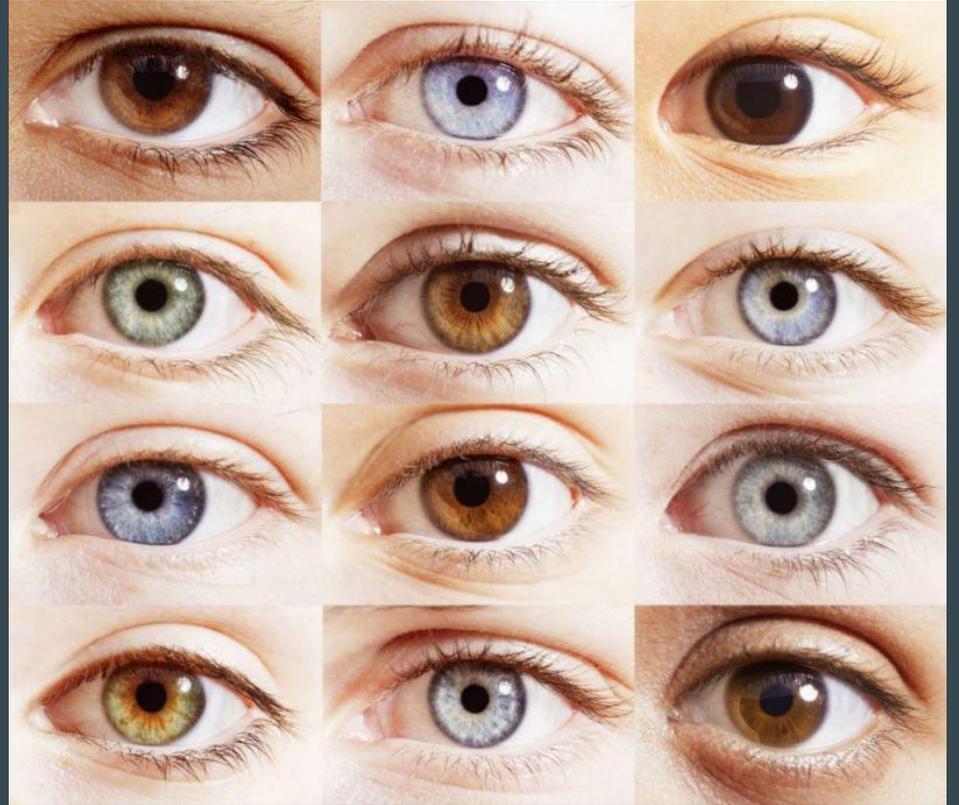
Example Headlines:

- Finally a 1-page checkout with 1-click upsells for your Shopify Store
- **What if the Quality of your Brand extended all the way through checkout**
- Is your shopify checkout ready to play with the big boys?
- Take back control of your checkout
- **Build a checkout page worthy of your brand**
- Make the world's best ecommerce platform even better
- Discover the missing piece of your Shopify Store
- **Unlock the potential of your Shopify Checkout**
- Sell more with 1-step checkout and upsells
- Make your friends drool
- **The Premier Shopify Checkout Solution for Top Products**
- **The Tesla/Bentley/Rolux of Shopify Checkout**
- Used by the World's most successful shopify stores.

5. Get Multiple Eyes

It's easy to convince yourself that you're right when you're doing a brainstorming session.

Be sure to get the opinion of others who were not in the meeting to rank the headlines.



6. Build the Flow

Now that you have a hook, follow up with additional content and emails that follow the same pain-dream-fix flow.

Follow the email structure from the Nurture Sequence, and hook it up!



Getting People On Your List



What do you offer people?

Key Points:

- **The best optin magnets are ones that get people started quick, or answer the question “Do You Have a Problem”**
- **Optin pages that are for commonly searched terms can get high SEO (10k visitors / week) and have conversion around 60%**



WORDPRESS SPEED TEST

Quickly and simply analyze how fast your WordPress site loads.
Enter the URL you want to test.

With WP Engine's new Speed Tool, you can find out just how much the speed, or lack thereof, of your WordPress site is costing you. Our speed tool examines how quickly parts of your site load and render. We use that data to recommend possible ways to improve your site's speed and performance.



Take the **Business Health** Test

See how your Infusionsoft business is **really doing**.

E+ FIRE **S** Inside Startups **P** Product Hunt **M** Medium



Our automated tool quickly and easily analyzes your business' performance. Find out how you stack up with your competition, **in less than a minute.**

[Start My Assessment](#)

Your privacy and security are important to us. We have taken precautions to make sure your information is secure. Please see our [Privacy Policy](#) and [Terms of Service](#) for details.

Do you know how your business is **really** doing?

If you're relying on Infusionsoft's data, the answer is no. With SegMetrics, you can finally track and analyze the critical metrics behind your business. SegMetrics gives you 100% clarity on where your leads come from, what products they buy, and how much your marketing is really worth.

Quickly identify trends to see how your business is growing





The Anxiety Test

Step 1 of 17



**Do you have spontaneous anxiety attacks that come out of the blue?
Only answer "yes" if you do not have any phobias. ***

- Yes
- No

[Next](#)

Congratulations on completing

The Boldheart Business™ Assessment

Here are your results:

You scored a 70 out of 120

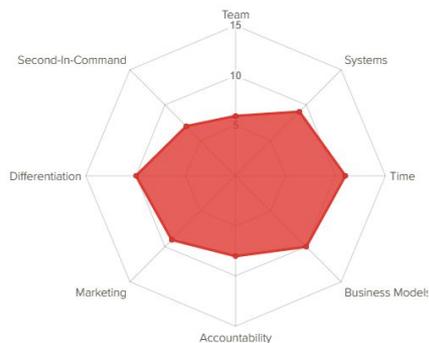
You are in the SYSTEMATIZATION phase!

Based on your results, right now you're at the SYSTEMATIZATION phase in your business. Right now for you, it's all about systems and scaling what you do, sell and how you serve. And, based on your business model and the other 8 Leverage Activators, we know there are specific and exact steps that you can be taking right now to have the fastest path to the next phase.

Because that's very unique to your business, the way we deliver that to you is via a call with one of our coaches. They are going to be able to help you most specifically apply this data to your business and have a plan of action so that this isn't just information, but something you can take to the bank.

Enter your phone number here, and we'll be in touch with next steps.

[Yes, I'd like strategic guidance](#)



Here's what you must work on now, based on your assessment results:

- **Document systems that will have things run smoothly and not always because you're the one running them**
- **Bring on more support, so that you grow the business further, without being the one to do everything yourself**
- **Learn to delegate everything that's not a "Money Generating Activity" so you can focus on increasing revenues and reducing overwhelm**
- **Increase your marketing systems to achieve sustainable cash flow to further invest in your business**



WEBSITE GRADER

Powered by HubSpot

HOW STRONG IS YOUR WEBSITE?

WEBSITE

EMAIL

GET YOUR ANSWER >

Recap



What Should You Be Doing Next?

Understand Who Your
Audience Is. **Sub-Niches
are More Powerful than
Broad Strokes.**

Find an Emotional Hook for
Your Product. **People**
Connect with People, Not
Companies.

**Create a Landing Page
that Solves a Problem, or
Answers a Question -
Instantly.**

**Write 8 Emails that Lead
People through a Nurture
Sequence to have them in
the **Right Frame of Mind.****

Q&A

...

Thanks!

Keith Perhac

keith@delfi-net.com

Slides are Available:

[http://developyourmarketing.com/
microconf-2017](http://developyourmarketing.com/microconf-2017)

(Slide #97)

