

## Strange Way to Double Email Click Through

TRANSCRIPT OF FULL MP3 INTERVIEW AVAILABLE AT URL BELOW

<http://www.payperclicksearchmarketing.com/using-microcommitments-to-increase-profits>

What Would It Be Worth to Double  
or Even Triple Your Profits?

[www.MakeThemBuy.com](http://www.MakeThemBuy.com)

**Ryan:** Hey, this is Ryan Levesque here and I'm here with the Dr. Glenn Livingston. Glenn, how are you doing today?

**Glenn:** Oh, I'm the Dr. Glenn Livingston, am I? I'm fine.

**Ryan:** I won't repeat the bad joke that I'm sure you and every family member that is also a doctor in the Livingston family has heard quite thousands of times.

**Glenn:** You can say it once and then I will kill you.

**Ryan:** Dr. Livingston I presume.

**Glenn:** There you go. Everybody gets to say it once.

**Ryan:** Cool. Today, Glenn I thought we could talk about an unusual way to boost your email click-through rates and open rates and it's a way that not too many people talk about and I have a sort of interesting angle. Does that sound like an interesting topic?

**Glenn:** Yeah.

**Ryan:** The weird unusual way to boost your email open rates and click-through rates that nobody talks about has nothing to do with crafting better subject lines, has nothing to do with putting the link to your email, at the top of your emails. It's nothing to do with writing better copy and a compelling reason to click now. It has to do with the best time of day and the best day of the week to actually send out your emails.

**Glenn:** I'm particularly excited about this because my observation with my students and sometimes even myself is that they forget that when you optimize your follow-up system, you can actually double, triple, quadruple the traffic on your site without spending another dime. I think that because some of the tests might be a little bit harder to do, then traditionally testing a website with website optimizer or something like that, that people tend to ignore it and because overall the email click through rate might be low, they forget that in accumulative fashion by sending

email after email that has a better click thorough you really do double, triple, quadruple your traffic on your site for the same price and you know what that does to sale. So, go to it Ryan. What have you got in mind?

**Ryan:** Well before we actually get into the marketing lesson today, I want to talk about this interesting psychological study that serves as the backdrop for everything that we're going to talk to about. It's a study that I recently

[0:02:03.6]

read that looked at Israeli parole decisions in Israel, parole decisions that were presented to Israeli judges. Basically, the way that the court system works in Israel is that a parole decision, the default decision, when it's presented to a judge is denial of parole. That's the fallback position and so unless there is evidence presented otherwise, the judge is going to rule that parole is denied.

**Glenn:** It's safer for them.

**Ryan:** It's a safer decision. You're right. It's a safer decision. I think it's also the way in which their legal system is structured. So, the default decision is denial of parole and when this study looked at overall parole decisions across all judges in Israel in this court system, they found that on average only 35% of cases that were presented were granted parole by the judge. Now, that in and of itself is just a trivia fact. It's not interesting in any way whatsoever.

What is interesting is that when they broke that down by time of day, they found out that parole rates varied dramatically from one hour to another throughout the day. They vary from as high as 65% at some times of day and 0% at other times of day. When they looked at that they said, "Well what elements might correlate with the variation in parole decision rates?" What they found was that it correlated with meal time. They found that the parole approval dropped to nearly zero right before judges would go on lunch break or dinner break.

So when they were ready to head out to eat, the hour before that parole approval rates dropped to almost nothing, zero. But immediately after mealtime when they came back from lunch and hopped back on the bench, they spiked. They jumped back up to almost 65%.

**Glenn:** Did it matter whether they had Taco Bell or a green salad?

**Ryan:** That's really funny. They didn't take mouth swabs to determine how much glucose was in their diet or --

**Glenn:** I'm sorry to interrupt you. I'm just being a clown. Go ahead.

**Ryan:** I know. So the conclusion that, at least in this psychological study, was that tired and hungry judges fall back on their default decision which in this case is no and that hunger and fatigue played a role in decision making. Okay, that's the

backdrop for what I want to talk about today because what that tells us is that our prospects are not that different from this population of judges. In other words, when you're speaking to someone and they're tired and they're hungry, and they are kind of not in the mood to hear what you

[0:04:38.1]

have to say, the default decision for them is no. In our world as online marketers, that default decision of no might mean, "No, I'm not going to buy. No, I'm not going to opt-in. No, I'm not going to read your article. No, I'm not going to listen to your audio."

**Glenn:** Can I add something to that?

**Ryan:** I'd love it if you did.

**Glenn:** I'm actually familiar with that study and the truth is that their default decision is whichever is less risky. One of the reasons for that is that decision making is actually a brain activity that burns a reasonable amount of glucose. If the blood sugar is low then the brain knows that it doesn't have the ability to burn the glucose to analyze all the factors worthy of making a good decision. There is actually a hard physiological reason for why people make less risky decisions when their blood sugar is low after lunch, that kind of thing so -- go ahead Ryan.

**Ryan:** Right, it's funny that you say that. So it's like think about it years ago when we were kids and we would hit up our parents for money or ask them permission to stay out a little bit later or go over to a friend's house. What did we do? We buttered them up first, right? We made sure that we did something nice. We primed their decision making so that they would decide in our favor. We didn't hit them up at the end of the day when they were tired, hungry, just wanted to go to bed and everything that they said was, "No Glenn, no Glenn, no Glenn." We wanted to hit them up at the right time. I think as kids we intuitively knew when the right time to do that, whether or not we were familiar with the fact that having enough glucose floating around in your brain is a requirement.

Now, let's translate all of these back to online marketing. What that means is that when you present your prospects with an offer, specifically when you send out your emails, whether they're broadcast emails or they're drip autoresponder follow-up emails, the time of day that you send them out is important because if you're sending out your emails when your market is metaphorically tired and hungry whatever that may be, the default decision that they're going to have is to not take action. In your words Glenn, to take the safe route.

That might mean that even if your offer that you present to them is a strong offer, something that they otherwise might take you up on, if you've hit them up when they're tired and hungry they're going to say, "No thanks." They're going to close your email. They're going to close your sales letter. They're just not going to take action. The result is that you have lower click-

[0:06:57.1]

through rates on your emails, lower open rates and most importantly lower sales conversation rates from those emails.

So, what's the solution to all this? The solution is that you want to send out your emails when your market is most active and most responsive, when they've got a full tummy and when they've got enough glucose floating around in their brain. That's sort of like a metaphor but what I mean is that you want to send out your emails when your market is most likely to be taking action.

**Glenn:** That varies by market and the type of decision being made, how risky the decision is in the first place and people are more likely to make low-risk decisions for lower-end products on an empty stomach than they are to make thousand dollar decisions on an empty stomach. The reason you're highlighting the fact that this is a metaphor is that we're not saying that everybody should send their emails out right after lunch. It really depends upon the product, the market, the specific offer and where these people are when they're receiving it. There's a lot of factors. but you can figure that out. That's what you're saying right, Ryan?

**Ryan:** Exactly. That's what we're building towards here. This is where things get really exciting and where -- if you're listening to this and you've got a pen and paper in front of you where you want to start taking down some notes because what I'm not saying is to track your market's eating habits and then send your emails after they eat. That's not what we're saying at all. That's just a backdrop so you can understand conceptually the reason why sending out your emails at a specific time of day is important.

So the question is how do you know when your market is most active and most responsive? Well, there are a couple of ways that you can figure this out. The first way to figure this out is if you're doing any sort of paid advertising through either AdWords or through Yahoo, is you can look at your click-through rates on your ads and your opt-in conversation rates on your landing pages by time of day and by day of week. So within AdWords itself, you can use the segmentation reporting feature to find out what hours of the day do you get your best click-through rates, the best conversation rates.

**Glenn:** Even if you're not using AdWords you can do this within analytics to see when the goals are reached on your website just in terms of the SEO traffic or the other paid traffic. You could also just look at your opt-in sequence and see what time you're getting the highest proportion of opt-ins as compared to your web blog when the visitors are coming so you can figure out what the percentages are. So AdWords is very convenient like Ryan is

[0:09:14.0]

about to explain before I started rudely interrupted him. But this is not restricted to AdWords. This is a finding. You can get this data from other places in your system.

**Ryan:** Exactly. You're absolutely right, Glenn. AdWords just happens to be a very convenient way to find the information because they have the reporting function built into it but if you don't have any analytics installed and you're not using any paid advertising, if you're using an email follow-up system like AWeber or Infusionsoft, you can actually run a report to find out the timestamp when people opted into your list. You can use that timestamp to determine how many visitors do you get to your site that opt-in on an hour-by-hour basis and you can do it by day a week as well.

The moral of the story here is there is probably a dozen or a few dozen different ways that you can get at the same information but what you're trying to find out is in your particular market, what day of the week and then what time of day are the hotspots for your market? When do you get the most activity? The highest conversion rates, the highest proportion of people clicking through on your emails, clicking through on your ads, etcetera, etcetera. Where's the activity? The reason why this varies from market to markets is because for some markets you might be in a place in a market where people during their lunch break at work that's when they do some e-commerce shopping to catch up on gifts that they need to buy and so that's when your site gets a lot of bad activity.

For other markets it might be after people get home from work and they want to research something and they didn't have time to do it at work or didn't want to do it on their work computers so they do it at night. Other markets might be on the weekends when people are in more like in a leisurely mode or they want to catch up on a project and so every market's different.

**Glenn:** There are some markets where serial killers finish burying the bodies in the middle of the night and they just want to go shopping.

**Ryan:** Exactly, tightly-fitting leather gloves. Like for example if you have a niche business in that space or collapsible shovels. At the end of the day what you're trying to get at and I think you can hopefully realize the power behind this is to figure out when your market is most active and every market is different. When you come up with this you're going to find that you have pockets of responsivity. So you might find that in your market Thursdays between 9:00 and 12:00 for whatever reason there's a huge jump in conversion rates or maybe it's 11:00 at night on Monday evenings. You won't know until you actually go through this type of exercise but what you'll

[0:11:35.8]

find is that there will be discrepancies. It's very unlikely that you're going to find a consistent number across all days and all hours of the day.

What I just walked through now is sort of the scientific way to determine this and once you've come up with that number you want to set your auto-responder system to schedule your auto-responders to go out at the optimal window and then whenever you send out broadcasts you just want to make sure you cue them up for that time. What you're doing is you're going to be sending out your offer at that time when your market again is metaphorically full, satisfied and ready and most likely to take you up on the offer. That's the scientific of doing it. Now I know some people are going to say, "That's really cool, that's really awesome" however, that sounds like lot of work.

What's the quick and dirty, 80/20 way to do this and I'll explain how to do that right now. Another way that you can do it which is less scientifically, in AWeber for example, AWeber gives you the options to do up to a four-way split test on anytime that you send out a broadcast. What you can do is you can set up a four-way split test in a broadcast, you cue up the same message, all four times. However, the only thing that you vary, the variable that you change, is the time of day when you send the email out.

The four times of day that I would advocate that people test would be 8:00 in the morning, 12:00 noon, 6:00 at night and 10:00 at night. Then from there, you can analyze and see which of those broadcasts gave you the highest open rate, click-through rate and if you want you can even set up separate tracking so you can see the highest percentage of buyers. When you do that it's the 80/20 way to get at that number.

**Glenn:** That is the definitely the quick and dirty way. I love that.

**Ryan:** That's the quick and dirty way. The one last thing I want to I want to wrap up with is for someone who is an uber geek and really wants to take this to the nth degree and seize the value in this and if you're doing enough volume in your email and you think, well if I could go from a 5% click-through rate on my emails to a 6% click-through rate and you do the math and you backed into how many more sales that might mean per month, well for some people that's going to be a very meaningful number.

The question is how do you take this to the nth degree? Well here is what you do. Most marketers online, if you are advertising across different geographies, you're going to find that across those geographies people have different response patterns. The easy example would be if someone was in a different time zone, people that are in the East Coast in the United States versus the West Coast in the United States, they have different buy

[0:14:03.4]

patterns. They are awake at different times of the day. They eat their meals at different times of the day. They start work at different times of the day just because of the time zone. Certain cities if they're large enough will have different buy patterns as well.

The New York City metro area operates on sort of a different work schedule than in my home city now of Austin, Texas. Austin, Texas rush hour is 4:00 in the afternoon. When I was working and living in New York City nobody got out of work at 4:00. The work-day ended at five or six so people have different behavior patterns in different cities. So what you can do is if you want to see if there are differences across these geographies is if you're running AdWords, you can set up your campaigns by different geographies. You can break things down on a grand scale by North America versus Europe versus Asia or Australia and you can run those same day parting segmentation reports where you can see hour of day and day of week in those particular markets.

If you're only advertising within the United States and Canada, you can break down your time zones; East coast, central time, mountain time and West Coast. You can break it down by major cities, if you're in a local area maybe you're only advertising in the Northeast. You could look at the differences between Boston and New York City for example. What you'll find is that perhaps across these different geographies you're going to have different response patterns.

**Glenn:** I just want to say a couple of words here Ryan, if I could, just to clarify what you're saying and drive home when this is powerful and when it might be better to stick with the 80/20 version.

In general, when you are segmenting the market., segmentation almost always adds a level of response boost to achieve the granularity that are really worth the boost that you get. I think that everybody must have caught what Ryan was saying, you need to put this on a spray sheet and ask yourself theoretically what would a 10% boost be worth to me? What would a 30% boost be worth to me? How much is it going to cost me in terms of time and energy and money to manage all this?

What I think people overlook and the reason that most people don't do this type of segmentation is that these are all forced multipliers and that if you are willing to examine the effect of geography and weather and the different time zones and all the things that Ryan was talking, but if you're willing to examine that and then you're willing to kind of make a table of time of day versus location of a country and manage that many different zones for optimizing your time to really over simplify it, let's say that each segmentation gets you, I don't know 20%. Well you're not really getting [0:16:38.5]

20% plus 20%. You're getting 20% times 20% or 1.2 times 1.2. It starts to geographically multiply upon itself. So if you add a third variable then it's 1.2 times 1.2 times 1.2 and it's easier to double your response like that than you might think. The two things to keep in mind are, how much is it going to cost you to do it and the second thing to keep in mind is what would the multiple variable segmentation

be worth to you in terms of the conversion and you're going to get a higher bump usually than just adding them together.

The last thing to think about is, frequently I have seen segmentation be the answer in taking your market from being on the red to being in the black. It's frequently been the case that I've seen businesses that weren't going to be able to sustain their advertising. They weren't going to be able to really stay in business if it weren't for the segmentation and you might find that there's one segment that is so much more responsive that if you turn off the advertising at the other times of day or the other geographies, you can't know unless you test this. It's very rare that response is uniform across all variables at this type of segmentation scheme so I'm a big believer in this kind of stuff. It's the kind of place where you can almost always find extra money just sitting on the table. You know, we gave you the 80/20 version in addition to the detailed Ryan and Glenn you know retentive conversion and you can decide which one you want to do.

**Ryan:** I think I'd advocate starting with the simple version, seeing if you get a bump and then work your way in terms of more and more granularity until you've decided you've reached a point of diminishing returns. Geographically, if you're going to do that approach I would start by continents. I would split test Australia traffic against Great Britain and Continental Europe traffic against North America. See if that has any differences.

Do that first before you start breaking up geographies in country and then the same thing with the time study that we talked about. Do the 80/20 version first and then go through. Now if you are using AdWords, they make it brain dead simple and super easy and the numbers are all right in front of you so if you are using AdWords, I would actually advocate that as your first port of call but only if you're already advertising through the AdWords platform.

**Glenn:** Let me say one more thing about this to highlight the opportunity. I think Ryan and I are long-term online marketers and we're old enough to remember when the concept of the long tail came out and the long tail were those three, four, five or six phrase keywords that most of the competition was not bidding on but a tremendous amount of the volume and opportunity actually existed upon. If you look at the distribution of phrases within a

[0:19:19.2]

market, you might have something like blueberries might be 20 or 30% of the traffic just on that one keyword but the other 70 or 80% of the traffic came from all these long phrases like North American blueberries or Maine wild blueberries or South Carolina blueberries.

Way back when as Ryan and I were starting out online, the opportunity amongst most Internet marketers they talked about rushing to these low competition words and buying the traffic on those low competition words. Well, that lasted for a year or two before the search algorithms developed logic that quickly took bidders on

the priority words out towards the longer tail words. There's still some reason to optimize to longer tail words but it's not really anywhere near as valuable as it used to be.

I think that that kind of segmentation that Ryan is talking about here looking at time of day and geography and how they combine, that's really the new long tail and I don't see this evolving to being anywhere near as competitive as the keyword long tail is because it's a little harder to understand. It requires more thinking, a little bit more organizing of systems, and therefore the vast majority of marketers are just never going to do it. This is a place where you can truly achieve, acquire and fortify a competitive advantage. This is a beachhead that'll be hard for your competition to overrun.

**Ryan:** Sorry, I didn't mean to interrupt.

**Glenn:** It's okay. We both have lots of one last thing. That's good.

**Ryan:** The one last thing that I'll add to this is even though this is a little bit of work upfront, this is a do-it-once and you can apply it for every other email that you send going forward in that market potentially in perpetuity. You might want to run this analysis once a year or once every six months but presumably if you find out that Thursdays at 9:00 AM is your optimal window to send out your emails, well you want to be sending out every broadcast going forward during that window.

If you think about it right now, you could be sending your emails out without even realizing it at the worst possible time just because you haven't gone through this exercise. Maybe you're sending it out at the least responsive time of day, the least responsive day of the week in which case the opportunity for improvement would be greatest. I'll leave people to think about that. It's sort of a do-it-once and you can apply it going forward for many, many, many, many months.

**Glenn:** Can I have one last thing to say too?

[0:21:39.3]

**Ryan:** Go for it.

**Glenn:** I have one more last thing to say.

**Ryan:** All right. We'll wrap up with this one.

**Glenn:** If you don't do it and your competition does it, you're going to be smacking yourself in the head with a spatula.

**Ryan:** Glenn has a spatula right by his monitor.

**Glenn:** And every time I see a mistake then I'm going to go, "Oh holy crap" and I smack myself in the head. Another episode of the Glenn and Ryan show. I'll talk to you soon.

**Ryan:** Talk to you soon, bye.

[0:22:03.5]

## **Strange Way to Double Email Click Through**

**TRANSCRIPT OF FULL MP3 INTERVIEW AVAILABLE AT URL BELOW**

<http://www.payperclicksearchmarketing.com/using-microcommitments-to-increase-profits>

**What Would It Be Worth to Double  
or Even Triple Your Profits?**

**[www.MakeThemBuy.com](http://www.MakeThemBuy.com)**

FOR EDUCATION ONLY IN ACCORD WITH DISCLAIMER  
AND TERMS OF USE ON GLENNLIVINGSTON.COM

Copyright Psy Tech Inc. and RL & Associates LLC.  
All Rights Reserved.

**[www.AllGlennsStuff.com](http://www.AllGlennsStuff.com)**