

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

SAMPLE

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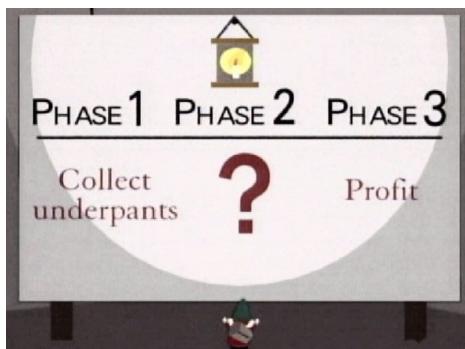
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Underpants Gnomes

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.

Welcome to Cliniko

Hi Alan,

Thanks for signing up for your free trial of Cliniko.

We know you are probably keen to get started right away, so here are the key details you need:

Sign in to your account:

<https://beta.cliniko.com/>

Username (your email address):

alanresearch36@gmail.com

To get started, we recommend you jump into the settings page and set up the following items:

- Users & Practitioners - Add any other people from your practice that will need access
- Billable Items - Set the prices for any products or services you charge for
- Appointment Types - Add the different types of appointments you service

If you need any help, you can easily get in touch with us at support@cliniko.com, we are happy to help.

Enjoy!

The Cliniko Team
<http://www.cliniko.com>

asana:

Ready to Do Great Things?

Asana makes it easy to focus on the things that matter. These 3 simple steps will get you going!

Start a New Project
What great things are you working on? Asana is here to help you do it

Capture What Needs to Get Done
Get your ideas down, then organize them into individual tasks

Invite Your Team to Help
Asana is great solo, but even better when you work with others!

Do Great Things Today »

Getting Started Video ▾ Help Center ▾ Best Practices ▾ Asana Blog ▾

Thanks again for using Asana!

Join Us On [facebook](#) Follow Us On [twitter](#)

You received this email because you have an Asana account. Click here to unsubscribe from emails like this.

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

Is this email not displaying correctly?
[View it in your browser](#)

FogBugz

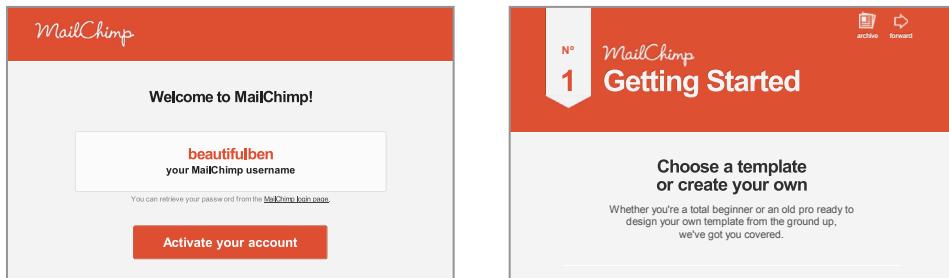
Kiwi here. Hi. Thanks for trying FogBugz. Awesome choice (if I do say so myself). Over the next six weeks I am going to send you **exactly three emails**. That's it. I just want to help you learn a bit more about FogBugz.

At the bottom of this email there is an unsubscribe button. If you hate email, or hate the number three, or just think that kiwis are ugly ("sniff"), then that's your way out. Otherwise, read on.

Welcome to Squarespace

Your 14 day free trial starts today. Here is some important information about your new account. You should save this email, so you can refer to it later.

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.

Shopify

E-commerce software, online store builder 14-day trial



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

07

08

09

10

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12

13



From: Shopify <mailer@shopify.com>

Date: Tue, Apr 2, 2013 at 9:27 AM

Subject: Your online store is about to close

14

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

16

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31



From: Shopify <mailer@shopify.com>

Date: Thu, Apr 4, 2013 at 6:35 AM

Subject: Your online store has closed

Welcome to Shopify!



01



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

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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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!



13



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

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



The Shopify Guru Team

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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 :(

 shopify

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.](#)



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 Built-A-Business Mentor Tips





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

Cliniko

Medical Practice Management Software 30-day trial



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

24



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

25

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



Welcome to Cliniko

Hi Alan,

Thanks for signing up for your free trial of Cliniko.

We know you are probably keen to get started right away, so here are the key details you need:

Sign in to your account:

<https://beautifulben.cliniko.com/>

Username (your email address):

alanresearch36@gmail.com

To get started, we recommend you jump into the settings page and set up the following items:

- Users & Practitioners - Add any other people from your practice that will need access
- Billable Items - Set the prices for any products or services you charge for
- Appointment Types - Add the different types of appointments you service

If you need any help, you can easily get in touch with us at support@cliniko.com, we are happy to help.

Enjoy!

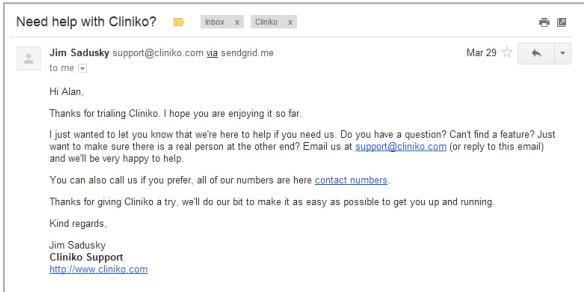
The Cliniko Team
<http://www.cliniko.com>



**Subject:
Welcome to Cliniko!**

**Sent:
Immediately**

**Call to action
Set up your clinic**



Need help with Cliniko? Inbox X Cliniko X

Jim Sadusky support@cliniko.com via sendgrid.me to me Mar 29

Hi Alan,

Thanks for trialing Cliniko. I hope you are enjoying it so far.

I just wanted to let you know that we're here to help if you need us. Do you have a question? Can't find a feature? Just want to make sure there is a real person at the other end? Email us at support@cliniko.com (or reply to this email) and we'll be very happy to help.

You can also call us if you prefer, all of our numbers are here [contact numbers](#).

Thanks for giving Cliniko a try, we'll do our bit to make it as easy as possible to get you up and running.

Kind regards,

Jim Sadusky
Cliniko Support
<http://www.cliniko.com>



**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. All the latest changes and information.

Cliniko

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 Friedlander
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-Big-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.




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**

Cliniko - 7 days of free trial left

Cliniko support@cliniko.com via sendgrid.me
to me ↗

Apr 18

Cliniko - 7 days left of your free trial

Hi Alan,

We hope you have been enjoying your free trial of Cliniko. There are just 7 days left in your free trial, please make sure you visit the [Subscription Settings](#) page and enter your billing information if you plan on continuing to use Cliniko after the free trial. We won't charge you anything still until the 30 days are up. Don't forget, there are no contracts with Cliniko, so it is just as easy to cancel any time and we won't bill you again.

If you do have any questions, or need any additional information, please don't hesitate to contact us at support@cliniko.com, or visit our community support area at <http://support.cliniko.com>

Thanks for trying Cliniko!

The Cliniko Team

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.**

Cliniko subscription ended

support@cliniko.com via chargify.com
to me ↗

Apr 25

Hi Alan,

If you wish to continue using Cliniko, your subscription is now due for payment.

To continue, please log in to your Cliniko account and visit the [Settings/Cliniko Subscription](#) page. You will be able to add payment details from there.

If you don't wish to continue using Cliniko, you can cancel your account immediately from the same page, otherwise you will get a another reminder before your account is closed automatically in a few days.

Note: Unless you actively choose to continue, you of course won't be billed anything. No action is required on your behalf to cancel the account and we really appreciate you giving Cliniko a try.

If you believe you have received this in error, or want to discuss this further with us, please let us know at support@cliniko.com or reply to this email.

Thank you for using Cliniko!

Sincerely,

The Cliniko Team.

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 worn users it is coming.

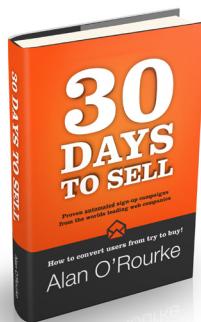
Like it? Please share it.

Click to share

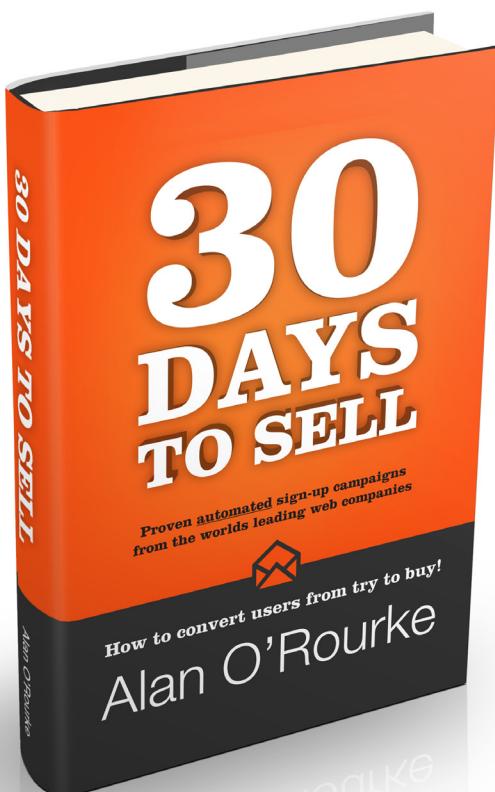


“Just read the first two chapters of 30 Days To Sell by Alan O’Rourke. Recommended. Download free at <http://goo.gl/G4VYq> #30daystosell”

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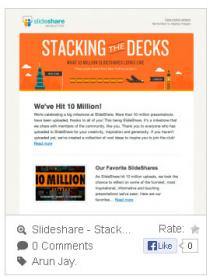
Welcome to the new Beautiful Email Newsletters. [Read about the relaunch here.](#)

Submit

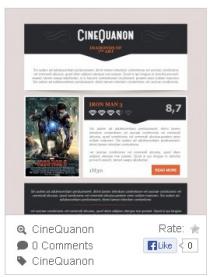
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- Catering
- Cellphone
- Charity
- Children
- Christmas
- Cinema
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Slideshare - Stack... Rate: ★ 0 Comments 0 Like


The Dieline Packag... Rate: ★ 0 Comments 0 Like


CineQuanon Rate: ★ 0 Comments 0 Like


30 Days To Sell Rate: ★ 0 Comments 0 Like


Elevate Smart Home... Rate: ★ 0 Comments 0 Like


Smilebox! Rate: ★ 0 Comments 0 Like

Free Newsletter Templates
Tons of designs. Add your photos. A creative way to share your news! www.Smilebox.com

Your inbox inspiration

Subscribe to the best of email design from around the world in your inbox.

Name

Email

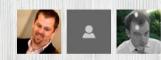
Daily Monthly Weekly

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Editors & contributors

The awesome people who make this site happen.


Alan Cheryl Mark

Become a contributor

Featured Twitter

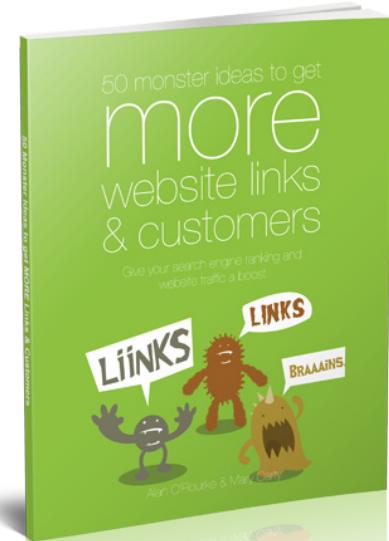
50 Monster Ideas MORE links and Customers

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/

"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  [@alanorourke](https://www.linkedin.com/in/spoiltchild)

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

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!