

# 5 Emails. One Week. \$49,889.08 Richer.

How to launch new products and sell out your inventory (and your supplier's inventory) with ugly, plain-text, story-based emails.

## The Backstory:

I've been working with Martin and Life Enthusiast since October 2019. At the time of writing this case study, I've been working with Martin for 1 year and 8 months. When we first started working together, Martin couldn't figure out how to make his email marketing work.

He was sending the typical, heavily-designed "newsletter" type emails. But he wasn't seeing much results. His emails made some sales, but nowhere near the level he wanted. His list was half-dead — and his average open rate was just under 10%.

To make matters worse, Life Enthusiast was in serious financial dire straits. A few years earlier, Google launched an attack on alternative health companies — and Life Enthusiast got the short end of the stick.

His search rankings crashed harder than The Great Recession — his monthly traffic plummeted from 237,000 all the way down to 16,960. His ad accounts were shut down without warning. And he didn't know how he'd keep the lights on — especially because his email marketing wasn't generating a consistent and predictable number of sales.

Then I reached out in October 2019. Even though Martin gasped a little at my prices, he decided to try my email marketing methods because he didn't know what else he could do.

That's when I implemented my ugly, plain-text, story-based emails for Life Enthusiast. His emails instantly doubled their profitability — even though we still had low open rates hovering around 10%.

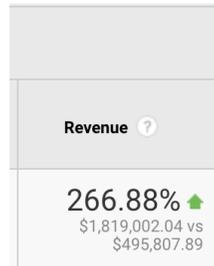
But over the past 20 months, I've helped Martin...

\* **More than double his open rates** — from under 10% open rates to consistently getting over 22%

\* **Boost his revenue from email marketing from \$8,062.65 all the way up to \$277,304.72 over 20 months** (for an average of \$13,865 per month total — and we're currently averaging \$22,674 in the last 6 months and growing)

\* **Increase his revenue 266.88% — from \$495,807.89 to \$1,819,002.04** (and growing every month)

And here's the screenshot to prove it:



But most importantly, Martin was able to pay off his credit card debt and is finally in a position to hire new employees to take the load off him and his wife, Maureen.

We continue to grow month over month. And the latest product launch story I'm about to share highlights just how much we've grown since we started working together.

Let's dive into it...

## The 5 Email Product Launch Campaign That Created \$49,889.08 In Revenue In One Week.

Life Enthusiast has over 600 supplements and products in its online store. While having so many products is a good problem to have, it makes launching new products even harder — because there's so much "internal competition" with other products in the Life Enthusiast store.

But Martin is always looking out for new products that can improve his customers' quality of life. Which is why he recently introduced Nano Soma to his product line.

I won't bore you with what Nano Soma is or how it works here. Instead, I want to focus on the results.

We launched this product on April 28th, 2021 to a list of 24.3k subscribers.

I created a campaign focused around individual stories of case studies of this product. This campaign included 5 emails total — and it blew any other promotion we've run out of the water.

**The first email created \$13,960.60 in revenue** — which more than doubled our next highest send, which was around \$5,000 (not including automated messages like cart abandonment and browse abandonment campaigns).

But we didn't stop there.

A few days later, I sent another email about this product. **This email generated \$8.895K in revenue.**

Then, I sent another email two days later, **which resulted in \$7.468K in revenue.**

A day later, I sent another email about this new product that **brought in \$9.278K in revenue.**

Then, finally, one day later, I sent the 5th email in this campaign **which generated \$10.278K in revenue.**

This entire campaign ran for about a week — **and generated \$49,889.08 in revenue.** We sold 281 bottles — which was more than Martin had in stock and it was more than his supplier had in stock too.

Here's the screenshot to prove it:

| CAMPAIGN NAME ▲    | CHANNELS ⚡ | REACHED ⚡ | ENGAGED ⚡ | DISENGAGED ⚡ | CONVERTED ⚡ | CONVERSIONS ⚡ | REVENUE ⚡   |
|--------------------|------------|-----------|-----------|--------------|-------------|---------------|-------------|
| Podcast: Nano Soma | ✉          | 24,469    | 19.75%    | 0.31%        | 0.28%       | 75            | \$13,960.60 |
| Prod: Nano Soma    | ✉          | 24,397    | 36.17%    | 0.73%        | 0.73%       | 206           | \$35,928.48 |

(The last four emails were a part of one campaign — which is why they're not separated in the screenshot above.)

And it doesn't end there...

Since we sold out so quickly, but were still receiving orders for this product, we sent another email letting people know about the delayed shipping time because the product was completely out of stock.

By this time, the list had grown to 26.9K.

And this 6th email — which didn't really “sell” hard at all and was more of an update on when we can expect to ship this product out again — **generated an additional \$20,957.14.**

Over \$20k in revenue from one email!

Proof:

| CAMPAIGN NAME ▲                   | CHANNELS ⚡ | REACHED ⚡ | ENGAGED ⚡ | DISENGAGED ⚡ | CONVERTED ⚡ | CONVERSIONS ⚡ | REVENUE ⚡   |
|-----------------------------------|------------|-----------|-----------|--------------|-------------|---------------|-------------|
| Prod: Nano Soma - Shipping Update | ✉          | 26,910    | 24.82%    | 0.25%        | 0.48%       | 142           | \$20,957.14 |

**Meaning, this entire 6-email campaign created an additional \$70,846.22 in revenue!**

And I'd love to help your alternative health company achieve similar results. Obviously, I can't guarantee or promise you'll see these kinds of results because of factors out of my control like your offers, list, profit margins, etc.

But I can guarantee that I can help you create more consistent and predictable email marketing revenue — and continue to grow it over time. As well as helping you build a loyal customer base that comes back to buy your products time and time again.

If you'd like to see if we'd be a good fit to work together, you can book a Discovery Call with me using the link below:

<https://calendly.com/johndbrandt/discovery-call>

But a word of caution:

I'm NOT always accepting new clients. I don't know when you're reading this case study. And it's possible that the link I gave you above doesn't work. If it doesn't work, ***that means I'm not currently accepting new clients or having free discovery calls.***

In that case, use the link below to join my waitlist. When you join my waitlist, you'll be the first to know when I have an opening in my schedule and am ready to take on new clients.

Join the waitlist here: <https://johnbrandtcopy.com/waitlist>

John Brandt  
Alternative health copywriter  
<https://JohnBrandtCopy.com>

P.S. Here's one last screenshot of how this promotion (and my other emails) impacted the business in the last 28 days.

Best part?

Even though visits fell by 27%, revenue increased by 150%! And this was done without any ad spend at all (but he's now in a much better position to run ads if he'd like).

● LAST 28 DAYS



VS

● PREVIOUS 28 DAYS



HORIZON METRICS

|   |   |   |
|---|---|---|
| <b>Customer Lifetime Revenue</b> <span>-5.4%</span> | <b>Total Revenue</b> <span>+150%</span> | <b>Avg Order Value</b> <span>-1.1%</span>   |
| LAST 28 DAYS<br><b>\$531.80</b>                     | PREVIOUS 28 DAYS<br><b>\$469.8K</b>     | LAST 28 DAYS<br><b>\$148.20</b>             |
| PREVIOUS 28 DAYS<br><b>\$562.40</b>                 | PREVIOUS 28 DAYS<br><b>\$190K</b>       | PREVIOUS 28 DAYS<br><b>\$149.70</b>         |
| <b>Conversions Per Customer</b> <span>+260%</span>  | <b>Visits</b> <span>-27%</span>         | <b>Revenue Per Visit</b> <span>+240%</span> |
| LAST 28 DAYS<br><b>0.281</b>                        | LAST 28 DAYS<br><b>83.1K</b>            | LAST 28 DAYS<br><b>\$5.65</b>               |
| PREVIOUS 28 DAYS<br><b>0.078</b>                    | PREVIOUS 28 DAYS<br><b>114K</b>         | PREVIOUS 28 DAYS<br><b>\$1.66</b>           |