



## **Gabrielle Rapone | Why everything you know about email marketing could be wrong**

### **Sadaf Beynon**

Welcome to the eCommerce podcast with Matt Edmundson, a show that brings you regular interviews, tips and tools for building your business online.

### **Matt Edmundson**

Well hello and welcome to the eCommerce podcast with me, your host Matt Edmundson, a show all about how to grow your own online business. That's right. Welcome to the show. And if you are tuning into Facebook or cheat your YouTube Live, it's great to see you. Do say hi in the comments, do post your questions. That's the beautiful thing about watching this live, you get to ask your questions to amazing guests that I get to talk to every week and this week is no exception. Oh yes, we have got someone amazing for you from the world of eCommerce. And we're gonna get to ask her all kinds of crazy questions. Let me tell you, we have a new expert joining us this week, all the way from very, very cold Canada. We've got Gabrielle Rapone who lives and breathes email marketing and specialises in email marketing for eCommerce businesses. So she is definitely in the right place for us today. I am looking forward to this one. Let me tell you, Gabrielle's expertise is in engagement, and opening and clicking and delivering and getting basically emails into the inbox she's sent in her lifetime. Check this out over 100 million emails. That's a lot of emails, even by my standards, I'm not gonna lie. That's a lot of emails. Gabby has run and owned her own email service provider for over seven years and has consulted on brands like As Seen On TV, United Online, and Classmates. She is also the author, because you know, it sounds like she's got time to write a book in all of the stuff that she's doing. But she has she has written a book called Hit The Inbox, which I have had I've had the pleasure of reading. Let me tell you, and I got some great pointers out of it from my own business. So I know today is gonna be fun. Now I think I've picked up Gabby enough now in case you don't know, I do a pre call with all of my guests. I get to meet them and check with them before the show right and Gabby's precall was very, well let's just call it memorable. And it was great. I loved it. I loved every minute of it. And so I've been looking forward to this one ever since that call finished. All of the notes from today's show will be available as a free download on our website, just head on over to [ecommercepodcast.net/52](https://ecommercepodcast.net/52), because this is episode 52. And you can download those for free. They will be on there when the podcast is released, which is a week after we recorded. So now without any further ado, let's bring on today's guest. We've got Gabby. Now on a push button here, Gabby, welcome to the show. Great to see you. Thanks for being with us.

### **Gabrielle Rapone**

Hey, Matt, I am super happy to be on the show. And as you mentioned, our first call was a memorable call. And it was it was a great call. So I'm happy to be back here.



**Matt Edmundson**

Yeah, it was good. It was great fun, and I really appreciate you being with us. But you're we were just talking before we came live on air. You're in Canada, Montreal, Canada. And did you say it was like minus 10 today?

**Gabrielle Rapone**

That's right. It's a nice minus 10. But it feels like a nice minus 19. So you know, you know, all around, it's a good day. It's a good day to be alive.

**Matt Edmundson**

It is a good day to be alive. And definitely make sure you've got some warm clothing. Yeah, now, are you talking in Celsius or Fahrenheit?

**Gabrielle Rapone**

Well, we're in Canada. So yes, we are Celsius.

**Matt Edmundson**

Good. Good. I got just I still can't get my head around Fahrenheit. So you know, I just wanted to I just wanted to clarify, make sure that I'm on the right scale.

**Gabrielle Rapone**

Yeah. The US always likes to, you know, you know, go to a drummer or, you know, go go to their own beats, you know, yeah. So, yeah, the US can do what they like, but yeah, Canada's like the rest of the world.

**Matt Edmundson**

Yeah, yeah, normal.

**Gabrielle Rapone**

Exactly.

**Matt Edmundson**

I'm gonna kickstart everything with our American viewers. I don't mean that disrespectfully. Of course, I'm just being essentially British making fun of everybody, including ourselves. Which is just what we do, isn't it? So. So, if you've been in Canada, your whole life, are you? Are you actually Canadian? Have you always been in Montreal?

**Gabrielle Rapone**

That's right. Yes. Born and raised in Montreal, I used to spend my winters in California for about 15 years. But I stopped doing that about three years ago. And so that's what I used to do. That's the great thing about you know, working online is, you know, you don't have to stay here. And so I have family in California, which, which was really amazing to be able to, you know, six months out of the years, you know, enjoy the sun and then come back to



Montreal, where you get to enjoy the best parts of the East Coast, which is, you know, spring and summer, and then escape for fall and winter.

**Matt Edmundson**

Yeah, it sounds it sounds almost like ideal dream, you know, scenario in some respects, do you? I'm just trying to think, do you have like, the slopes and stuff around you? Do you do the skiing? The whole skiing thing?

**Gabrielle Rapone**

You know, I have to say I've never been much of the outdoor like, I'm not much for skiing much for snowboarding, you know, I mean, it's cold, you know, who wants to stay outside? And definitely not me. But you know, but still, you know, there's something I will say this, you know, I am 40 years old, but every time it snows, the first thing I will do is put on my my mother's 1970 snow pants that I've kept since I was a child, you know, growing up. First thing I'll always do is just go jump in the snow and make a snowman. I'm like, that's one of my favourite things to do. I'm like, I don't care. I'm 40. But it's the one thing I still love to do, is getting out there playing like a kid, building snowman building snow fort, it's the most ridiculous thing, but it just feels so good.

**Matt Edmundson**

You know, I'm slightly older than you Gabby, I'm not gonna lie, I would do exactly the same thing. If we actually had snow. I was saying at the weekend, we had about a millimetre of snow. And we made the most of it. It may be a few millimetres of snow, we've made the most of it. It lasted, lasted for a day. And that's it. That's our snow gone for the year. So

**Gabrielle Rapone**

Does it shut down the city when it snows that much?

**Matt Edmundson**

And now we're right at a millimetre it can it can you know once we hit two or three that's that's real problems right there. But it always I mean, to be fair, we didn't I didn't notice it this year, because the whole country is in lockdown, of course. But had it not been in lock down? That would have been like, you know, the trains would have stopped running, you know, there would have been a national crisis and all that sort of stuff that you can get whenever it snows. The way it works.

**Gabrielle Rapone**

It always reminds me of California. It's so funny when I used to spend my winters in California. You know, the minute it would hit like, you know, whatever it is like 65 degrees or whatever. 70 degrees, right? So it would be the equivalent of like 15 you know, Celsius And the Uggs and the Parkas would come out, you know, and I would look at these like women, it's like you don't, you don't know cold, you don't know cold. If you think 15 to 15 Celsius is cold, you gotta, you gotta feel minus minus 20 to really embrace those uggs and that parka.



### **Matt Edmundson**

Yeah, I'm with you. Yeah, I'm with you. I'm with you. It's, it's, you know what? We could trade stories all day long week. So and so let me get this straight. So you have run, right? It said in the intro there that you've run an email service provider of your own for seven years, right? How in the world did you get into that? Did you just wake up one day and think I'm just going to set up an email service providers, is what I'm gonna do?

### **Gabrielle Rapone**

Well, here's the thing. First and foremost, anyone can set up an email service provider. Anyone. You can set one up, your grandmother can set one up, anyone can set up an email service provider. But the way that actually came about was I got started in this industry working at an email service provider back in 2006. Okay, great. So that's how I got started, right? That's how I basically understood, you know, the, the mechanics of how everything works, how the backend works, you know, I mean, I had, you know, text next to me for an entire year. And it was right about my one year anniversary was literally one week away from my one year anniversary, of working at the ESP and I got fired, right. And I didn't, yeah, I didn't get fired for it had nothing to do with the job had nothing to do with my work. It had everything to do with, you know, a conflict with management's like anything else. Right. So I ended up getting fired. So, and at that time, I was like, Well, you know, why don't I just do what I'm doing for my clients, I can do it for myself, right? There's, there's really no difference. And here's the thing with with an ESP, right, it's an email service provider, all it is, is basically, you know, someone's basically providing a service of sending emails. I basically just had five of my own servers that I basically ran and managed. And I kept those same five servers over and over again. So and that's basically what I did, I was able to, I was able to run my agency for over seven years, even close to 10 years, because I took a break in between after the seven years, I took about a one year break after the seven. And that's it, it allowed me to be able to run my own servers, right. So, you know, I wasn't, you know, I wasn't at the end, I wasn't being overseen by people like MailChimp, like I own the space. Right? So I wasn't, you know, I wasn't being overseen by anything, I controlled my own space, like, it's not much I want as much as I wanted, and so on and so forth. So that's basically how I got into the game was started off as an ESP, I got fired. Right? I decided to do it on my own. Why not? Yeah. And I did, because that's what I was, because that's what I was really good at. I was really good at building brands with affiliates. Right? Because that's what people don't realise is that, you know, email, you know, email marketing before it was adopted by you know, ecommerce. And it was, it was, you know, picked up in the mainstream, you know, it started probably picking up probably around like, 2003, where companies started to pick it up really more. But like anything else, everything always starts with affiliates. affiliates are the ones who start everything. Right. So that's how I basically got started in this game, where, you know, I basically took these affiliates started brand them the same way you would in e commerce, right? Because that's what you do in ecommerce you brands, right? You brands you build you sell, that's what you do. So that's basically what I did. So I figured I might as well just do it for myself. And that's what I did. I just focused on quality, really building those relationships, unlike, you know, the other affiliates and emailers that were just basically burning and churning. They were literally going through servers every



couple of days, where, whereas I would have the exact same servers for seven plus years. Okay, now they were whitelisted with everything, and I just managed it and that's basically it.

### **Matt Edmundson**

Wow, wow. It's fascinating how you just sort of your, your journey starts with getting sacked right or fired. Mine started exactly the same way got fired from my job. Just to be fair. Great story. I wasn't, I wasn't technically fired. I left before I was I just left. It just saved me the grief of going I got I got I was fired with anyway. Yeah. So we share that in common. And then you start out on your own and you sort of and here we are all these years later, still smiling about it, right. And so you you sort of you get fired, you set up this email service provider company. Are you still doing that? Or have you have you moved on from there?

### **Gabrielle Rapone**

So Okay, so here's the thing, okay. Running your own servers is a lot of work. It's a lot of work. And this is why again, this is why email service providers and I say I ran an email service provider, right, but I didn't really run an email service provider because I didn't I didn't sell the service, right. You know what I'm saying? So But the point is, is that an email service provider is still an MTA, right? It's an MTA, which is a mail transfer agents, right? So here's the thing is that it's a lot of work to manage your own server. Because you have a lot of things to consider, you have to always be looking at the backend technical, because that's what people don't realise with an ESP is that they're managing the backend. Okay, they manage the connections, they manage knocking on the door of Gmail, they manage knocking on the door of AOL, people don't realise that that's a job. Right? And that's a real job. Right? Just looking at SMTP responses. That's the responses from, you know, once again, you know, knocking on Gmails door seeing what they say, are they letting you in? Are they saying no, too many people move on? Like, that's the true like, in essence, like, when you're looking at what defines a really good ESP is? How good are their texts? Forget about all the, you know, bells and whistles of what they have, who cares, okay? Because at the end of the day, the only thing that matters is again, right? Are you able to reach Gmail, right? Because again, if you have Gmail users is Gmail gonna accept your email, because that's phase one, right? You gotta Gmail got to accept your email, and then gene, then after that, it's up to your reputation to decide where that actually lands, it's an inbox or spam, right? So it's a lot of work, it's a lot of work. So this is why, you know, when ESPs came into play. It was, it was easy enough for people like you, you know, your grandmother, your mother, or whatever it is right to just start emailing, because you didn't have to, you didn't have to go get it, you didn't have to go get a server, you didn't have to bind the IPs, you didn't have to do the the RDs, you don't have to go through all that technical stuff that you have to go through. Right? So, you know, this is why it's like, No, I don't do it anymore, because it's too much work. But there is a time and a place for everything. Right? So with a lot of companies that come to me that wants to have their own space and their server, you know, you have to wait until you reach a certain level of revenue, right? Because it has to make sense, right? It has to make sense in order for you to because again, you have to hire a tech, right, you're gonna have to hire someone to be able to manage that. Because again, you can either be, you know, doing the tech side, or you can be actually working on your business. So this is



why so you know, you have to look at the opportunity cost. So I always encourage people listen, unless you're doing a million dollars a month in revenue. There's no reason for you to have your own server. Okay. No,

**Matt Edmundson**

You would call that the cut off point, million bucks a month.

**Gabrielle Rapone**

Yeah, well, well, there's there's other factors too, right? It's but as a whole, right as a whole, if you're just looking for something that's, you know, just a basic rule of thumb, it's, yes. If you're at a million dollars, then you have to should start considering because then you're going to be spending a lot of money on ESPs for no reason.

**Matt Edmundson**

They're definitely not cheap, ESPs.

**Gabrielle Rapone**

No, but the good thing is, too is when you get to a volume, right is you have a lot more leverage with your ESP. People don't realise that. So that's the thing is that I came from the ESP world, I know that ESPs only make money when you send email, and they want to keep you if you're sending a lot of email, and you're and you're not damaging their space. Yeah. So this is why it's like you have leverage whatever that pricing is on there. Just use that as a guideline. Because the minute you get, you know, the minute you get to a point where you have good volume, and you're and you're and you have good engagements, the ball is all in your court. 100% in your court.

**Matt Edmundson**

Yeah. That's one of the things I've noticed, actually, we with our ESP that drives some of our beauty businesses. We we in a, we got half price, we just basically called them up said yeah, we're not we're not paying that. I mean, we get on well with them. Don't get me wrong, they're lovely people and but we had a conversation and yeah, a guideline, I think is a good way to put it. When your volume is high enough is a guideline, just call them up and have a conversation and see what they can do. Okay, so, um, so here's your background, right, ESP. And here, I am a little ecommerce business. I'm like, I'm not doing a million bucks a year. So I'm not going to set up my own server. If I'm doing over a million. I'm definitely calling you and going, what am I doing? Right? That's that's what I'm going to do. But until I get to that stage, I am I am. I am looking for an ESP right, an email service provider. And no extra What is it extra sensory perception? No, we're talking about email today. Just in case you've just tuned in what is this channel? So um, so yeah, so the email service providers, how do I find a good email service provider? What am I looking for, as a business?

**Gabrielle Rapone**

Well, that's a good question. Right? It's, um, first and foremost, one of the first things you want to not do is ask people who they are using, right. So that's, that's one of the things that



that which is normal, right? It's normal. You know, you ask questions. Okay, what were you using? But the one thing you want to understand first and foremost with, with understanding an email service provider is the fact that first and foremost, remember, they provide a service, right? It's in their name, right? They provide a service. Okay? So it's, um, it's important to understand that, right? It's important to understand that that is a relationship. Okay? It's a relationship. So it takes two parties. So it's really important to sort of understand that, you know, again, this is this is a relationship. So, when you're looking to find any email service provider, right, you're not just going to go buy the one that again, everyone's using, right? Or that looks good, right? You want because again, if you pick the wrong service for like relationship, it's going to make your life miserable, right? So you know, you pick the right one, you're happy for life, you pick the wrong one, you're going to be miserable. So it's important to understand that when you are picking an email service provider, the most important critical thing you want to focus on is your features, what features do you need? And this is something that a lot of people don't think about, what features is it that you need in order to run your business, right? And help you grow? Because the other thing you want to understand too, is with an email service provider is, you know, listen, you're not going to be stuck with this email service provider for life. So it's not like if you choose this one, you're stuck. Don't don't look at it that way, right? Because like anything else, you're going to grow. The most important thing when it comes to choosing an email service provider is again, you know, really looking at the features that you need. And also being an and also understanding the differences between email service providers afterwards, in terms of understanding that there's going to be your churn ESPs, right, like the MailChimps the Klaviyos, the constant contacts like these are churn ESPs. And the reason why I call them churn ESPs is ecause if you look at their terms and conditions, and if you look at look at their acceptable user policy, they do not have any clear guidelines in terms of when they can kick you off. Right? And this is major, because I've had great clients be kicked off of klaviyo for the only reason that they didn't like their content. Okay. And that is major again, your business partners, right? Yeah. Right. When you enter into a business partnership, right, you want to make sure that your guidelines are clear, right? You want to make sure that hey, Matt, if you get out of line, this is your guideline. You can't have something ambiguous, right? Yeah, and this is kind of what we're, and this is what we're seeing. I mean, you know, just look at you know, MailChimp. MailChimp is like, you know, I call for FailChimp. Because they are, you know, they are exactly that, right. If you look at their, you know, they're, they're a perfect example of, you know, your typical ESP that has, again, such a vague right, acceptable user policy, basically saying, well, you know, if we decide one day to get up, and we don't like you, we're gonna turn you off. Right? And, you know, and, you know, and they're very much against, you know, you know, hate speech and all that sort of stuff. But then, you know, long behold, you know, what's the first email I get from MailChimp? It's a, you know, it's a, an email from Black Lives Matters, you know, it's like, well, you know, again, there's like, the hypocrisy in terms of like, well, wait a minute, you know, you don't, you know, you don't, you know, you don't enforce this. Right. You don't want this, but then again, you're enabling certain companies, you know, I'm saying so it's important to understand the differences between ESPs, right. So you got your churn ESPs, and then you got your growth ESPs. And your growth ESPs, are ones that are going to have clear guidelines based on, alright, Matt, you want to grow your



business, this is the guidelines, you have to stick to in terms of, you must have engagement, you must have, you know, you must have, you must, you know, respect the threshold for unsubscribes, feedback loops and all those things, right? Those because those are the metrics that matter. Right? You know, an ESP caring about your content is like, you know, the mailman refusing to, you know, I don't know, I don't know, like, deliver your, you know, deliver out your guns magazine, because he doesn't like guns, you know, it's like, no, it's not the way it works, right. So, to answer your question, list your features. Your features are key, what features do you need to grow your business, you need easy integration, you need 24 hour, whatever it is support, right? You need triggers, you need split tests, you need all these things, right? List them, and then obviously list them per priority. Because I can tell you this has been in the business for 15 years, and I still have yet to find an ESP that has everything right? So you really do have to you know not say sacrific, not say that sacrifices, but you're gonna have to basically limit not limit but list your choices based on

### **Matt Edmundson**

What you're gonna have to make priorities. Yeah,

### **Gabrielle Rapone**

Exactly. You got to make those priorities and then you know, basically just start. Because that's the most important thing is, you know, this is why I always tell people is. listen, don't get bogged down with all of this stuff. If MailChimp is the easiest one to start with start with MailChimp. Yeah, I don't like them. Right. But if they're the easiest for you to start with, and get used to it, do it for a month, and then get off. We've done that with a lot of clients were, listen, because again, there's that apprehension of all I gotta, it's gonna be so hard to find, just start. Start with the easiest one, then in a month, we will move you, it's okay.

### **Matt Edmundson**

You'll be alright. I always, I was always I always sort of have this thing in the back of my head, that I've always told my kids. And it's this, it's easier to turn a car when it's moving. In other words, just start, just start moving, just start doing something. And you can always turn right, you can always change direction. But if you stood still, yeah, you're not going anywhere, are you? So I like that. I like that philosophy, which is great. So we're going to list our features. And we're going to go shopping at what you called the growth ones rather than the churn ones. Can you throw out some names? So for listeners, they're going to go well, which ones are the growth? ESP? Have you got any examples of ones that you would look at?

### **Gabrielle Rapone**

That, that's a good question. There's a couple of definitely some good growth ESPs. And this is the thing too, is even when you're going through some of the churn ESPs, I'm not saying avoid churn ESP s by the way. I'm not saying that, it's just again, it's important to understand the devil that you're dealing with, right? That's the most important thing is understanding which there's nothing wrong with these churn ESPs. There's nothing wrong, right. But it's just important to understand. So some good some good growth ESPs that I've used, that I've



used in the past, Emercury is definitely a good one, you workers a great growth ESP. Pure 360 is another one that's actually very, very good. CheetahMail we've used in the past, like those ones are good. Some of those like CheetahMail a little bit more on the enterprise side. And I can actually share with you I actually have a list of 25 ESPs, I can't guarantee that which ones are growth ESPs, because I haven't gone through all of them. But what I always do tell people as well as Listen, even with the churn ESPs, okay, the most important thing is you have a conversation with these people. Because at the end of the day, you know, you know, again, they have to put up a long list of things in their terms and conditions, you know, in order to sort of avoid attracting a certain type of clientele. You know, this is why, trust me, I've had I've had conversations with with ESPs, where I'm going through their terms and conditions. I'm like enlisting, they literally have 45, like niches that are completely that are that are not approved. I'm like, okay, so tell me, what can we mail? You know, maybe that's easier. So, you know, and, you know, they always clearly say, Listen, you know, at the end of the day, as I mentioned, you're the customer, the email service provider does not exist without you. So you have the control, you have the power. So, once again, it's just a matter of just redlining and leveraging, you know, redlining the parts that you don't like. So it's very clear, okay, this is what we do, we want to make sure that we're not going to be kicked off because you don't like our content. So as long as you redline that part, you know, then you should be good to go.

### **Matt Edmundson**

You good to go. Okay, so I am a young ecommerce business. I've done my research, I've gone and chosen my email service provider. But of course, that's just the first part of a very long journey. And there are many things to think about. One of the things that you said right at the start, which I wanted to sort of circle back on, was this idea of Gmail, you kind of knocking on Gmails door, and Gmail is deciding to whether or not to let you in. And, and I guess, my question is, is Gmail one of the ones that we should concentrate on? And what do you mean when you say, Gmail has got to decide whether or not to let you in?

### **Gabrielle Rapone**

Well, that's okay. So that's a loaded question. Okay. So what's the first, sorry, can you repeat the first half of your question?

### **Matt Edmundson**

So, you focused in on Gmail? Now I've read your books, I kind of know the answer. But it's that kind of this idea if I was to ask most ecommerce companies, right? The people that sign up to your email list, what's the most common email domain? What's the most common email service? And lo and behold, it will be Gmail. Everybody says, I wish most of my customers are Gmail. Right? So the big holy grail, it seems in email marketing is, can I can I win on Gmail? Can I get my emails in their inbox? And so that's is that is that a good perception to have? I guess would be my first question is, is Gmail at the top of the tree?

Gabrielle Rapone



Okay, so I hear a couple of things in that question. So what I'm hearing what I'm hearing first is, is Gmail more profitable than other domains? Is that correct?

**Matt Edmundson**

ooh, let's go there. Let's do that one. Yeah, I like that rephrase. Let's do that.

**Gabrielle Rapone**

So, um, I can tell you, after eight years of following Gmail, Gmail is not the most profitable. Okay? Absolutely not. And I've tested this, trust me across 1000s of different clients and niches. And the most the most, the most lucrative one in terms of domains is Hotmail in terms of order. So you got Hotmail, you have AOL, which is the second and third, right third kind of a little bit tied is Gmail and Yahoo. So while yes, Gmail might make the greater landscape, okay. It might be, you know, obviously, there's a lot of Gmail users, hopefully, that's going to change now, hopefully, in the next couple of years being the fact that people have woken up a little bit more to, you know, the Gmails of the world, the fact that they're, you know, monitoring and cataloguing all of your emails, you know, thanks. They just do it Yeah, they just do it a little bit differently, like Facebook is, you know, if Facebook does it right, in your face, when you know, you say something, they'll deliver an ad, you know, two seconds later, Gmail, Google's not stupid Google stores. And Google's like, Google's a woman, you know, she stores information. And now and then the day that she needs it, you know? Well, you know, it's like you're having an argument from, like, 20 years ago. She's like, Oh, wait, let me go through that. I remember that from 20 years ago. You know, that's what Gmail is. Gmail is cataloguing, not only the cataloguing, they're building a profile, and they're selling all of that information, right? They're selling it. So hopefully, people are starting to, you know, kind of wake up a little bit more with Gmail. But this is the thing is that so yeah, Gmail does dominate the landscape, but it's not the most profitable. It isn't, it isn't at all. Okay. But again, it doesn't, you know, at the end of the day, it's important to understand that once again, the devil that you're dealing with this isn't mean, okay, just don't deal with Gmail, just go after AOL and and Hotmail. I mean, that would be great. You know, unfortunately, you know, trust me, I made, you know, I made the bulk of my success with AOL and Gmail, and Yahoo at the beginning, right. So was Yahoo, AOL, Gmail. But again, right, you have to there's not, you know, no one's opening up AOL accounts anymore, right? Because again,

**Matt Edmundson**

the things that surprised me, actually, that AOL was still on the list. I'm like, Oh, yeah. Okay. It's still around. That's interesting.

**Gabrielle Rapone**

Oh, hell, yeah. You all AOL, AOL. Thank God for AOL. I'm telling you, AOL has gotten to me out of so many bad times, like, you know, again, it gets a bad rap. But who cares, they buy, they complain, they complain three times more than any other domain. So AOL is the biggest complainers is if you take like an AOL list of AOL compared to Gmail? Yes, absolutely. Right. And it's crazy. Like, this is what I love about email, what people don't



understand is that, you know, with email, you know, unlike, you know, display advertising, with email, you actually get to see your people, right, I know that Matt's engaging, I know what Matt buys. Right? I know where you spend your money. Right? So again, once I know where you spend your money, I know you know, your values and your desires and all that sort of things. Right? So that's why it's like people just, ah, you know, this is why I'm, you know, I wrote the book, why I created the course, because, you know, just to sort of show people the amazingness, right, that you can get through email, just in terms of understanding your users, just by understanding your users and your, you know, your, your different types of subscribers, again, opens up a whole window of opportunity for you just in terms of, just being able to easily manage things. Yeah, a lot more.

### **Matt Edmundson**

Yeah, I mean, that's great. That's really that's really insightful, though. So most of your customers may have a Gmail address, but they're not necessarily the most profitable one. Look at your Hotmail and AOL customers. And I like this, I'm gonna go to I mean, we don't get in the UK, we still don't get many AOL users. But I'm intrigued to find out which domain is the most complaining out of my customers that I never would have thought to check that out. I am checking that out tomorrow. So you know, I think it was brilliant. Absolutely brilliant. So So okay, so we were we're sort of getting our head around the domains. And you took a touch on this in the book. And I I thought this was really do you know, when you have those moments where you're like, that is so simple, and so good. Why have I not done this? Right. I have never sat down and gone through my email list and categorised people on the domain that I'm emailing, do you know what I mean, what I've not categorised them by their Gmail user or hotmail use or anything like that and looked at the stats. And one of the things that I got from your book was actually you should you should absolutely do that, especially when deliverability and open and all this sort of stuff, which we're going to get into in the second half. I'm monitoring those stats, I think that's really, why am I not done that before?

### **Gabrielle Rapone**

You know, I, you know, this is it. You know, one of the first questions I always ask is, you know, and I can tell you nine out of 10, people don't know, so you are not, you know, you're not the first because I always ask, what's your email list makeup? Right? And people just be like, What? What are you talking about? It's like, Well, yeah, what makes up your list? Right? This is, you know, and once again, like, I'm curious why. And I think just, this just comes down to just not knowing right, what you don't know is, you know, you don't know what you don't know. Right. So. And I think that's what it just comes down to, right. So again, once again, I came from that world, right? I came from that world where again, I you know, I was lucky to have started out in an ESP and was lucky that I had all these texts around me to sort of explain and, you know, navigate the crazy world. But I'm curious, why have you never thought about looking at your list breaking down your list that way?

### **Matt Edmundson**

I honestly, Gabby, I was saying going, asking the exact same question,



I didn't have an answer.

**Matt Edmundson**

I can't sit here and go. Well, I don't measure. I just I'm surely met somewhere in your brain, you would have put two and two together and gone. You, this makes an awful lot of sense, right when you see it written out in your book. That's why I need to read your book. Gabby. That's

**Gabrielle Rapone**

So did you actually look at your email list makeup?

**Matt Edmundson**

No, no, yeah. This is tomorrow's job. Yeah, we get the team's get on a call tomorrow at 10am. Yeah, we're having a conversation.

**Gabrielle Rapone**

Yeah. Well, again, it's, you know, this is why I always try to explain to people listen, if you don't know your email list makeup, you're basically it's like you're driving blind. You're literally driving blind. You don't know where you're going, because Yeah, if your email list makeup is let's just say whatever right 40% Gmail and you know, 30% Yahoo. Again, right? If you if there's and remember, they don't, you know, the Yahoo's and the Gmails, don't speak to one another. That's what people don't realise. Everyone think that on the online world, everyone, everyone's happy, and they all live in harmony. It's like, No, man. It's still war, like everyone is, wants control power. Okay. Gmail does not talk to Yahoo. Okay, so obviously, Yahoo and AOL now work together because they were bought by Verizon. But so the three, you know, basically, now the three majors, right? They don't speak to one another. They don't speak, they don't collaborate. So that's what people don't understand. It's like, they don't collaborate. Right? So every single one of them, and this goes back, actually, to your other question, when you were asking about, you know, you know, Gmail, accepting the email, right. So, and I'm not sure if you had gone through, you know, the book, but in the book, I have, you know, this, you know, this great little, sort of, where is it here, it's great little image where basically shows you like the reality versus, you know, the expectation of email versus the reality of email, which again, you have those you have those two filters that you basically have to go through, which is number one, right? It's, you know, the Gmails is of the world making sure that number one, you are the actual user, right? Authenticating, right? So that's how they accept your email. So when you go to Gmail, and you knock on their door, Gmail is looking Okay. Wait a minute. Do they have their SPF records? DKIM dmarc, Okay, they're good, right? They can come in, right? Yeah. So Gmail lets you win, right. But Gmail only lets you in. Right, right. So Gmail is gonna say, okay, can come in, but now, right, who prioritises you, right? In terms of inbox, spam, or black holing? Isn't Gmail, Gmail doesn't decide where you go. Right? Well, kind of decides, but it decides based on your reputation, right, so it's not based on again, your email service provider, right? Because that's one question that people always ask is, well, what, what email service provider inboxes more, right. And it's like, Well,



shit, you know, it's not 2001 you know, there's It doesn't work that way anymore. Right? It doesn't, you know, you got a 450 billion emails that are sent a day. You think that this is this is not based on which ESP inboxes more, it's just based on your reputation, which again, gives you all the leverage, which is great, like, people don't realise that. That's a great thing.

### **Matt Edmundson**

Right? So, so the ESP gets you to the door and you get you thrown into the various different sections of Gmail.

### **Gabrielle Rapone**

It's up to you it is up to you afterwards to build your email rep. Right. So that you are basically you know, you have a good reputation this way. Gmail is gonna you know, they'll let you think That's that's what it is, right? It's like Gmail is like, once again, it's like you're knocking on Gmail's door. It's like, Listen, if you come in with dirty muddy shoes, they're not gonna let you in. Right? Right. But if you're clean, you got everything good. They'll let you in.

### **Matt Edmundson**

Yeah, that's brilliant. Now you've touched on this email, right, which we are going to get into in the second part of this podcast. But before we do that, we're just gonna take a quick break to say, give a big shout out to this week's show sponsor. And in just a few seconds, Gabby, and I will be back Don't go anywhere. Yeah. Let me give a big shout out to one of our show sponsors, Kurious Digital, you know what I love, its flexibility. It's such a great platform, you know how when you start out, you might typically use an online platform, because they're cheap, they're easy to use, super accessible. But you know what, they aren't that flexible. And as your business grows, you end up moving to an agency, right? Because that's just what you do. And at some point, you're going to have this nightmare to deal with. And it can be incredibly expensive. And the thing for me that I love about KD is it will grow with you, you can start out on the platform easily and as your business grows, then KD will adapt with you. And I don't know of any other platform that does all of that. So if you're in the market for a new e commerce platform, make sure you follow the links from mattedmundson.com. Take advantage of the offers that they've got for you. And let me know what you think. Well, excuse me. Thank you Kurious Digital, I don't quite understand what I'm to my voice, then. We were listening to that music I saw you swaying then Gabby. there is something quite chilling about that music that they play on that advert, which is absolutely fantastic. Now, if you're watching this live, if you're joining us on the live stream, whether that's on YouTube, or Facebook, or if you're watching the Catchup videos, you can ask questions in the comments to say hi, don't be shy, be great to connect. And if you've got any questions for Gabby, do fire them off, because we would love to hear them, we're going to do the Q&A session towards the end. Now, before we got into that smooth bit of jazz music there, you started to use this phrase, you used it a couple of times email Rep. And this is something that came across time and time again, in the book like it was, you know, it was one of the big takeaways from your book is this whole idea of email reputation. You said in your book, and I'm going to quote you now, 'the only thing stopping your emails from being seen. Or sorry, the only thing stopping your emails from being seen by 1000 or 1 million subscribers is two



words, email reputation.' That's what that's what you sort of put it down to. And I thought, you know what, I want to get into this, because I've heard a million people talk about subject lines, should you use emojis and all that sort of stuff. You went straight in at this whole email reputation thing, which no one I think has ever talked about. And I'm like, this is gonna be cool. So what do you mean when you say email reputation?

### **Gabrielle Rapone**

So that's a good question. So you know, first, let me just say this, even though email has been around since what, 1997, right over 20 years. There's still there's, we're talking about decades of misconception, right, which is, you know, exactly the reason why I wrote the book. I was like, I wrote the book, because I was like, there's too many misconceptions out there. Everyone, right, everyone that has an email list or is thinking about an email list, like this is your foundation, like, this is like my 15 years, all into like one and I've, I've redone this book, like literally like five times to make it like super simple so everyone could understand, right? Like, literally, if I want it to be so a 10 year old could pick it up and be like, Okay, I get it, I get it. Right. So getting back to your question, right. So. So I'm curious. Okay, how is it? Okay, so you've been doing ecom? Right. And so I always like to sometimes get a little bit more kind of insights. But I'm curious. You've never heard the term email reputation, right?

### **Matt Edmundson**

Oh, I've heard it. Don't sorry. Let me just clarify. I've heard it. I okay. I've, I would say I've it's like, way down the list of things that I've heard, though. It's not. It's not where I think you think it should be, if that makes sense in terms of gotcha. Yeah,

### **Gabrielle Rapone**

yeah. No, it makes sense. Okay, so you've heard of it. Okay. So the term is not foreign, you've heard of it. So, and that's the thing, right? So again, it comes down to you know, misconception because people don't understand how things work. And again, it's really really easy to you know, undervalue things or when you don't understand it. So, and like anything else, right. reputation is key, right? Because, again, you know, you know, back in the day when email first started, you know, filters, right, the whole again, like, there's 450 billion emails that go out daily, that's expensive to maintain. Yeah, that's expensive. Because again, you're talking about, you're talking about it costs hundreds of millions of dollars to to maintain that infrastructure. Right. So, you know, back in the day, you know, this is why, you know, when I, when I got started in this industry in 2006, you know, that's where everything started to change, where now it started to become about reputation. Right? Where, because, again, like the the Gmail and the yahoos of the world needed a way, right to prioritise email, right? Or else again, how are they going to make sure that you are not getting, you know, malicious emails? That's how they avoid malicious emails is, again, one way through authentication. And then it's like, well, you know, how else do we do it? Right, how else do we prioritise emails, right? So Hotmail back in the day, right? Hotmail was one of like, the biggest gangster back in the day, like they were the mob, like, you could pay them. You could pay them 15 grand a year to inbox. Oh, wow, we paid them, right. But grant, but then things change, right? Of course, like everything else. But you know, at the beginning, you



know, hotmail basically came up with this concept, and we all know who, behind who's behind, you know, Microsoft and Hotmail, and all that sort of stuff. Right? So they wanted to be paid. Right? Yeah, they created the return path, they wanted to be paid. Right? So if you paid them, right, it still didn't guarantee because, again, they make their own rules, right. But everyone else needed a way to be able to filter emails. So like anything else, right? Like when you run an ad, right? You know, how do they you know, they base your ads based on, you know, maybe not reputation, but they still give you a score, it's still based on reputation you have Are you positive or negative reputation? So everything is based always on reputation. You know, so email is no different. It's just the fact that people don't understand it. Right? And I always break down email in three simple ways. Like I always say three things every single day, right? Say three things to my students everyday, which is what's the number one objective of email and I repeat this? What's the number one objective for email? Okay, number one objective for email is protect your rep. How do you protect your rep? You always be engaging. How do you engage? You sell the click. That is all you ever, even if you've never emailed, if you've been emailing for 10 years, just knowing those three little simple things. That's it, you will be ahead of everyone else.

#### **Matt Edmundson**

So let's just say that again. So you You're the most important thing is your email reputation.

#### **Gabrielle Rapone**

No, no, what is not? What's your number one object? If I if I asked you, Matt, what's the number one objective for your emails? What's the number? What is it? Right now, what's your objective?

#### **Matt Edmundson**

Now you've told me the answer. I'm gonna say email reputation. I'm just gonna answer that type of question. Okay, but what would you have said, I would have looked at things like things like open rates, click through rates, and ultimately, how much revenue did that email bring?

#### **Gabrielle Rapone**

There you go. So you're looking at sales, right? Of course, you think sales? You're like, of course, I want sales. Well, yeah, of course you want sales. Right. But that's a byproduct, right? It's a byproduct, it is not your focus. It's like anything else. When you're when you're on a boat, right? When you're in your boats, right? This is why you always have to have an objective, right? If you have an objective, if you're on a boat, right? And your objective and what happens, you know, if your objective is to go, whatever it is straight ahead, but you start veering, if you start looking towards the side, where's the boat gonna go? The boats gonna start going towards the side, right? Yeah, because if you've ever canoed or sailed, you know that you have to stay clear on your objective. Because if you don't, and you start to veer, you're gonna veer off, right. So this is why it is very clear. Okay, I don't care. Yes, sales will be there. Don't worry, right? Again, it's almost like you're trying to put the cart before the horse. Listen. Don't worry, okay. Because, again, you never and this is why I always tell



people, you never want to sacrifice your reputation, right? Because if you're sacrificing your reputation for a quick sale, again, it's not going to work, right? So this is why the number one objective is always protect your rep, protect your rep, build your rep, right? That's what you want to do. Right? So that's your objective. That is your objective. So what's your objective for emails? Protect your rep. How do you protect your rep? You always be engaging, right? And how do you engage in an email? You sell the click. That's it.

### **Matt Edmundson**

That is the three step process right there. So when you say when you say sell the click what, because again, this is a phrase that you put in the book A few times now, I have to be honest with you quite like this. I will just explain to the listeners, what do you mean when you say so that like, it may sound obvious, but let's let's deep dive into this a little second.

### **Gabrielle Rapone**

Okay, sure. So very, very simple, right? One of the biggest, one of the biggest hurdles people have, especially in ecomm world, and the ecomm world. Everyone's always afraid of writing an email. They're afraid, right? Because they're like, I don't know how to sell how to sell products. It's like, once again, right? Like, just just think about it. Is it easier? Is it easier to sell a product in an email? Or is it easier to sell a click in an email? Which one is easier? Which one is is?

### **Matt Edmundson**

Are you gonna say sell the click, aren't you? Because it's a much smaller step?

### **Gabrielle Rapone**

What? There you go. But that's again, because why is it that you want to sell the click? What's your number one objective for email?

### **Matt Edmundson**

Protect your rep.

### **Gabrielle Rapone**

Exactly, its protect your rep rights, because again, when you protect your reputation, right, more people see your emails, right. So let's just say right now you only have 10 people that click on your emails. Well, guess what? If you protect your if you if you protect your rep, right, if you make engagement, your number one goal, right? If you make engagement your number one goal, right, and you always engage, right, you're not going to go from 10 clicks, right to let's just say 30 clicks. What would an extra 20 clicks do for your business? Right? Yes, massive. That's the point. Yeah, that's the point. Right? It's you have to understand emails place and the online world, right? Emails place in the online world is just a display media, right? It is. It is getting user from point A to point B, right? You don't have to reinvent the wheel by saying, Oh, you know, I hear people all time. Should I have a long copy? Should I have short copy? Should I do this? Should I do, why are you assuming? Why do you assume? Do you assume that you're the brakes in your car work when you get into it?



You don't assume. Right? You know if they work, right? You don't assume anything. That's the thing that sort of drives me it's kind of one of my pet peeves whenever people assume things in email, because it's like, why are you assuming you literally have the ability to literally test so many different variables at your fingertips whenever you want. Because you have an audience ready to go, wanting to hear from you. Yeah. The only thing that is stopping you from sending that email is you saying to people, and then they're gonna get annoyed if I send an email, it's gonna upset people. That, who cares. Okay, not saying who cares. But I'm saying look at the stats, right? Don't assume, don't assume anything. Right? Don't assume anything. Just, you know, you have the tools, you have the knowledge to succeed right, now it's just a matter of, you know, again, just looking at the stats. Maybe you don't have a good audience, right? Because we've noticed that a lot too with with especially in ecommerce stores, right? e commerce stores, you know, we started to notice a big problem with audiences when people started jumping on the Wheelio bandwagon. You know, the spin to win type of band that that pop up? Not sure if you can you still hear me, Matt. Did I go away? Is everything okay? I can't hear you. I can't hear you. I'm trying to read your lips. I'm trying to read your lips but I can't hear you. I lost you. I can't hear you Can't hear.

#### **Matt Edmundson**

I am just going to switch microphone. Can you hear me now? Yeah, so I think there's a problem with my sound desk. Okay, so let me just figure out how to change the sound output on here, to that. Okay, I'm just gonna hit the reset button on something. Don't go anywhere, everybody. Sorry about this. I'll be right back. We'll cut this out the final audio version. This is the trouble of going live. Okay, Now we're back. Sorry, Gabby, I don't know what happened there, the sound desk just went dead. So yeah, we're back. Let me just change.

#### **Gabrielle Rapone**

I'm not sure. I'm not. Not sure I lost you.

#### **Matt Edmundson**

So, yeah. So that's a very good point. Where did you , where did I last hear you talk? So we were talking about email reputation. We were talking about selling the click. That's right. And so it was a much easier thing to do. And then we got into the whole data thing, like, send out a test and let somebody let the data tell you what it is that you're doing. Yeah. Sorry about that.

#### **Gabrielle Rapone**

It's all good.

#### **Matt Edmundson**

So let's, let's crack on from there. So. So we've got this, we've got an in terms of I love this idea of, you know, you're wondering whether it's send long email, short emails and all this sort of stuff, just do a test and see what see what happens. The main thing that you're looking for, then is this idea, this, this engagement, this, selling the click this idea that



actually getting someone to click on the email is super important. One of the things that you said in the book, about this whole thing about engagement, which again, really struck me was I can't remember exactly how you phrased it, but something like even if they've gone through the double opt in, you know, and done everything to get on your email list. People don't actually want your emails, you've got to give them a reason to want to read it to one to engage. Is that is that? Have I understood that right from your book?

### **Gabrielle Rapone**

Yeah, yeah. So that's it. So a lot of people, right? Have this and you sort of hear this buzzword nowadays, right? when everyone's like, give value, right? And it's like, so that's the buzzword now is value. And don't get me wrong, right? Absolutely. Right. You want to give people value, right? Because again, right, like anything else, why would people read again, you have to give someone a reason to read your email. Now going back to this whole value deal right, when people aren't really understanding with this, because that's, you know, that that's, that's what kind of gurus kind of jumped on that bandwagon. And what's important to understand that the word value here isn't about what you value, as a company, it's your subscribers when they value. Okay, and that is once again, right. And I've seen this because this is, this is where really, really we we sort of like excel in where we focus, right, is the fact that, you know, like everything else we focus on, we focus on understanding your subscribers, right? We show you how to understand your subscribers, right? Because every single email list, because remember, people sign up to your email list for a pain or desire. Right? Right. So they have values, right? They have values, they have things that are important to them. And the good thing is that every single email list, right, every single email is typically you have between about three to five, dominant, you know, avatars, you know, so it's not like you have, you know, 100 different values, right? You have typically the heart, right? The heart of your, of your of your list, right? Because I always explained email marketing like a tree. Right? It's you have your, you have your list, which is like the trunk and you have the roots, which are your subscribers, right? And that's the heart of your tree, right? Like anything else, they're coming. They're signing up to your email list because they want to fulfil, they're trying to either relieve a pain, right or fulfil a desire, right? And it's up to you to understand why they have that pain or desire. It's not enough that you know that pain and desire, right? You know why people come to you, right? You know why people sign up to your to your email list, right? you're solving their ecommerce problems. Why is it right? That they started their own ecommerce, right? That's what people don't go into, is, well, they sign up to learn Ecomm, well, cable, what is it? Right? What drove them? What was the value that drove them to start their own ecommerce store? You don't I'm saying like, yeah, you don't you don't have 100 different reasons. Usually you will, you know what I'm saying you have three to five, even less than that. Right? Yeah. You have core reasons. And that's the thing is to understand what is it that goes right? What do your subscribers value, right? Are they motivated by money? Are they motivated by service? What motivates them right? It's not just everyone thinks, well, just money that motivates No. Money is not a motivator. It's, again, money is a byproduct, right? It's not a motivator, if you try to motivate me, like, put \$100 million in front of me to run an agency now, I'd be like, Oh, hell, no, you could offer me a trillion dollars, I'd say, No, there is no amount of money in this world. You know what I'm



saying? So this is it. Money is not my motivator, right? It's a great byproduct, whatever you need it to survive, live all that stuff, right. But it's not my motivator. So that's the important thing is value, right? And I always say this, right? When you understand what makes your users tick, you know, it's easy to get them to click, because you know, what makes them tick. And that's all that it comes down to. So it doesn't matter, you know, and this is the same way to how you, you know, how you avoid writing salesy copy, or always depending on discounts, because that's another big thing, right that ecommerce stores have is, well, how do we avoid giving discounts all the time, because I hate that, right? It's like you're conditioning users to only buy when you give discounts. And not to say that there isn't a time and a place for that. But again, which you condition you enable. So you really, really want to be careful that what you're actually conditioning users to do. Because at the end of the day, right, your email is your back end, right? It's, it is the unless you love paying for ads, if you love paying for ads, keep paying for ads, right? But you know, if you're anything like me where I don't like,

#### **Matt Edmundson**

Okay, I'm with you. Yeah.

#### **Gabrielle Rapone**

And then you want to build a strong back end, okay, you want to build it? And yes, it takes a little bit more time. I'm telling you the difference between the amount of time that it just takes for people to take that extra week, like when we when I was running the agency, when we were doing this for clients, it would take us two weeks to like build proper advertiser avatars for clients, right? And so clients would be like, Why is it taking so long? It's like, Listen, it's two weeks. It's two weeks to do it. But it's two weeks to set a foundation that you never have to worry about afterwards. Yeah. Like you had all the keys to the kingdoms where you can literally write copy in 10 minutes. You have a promotion, no problem. Copy. 10 minutes done. You know what to do? Because you understand your people. Right? Yeah. And that's, that's all it comes down to?

#### **Matt Edmundson**

Yeah, very, very good. So I'm loving this, I'm loving this, right? Make your emails engaging, protect your rep, make your user engaging, sell the click, understand your customers, know what their values are, and write towards that. One of the things I mean, we've not got into any specific tactics, but one of the things that one of the tactics that did come out from your book that I quite liked, was you mentioned about on the the buttons that you put in there that you want people to click, don't just put more info or find out more, you're, you're like, let's use emotion, let's convey emotion, in in that idea. And again, this comes back to understanding the values of the customer to know, I guess what emotion to convey in that button.

#### **Gabrielle Rapone**

But so, yeah, so so so that's good. So it actually it's, it's actually much simpler than that. Right? So once again, so people for some reason, treat email, like it's a different entity altogether, right? Which doesn't make any sense, right? Like, sometimes, like, I'll open up



and trust me, I've got I got friends that are great marketers, fabulous marketers. But I look at some of their emails. I'm like, What are you doing? Um, like, you were literally it's like, what is it about email marketing that you think is so different? People are still viewing it on? Right? They're still viewing it? You know, on mobile, right? in a browser? Like, like, it seems like, for some reason, they forget all the rules. It's like, would you put a long URL, right? in an email, you know, sometimes you see like, the, instead of having a button, they'll have like a full, would you put a full URL with x, y, Zed dot, whatever? You know, it's like 100 different characters? Would you put 100 different characters as your call to action? On a sales page? Yes or No? No, never. So then why are you doing it in an email? You know, so you think it this is what I'm saying is, email is a display medium. It's no different. This is why it's like when I see guys that are amazing, you know, amazing marketers are amazing at doing and then you see them on email sites, like what are you doing? Did you just lose all like, you know, for some reason, you know, they just lose all sense of, you know, the rules in terms of display. It's like, email is no different. Okay? It's still display medium, right? The same rules apply. Meaning that you know, again, when you're on desktop, the same rules, apply it you want everything above the fold, right? That's prime real estate, right? It doesn't change right. So going back to the calls to action, it's like anything else, right? Like, same deal on a web page or in a sales page, you know, you want to put an action verb in there, right? Because again, the whole point of a call to action is to get people to act. Right? So, obviously, it's always best to have an emotion. But at the end of the day, what's most important is, it's a verb, right? It's an action verb, right? It's getting someone to the next one, you're not just going to say click here. Okay. Well, sometimes click here is applicable, right? Sometimes in some cases, but you don't I'm saying there's a big difference between saying click here and, okay yes, to change your life. You know, that's more powerful. Yes, I want to change my life. Yes. You know, so I think the more important thing is, is not so much to really focus on the call to action its to more it's more about understanding that the rules for these email is the same rules for display. The same rules for display that you have for whatever it is sales pages, web pages, the same rules apply for email, there's no difference. That's really good.

### **Matt Edmundson**

Well, that's really good. I'm aware of time. And I'm aware that we've just literally scratched the surface of a whole bunch of this sort of stuff. And so Gabby, let's let's let me ask you maybe one final question here. And what's one thing that, you know, we've talked about a lot of stuffs tonight, what's one other thing maybe that you just want to throw into the mix here that we've not touched on that you maybe want want people to know?

### **Gabrielle Rapone**

That's a loaded question.

### **Matt Edmundson**

I thought, I'm sorry.

### **Gabrielle Rapone**



In all honesty, what my biggest thing is, is to really, really reinforce the fact that it's just the email reputation. I think we've covered a lot. I think we've already covered a lot and I can literally talk about email for hours. But the most important thing that I always always try to reiterate with people is understand, okay, that it's all about your email reputation, okay, it's 100% on all about you, and that you control that you control the ability to, you know, go from, you know, not hitting the inbox and not being prioritised. And getting low clicks to, you know, being prioritised, and getting good clicks, right? Just by understanding again, those three simple principles that literally anyone, even if you haven't read the book, okay, even people that I haven't read the book, I'm like, Listen, you don't even have to read the book, just by knowing all you need to do is sell the click, people are like, Oh, yeah, you know, wow, that like, you know, you can, you can even sense the weight being lifted off their shoulders, when you tell them listen, sell the click, or sell the product. Sell the click, and it just becomes much easier. So those are the points that I just really, really like to reiterate, is just understand that it's all about your email reputation, you can understand that it's all about engaging, and all you need to do is just sell that click. That's it.

### **Matt Edmundson**

That's as simple as that. Yeah, there's a lot of hard work that goes behind making it that simple, but I like how you've boiled something which people just sweat at, right? And just really struggle with into that straightforward concept and framework, and actually take care of that. And all the other stuff starts to take care of itself. Listen, Gabby, it has been absolutely wonderful to talk to you about this. You have brought such a fresh angle on email. I've loved it. I've loved love loved it. How do people who are watching the show or who are listening to the audio version of this or maybe watching on catch up? How do people get ahold of you? How do they connect with you? What's the best way to do that?

### **Gabrielle Rapone**

Very simple. You just go to [emailmaverick.com](http://emailmaverick.com). Alright, so you can go there, you can visit the site, you can pick up a book, if you like. We also have an email masterclass that people can people can sign up to as well. That's, which is pretty much gay, we'll say it's pretty much geared towards ecommerce. At the end of the day, pretty much all of email is really ecommerce, regardless if you're an affiliate or influencers So, so that's available, too, we are getting off most of the big platforms now. We are sort of just we're kind of getting off of Facebook and things like that. So I am looking because we did have a Facebook group, but I'm looking I couldn't get it. Getting rid of that. So we're gonna be mostly on Telegram. And of course, you can always sign up to my email list because that is where people are gonna, that's, that is that is where I'm directing everyone to go.

### **Matt Edmundson**

Yeah, that's the one thing I think everybody listening to the show should do. Because I'm always a fan of you know, if you have an email expert on go sign up to their email list, because you're gonna see actually this stuff in action, right? If you have a, if you have a Facebook expert on, go sign up to their Facebook page, because you're gonna see this stuff



in action. And so I would definitely encourage you, was it [emailmaverick.com](http://emailmaverick.com), head there and sign up to Gabby's email list. That's what I'll be doing.

**Gabrielle Rapone**

Yeah, I would definitely say do not look at all my emails for all of like, I give you information in my emails, but I like to trick a lot of people when I actually create my emails. So that's, that's one thing is be very mindful about what you copy, especially in my stuff because I know exactly that that's what people are doing. So I like to test people the same way that I test my clients and my students. I'm like, if you're just following me, it's like, don't follow what I do. All right, don't follow it. I be very mindful of that. That's just kind of a warning.

**Matt Edmundson**

That's very good. Very good. And the course is available at [email maverick.com](http://emailmaverick.com) as well. I take it.

**Gabrielle Rapone**

Yes, yes. And the book is available. The book is \$27 you can get the audio version as well, the audio version, you can just sit back and relax. Listen to it for a couple for two hours. It's not that long. But yeah, it's it's packed with I mean, you've read it. So

**Matt Edmundson**

Yeah. Very, very easy. Read very quick, very practical. And I didn't listen to the audio version, but I did read the book. But um, now I can highly recommend it. Do do check it out. Email Maverick. Listen, Gaby, thank you so much for being on the show. As I said, it has been an absolute privilege and pleasure. Thanks for taking the time. It was just adding so much value. It's been great.

**Gabrielle Rapone**

I love it. Thank you so much, Matt. Hopefully, yes. Be happy to be back whenever you like, talk more email.

**Matt Edmundson**

I'm sure you will definitely be back. There's a lot more conversation. But thanks so much. Appreciate it. Thanks.

**Gabrielle Rapone**

Thanks.

**Matt Edmundson**

Well, wasn't Gabby absolutely fantastic. I hope you got a lot of value out of that, because I'm sure I'm sure you did. I know I did. Right. I love it when guests come on, and just just give us insane amounts of value. And Gabby was just no exception, where she just insane amounts of value there. So as Gabby said, you can check out her website, you can sign up to the email, we will put links and show notes together for you. So you can get a hold of those. If



you're driving or you can't take notes, just head on over to the website, [eCommercepodcast.net/52](http://eCommercepodcast.net/52). Because this is episode number 52. And you'll get all that for you. Well, good. Thanks, Gabby, that was a great show. You know, it's always my aim. Whenever I speak to guests to find some real practical nuggets that I can use on my own ecommerce website, I got lots today, I'm going to go and do that whole domain thing and figure all that out, that's going to be good. Sell the clicks is going to become the new motto. We're going to try a few different ideas in our email and see how we get on. I hope you got some great stuff out of it, too. If you did, then I would certainly appreciate it if you could rate the show on iTunes, and even share it out wherever you know, wherever you you wherever you do, share it, Facebook, Instagram, you know, all that kind of stuff. We just really appreciate it so we could connect with more folks around the world. As I said, just a minute ago, I'm just gonna reiterate it now - all of the notes, links and transcripts to today's show are online and you can get them for free at [eCommercepodcast.net/52](http://eCommercepodcast.net/52). So all that's left for me to say is thanks for listening. Make sure you come back next week as we get to interview some more great guests on how to grow our own online businesses. My name is Matt Edmundson. Thanks so much for watching. We'll be back again very very soon.

### **Sadaf Beynon**

You've been listening to the ecommerce podcast with Matt Edmundson. Join us next time for more interviews, tips and tools for building your business online.