

Case Study: Marketing Monsoon

Jayne Burch, Founder & Lead Strategist



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Brittany: Jayne, my first question for you is...

When you first started working with Jeff, what were the one or two factors that would have prevented you from investing?

Jayne: [pause] Well... I wasn't prepared for that question. [pause] I didn't have any hesitation signing up for his program. I've gotten way more than I expected. Basically what I look for is if the person I'm going to be working with is getting results. Which I can see he does. And the methodologies were really in alignment with my own values. I was actually looking for a way to approach the cold email / cold calling process that was more in line with how I like to operate. Everything else that's been recommended to me has been very intrusive and in your face, and this approach is closer to the approach that I take in all my other sales calls, which is more of a consultation and how I can help you...and Jeff's really found a way to communicate that in a cold email, which is really great.

Brittany: **What did you find as a result of investing in Jeff's advice?**

Jayne: Well, I have some very specific successes recently. I actually started by going through all of the videos and all of the tutorials on the website, which were all extremely helpful, so I actually started that way with whatever is available free or with the trial. That's really what helped me to decide to go further because it just made so much sense to me. Plus, I've had the opportunity to work with Jeff on workshops—just those bi-weekly calls where he's working with someone individually—that was extremely helpful to go in, not only with what I was needing help with, but also with watching other people go through their turn. I learned some more specifics about the things to try, and actually some of the suggestions I got over the past few weeks ended up raising my open rates on my first few emails.

On my first experience with using this approach, I got a 10% open rate from my 0, and then the next changes I made, the open rate went up to like 75 or 80%.

When I recently got some feedback from somebody had responded to my first outreach email and my back-and-forth emails, I scheduled a phone call with this person, and at the end of the phone call, which we scheduled a discovery session, she says, “You know, I get hundreds of these emails. There’s just something about your email that...it was just warm and not pushy, and it just made me want to answer it.” I didn’t even ask about it. She just said that at the end, and I was like, “Okay, I have to tell Jeff this.” That’s exactly what we’re trying to do...is to have people just feel like...a really friendly reach out just like, “Have you noticed this? I have an idea for you...” I’m just very non-pushy. And I’ve also had people email back saying, “No, thanks,” which is great, but just to have that feedback to that first email is really validating. It’s also helped me to be more productive and prolific in my outreach, because I used to be concerned, and that would slow me down. So, I’ve had some other kind of positive... “No, thank you” emails as well. Just like all the others, and I know the emails I get of someone trying to sell me something, which I ignore.

Brittany: What specific part about working with Jeff did you like most of all?

Jayne: His responsiveness. Any time I’ve reached out, he responds right away. And he always has a positive comment. He may not agree...I notice he might say, “Ahh...well, good luck with that.” He might be sort of thinking that, but he’s always very positive. Even if it’s something where he’s not...well, I saw a comment recently where someone was suggesting something that was completely opposite to what he’s teaching, and even to that, he was like, “Well, thanks for sharing!” And, you know, he’s just very generous with his time.

Brittany: A lot of people say that actually. It’s one of the biggest things we hear. So that’s good to hear. Would you recommend working with Communications Edge, and why?

Jayne: Well, I actually already have. I am a marketer, and I work with my clients on marketing, and I also want to help enable them with closing the sales with the leads they are generating with me. But sometimes...even with me...they also need to be doing some outreach. So, I recommended to one some sales training, and I said, “You know...look into this...because you might find this is a program that will be more of a fit with how you operate.” But I can’t say enough about how I talk about it all the time, and it really does work. It just makes so much sense. And I would rather be receiving emails from someone who was trained by Jeff than any of the other emails I’m getting. It gets results. If you follow his advice, it does get results.

Brittany: That’s good to hear. I really enjoyed hearing the specific statistics that you have, because not everyone tracks their open rates that closely, and so it’s kind of like, “They increased, but we don’t know by how much,” so it was great to hear how much yours did increase.

Jayne: It’s not particularly easy to figure that out from the program that I’m using, and I know you’re supposed to experiment, and I noticed the minute I switched to using the name of the company in the subject line, people started opening the emails. It was just so obvious, so then I started manually counting like, “Okay, I sent this many emails with this subject line, and

this many with this subject line, how many people are opening,” so that’s how I got that rate. I wasn’t particularly trying to run an A/B test, but you know...if I had been actually trying to run an A/B test, I would know that, but I look forward to continuing and increasing my success but I’m definitely getting more responses.

Brittany: Great, I’m excited to see how you keep going with it too and what kind of improvements you see as you continue to build on it!