[EBB] #33 - 每次滚动发布后该做什么(我如何使用数据)

[EBB] #33 - 每次滚动发布后该做什么(我如何使用数据)

嘿 你好!

你的购物车刚刚关闭或促销活动结束了。

现在怎么办?

如果进展顺利,庆祝一下!

如果没有达到预期,绝对不要开始恐慌。

只需开始分析你的数据。

发布结束后的这段时间,是你为整个邮件业务收集最有价值数据的时候。

这些数据将决定你的下一个产品主题,改进你当前的产品,和/或让你的下一次发布/销售显著改善并更有利可图。

作为一名独立创业者,你是在为自己的业务做研究的科学家。

如果事情出错或甚至进展顺利,责任并不在你个人。

不要陷入自我怀疑或自我欣赏的漩涡。

只需收集一些信息,为下一个发布周期做出更好的决策,这样你就能通过销售解决方案赚更多钱,帮助人们解决他们遇到的问题。

今天我将向你展示一个发布后行动计划。

购物车关闭后立即执行

在购物车关闭的那一刻,你需要将受众分成两个简单的轨道,并以不同的方式处理他们。

轨道 1:未购买者(你的常规列表)

如果可以的话,立即开始给他们发送邮件。

这些人会收到你正常的周一内容周邮件。

你不需要暂停或发送"嘿,如果你错过了发布,很抱歉"这类邮件。

在我看来,你应该假装上周根本没有发生过。

直接跳回有价值的内容。

这对保持势头至关重要。

你的未购买者不应该因为他们没有购买产品而感到被惩罚或被忽视。

他们仍然是未来发布的宝贵潜在客户。

如果你围绕买家建立列表,他们不购买只是告诉你一些信息——也许买家不想要它。也许那些人还没准备好。也许他们不喜欢你推广的联盟产品,等等。

轨道 2:买家(你的新客户)

你的买家需要根据他们购买的内容进行稍微不同的处理,但不要把这个过度复杂化。

如果你销售的是邮件递送课程(EDC):

至少给他们一周时间只接触产品内容。如果是像你现在正在学习的这种大型旗舰 EDC,两周可能会更好。

暂时不要把他们放入你的常规内容周邮件中——他们需要专注于他们刚刚购买的内容。

在 Kit 中,当你发送广播时,你可以将课程买家分段出来。

如果你销售的是常规产品(非 EDC):

(这可以是你制作的视频课程或常规课程、带有课程内容的会员网站、联盟产品。任何不是 EDC 的东西。)

他们可以直接和其他人一起进入你的常规内容周,因为他们可以按照自己的节奏消费购买的内容。

但两种类型的买家首先都会得到同样的东西:你的购买后调查。

购买后调查

这个调查应该在有人购买你的产品后立即发出。

如果是联盟发布,你可能无法访问买家列表——但你应该尽快向你的合作伙伴索取。

这是我使用的邮件模板:

主题: *欢迎来到[课程名称]!你能帮我一个30秒的忙吗?*

正文: *"嗨 [名字] -*

你能帮我一个大忙吗?我正在为[课程名称]制作全新的内容,但我想确保我实际上在写正确的东西。

所以我整理了一个简短的30秒调查,它将帮助我了解你为什么在这里以及你想学什么。

是的,填写真的只需要30秒。

它将塑造我在下个月写给你的内容。

这是链接。

我会在接下来的几天里向你通报每个人的结果!

[你的名字]"

这几乎与30秒调查相同。你想收集三样东西:

1. **2-3个人口统计问题**(年龄、经验水平、业务类型——任何与你的利基相关的)
2. **他们用自己的话说的最大问题**
3. **超级响应者识别器:**"你购买了哪些其他产品/课程来解决这个问题?"

这是购买后调查的示例:

购买后调查示例。

挖掘你的购买后数据以获取一切

这些调查数据对你的整个业务来说是纯金,你可以立即开始使用:

用于你的下一个内容周:

- 使用他们的确切语言在邮件中描述问题
- 将常见的调查回复转化为每周主题
- 挖掘他们"购买的其他产品"答案,用于附言软销售机会

用于产品改进或创建:

- 如果他们购买了你的 EDC,他们的反馈会塑造你写的内容

- 常见问题成为常见问题解答部分或奖励材料
- 他们最大的困难成为你的下一个产品创意

用于更好的销售页面:

- 常见问题成为常见问题解答部分或奖励材料
- 使用他们的确切词语重写你的销售文案

实时使用发布数据

记住,我建议你的发布持续7天。

较短的发布窗口(比如48小时)可能会产生与较长发布窗口相似的销售额。

但是......7天给你充足的时间随时进行调整。

我喜欢能够在需要时调整方向。

以下是我在为期一周的发布窗口期间实时跟踪发布的方式:

我按天跟踪销售额,并将它们与同一产品上次发布进行比较。

这是非常简单的数学。

如果这次发布的周二产生了10笔销售,而上次发布的周二产生了20笔销售,我知道我需要进行调整。

我在发布期间不会被打开率、点击率或其他虚荣指标所困扰。

大多数独立创业者跟踪的数据太多了。

他们痴迷于主题行之间可能相差1.6%的打开率,分割测试一切,在电子表格上花费数小时,而不是专注于真正推动结果的事情。

我的方法很简单: *"支出,收入。"*

如果我在发布上花费时间和精力,我能赚回多少?

就是这样。

销售是发布期间唯一重要的指标。

如果这是一个全新的发布,显然你不会有这些数据,所以只需使用购买后调查回复来做决定。

如果当前发布没有达到之前的表现,我会添加额外的邮件。

我会添加处理我从列表中看到的常见问题或异议的邮件。

我怎么知道出现了哪些问题/异议?

- 对我的发布邮件或支持服务台工单的回复
- 购买后调查回复

我从不向发布序列添加超过2-3封额外的邮件。

如果你需要更多,问题不在于邮件数量——而在于你选择了错误的问题来解决,或者你在对错误的受众说话。

在发布期间,我只专注于一件事:

每日销售额是否与我之前的发布一致?

如果不是,人们在问什么我还没有回答的问题?

这让我的发布保持简单且基本上没有压力。

真正重要的3个指标

我在整个业务中只跟踪3件事:

1. **销售数量(售出单位):**每次发布购买的人是否更多?
2. **产生的总收入**:我是否达到了收入目标?
3. **产生的内容量**:我是否创建了足够的内容和潜在客户生成来推动增长?

就是这样。

我不太跟踪销售页面的转化率、邮件的打开率,也不把我的列表细分成几十个类别。

我不会为了1%的改进而分割测试主题行。

这释放的心理带宽让我专注于创造而不是优化——而创造*(更多邮件和更多课程)*才是真正让邮件业务增长的东西。

当我停止痴迷于详细指标并专注于这3个数字时,我的业务增长了三倍,同时工作时间更少,享受过程更多。

行动项目

👊

💥

设置你的发布后系统:

1. **使用上面的模板创建你的购买后调查**
2. **在每次发布后立即预留一些时间**来分析数据和购买后调查回复

— Derek

[EBB] #33 - What to do after every Rolling Launch (How I Use Data)

Hey Jacky!

So your cart just closed or your promotion ended.

Now what?

Celebrate for a moment if it went well!

And definitely do NOT start panicking if it didn’t.

Simply get to work analyzing your data.

The time immediately after a launch closes is when you gather the most valuable data for your entire Email Based Business.

This data will determine your next product topic, improve your current product, and/or make your next launch/sale significantly better and more profitable.

As a solopreneur, you are a scientist working on your business.

You, personally, are not to blame if things go wrong or even if they go right.

Do not spiral into self-doubt or self-admiration.

Simply gather some info and make better decisions for the next launch period so you can make more money selling people solutions to the problems they have.

Today I’m going to show you a post-launch action plan.

Immediately After Cart Close

The moment your cart closes, you need to split your audience into two simple tracks and handle them differently.

Track 1: Non-Buyers (Your Regular List)

If you can help it, start sending them emails immediately.

These people get your normal Monday content week email.

You don’t need to pause or send a “hey sorry if you missed the launch” type email.

In my opinion, you should pretend like the previous week didn’t even happen.

Just jump straight back into valuable content.

This is crucial for maintaining momentum.

Your non-buyers shouldn’t feel punished or ignored because they didn’t purchase a product.

They’re still valuable prospects for future launches.

If you’re building your list around Buyers, them not buying just tells you something - Maybe Buyers didn’t want it. Maybe those people weren’t ready. Maybe they didn’t like the affiliate product you promoted, etc. etc.

Track 2: Buyers (Your New Customers)

Your Buyers need slightly different treatment based on what they bought but don’t overcomplicate this too much.

If you sold an Email Delivered Course (EDC):

Give them at least a week with just the product content. 2 weeks might be even better if it’s a big flagship EDC like this course you’re consuming right now.

Don't dump them into your regular content week emails yet - they need to focus on what they just bought.

In Kit, you can just segment out the course buyers when you're sending your broadcasts.

If you sold a regular product (non EDC):

(This would be a video course or regular course you've built, a membership site with course content, an affiliate product. Anything that is NOT an EDC.)

They can go straight into your regular content week with everyone else since they can consume their purchase at their own pace.

But BOTH types of Buyers get the same thing first: your post-purchase survey.

The Post-Purchase Survey

This survey should go out immediately after someone buys your product.

If it was an affiliate launch, you might not have access to the buyer's list - but you should ask your partner for it as soon as possible.

Here's the email template I use:

Subject: *Welcome to [Course Name]! Can you do me a 30 second favor?*

Body: *"Hi [First Name] -*

Can you do me a really big favor? I'm working on all new content for [Course Name], but I want to make sure I'm actually writing the right stuff.

So I've put together a short 30 second survey that'll help me understand why you're here and what you're looking to learn.

Yes, it'll really only take 30 seconds to fill out.

And it'll shape the content that I'll be writing to you over the next month.

Here's the link to it.

I'll keep you posted with everyone's results in the coming days!

[Your Name]"

This is almost identical to a 30 Second Survey. You want to collect three things:

1. **2-3 demographic questions** (age, experience level, business type - whatever's relevant to your niche)
2. **Their #1 biggest problem** in their own words
3. **Hyper-responder identifier:** "What other products/courses have you bought to solve this problem?"

Here's an example of what a post-purchase survey looks like:

Post-purchase survey example.

Mining Your Post-Purchase Data for EVERYTHING

This survey data is pure gold for your entire business and you can begin using it immediately:

For Your Next Content Week:

- Use their exact language to describe problems in your emails
- Turn common survey responses into weekly themes
- Mine their "other products bought" answers for P.S. soft-sell opportunities

For Product Improvement or Creation:

- If they bought your EDC, their feedback shapes the content you write
- Common problems become FAQ sections or bonus materials
- Their biggest struggles become your next product ideas

For Better Sales Pages:

- Common problems become FAQ sections or bonus materials
- Use their exact words to rewrite your sales copy

Using Launch Data in Real-Time

Remember that I suggest your launches run for 7 days.

Shorter launch windows (like 48 hours) might produce a similar amount of sales as a longer launch window.

But… 7 days gives you plenty of time to make adjustments on the fly.

I like to be able to adjust course if need be.

Here's how I actually track launches in real-time during a week-long launch window:

I track sales by day and compare them to my last launch of the same product.

This is dead simple math.

If Tuesday of this launch generated 10 sales and Tuesday of my last launch generated 20 sales, I know I need to make adjustments.

I'm not getting caught up in open rates, click rates, or other vanity metrics during launches.

Most solopreneurs are tracking WAY too much data.

They're obsessing over open rates that might vary by 1.6% between subject lines, split-testing everything, and spending hours in spreadsheets instead of focusing on what actually moves the needle.

My approach is simple: *"Money out, money in."*

If I'm spending time and energy on a launch, how much am I making back?

That's it.

Sales are the only metric that matters during a launch.

If it's a brand new launch, obviously you won't have this data, so just use the post-purchase survey responses to make decisions.

If the current launch isn't tracking to previous performance, I add additional emails.

I'll add emails that handle common questions or objections I'm seeing from my list.

How do I know what questions/objections are coming up?

- Replies to my launch emails or support desk tickets
- Post-purchase survey responses

I never add more than 2-3 additional emails to a launch sequence.

If you need more than that, the problem isn't email volume - it's that you picked the wrong problem to solve or you're talking to the wrong audience.

During the launch, I'm only focused on one thing:

Are daily sales tracking to my previous launch?

If not, what questions are people asking that I haven't answered yet?

This keeps my launches simple and mostly stress-free.

The 3 Metrics That Actually Matter

I only track 3 things in my entire business:

1. **Number of sales (units sold):** Are more people buying each launch?
2. **Total revenue generated**: Am I hitting my revenue targets?
3. **Volume of content produced**: Am I creating enough content and lead generation to drive growth?

That's it.

I don't really track conversion rates on sales pages, open rates on emails, or segment my list into dozens of categories.

I don't split test subject lines for 1% improvements.

The mental bandwidth this frees up lets me focus on creation instead of optimization - and creation *(more emails and more courses)* is what actually grows an Email Based Business.

When I stopped obsessing over detailed metrics and focused on these 3 numbers, I tripled my business while working fewer hours and enjoying the process more.

ACTION ITEM

👊

💥

Set up your post-launch system:

1. **Create your post-purchase survey** using the template above
2. **Block some time immediately after each launch** to analyze the data and post-purchase survey responses

— Derek
