

Closing the Deal via Direct Engagement

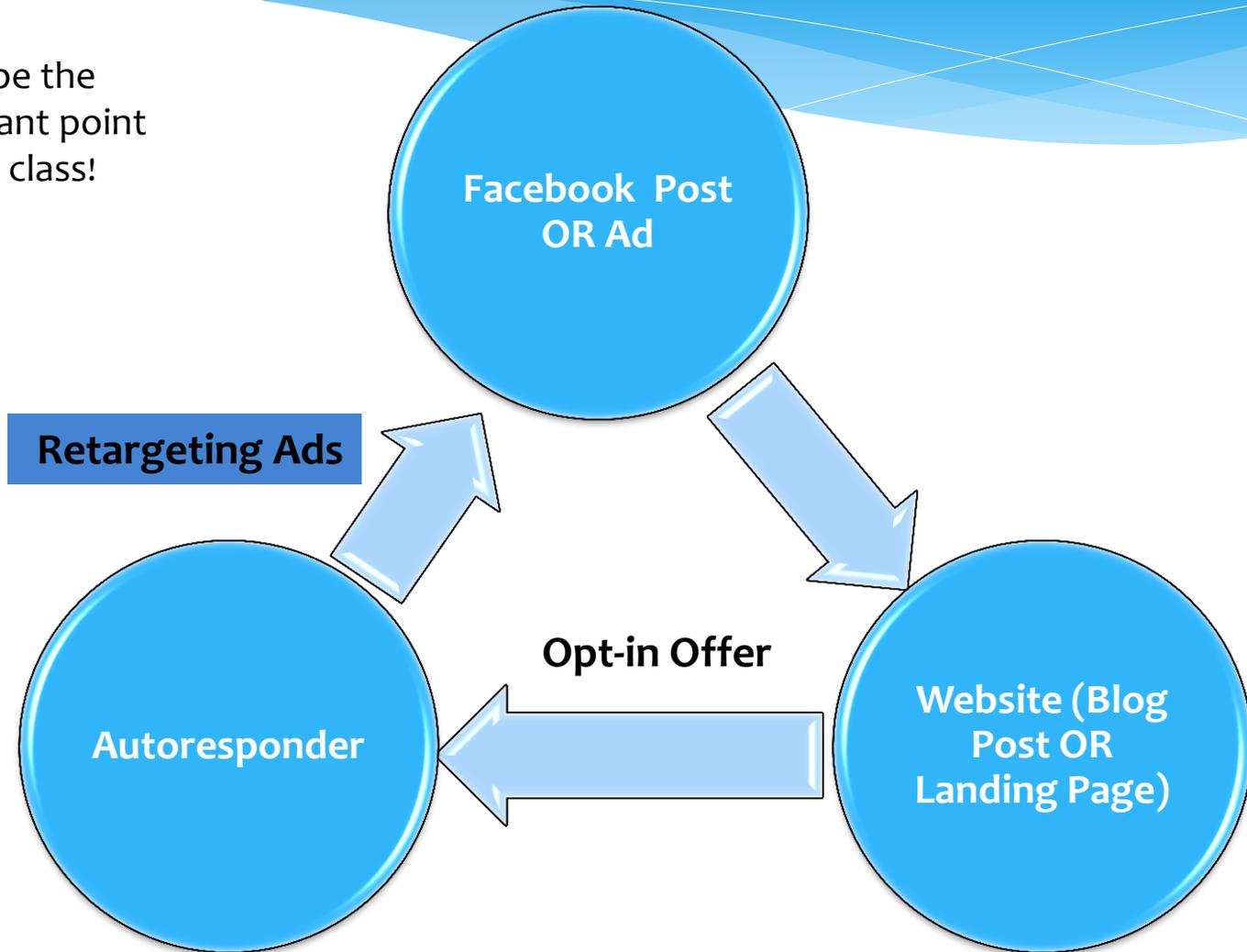
Don't "sell," but rather educate and engage

The “Sales Funnel”

Where did we leave off?

Feed the machine!

*This might be the most important point of the whole class!



“A Loop of Engagement”

12

The Best Restaurants in Italy

I hear you snickering out there already... what does Rick Zullo know about the best restaurants in Italy? Precious little, I'm afraid. I've never claimed to be a gourmet, *buongustaio*, or foodie. In any case, my Sicilian wife is a great cook and we eat at home quite a bit (especially now with a *piccolina* in the house). But fortunately, I have a few friends that know quite a bit about the best restaurants in Italy and I'm not afraid to exploit them for the purposes of promoting my blog. I'm kidding, they've all offered to contribute voluntarily, for which I'm both perplexed and extremely grateful.

Seriously folks, you will not encounter a more genuine or authoritative group of food writers than the all-star roster that I've duped into contributing to this effort. How did I come to discover these folks? Well, I was searching for restaurant information myself—both online and on the ground—and these names kept reappearing. Eventually I found their websites, bought their apps, and followed them on Facebook and Twitter. That's when it occurred to me to create this little book, as a way of introducing them to my readers and to anybody who wants to increase their knowledge of Italian food culture, and make sure that their next visit to Italy includes some

4

Italy Restaurant Guide

Sign up for my free newsletter and download the restaurant guide!

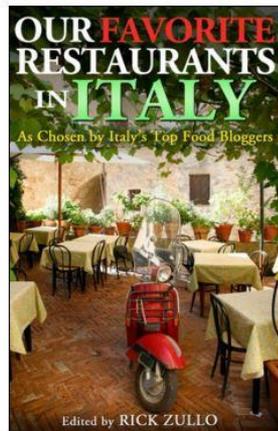
Name:

Email:

Sign up!

We respect your [email privacy](#)

Buon Appetito!



rickzullo.com
September 6 · 🌐

Mamma's kitchen provides more wisdom than any scientific research on the topic healthy eating. Mangiate!



Why do Italians live longer than Americans while eating pasta?

An explanation of the "Why do Italians live longer" question has been addressed in some recent articles and scientific studies.

RICKZULLO.COM

👍 Like 💬 Comment ➦ Share

Ad



rickzullo.com
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A FREE Restaurant Guide by some of the top food bloggers in Italy. Mangia, mangia!



Eat Like a Local in Italy

rickzullo.com

Download

Objective
Website Conversions

First, Consider this...

- * **65-75% of new visitors to your website or blog will visit just once and never again.**
- * **It requires an average of 7 points of contact before someone decides to purchase a product or service.**

This puts you in tough spot, because; 1) it takes repeated interactions to build enough trust for the person to buy from you, yet; 2) most will never return to your site a second time, let alone a seventh one.

The Solution:

Build and nurture targeted email lists!

What is an email list?

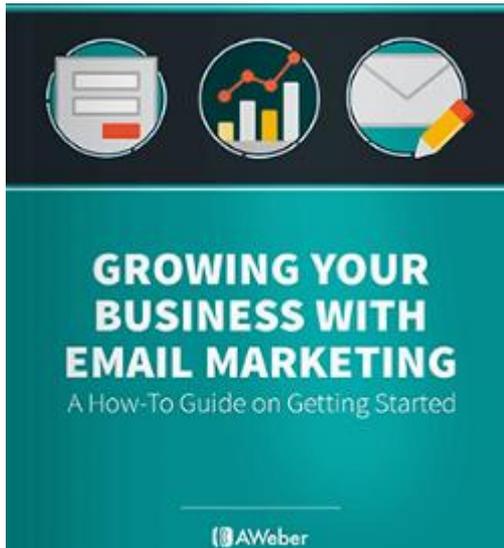
- * It is **NOT** the contacts in your email account (gmail, etc.)
- * It is **NOT** the people who subscribe to your blog
- * It is **NOT** your social media followers

- * Rather, it is the set of email addresses that you collect through an opt-in form, where the **readers give you their permission to contact them** directly.

Why is it important to build lists?

- * You “own” them, whereas you’re really only “borrowing” your Facebook Page or Twitter handle or YouTube channel.
- * Everybody checks their email every single day (or more often). It **can’t** be missed.
- * Reach out to them when YOU want to!
- * It feels more personal and direct, especially when you “customize” your messages.
- * Most importantly, it builds an on-going relationship of trust and keeps the channel of communication open.

Examples of Email Service Providers



N.B. This has nothing to do with your Gmail, Hotmail, etc. Indeed, if you use those, you can be labeled a spammer!

What makes a good email?

- * Most important element: **Subject Line**. If it doesn't get opened, then the rest won't matter. Always look for ways to improve your open rate by testing subject lines & copy.
- * **Personalize** it when appropriate.
- * Keep it concise, **500 words MAX**, but shoot for 200-300.
- * Make sure there's **one good takeaway** for the reader; something actionable or at least interesting/entertaining.
- * For personal brands, **don't use a lot of fancy formatting**. Maybe some bolding and bullet points at the most.
- * Notice that emails that arrive in the "Promotions" tab of Gmail from bigger brands look very different.
- * Have **ONE Call To Action** in EVERY email (and put it on its own line)!
 - *Get your subscribers in the habit of clicking.

Subject lines that get opened

- * **BENEFIT** Email Subject Lines: *“Lose Weight While You Sleep.”*
- * **QUESTION** Email Subject Lines: *“Tired of Making Your Boss Rich?”*
- * **TESTIMONIAL** Email Subject Lines: *“Tiger Woods Can Afford any car; He Drives a Buick.”*
- * **REASON WHY** Email Subject Lines: *“5 Reasons Why You Should [Use Aweber](#) instead of Mail Chimp.”*
- * **HOW-TO** Email Subject Lines: *“How to Make a Fortune with a Foolish Idea”*
- * **INTRIGUING PROMISE** Email Subject Lines: *“The Lazy Man’s Way to Riches”*
- * **TEASER** Email Subject Lines: *“Soon, an Economic Emergency Could Wipe You Out”* (Click Bait)
- * [SumoMe Headline Generator](#) LETS TRY IT!!!

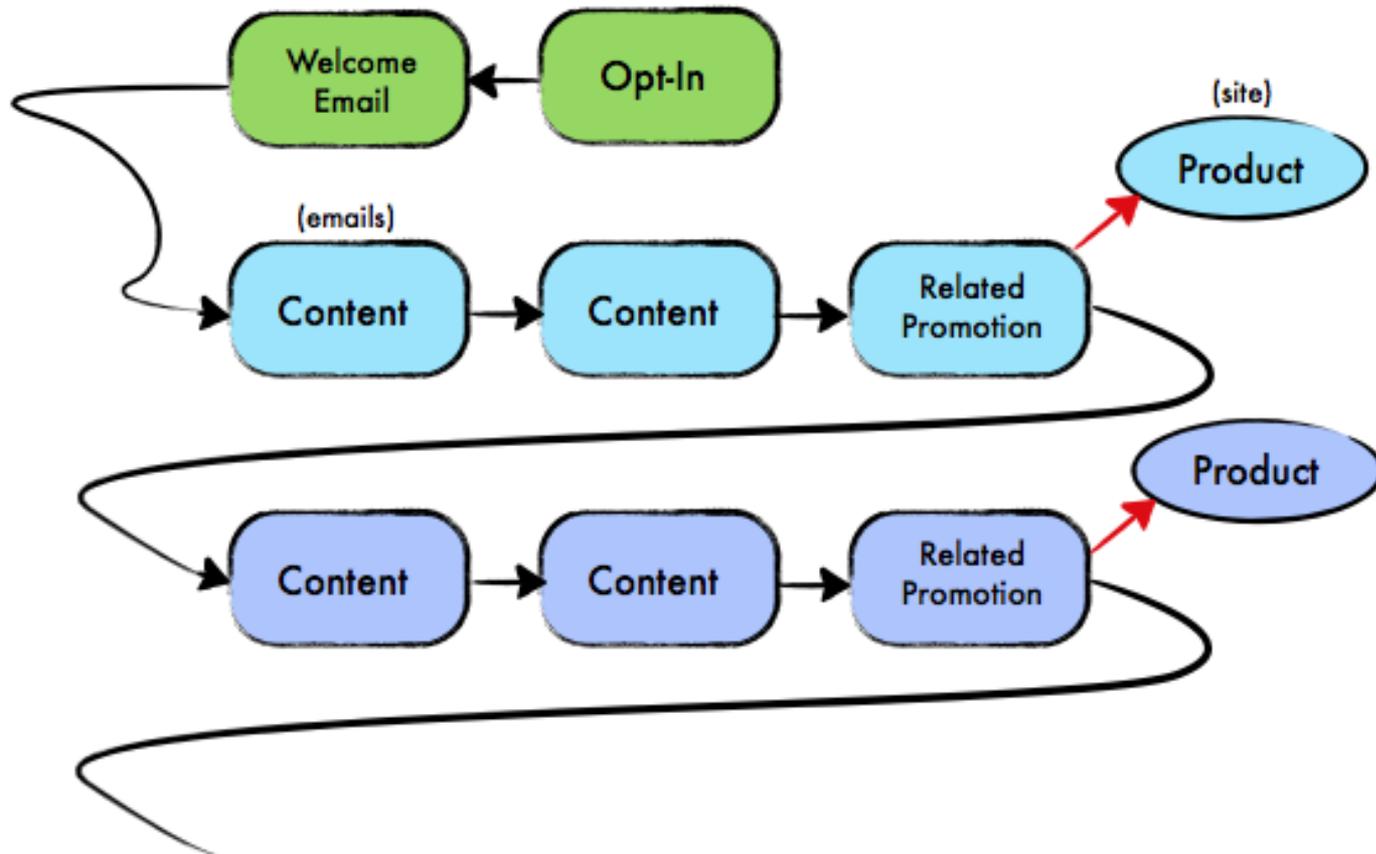
What to write about in your autoresponder

How to stay in “constant contact”

85-90% Valuable Content 10-15% Promotional

- * Direct them to helpful pages on your website, such as your most popular blog posts or “how-to” articles. This will give a significant boost to your traffic.
- * Stories, case studies, examples to help them solve a problem while simultaneously demonstrating your authority.
- * Inspirational messages, or better, excerpts from YOUR best content.
- * Ask questions about things that people in your target group might be struggling with. Example: “What’s your biggest challenge right now?”
- * Any type of quick, actionable “win” for your readers. They’ll respect you for it.
- * *This all will ensure that when you send out a broadcast email the open rates will be much higher.*

Jab, jab, jab... Right hook!



“PRE-SUASION”

Cultivate the soil before you try to plant any seeds...

Drag and drop messages to change their order.

1	Thanks {!firstname_fix}, and Welcome! Send a test Delete Copy to Drafts Settings		🕒 Send immediately	0 spam score	91.3% opened
2	Cook Like an Italian Send a test Delete Copy to Drafts Settings	M-W,F,Su starting...	🕒 Send 2 days after the previous message	0 spam score	67.9% opened
3	The secret is in the sauce Send a test Delete Copy to Drafts Settings	Tu-Th starting at...	🕒 Send 3 days after the previous message	0 spam score	61% opened
4	Those delicate social graces... Send a test Delete Copy to Drafts Settings	Th starting at 6A...	🕒 Send 7 days after the previous message	0 spam score	59.3% opened
5	The language, culture, and idioms Send a test Delete Copy to Drafts Settings	Th starting at 9A...	🕒 Send 7 days after the previous message	0 spam score	56.3% opened
6	{!firstname_fix}, make sure to save you... Send a test Delete Copy to Drafts Settings	Th starting at 6A...	🕒 Send 7 days after the previous message	0 spam score	54.2% opened
7	Planes, Trains, and Automobiles Send a test Delete Copy to Drafts Settings	Th starting at 6A...	🕒 Send 7 days after the previous message	0 spam score	49.7% opened



Rick Zullo via aweber.com

to me

11:34 AM (4 minutes ago) ☆



Ciao Riccardo!

I hope all is well with you these days. Perhaps you're at home or at work, and perhaps you're dreaming of Italy, thinking to yourself, "I can't wait!"

In the last newsletter, I mentioned the idiomatic expression, "*In bocca al lupo*," which literally means, "in the mouth of the wolf," but more idiomatically, "break a leg," or just, "good luck." Along those lines, I like to present one of these types of colloquial phrases every so often to give you a deeper sense of the culture through the colorful language.

Back to our daydreams of *Il Bel Paese*; we need to define what we mean by "I can't wait!"

As some of you may know, I make my living by teaching English to Italians. It's a great job, full of amusing anecdotes. For example, one day a student of mine was enthusiastically telling me about his plans for an upcoming vacation in New York, describing all the wonderful things that he wanted to see and do. At the end of this somewhat lengthy description, he exclaimed joyously, "I don't see the hour!"

Huh? I was thrown for a minute until I realized that he had translated an Italian idiomatic expression (too) directly. In Italian, instead of saying "I can't wait," you say, "*Non vedo l'ora*" or "I don't see the hour." "*Non posso aspettare*," means that you literally "can't wait," in other words, you have to leave immediately and cannot possibly wait another second. Not exactly the same thing, is it?

All of this is to point out that language goes beyond the mere definition of the words. Cultural context must always be considered. But that's really the fun part and I never get tired of learning about it (and laughing about it). Believe me; I've made plenty of similar mistakes when attempting to translate English into Italian.

If you want to read more about this topic, I've written several blog posts on it. Start with this one, it gets the most hits: [The Best Way to Learn Italian](#)

I hope that you find this discussion interesting and helpful. If you're planning an Italian vacation or even if you're just in love with Italy, understanding a bit about the language can really enhance your appreciation. Besides, Italians love it when we try to speak their language. And at the same time, they "don't see the hour," to practice their English with you!

Thanks again for reading...*Ciao!*

Rick



What could/should have I done better here?

Personalize it!

The screenshot displays the AWeber email editor interface. At the top, the AWeber logo is on the left, and the subject line "Cook Like an Italian" is in the center, with a "Personalize" dropdown menu to its right. Below the subject line is a rich text editor toolbar with options for font, size, bold, italic, underline, strikethrough, text color, background color, link, unlink, bulleted list, numbered list, indent, outdent, and image. On the left side, there is a vertical menu of content blocks: Headline, Paragraph, Article, Image, Video, Button, Follow Me, Product, Coupon, Logo, and Signature. The main editing area shows a draft email with the following content:

Hi {firstname_fix}

I hope that you've had a chance to browse through the restaurant guide that I sent you. Seriously, those women are THE experts when it comes to dining out in Italy. When you're in the *Bel Paese*, you cannot do better than to follow their advice.

But maybe you're not going to Italy any time soon and you'd like to channel a bit of *La Dolce Vita* into your own home. If that's the case, then this email will help you out. It's all about the proper way to cook pasta. And before you even ask the question, I'll answer it for you: No, I did not write this myself. This particular email was prepared by my Sicilian wife. So don't worry, you're in great hands!

So without further nonsense from me, I'll turn you over to the expert.

How to Cook Pasta

Pasta. Nothing says "Italian food" quite like it. We can't envision an Italian table, restaurant, or family dinner without picturing a heaping dish of *spaghetti* with tomato sauce, right? Fair enough. But let's examine our picture a little more closely. Are you sure that the pasta has been cooked properly? Are those *spaghetti* as hot as they should be? And are they perfectly al dente? Do they meet all the requirements of a dish of *spaghetti*, worthy of the name association? In countries outside of Italy, all too often, the answer is a resounding "no." I'm afraid that what we frequently see is an anemic, overcooked glob of sticky noodles served as a side dish to just about anything. We need to raise pasta awareness. We shouldn't take the matter so lightly. So if we really want to know how to cook pasta properly, let's start from scratch.

What is pasta made of exactly? Some time ago in Italy there was a commercial for a pasta brand whose slogan declared, "It's not *just* pasta." They meant to say that you cannot go into the supermarket and

At the bottom of the editor, there is a status bar showing a paperclip icon, a "0" in a circle, a hamburger menu icon, and the text "Plain Text: Auto".

Two examples from [Aweber](#)

Local Realtor

- * Ask a Realtor: FAQ
- * 5 Time-Saving Tricks for Your Apartment Hunt
- * How One Family Found the Perfect Pet-Friendly Place
- * To Rent or To Buy? An Expert Weighs In
- * 3 Questions to Ask Your Landlord
- * We Want To Hear From You!

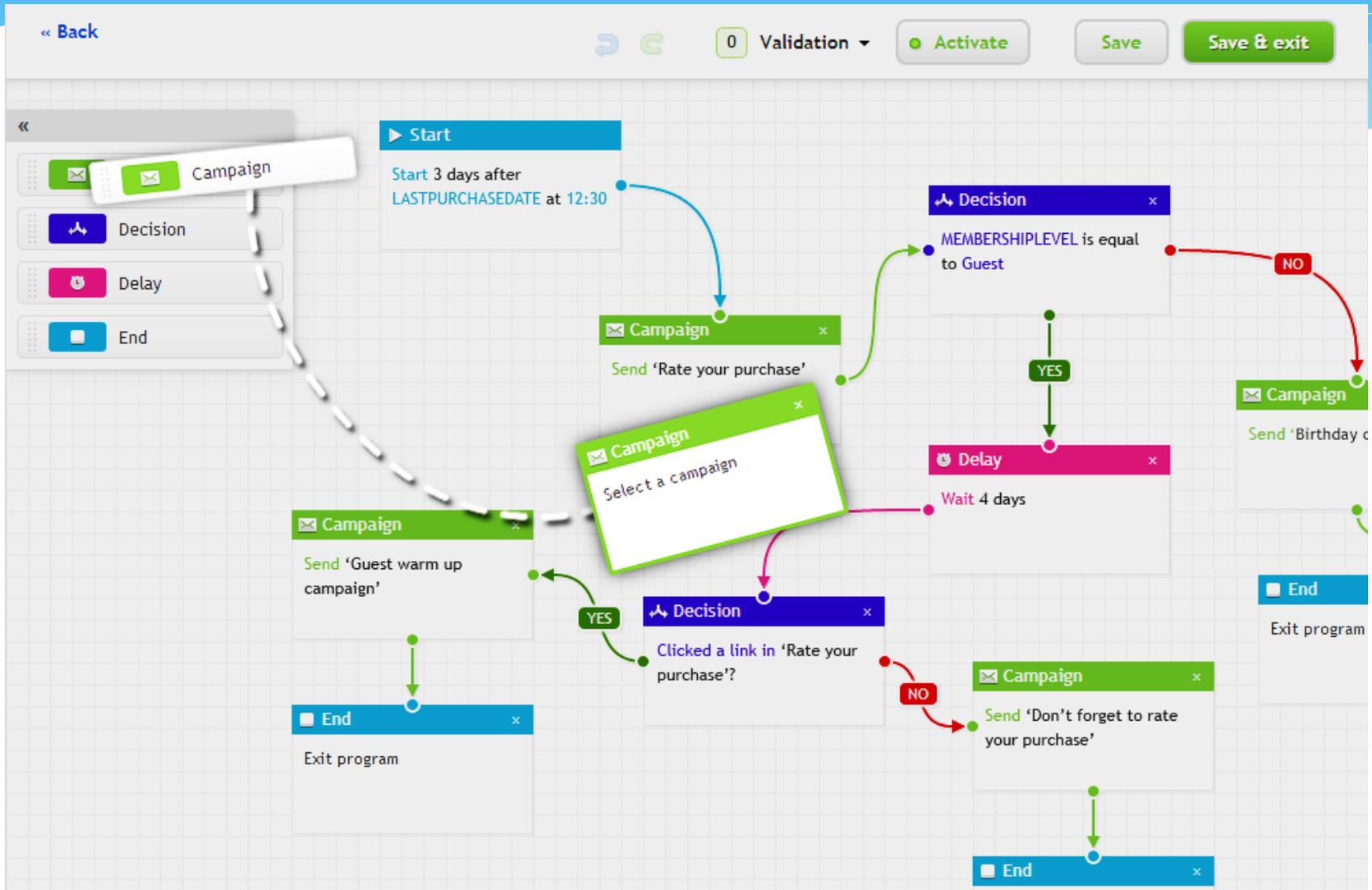
Aquarium Equipment

- * Setting Up Your Aqua Reef Lights in 3 Easy Steps
- * Troubleshooting: Common Problems and How to Fix Them
- * How To Maximize Your New Aqua Reef Lights
- * How Do You Like Your New Aqua Reef Lights?
- * Top 5 Accessories to Enhance Your Aquarium

Remarketing to/from Your Lists

- * Use internal analytics to know who opened, who clicked, (and who **didn't**).
- * Upload lists to Facebook or Google to create custom audiences.
- * From your custom audiences you can create “lookalike” audiences. Filter for geography and other demographics.
- * Segment your list to improve message-specific targeting.
- * As with everything, **A/B test to improve open rate** and conversion rate.
- * Clean your list once in a while.

Autoresponder versus Automation



Email Blasts

What?

How?

When?

Two Ways to Use Blasts

Supplement Your Autoresponder

- * Offer discounts and coupons to subscribers
- * Seasonal Deals.
- * “Don’t miss my live speaking gig in your area.”
- * “I’m launching a new product next week.”

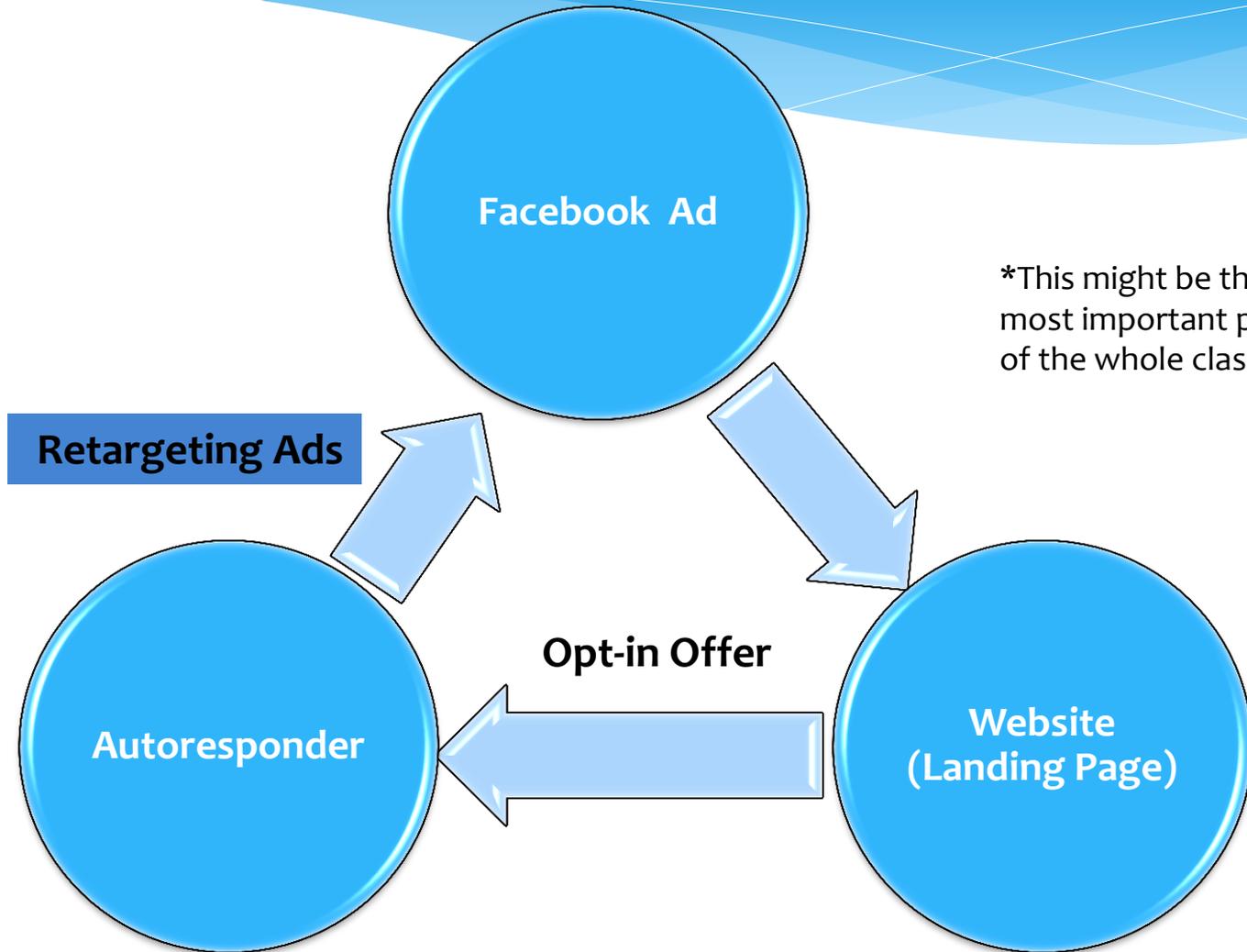
Create Time-Sensitive Newsletters

- * A weekly, bi-weekly, monthly, or quarterly publication.
- * Tend to be more styled than autoresponders.
- * Current events, related to an industry or geographic location.

The Flow of Engagement

Review of steps to building an engaged “fan” base.

Feed the machine!



“A Loop of Engagement”

Ad

rickzullo.com
Sponsored ·

A FREE Restaurant Guide by some of the top food bloggers in Italy. Mangia, mangia!



Eat Like a Local in Italy
rickzullo.com Download

Objective
Website Conversions



4 Italy Restaurant Guide

Sign up for my free newsletter and download the restaurant guide!

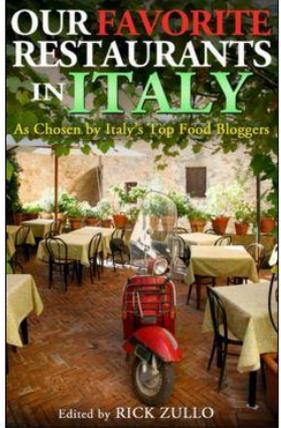
Name:

Email:

Sign up!

We respect your [email privacy](#)

Buon Appetito!




Drag and drop messages to change their order.

1	Thanks {firstname_fix}, and Welcome!		Send immediately	0 spam score	91.3% opened
2	Cook Like an Italian	M-W,F,Su starting...	Send 2 days after the previous message	0 spam score	67.9% opened
3	The secret is in the sauce	Tu-Th starting at...	Send 3 days after the previous message	0 spam score	61% opened
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7	Planes, Trains, and Automobiles	Th starting at 6A...	Send 7 days after the previous message	0 spam score	49.7% opened



Thanks Rick, and Welcome! Inbox x

Rick Zullo via aweber.com 9:17 AM (7 minutes ago) ☆

to me

Hi Rick

Thank you for signing up to receive my newsletter. Here's the link to your free guide, "Our Favorite Restaurants in Italy." You didn't forget the password, did you? Well, just in case here it is again: [mangia](#)

And here's the link to download the book:
<http://rickzullo.com/restaurants-italy>

I hope that you'll find my newsletter to be interesting, useful, and occasionally entertaining. I'm sure that you get tons of emails every day, so my goal will be to keep mine concise and to the point. As a rule, I'll send it out once every week or two (usually on Thursdays), but if there's any time-sensitive information that I think you might be interested in, I may occasionally send out an additional email. However, I promise to never flood your inbox with messages or spam of any sort.

Within the next day or two you will receive my first newsletter, so please be looking out for that. And if you don't mind, please "whitelist" or "safelist" my email address - rickzullo@gmail.com - so you don't mistakenly delete them.

Grazie ancora! Ciao!

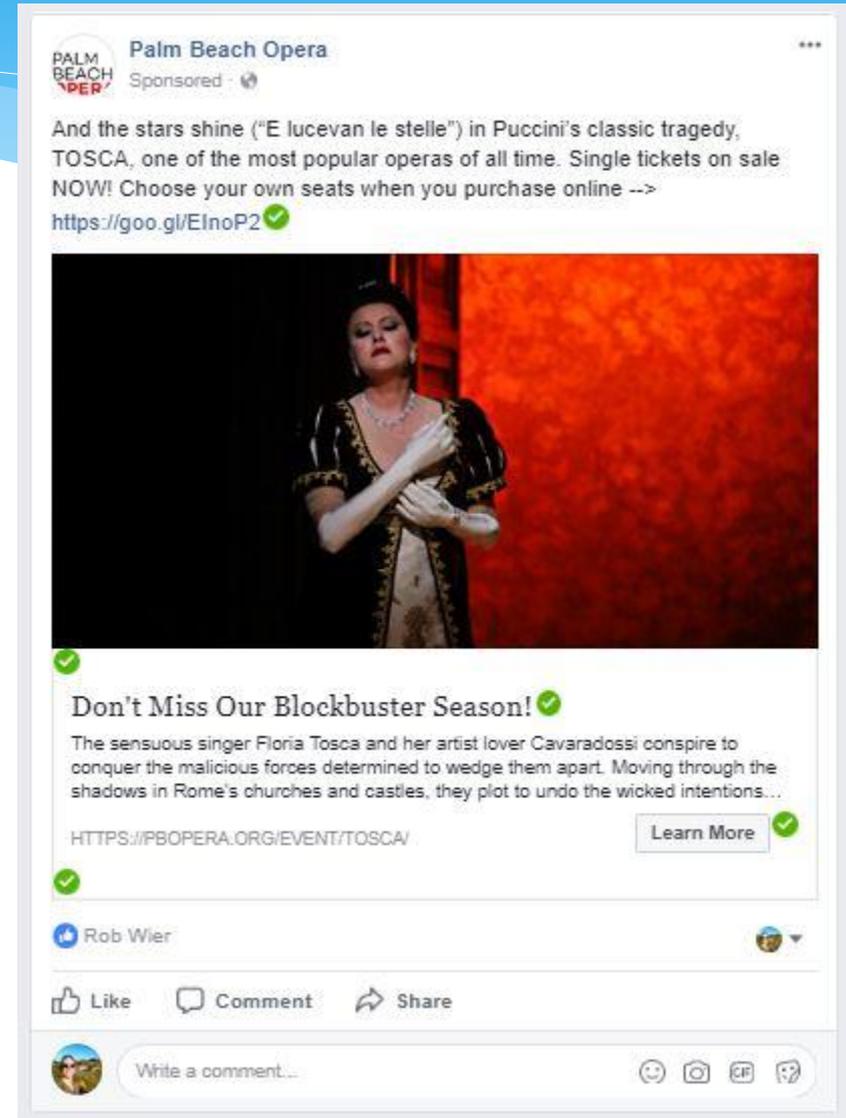
Rick

Follow:

Start by driving traffic to your Blog

How?

- * Facebook Posts/Ads
- * Facebook Live Video (greatest organic reach right now)
- * Regularly scheduled Tweets via Hootsuite
- * Google organic search (optimize highest ranking posts)
- * Google ads (costly, so ROI must be worth it)
- * Podcast (either your own or as a guest)
- * YouTube videos
- * Other ideas? FB Messenger? Text (CallLoop)?



Palm Beach Opera Sponsored · 🌐

And the stars shine ("E lucevan le stelle") in Puccini's classic tragedy, **TOSCA**, one of the most popular operas of all time. Single tickets on sale NOW! Choose your own seats when you purchase online -->
<https://goo.gl/EInoP2> ✓

Don't Miss Our Blockbuster Season! ✓

The sensuous singer Floria Tosca and her artist lover Cavaradossi conspire to conquer the malicious forces determined to wedge them apart. Moving through the shadows in Rome's churches and castles, they plot to undo the wicked intentions...

[HTTPS://PBOPERA.ORG/EVENT/TOSCA/](https://pbopera.org/event/tosca/) [Learn More](#) ✓

Rob Wier

Like Comment Share

Write a comment...

Capture Emails

The image shows a screenshot of a website with a dark blue header. The header contains the text "RICK'S ROME" on the left and navigation links "Home", "Blog", "Podcast", "FREE GUIDES", and "Work With Me!" on the right. Below the header, there is a breadcrumb trail: "Home → Blog → Food and Wine → Ha". A main article titled "Happy Hour" is visible, with a sub-header "16" and a paragraph starting "In the United States, we do not... beverages. We consume Russia... without prejudice. During Happy... violently-red, bitter elixir that f...". Below the article is an image of two glasses of drinks, one labeled "AMPARI" and the other "MILANO". A search bar with the text "You looking For?" and a magnifying glass icon is present. A large pop-up form is overlaid on the page, featuring a background image of a statue. The form contains the text "FREE Crash Course in Speaking Italian", two input fields labeled "First Name" and "Email Address", a blue "Subscribe Now" button, and the text "Your Privacy is protected." at the bottom. A small "x" icon in a circle is in the top right corner of the pop-up.

RICK'S ROME

Home Blog Podcast FREE GUIDES Work With Me!

Home → Blog → Food and Wine → Ha

16

Happy Hour

In the United States, we do not... beverages. We consume Russia... without prejudice. During Happy... violently-red, bitter elixir that f...

AMPARI MILANO

You looking For?

FREE Crash Course in Speaking Italian

First Name

Email Address

Subscribe Now

Your Privacy is protected.

enjoy this strange, alluring potion during Happy Hour in Rome...or wherever you happen to be.

OUR FAVORITE RESTAURANTS IN ITALY

by Italy's Top Food Bloggers

Confirmation Page (Double Opt-in)

Congratulations for Signing Up!

Here are your **important** next steps:

To make sure we got the right email address, we need you to click on a confirmation link in an email we just sent to you.

Step 1

Go to your **email inbox** (of the email address you just signed up with).

Step 2

Find the email sent by **{Sender Name}**, with the subject line: **{Your Subject Line}**.

Step 3

Open this email and **click on the link inside**. That's it! The process will then complete automatically.

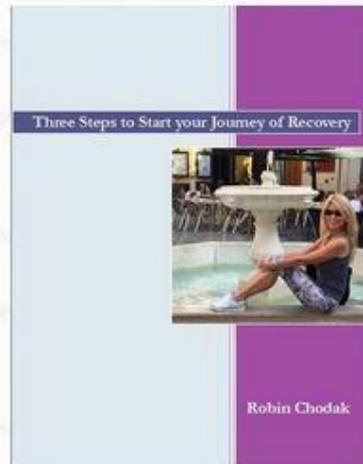
Once you've completed the confirmation steps, you will get immediate access to the free report/the bonuses/the exclusive content/whatever you signed up for!

Download

Robin Chodak 

Here's Your Free Guide

Click the button below to download and save to your computer:



DOWNLOAD THE GUIDE

If you have any questions about the guide, or would like to share your thoughts, you can always get in touch with me here:

[Contact Robin](#)

Want to Learn Even More?

I also offer coaching services. If you'd like to discuss a personalized program to help you recover from loss, please click the "Contact Robin" link above.

Establish Credibility & Trust

Education series

Workflow recipe: Educate Subscribers | List name: Weight Control Therapy (11 subscribers)

✓ Trigger: Immediately after subscribers join your list

	Welcome Schedule: Every day, all day Segment: None Action: None	90.0% Open rate	40.0% Click rate	0 Queue	11 Subscribers
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✓ Trigger: 2 days after subscribers are sent previous email

	Getting Started #1 Schedule: Every day, all day Segment: None Action: None	60.0% Open rate	0.0% Click rate	0 Queue	10 Subscribers
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✓ Trigger: 2 days after subscribers are sent previous email

	Getting Started #2 Schedule: Every day, all day	70.0% Open rate	20.0% Click rate	0 Queue	10 Subscribers
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Send an Offer

Buongiorno!

If you follow my blog, newsletters, or podcasts, then you know that I'm a dedicated student of the Italian language. And since I began my studies after the age of 40, it's **a constant challenge to keep improving towards native-like fluency** (especially now that my three year-old daughter makes learning TWO languages look so easy).

Speaking of children, you've probably heard me say before that I believe a good software program comes about **as close as possible to replicating the process of childhood language acquisition**. I use Rocket Italian, because it does this better than any other platform on the market.

To celebrate 13 years in business, they're having an "Anniversary Sale." Their prices are already better than their competitors, but right now they're offering **a 60% discount for the first 1,000 customers**. The sale starts today and will run until noon on Friday March 17th at 3pm EST.

[CLICK HERE](#) and enter the Coupon Code: **ANNIVERSARY**

After trying literally every other method out there, I FINALLY discovered the power and speed of this method. This is **the exact method that I personally used** to become fully functional before moving to Italy.

It was nice to **show up in Italia already able to communicate** in any given situation. But even if you're just doing it for enrichment, this way is so much more enjoyable than textbooks, and so much more convenient than scheduled lessons. You take it with you wherever go and whenever you have the time.

And in case you're worried about wasting your money, fear not, they have **a 60-day no questions, no hassles guarantee**. You can get your money back for ANY reason, even if you decide that you "just don't have the time." So there's nothing to lose. Here's that link again:

[CLICK HERE](#) and enter the Coupon Code: **ANNIVERSARY**

By the way, **I'm here for you, too**. If you have any questions about the program that their support staff can't answer for you, just drop me an email. I'm happy to offer my advice and experience.

Let's go over it one more time:

What makes a good email?

- * Most important element: **Subject Line**. If it doesn't get opened, then the rest won't matter. Always look for ways to improve your open rate by testing subject lines & copy.
- * **Personalize** it when appropriate.
- * Keep it concise, **500 words MAX**, but shoot for 200-300.
- * Make sure there's **one good takeaway** for the reader; something actionable or at least interesting/entertaining.
- * For personal brands, **don't use a lot of fancy formatting**. Maybe some bolding and bullet points at the most.
- * Notice that emails that arrive in the "Promotions" tab of Gmail from bigger brands look very different.
- * Have **ONE Call To Action** in EVERY email (and put it on its own line)!
*Get your subscribers in the habit of clicking.

The Takeaway:



***If you're not building email lists,
you're missing the whole point!**

In the digital world, Email is what creates engagement, and engagement is the difference between a small, passive audience, and a larger one that takes action on your site. (i.e. “converts”)

Thanks for a GREAT class!

Questions?