

HOW I SENT 164 PERSONAL EMAILS & VIDEOS IN ONE DAY

I always like to think the **Why & Who** are those important aspects, but it doesn't mean the **HOW** isn't a vital piece of the puzzle.

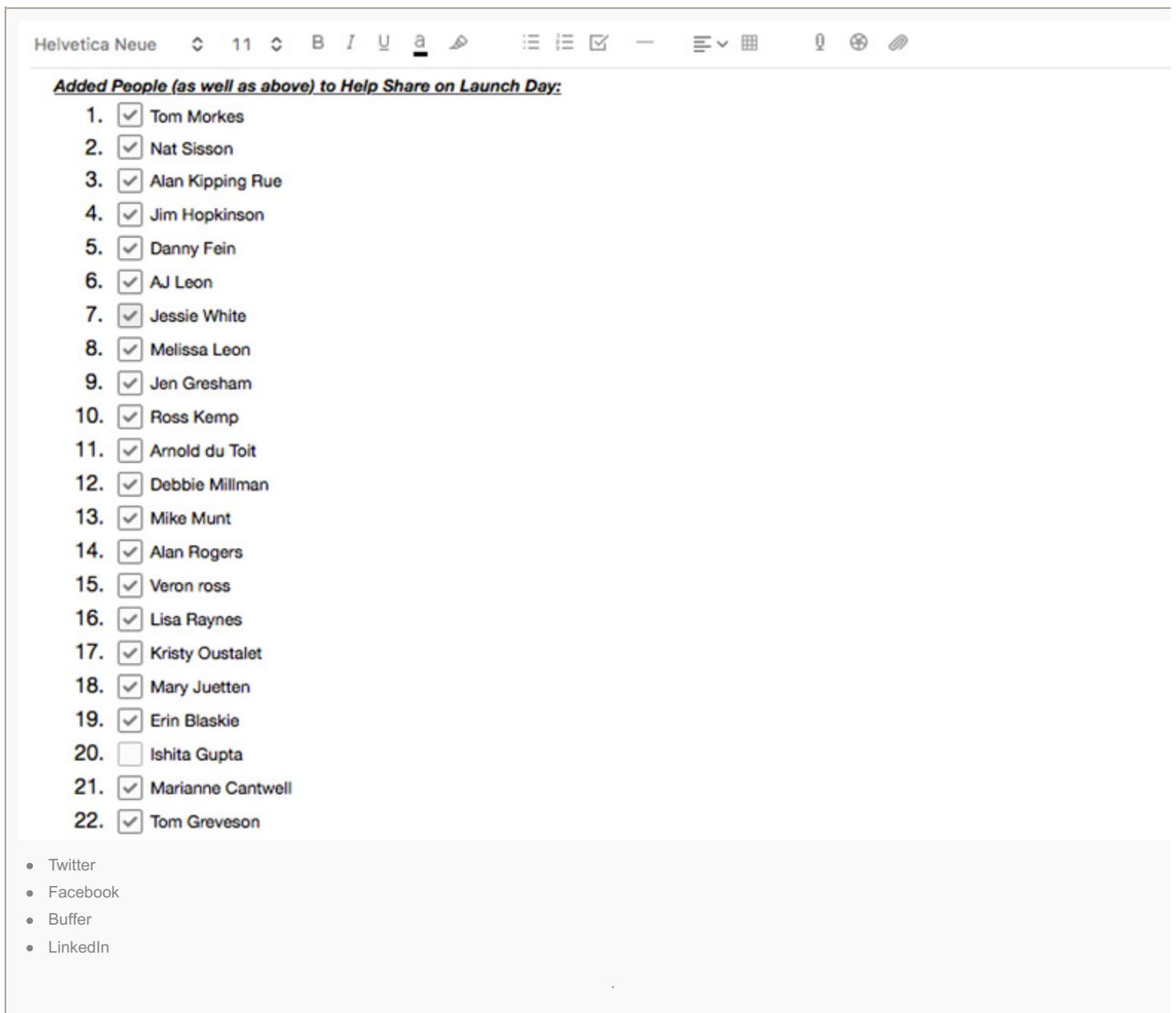
After all, I only have so many hours in the day, and each moment I spend recording a personal video is one I can't spend writing, editing, and so on. This is also the part in the story where I tell you I didn't actually send 164 emails/videos in a single day. I did... in a way... because 164 emails left my account within a few hours of each other on December 1st.

BUT this journey began many months before (*at the beginning of October*), and with the help of some amazing tools and the stubbornness to tick a few tasks off my to-do list each day, we managed to get through. This is how we did it:

STEP 0: CREATE THE LIST OF PEEPS

The step before the first step is the obvious one: ***to create an actual list of people you're going to record these personal messages for.***

I kept this super simple, crafting a long list of names in an [Evernote Doc](#) and placing a tick box next to each one (*Ticking it once I recorded the video and scheduled the email – more on this soon*).



I wish I could say there's more to it than this, but there isn't. Each morning I recorded the odd video here-and-there, and updated this list accordingly. However, there was one other little step I had to take before I could actually start recording the videos and scheduling the emails...

STEP 1: CREATE A SHARE PAGE

Oh yes, I only have so much time on my hands, and so do fine folk like you.

I didn't wish to write a long email or ask you to search for things, and I didn't want to ask for too much because that means I become *that guy* again. So I created a simple share page that offered everything it needed to. No more. No less.

This is important for two reasons:

1. It makes the other person's life much easier – *the odd click here and there*
2. It allows me to choose what people do and don't share/say/where to direct people to

This is what the Share Page looked like.

WILL YOU INTRODUCE THOSE YOU KNOW TO *I UNLOVE YOU?*



TWEET ME

Tweet The Love & Spread The Word



SHARE ME

Share The Love With Everyone You Know



DOWNLOAD ME

Don't Worry, The Book Is Free on Amazon 😊

*Do you prefer to hold the books you read? Would you like to support *I Unlove You* & Matthew Turner achieve world domination?*

You may like to check out [The I Unlove You Store](#) . . .

- [Twitter](#)
- [Facebook](#)
- [Buffer](#)
- [LinkedIn](#)

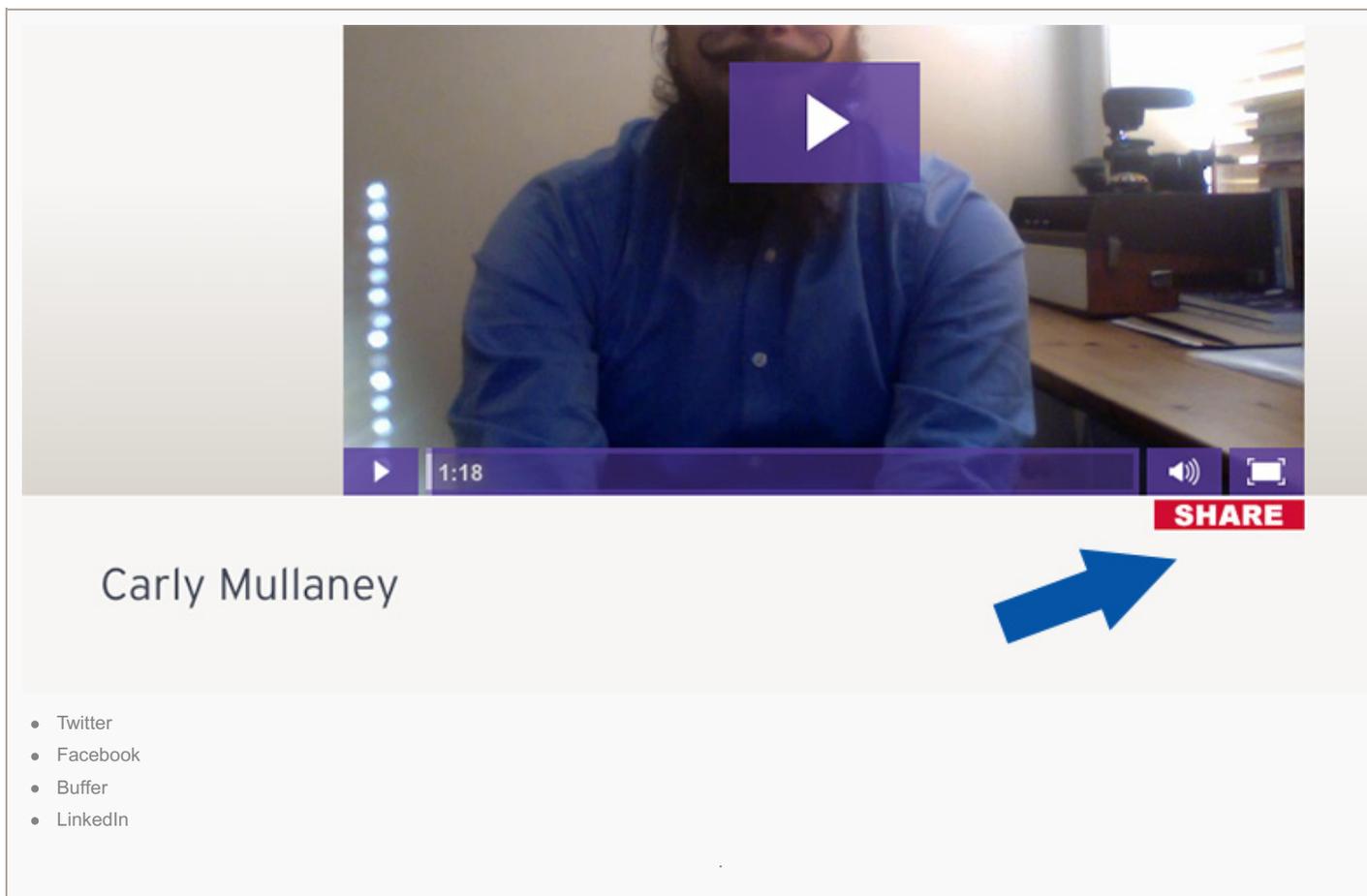
I built this simple page in [DIVI](#) (the software I use to design and update my WordPress Website), and then pre-prepared:

- The Tweet using [Spredd.it](#)
- The Facebook Share using [Share Link Generator](#)
- The Amazon Link using [SmartURL](#) (which directs you to the right Amazon store, depending where in the world you are)

Of course, I could have just asked people to Tweet and Share, but not only does this take them time, it also takes away control from me. For instance, with the pre-prepared tweet I was able to include my Twitter Handle and a hashtag – *which lots of people would forget to do.*

But as beneficial as it is for me, a share page like this is better for the other person. It simply means I can ask them to do a simple task in the video (*Click The Button Below*) and follow the three-step process.

An easy thing to ask for and an easy thing to do. Nice and simple, and all that was left to do from here was record the actual video.



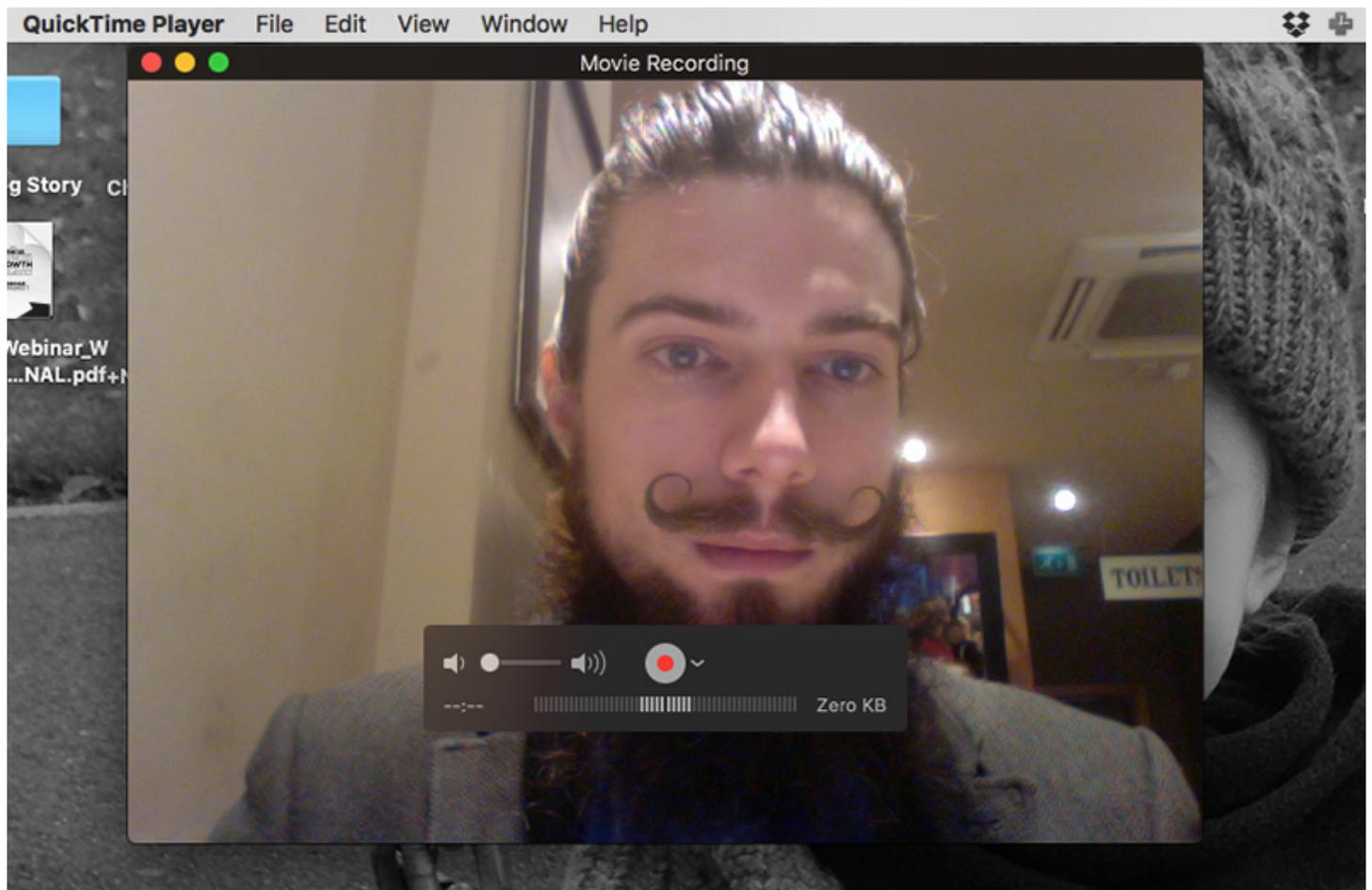
Carly Mullaney

- Twitter
- Facebook
- Buffer
- LinkedIn

STEP 2: RECORD EACH & EVERY VIDEO

Don't get me wrong, recording 164 videos is a rather daunting task, but by breaking it down into smaller chunks it wasn't nearly as impossible as one might think. I aimed to record five videos each morning (*just after I got ready and before I left the house*), and although I missed several days, I did manage to complete my entire list of people ahead of December 1st.

Best of all, recording these five videos each morning took no time at all.



- Twitter
- Facebook
- Buffer
- LinkedIn

This is the step-by-step process to recording each video and uploading it to the marvellous internet:

1. Using **Quicktime**, record a short video (*I always aim for 60 seconds*) using the webcam & microphone on my laptop.
2. Save it and name it after that person (*for instance, Carly Mullaney*)
3. Upload to **Wistia** (*an alternative to Youtube – it's amazing and I love it*)
4. Within Wistia, add it to the 'Unlove Launch Day Video Emails' Folder, which I customised so each video would have that big red button underneath.

It's that simple. Recording all five videos would take a matter of minutes, and although uploading these to Wistia can take a little while (depending on the internet connection), it would usually only take 10 minutes or so.

Once uploaded it's a case of copying the video's url and moving on to the next step...

Unlove Launch Day Video Emails



Carly Mullaney

Video 1:18 / Created 2 hours ago



Emma Thomas

Video 1:17 / Created 1 hour ago



Hazel

Video 1:18 / Created 1 hour ago



Molly D

Video 1:10 / Created 1 hour ago



Abby Terenova

Video 1:11 / Created 2 hours ago



Fran Caldwell

Video 0:49 / Created 1 day ago

- Twitter
- Facebook
- Buffer
- LinkedIn

STEP 3: SCHEDULE THE EMAILS

Because Wistia is a private version of Youtube – meaning only those who you send the video link to get to watch it – I didn't have to worry about the wrong eyes watching the wrong video. These are personal videos, after all, so I wanted to make sure we kept everything private – *Hence why Youtube isn't the best solution for an approach like this.*

Once I had the video's URL, I jumped on to **Contactually** (the CRM software I use), which houses all my contacts and emails.

There are many reasons to love Contactually, but the two biggest ones for this particular purpose were:

- You can schedule emails in advance
- You can create templates

Because I personally recorded each video, I didn't feel the need to individually write each separate email. After all, it's obvious I've put a little thought into the message, and I don't know about you but I'd take a personal video over a personal email any day of the week.

So, back in October I wrote a short template that linked to the book and the Share Page, and left room to add the individual video URL. It looked a little like this:

- Facebook
- Buffer
- LinkedIn
- Twitter
- Facebook
- Buffer
- LinkedIn
- Twitter
- Facebook
- Buffer
- LinkedIn

STEP 4: FOCUS EVERYTHING ON THE CONVERSATION THAT FOLLOWS...

That's it. This is how you record a whole bunch of personal videos and schedule them to send on the same day. It does take a while, and it does take a little-but-often approach, but all in all it's rather simple to do.

But the main part of the whole process is what comes next... on December 1st... because can you imagine if I sent all of these messages and then didn't check my inbox all day?

I mean, I'd have dozens of people saying hello, sharing stories and updating me on their life, and there I would be... twiddling my thumbs and forgetting the entire purpose of what these emails and videos.

As such, on Tuesday 1st December (*I Unlove You's Big Day*) I added very few tasks to my to-do list. My primary focus was to have conversations with people (*be it over email, Twitter, or Facebook*), and engage with folk as they replied to my numerous messages. Because in those videos, I asked them questions and invited them to update me on their life.

I asked them to talk to me, so the most important thing I could do on launch day was to talk back... to take an interest... to help/support if I could... and thank them for sharing and downloading the book.

This may seem like the easiest or most obvious step of all, but I assure you it's the most important. The old me would have forgotten about this valuable final step, but because I no longer wish to be *that guy*, I made sure I didn't this time around

