This is a PDF I typically share with friends and family only. It's about the most successful promotion I've ever done on HouseOfRave.com. I found the results extremely surprising, and thought a few of you could enjoy/learn from this experience. I kindly ask that you don't blatantly copy anything you see here, but rather learn the principles behind it.
THE PROBLEM

Despite the economic downturn, my business HouseOfRave.com has managed to stay afloat quite well. However, don’t think the economy hasn’t taken its toll. Mainly I’ve been indirectly affected by the bad economy in this way:

I sell “unique” products...

...“unique” usually means “hard to find”...

...manufacturers are crunched for money during hard times...

...manufacturers cut back on making slow-selling items...

...their slow items are generally their “unique” items which don’t sell fast in high volume.

You see, if a product doesn’t sell extremely well to a large enough audience, then the manufacturers must cut back spending on less popular items. As a store that thrives on selling things that are hard to find, this is not a good thing!
SEARCHING FOR A SOLUTION

Poor Neville. His business made money for years with virtually zero promotion and doing nothing. ::awwwww::
Well, times have changed, and therefore we must adapt or die!

I never went searching for this solution, but being in the internet field it stared me right in the face:

Marketing.

I have many friends who make e-books or sell a few products online, and they all make their money through creative promotions, mainly with old fashioned email. I have 8,000 people on the House of Rave email list, so I thought I’d give some email promotion a try.

STACK IT HIGH, SELL IT CHEAP, BLOW IT OUT THE DOOR

That was Sam Walton’s philosophy for Wal-Mart. I wanted to see if I could blow some merchandise out the door, however to do this I would need to get stuff REALLY cheap (directly from the manufacturer maybe). I decided to buy 500 packages of my best selling product (finger lights) and have them delivered to my house.

As you may already know, HouseOfRave is a 100% drop-ship business, and I’ve never actually sent out a physical product myself. So here's what happened...
These things arrived in a big box:

I didn’t really know what the hell to do with them... but the logical next step was to buy something to help me ship them out. Some quick research led me to (almost) buy one of these shipping label printer thingamajiggers:
Being the thrifty (aka cheap ass) I am, I didn’t want to pay for a weighing scale and label printer, or the $XX/month contract... so I decided I was going to send out all these finger lights the ghetto way: by hand.

The US Post Office has FREE (did you hear that: FREE!) flat-rate boxes you can just take out of the post office. When you send them, you pay a flat postage fee. Since I was doing this the ghetto way, calculating my profit would be MUCH easier if it were all the same rate.

So now I had a product to ship, a method to ship it... but how to promote it??

**MAKING THE PERFECT COPY**

I had been reading *The Gary Halbert Letters* prior to this experiment and decided to implement what I had learned from this legendary master of copy writing (I seriously can’t believe everything he published is free on the internet). I took his sales formula AIDA:

<table>
<thead>
<tr>
<th>A — ATTENTION</th>
<th>first you need to capture the reader’s attention</th>
</tr>
</thead>
<tbody>
<tr>
<td>I — INTEREST</td>
<td>make him interested with interesting facts about your product</td>
</tr>
<tr>
<td>D — DESIRE</td>
<td>make him desire and really want your product</td>
</tr>
<tr>
<td>A — ACTION</td>
<td>make him take action... this shouldn’t be hard if A/I/D were done well</td>
</tr>
</tbody>
</table>
...and applied it directly to my sales letter. I was also heavily influenced by a friend “RP” (name hidden by request) who had actually already done this type of “Oh crap I ordered too many” sales tactic before with astoundingly high success.

Here is the letter I wrote (with the proper formatting):

**Email Subject Line:** Hey...I screwed up.

You know how sometimes you screw up and just say D’OH? This is one of those times...

I’m the owner of HouseOfRave, and instead of sending a box of finger lights to the warehouse, I sent them to my house by accident. Dummy. I know.

Now normally this isn’t a huge deal, but I ALSO stocked the warehouse full of finger lights (to the brim). So instead of cluttering up the warehouse, I need to keep them at my house.

Now HouseOfRave used to literally be run out of my garage until we grew too large and had to move to a warehouse, so I kind of want to re-live the beginning days as a budding entrepreneur....I always had fun sending out orders myself!

I have about 500 of these finger lights at my house and a shipping label machine... you see where I’m going here? You do? Great!

Well, I want to **BLOW THESE THINGS OUT** of my house in a hurry, so I’m going to offer ONLY subscribers to this newsletter and past customers this chance to get your hands on a set of these fingers lights below their cost ($1.98 for a 4-pack of finger lights...as a business owner I HATE this idea)...
These finger lights are the HouseOfRave best sellers of all time. They’re priced low, fit everyone, and can be used for a million different reasons.

I thought everyone who bought these would use them for dancing on the dance floor....boy, was I wrong! We’ve had creative customers use these for:

- Night lights for kids scared of monsters under their beds.
- Light up Halloween costumes.
- Stop motion photography air-writing.
- TV Shows have used them as add-ons to prop laser guns.
- Some parents found their autistic child was calmed when wiggling and watching these things on his fingers.
- People put them on remote controlled cars as “headlights”.
- Plumbers and electricians use these to light up hard-to-reach places.

The list goes on....get the point? Good. Onwards...

You can see the pictures and videos of these things all day long on the website (here), but you can’t wait long to order at this price (Hey, I don’t want my house to be a messy shipping warehouse for TOO long).

I’ve got 500 of these suckers just laying here, but DON’T think that’s “a lot” of finger lights. Because on a typical day, we sell anywhere from 100 to 300+ (and that’s at the regular price of $5.95)!

Now, given that we sell up to 300 of these things on a typical day at full price, I have no idea how fast we’re gonna sell out of these 500 sets at only $1.98 a pop.

But I CAN promise you this: Once these special-priced finger lights are gone, they’re gone for good. And that’s it. First come, first serve.

We’ve NEVER offered a deal this generous before, and I can
promise that you’ll NEVER see a price this low again. (Technically, because of the rules set by our manufacturer, we’re not even allowed to do this. But given the circumstances, I have no other choice!)

Here’s how to get your hands on a set of these special-priced finger lights today:

1. You MUST order using the following link below (if you try ordering directly from our website, you’re gonna see the regular price of $5.95).

2. Because of these extremely UNIQUE circumstances, there is a STRICT LIMIT of 24 sets per person at this price. Here’s the link to order now:

GET YOUR FINGER LIGHTS

Sincerely,
Neville – Owner of HouseOfRave

P.S. I’ll put an “out of stock” notice soon on the page when I sell out of the 500.

Remember: First come, first serve!

Pretty gripping isn’t it? Even if you don’t really want finger lights, it keeps you interested... and if you ARE interested in finger lights (like many HouseOfRave customers) then it will REALLY get you!

Here are some things you should know about this letter:

• It is purposely spaced 500 characters wide. This makes it easier for people to read, like a newspaper.

• It was written in size 12 Tahoma font. This is supposedly the easiest font to read.

• It was written in a “voice.” This means I wrote it like I was speaking directly to one of my customers.
• There were purposely NO images or NO giant order buttons.

• It was written like a story: Guy screws up, asks for help, realizes this might be fun, gives great deal.

• It was written to get people “on my side” or “help me out.”

• Almost the entire ending was taken verbatim from my good friend RP (thanks a million buddy) who suggested I add a “time constraint” and “feeling of unknown” into the email. Notice the end suggests I have NO IDEA how fast these things will sell, and first come first serve.

• It adds a feeling of scarcity since we state “I can promise you that you’ll NEVER see a price this low again.”

This particular promotion had the highest combination of “Open” Rates and “Click-through” Rates I’ve ever got!

<table>
<thead>
<tr>
<th>Launch Date</th>
<th>Sent</th>
<th>Open</th>
<th>Click</th>
<th>Bounce</th>
<th>Unsub</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 24, 2010 5:24PM</td>
<td>6,990</td>
<td>15.18%</td>
<td>9.48%</td>
<td>2.20%</td>
<td>0.76%</td>
</tr>
<tr>
<td>Apr 22, 2010 6:56PM</td>
<td>7,051</td>
<td>22.31%</td>
<td>8.33%</td>
<td>0.41%</td>
<td>1.01%</td>
</tr>
<tr>
<td>Apr 21, 2010 1:23PM</td>
<td>2,321</td>
<td>18.61%</td>
<td>8.44%</td>
<td>0.60%</td>
<td>0.43%</td>
</tr>
<tr>
<td>Feb 02, 2010 3:17PM</td>
<td>6,778</td>
<td>14.83%</td>
<td>8.47%</td>
<td>0.30%</td>
<td>0.78%</td>
</tr>
<tr>
<td>Jan 26, 2010 12:48PM</td>
<td>6,920</td>
<td>15.88%</td>
<td>4.02%</td>
<td>0.90%</td>
<td>1.21%</td>
</tr>
<tr>
<td>Nov 25, 2009 11:19AM</td>
<td>6,144</td>
<td>10.37%</td>
<td>3.03%</td>
<td>0.34%</td>
<td>0.76%</td>
</tr>
<tr>
<td>Nov 09, 2009 8:45PM</td>
<td>6,216</td>
<td>13.74%</td>
<td>4.49%</td>
<td>0.50%</td>
<td>0.74%</td>
</tr>
<tr>
<td>Oct 06, 2009 1:10PM</td>
<td>5,919</td>
<td>14.41%</td>
<td>4.17%</td>
<td>0.46%</td>
<td>0.59%</td>
</tr>
<tr>
<td>Sep 14, 2009 12:22PM</td>
<td>5,617</td>
<td>14.40%</td>
<td>7.26%</td>
<td>0.34%</td>
<td>0.66%</td>
</tr>
<tr>
<td>Aug 31, 2009 12:56PM</td>
<td>5,687</td>
<td>14.01%</td>
<td>1.97%</td>
<td>0.26%</td>
<td>0.97%</td>
</tr>
</tbody>
</table>
Keep in mind the HouseOfRave Newsletter already has higher open and click-through rates than most email newsletters. I attested this to the cool pictures I post in the newsletters. Here are some examples of past sales letters... (click images to enlarge)
...these past sales emails looked great, however I **never made sales** from the damn things!!

I’ve done several newsletters where I include 15% and even 25% off coupons plus cool new products... and literally TWO out of EIGHT THOUSAND people will buy with that coupon. Pitiful. (You can see more of those sales letters on the HouseOfRave Newsletter page).

So this email WITHOUT pictures or WITHOUT a coupon I was sending out... pfftt... I thought it was going to tank. Here is a screen shot of the way I was originally going to send out the promotion, wrapped in my standard House Of Rave Newsletter box (I was scared a plain-text email would totally flop):

![Image of HouseOfRave Newsletter]

Surprisingly enough (to me), when I did a test of THIS email compared to the plain-text email, the plain-text did MUCH better.
The reason I bought Finger Lights was in case this promotion totally flopped, I could at least salvage my investment in the lights and send them out to customers who order finger lights at the regular price. I would AT LEAST be able to get rid of them in a reasonable amount of time since they already sell pretty well.

However, we all know the story ends well, so let’s not dwell on my past doubts.

**THE OUTCOME**

Let me tell you the outcome of this happy little occasion in the **form of a story:**

Once upon a time a boy named Neville wanted to test out this crazy little email idea. He worked moderately hard on the email... it was actually easier to make than all his past emails which involved heavy amounts of graphics, photographs and videos.

Lazy Little Neville had been procrastinating this email experiment for a few weeks, so one fine Friday he decided, “What the hell, I’ll just send it out now and get it outta the way.”

...he clicked all the right buttons and the email was scheduled to be sent out at **9:00 PM on a Friday night** to 7,684 people on the HouseOfRave.com email list.

Being a very handsome, popular and social person, Neville was of course going out to a party that Friday night.
A few beers later, sometime around **11:00PM**, Neville got the idea of checking the progress of this silly little experiment on his iPhone while at the party.

He logs into his back end Shopsite system; he gets a little frustrated because he’s getting low cell reception and the internet is not going very fast... ughh.

The page loads, and Neville starts furiously scrolling down before he lets out the words, **“OH FUCK!!!”**

His mouth hangs open in curious amazement while he double-checks what he is seeing is correct.

Just one of Neville’s many, many, MANY friends was near enough to hear his profanity and see his perplexed face. “What is it” the friend curiously asks.

Neville responds, “Remember that email I told you about... the one with the finger lights promotion? Look how many orders I already got” as Neville holds the screen up for his friend.

The friend watches as a list of names is scrolled by... around 40 or 50 of them. Neville goes on to explain this email was only sent out TWO hours ago, and 40 or 50 orders for this ONE item had come in. But each of these people were ordering between 4 and 50 sets of the finger lights! HOLY ROLLY POLLY! Neville clicked through some of the orders and quickly realized HE HAD ALREADY SOLD OUT OF HIS ENTIRE INVENTORY OF FINGER LIGHTS IN LESS THAN TWO HOURS!!!! YIKES!!!!

...**Ok, enough of story telling time!** You get the point here? I
sold out of 500 units damn near IMMEDIATELY, and the orders were still coming! I also sold them at the worst possible time (usually Friday night is a slow time for sales).

That night when I got home in the wee hours of the morning, I turned off the ordering on the promotion page and promptly went to bed.

The next morning I could hardly wait to see the results and I BURST out of bed early in the morning without an alarm even waking me. I had received 80 orders that Friday night from that email!!!!

I know that sounds great, but there's a twist: Apparently my new server and PayPal weren't getting along very well, and something interesting was going on:

I could TAKE people's PayPal orders (including their money), but it wouldn't show up on my order list. I just presumed many people didn't order with PayPal.

So a day after I got the 80 orders, I also realized I GOT 45 PAYPAL ORDERS ALSO!!!!

So that tiny email generated 120+ orders IN ONE NIGHT!!!

AHHHHHHHHHHH!!!!
KL:J89yw4r893rija89opyasdiluhkhjFL:KSJKL:JDWKL:SJDSKL:J IOPPQOIQ ← That was me banging on the keyboard to express the excitement I had!

What kind of sucked was that in the first 20 orders my whole
inventory was wiped out. Many people ordered just 4 or 5 units, but a lot of people ordered WAY more. Between 24 and 50 was the most common. This means I had to refund all those orders. Yes, it sucks to give back all that money, but the concept was proven.

So THAT definitely worked!

Now came the part I was dreading... sending out the orders.

The whole reason I drop-ship is so that I don’t have to touch inventory myself (and package it, label it, send it to post office, track it yadda yadda yadda)...

And since I decided not to buy a labeling machine (which would just sit around my house), I went to the post office, picked up a bunch of flat-rate boxes and went to work:
I printed out all the invoices and started manually building and addressing each box. If I had to do this everyday, I’d hire someone, but this was a one-off thing that required just a few hours of work. I think it took me two hours to pack and address all the orders. Of that, it took me a WHOLE HOUR to figure out how to put the boxes together (I’m a rather slow learner)!

Ok, first of all, FORGIVE MY RETARDED LOOKING HAIR. It was blonde and long at the time. The significance of the below picture is that House Of Rave has existed since 2001, and it took me until 2010 to actually **physically** send out my first order!
The very first package was to a guy named Phiz Pacmann... which added a touch of hilarity to this momentous occasion!

Here was my “Shipping Dock”:
Have you ever gone to the post office to send a tiny package, and some joker in front of you takes **20 hours in line** with a freakin’ GAGGLE of boxes??

That was me that day, here are the boxes I took to the post office:

The boxing part was not fun, and I realized once again why I loved this drop-shipping model so much (not to mention the cash-flow reasons).

However this did prove to be the most successful promotion I ever did.

However what was surprising was the style of writing and formatting of the promotion was TOTALLY THE EXACT OPPOSITE of everything I’d ever sent out, yet outperformed by far. It almost made me kick myself for not learning this earlier.
Well, I hope this was as entertaining and education for you as it was for me :-) 

I wish you peace, love, and *finger lights*!

*Sincerely,*  
*Neville Medhora*  
[NevBlog.com](https://NevBlog.com)  
[NevMed@gmail.com](mailto:NevMed@gmail.com)  
[@NevMed](https://Twitter.com/NevMed)

---

**P.S.** If you’re a curious little monkey, you can see everything I’ve ever written about HouseOfRave for the [last 5 years here](https://NevBlog.com).  

**P.P.S.** Check out my kopywriting kourse at [kopywritingkourse.com](https://kopywritingkourse.com)