How It Started & How It's Going: How Failure & Pivoting Can Create Massive Opportunity

Jay Schwedelson - Founder, CEO
SubjectLine.com & Worldata Group

INBOUND 22

29 Minutes…

I’m Jay.

The rest is blah, blah, blah.

JayS@CorpWD.com

Where I grew up…

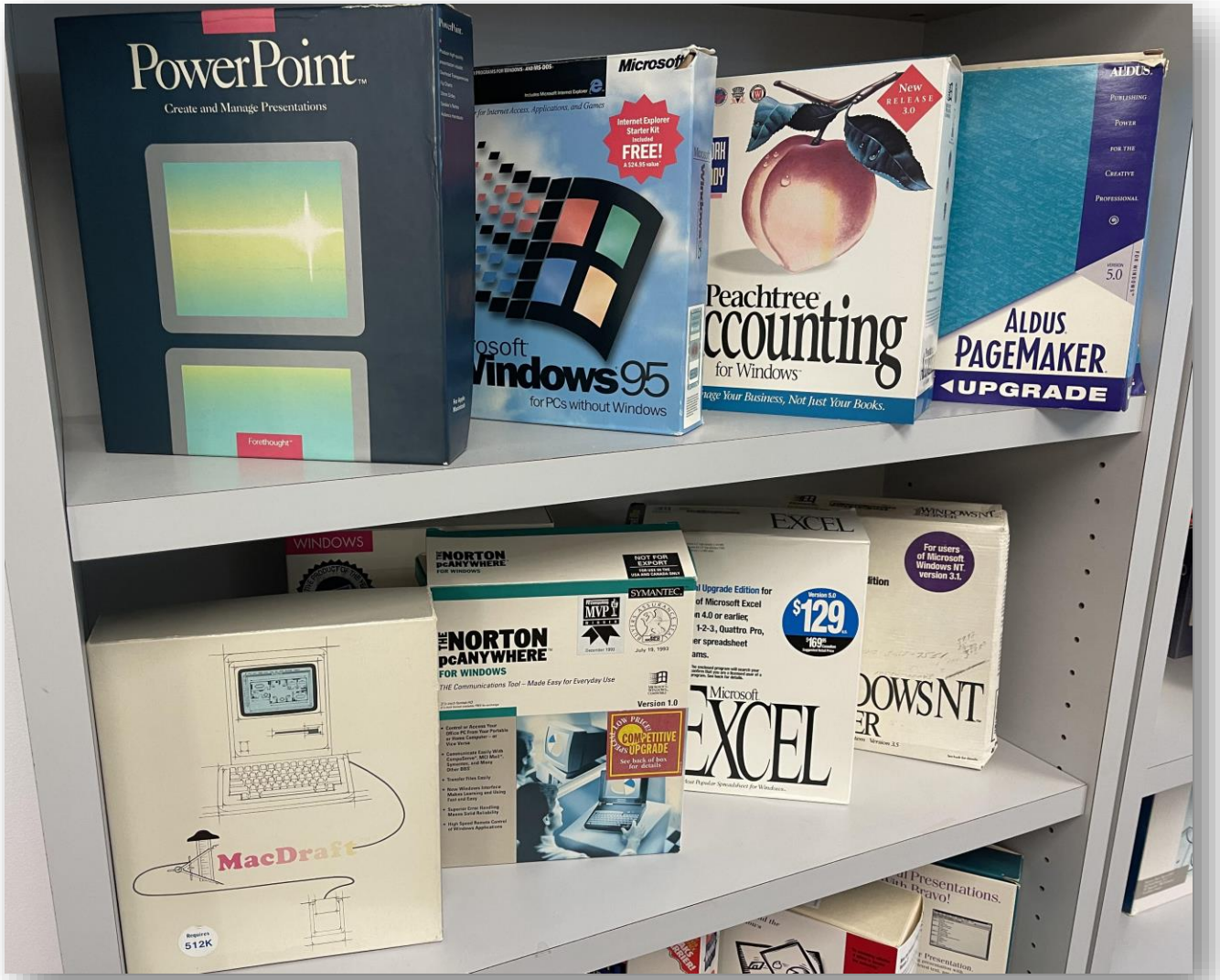
The kitchen table was always about marketing.

COMDEX 1989

JayS@CorpWD.com

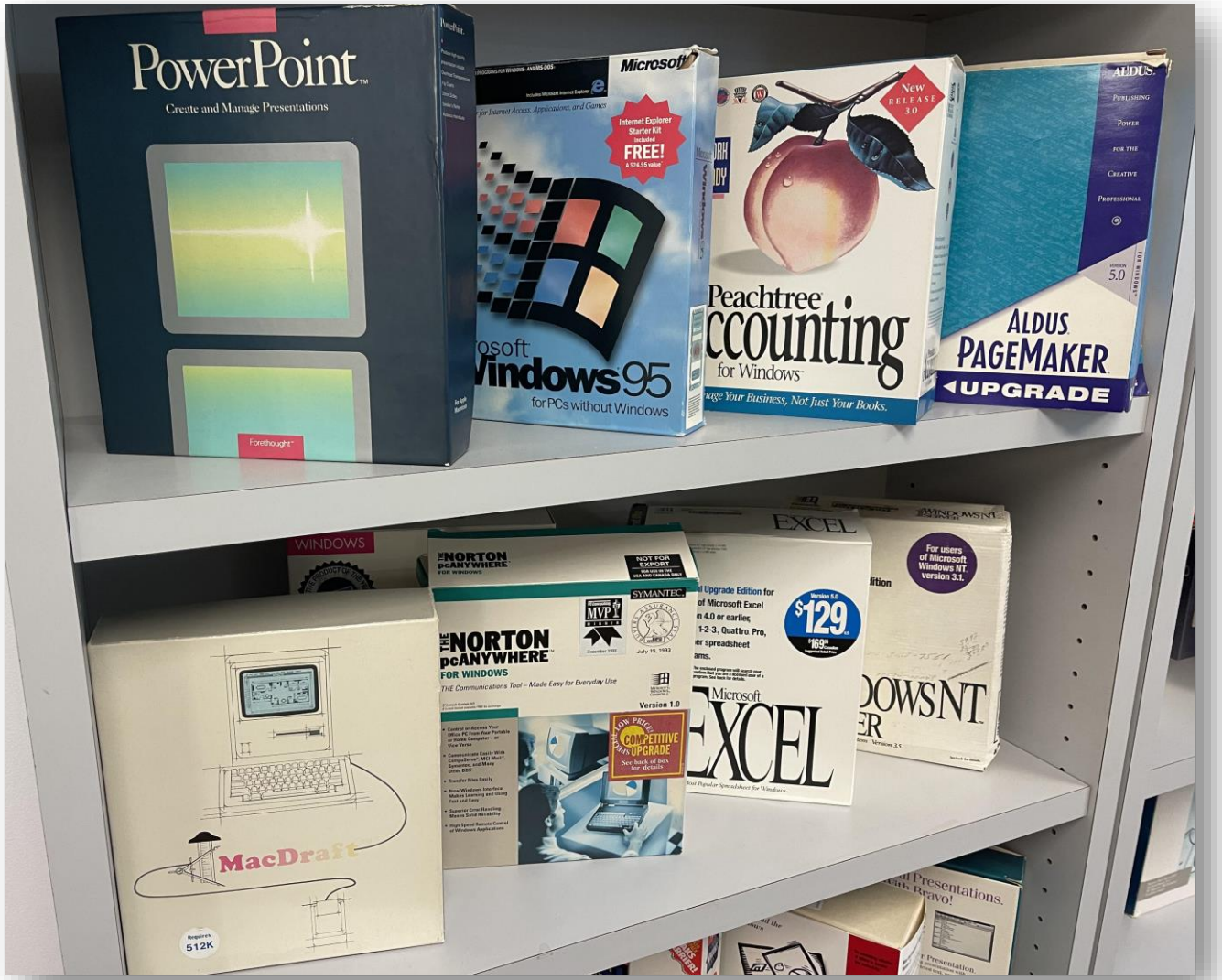
COMEMEDIA
a Worldata division

The Company Specialized In Marketing Campaigns Selling Software Via The Mail



JayS@CorpWD.com

This Was 90% of The REVENUE



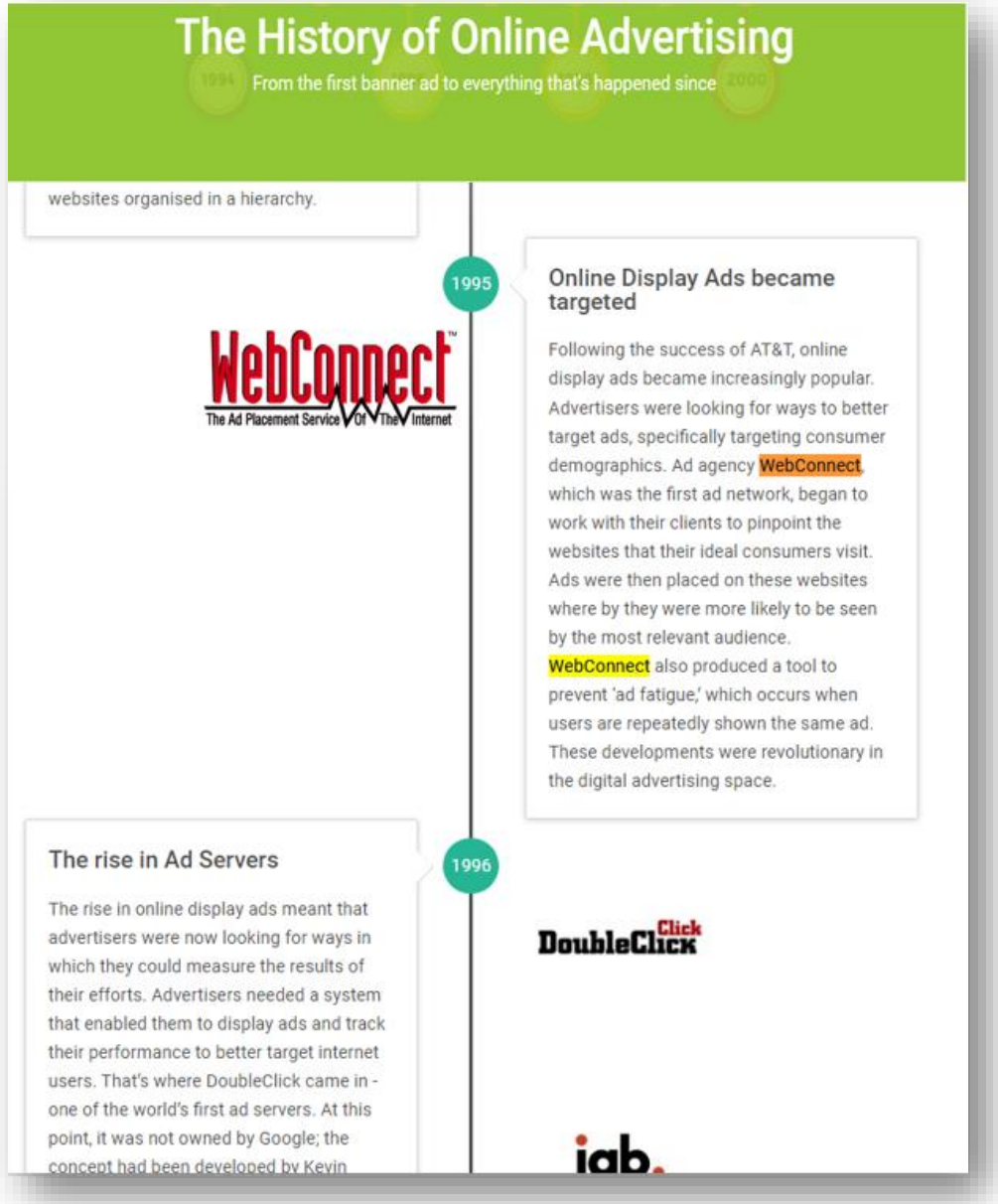
JayS@CorpWD.com

JayS@CorpWD.com

1995:
Had a thought…
Ads on the internet

JayS@CorpWD.com

I was close…



JayS@CorpWD.com

Big Decision!

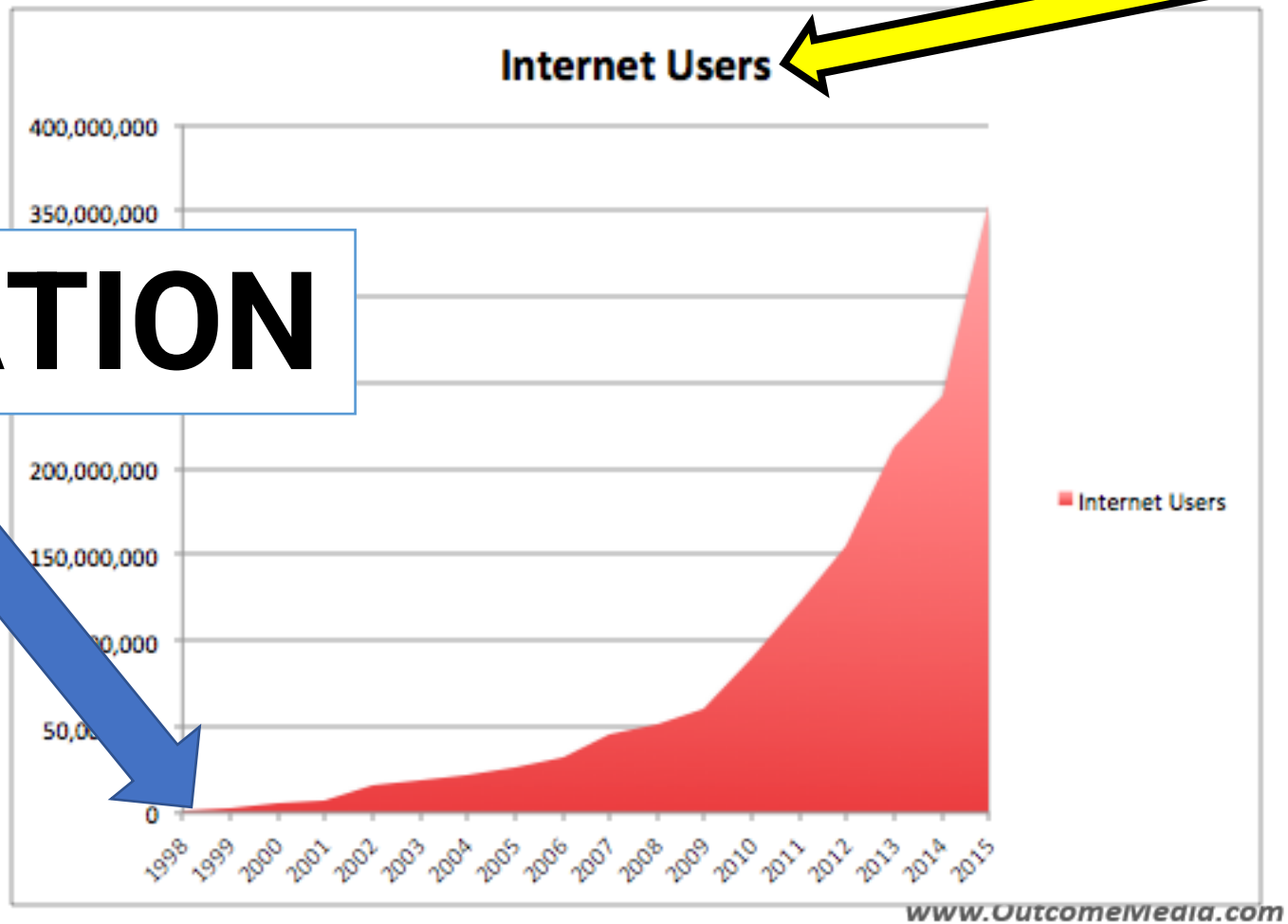
Folks wanted to retire…
WebConnect in trouble…
Ok, lets merge all of this stuff…

Graduated College 1998.

Folks Retired 2000.

Company $2,000,000 in Debt

GRADUATION

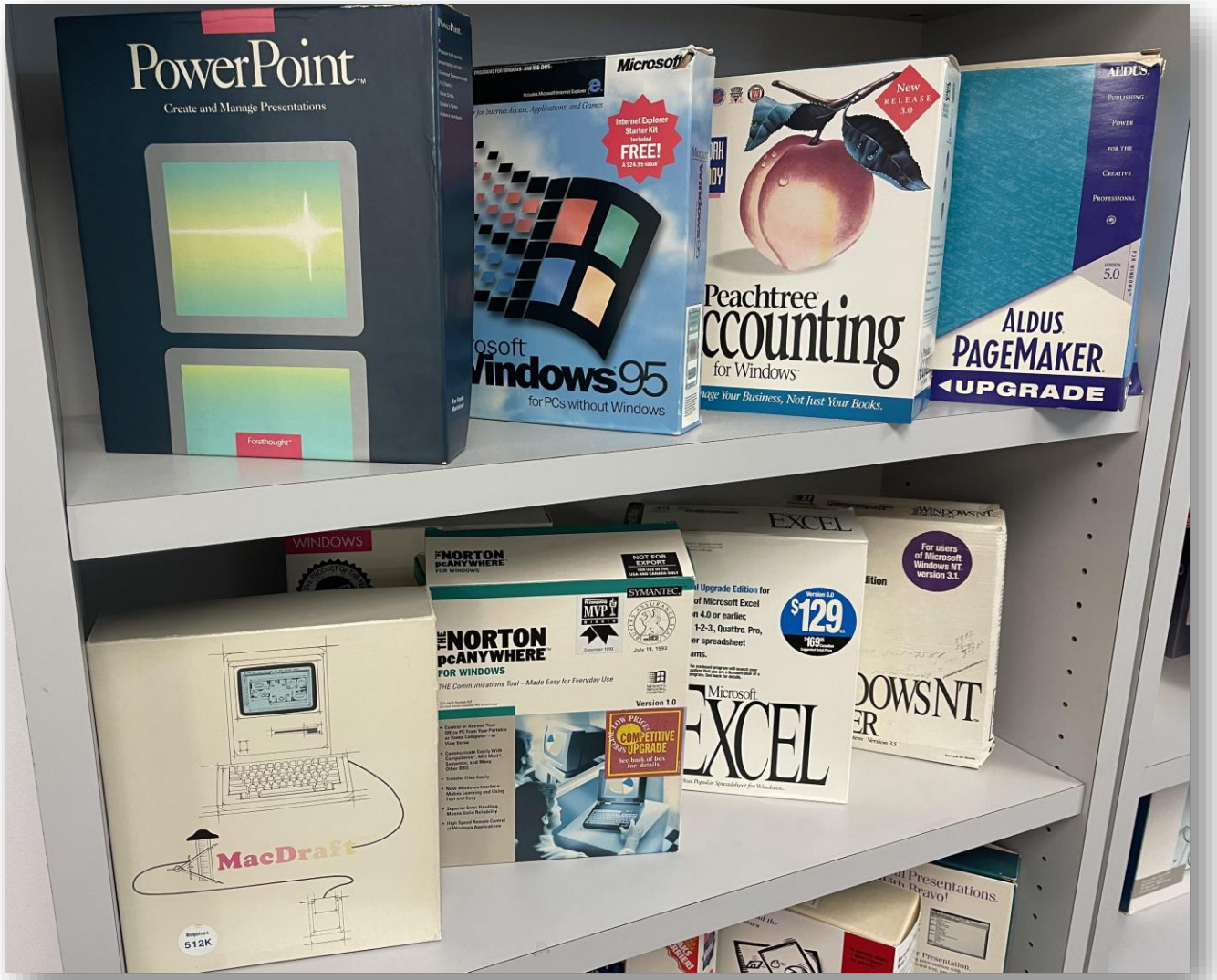


JayS@CorpWD.com

OUTCOMEMEDIA
a Worldata division

Do you buy software via the mail?

Our revenue dropped by 60% the year I took over.



JayS@CorpWD.com

JayS@CorpWD.com

Time to Make a Plan!

(apparently a bad one)

“Let’s be a marketing company that sells any option the client could possibly need”

JayS@CorpWD.com

We will do everything!!!

YOU
VERY
SMART

My website in 2004

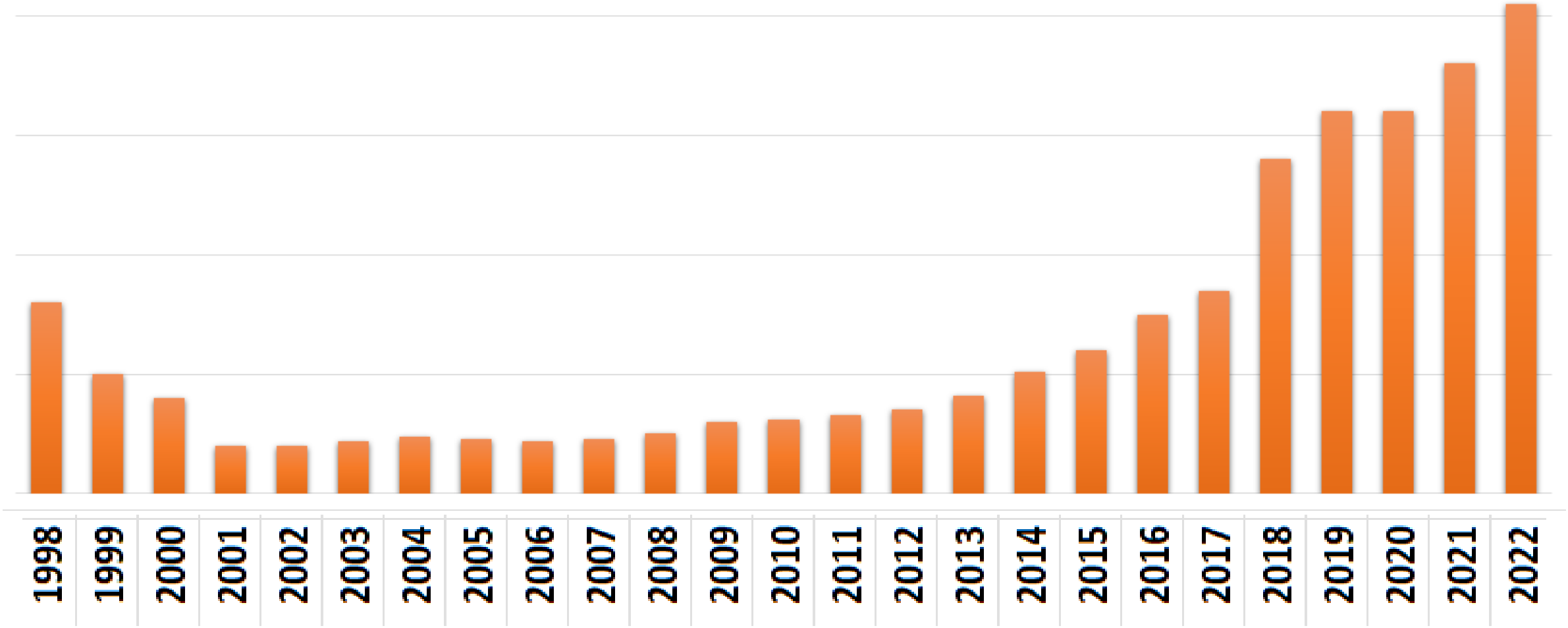
Every Presentation Was Horrible!

Pitch after Pitch after Pitch…FAIL!

Weren't Known For Anything…

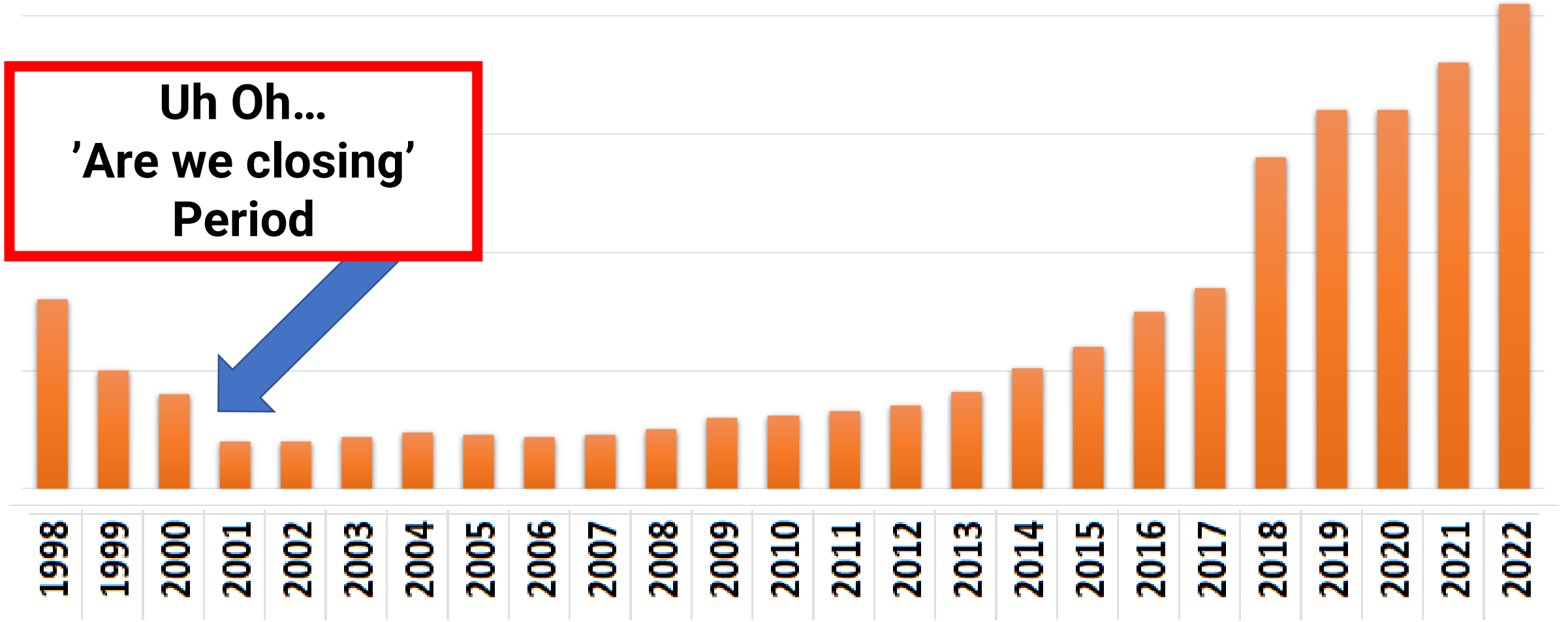
“That part about email was interesting. You probably would have gotten our other business eventually.”

Our Revenue: 24 Years



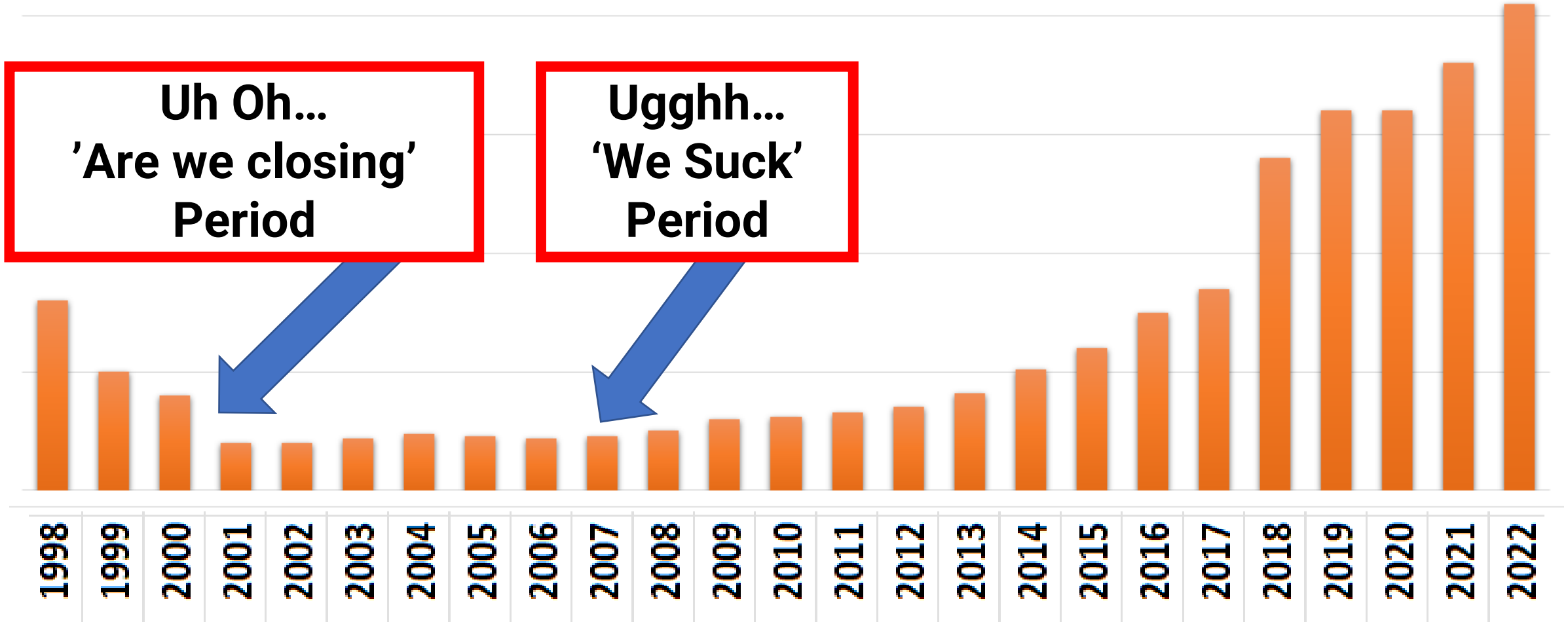
JayS@CorpWD.com

Our Revenue: 24 Years



JayS@CorpWD.com

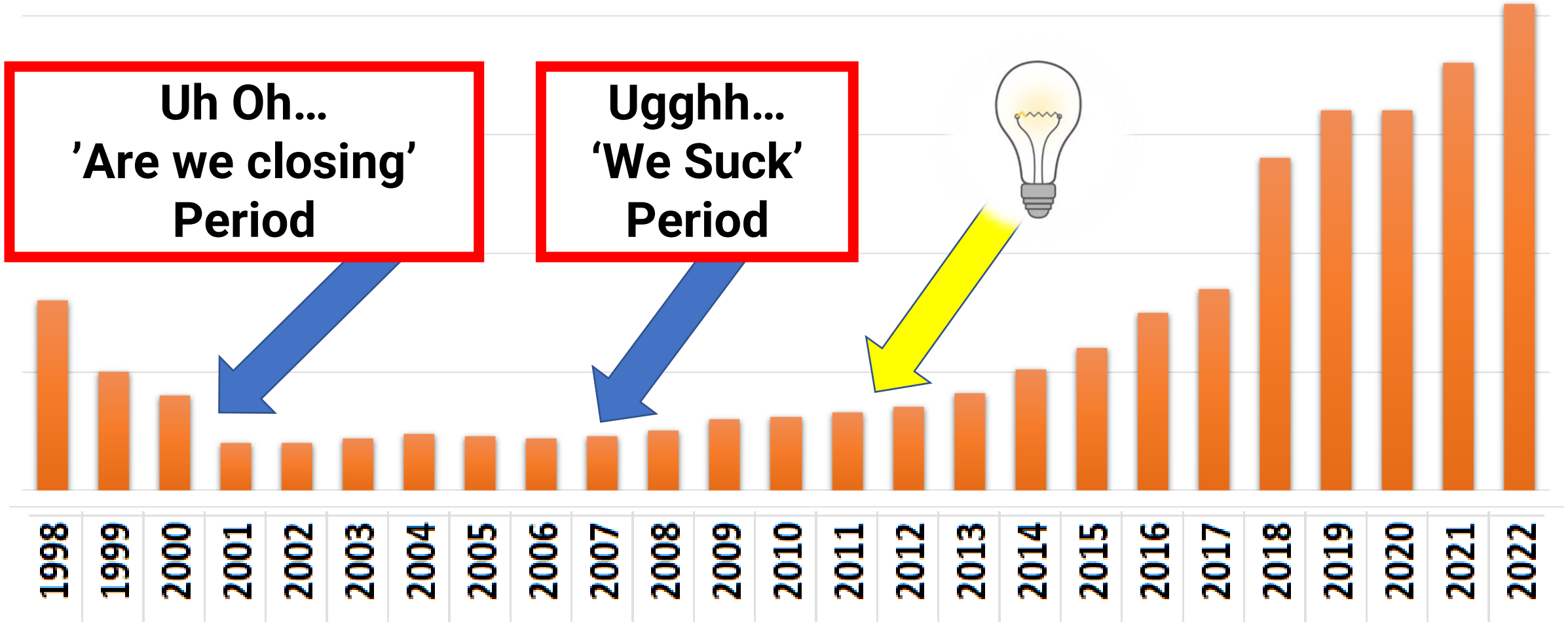
Our Revenue: 24 Years



JayS@CorpWD.com

“That part about email was interesting. You probably would have gotten our other business eventually.”

Our Revenue: 24 Years



JayS@CorpWD.com

Apple = Phone

50% of Revenue from Non-Phone Products/Services

Starbucks = Coffee

40% of Revenue from Things Other Than Coffee

Tommy John = Underwear

70% of My Clothes Are Tommy John!

JayS@CorpWD.com

The 2 Big Ideas!

- **Be Known For Something!**

- **Give Something Instead of Asking For Something**

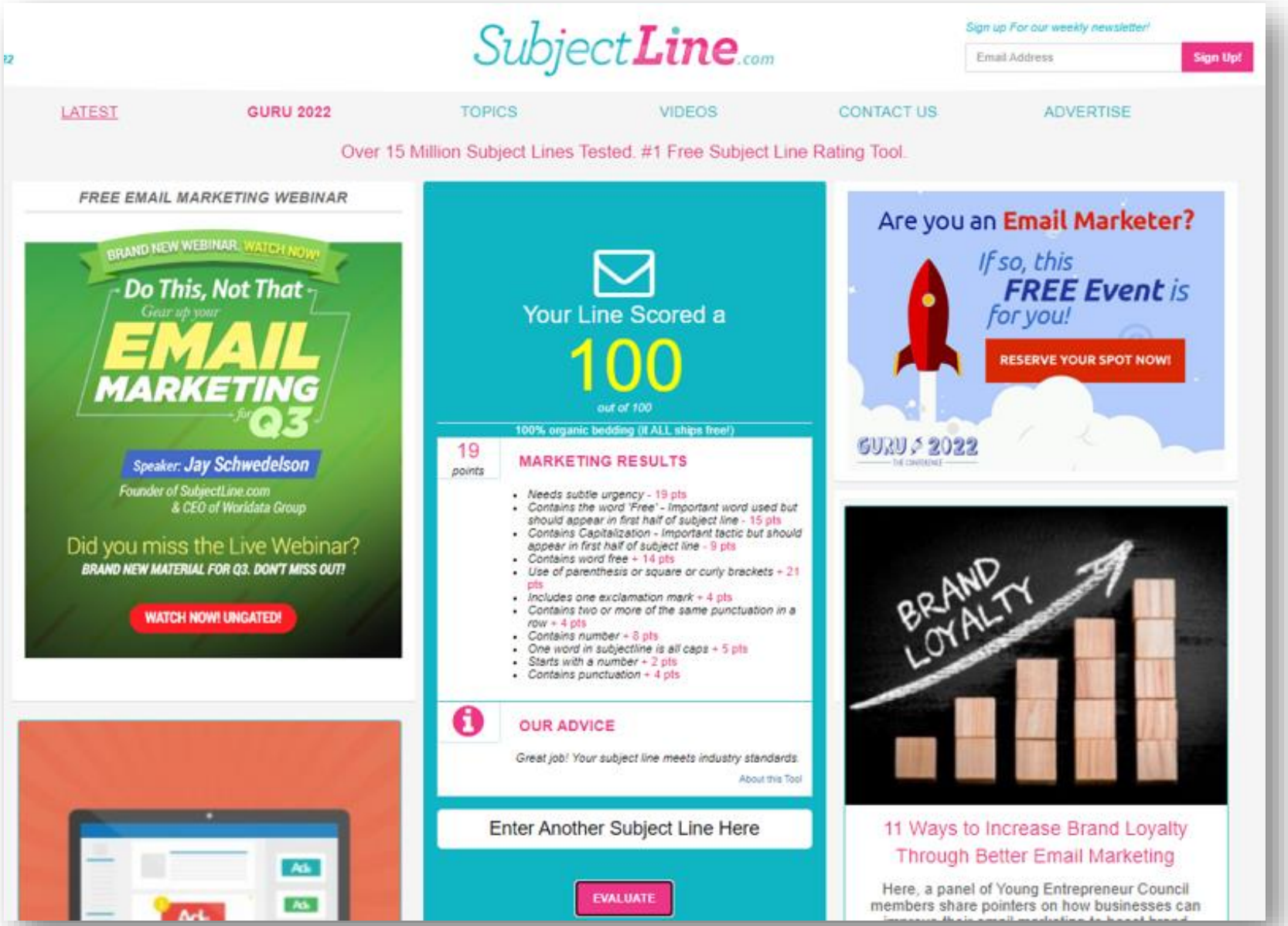
The 2 Big Ideas!

- Be Known For Something!

- Give Something Inst… ing
F… ing

THIS IS NOT JUST FOR A BUSINESS OWNER. THIS IS FOR YOUR CAREER!

SubjectLine.com


SubjectLine.com
Sign up For our weekly newsletter!
Email Address
Sign Up!
LATEST
GURU 2022
TOPICS
VIDEOS
CONTACT US
ADVERTISE
Over 15 Million Subject Lines Tested. #1 Free Subject Line Rating Tool.
FREE EMAIL MARKETING WEBINAR
BRAND NEW WEBINAR. WATCH NOW!
Do This, Not That
Gear up your
EMAIL MARKETING for Q3
Speaker: Jay Schwedelson
Founder of SubjectLine.com
& CEO of Worldata Group
Did you miss the Live Webinar?
BRAND NEW MATERIAL FOR Q3. DON'T MISS OUT!
WATCH NOW! UNGATED!
Your Line Scored a
100
out of 100
100% organic bedding (if ALL ships free!)
19
points
MARKETING RESULTS
Needs subtle urgency - 19 pts
Contains the word 'Free' - Important word used but should appear in first half of subject line - 15 pts
Contains Capitalization - Important tactic but should appear in first half of subject line - 9 pts
Contains word free + 14 pts
Use of parenthesis or square or curly brackets + 21 pts
Includes one exclamation mark + 4 pts
Contains two or more of the same punctuation in a row + 4 pts
Contains number + 8 pts
One word in subjectline is all caps + 5 pts
Starts with a number + 2 pts
Contains punctuation + 4 pts
OUR ADVICE
Great job! Your subject line meets industry standards.
About this Tool
Enter Another Subject Line Here
EVALUATE
Are you an Email Marketer?
If so, this FREE Event is for you!
RESERVE YOUR SPOT NOW!
GURU 2022
BRAND LOYALTY
11 Ways to Increase Brand Loyalty Through Better Email Marketing
Here, a panel of Young Entrepreneur Council members share pointers on how businesses can

Subject Line's Checked via SubjectLine.com

Over 15 Million!

JayS@CorpWD.com

SubjectLine Quick Tips

JayS@CorpWD.com

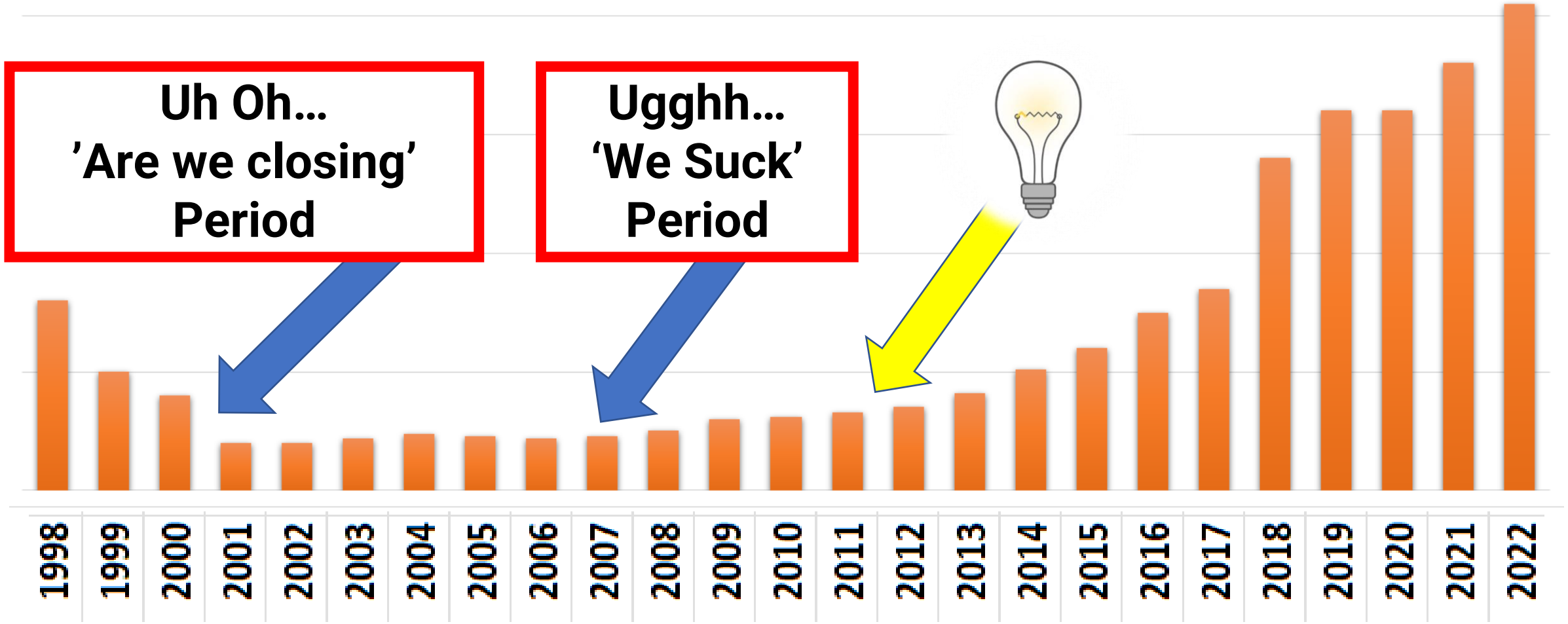
“You Seem Like You Know Stuff. What else can you help us with?”

I'm the 'Subject Line' guy…

50% of my revenue is NOT from email!

Be Known For Something

Our Revenue: 24 Years



JayS@CorpWD.com

Most Recent Phase:
“SCREW IT”

- **Started talking like myself…**

- **Started a newsletter with details about my actual life…**

- **Being ‘real’ is the secret sauce to everything!**

FREE Email Marketing Calendar:

Best and Worst Days to Send B2B and B2C Versions! 2022!!!

2023 NOW AVAILABLE!

Since you didn't ask…

GURU CONFERENCE 2022

GuruConference.com

JayS@CorpWD.com

www.OutcomeMedia.com

OUTCOMEMEDIA
a Worldata division

Just email me and say…

“SEND ME EVERYTHING”

Sign me up for GURU!

Send me SLIDES

Send me CALENDAR

Sign me up for SCOOP

JayS@CorpWD.com