

FINAL INFLUENCE

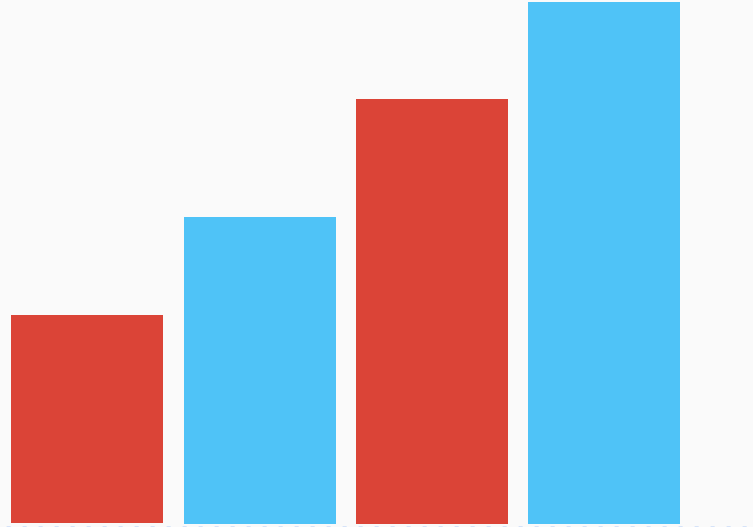
The background image shows a laptop screen with a dark overlay. On the screen, there is a line graph with two data series: 'New Visitor' (blue line) and 'Returning Visitor' (green line). The 'New Visitor' line shows a general upward trend with some fluctuations, while the 'Returning Visitor' line is more stable. Below the graph is a pie chart, mostly blue, representing a small portion of the data. The text 'Funnel Influence: Module 2: Evergreen Funnel Copywriting' is written in large, white, sans-serif font across the center of the image.

Funnel Influence:

Module 2: Evergreen Funnel Copywriting

Funnel Influence

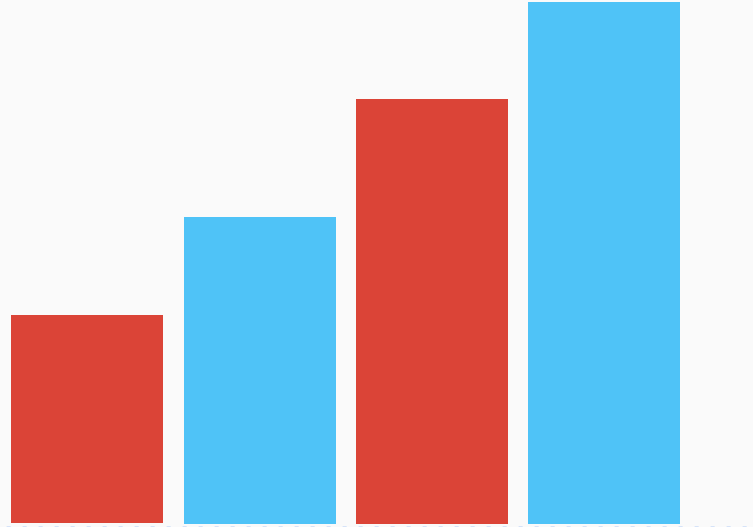
In Module 2 you'll learn:



Funnel Influence

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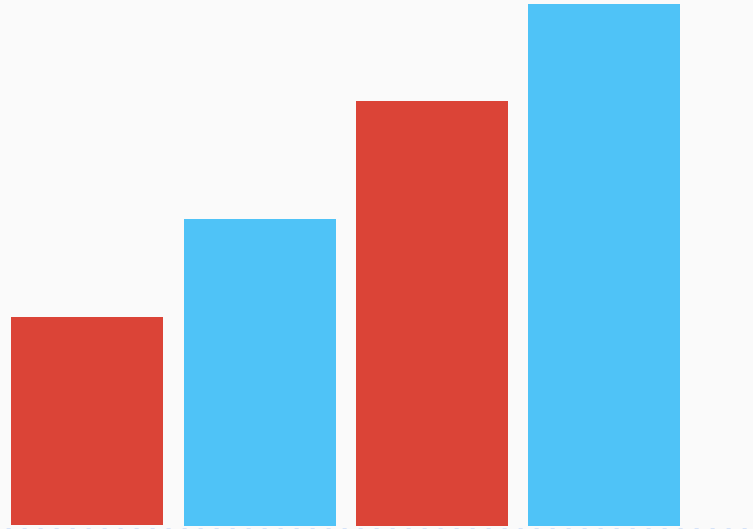
- How to warm up cold traffic



Funnel Influence

In Module 2 you'll learn:

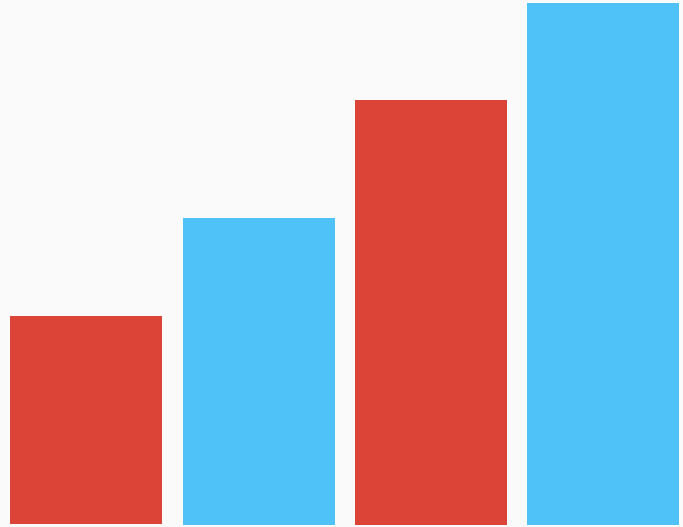
- How to warm up cold traffic
- Which content works best?



Funnel Influence

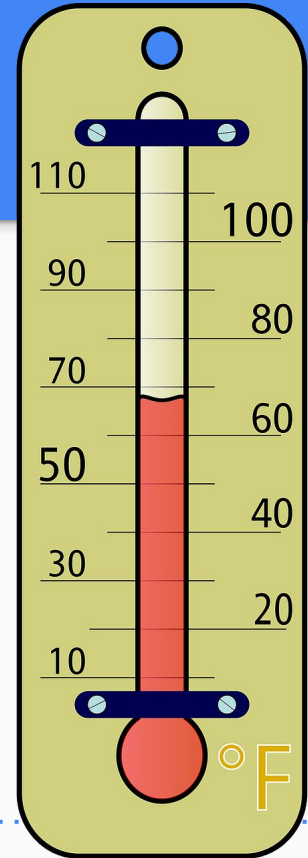
In Module 2 you'll learn:

- How to warm up cold traffic
- Which content works best?
- How to balance content & sales



Funnel Influence

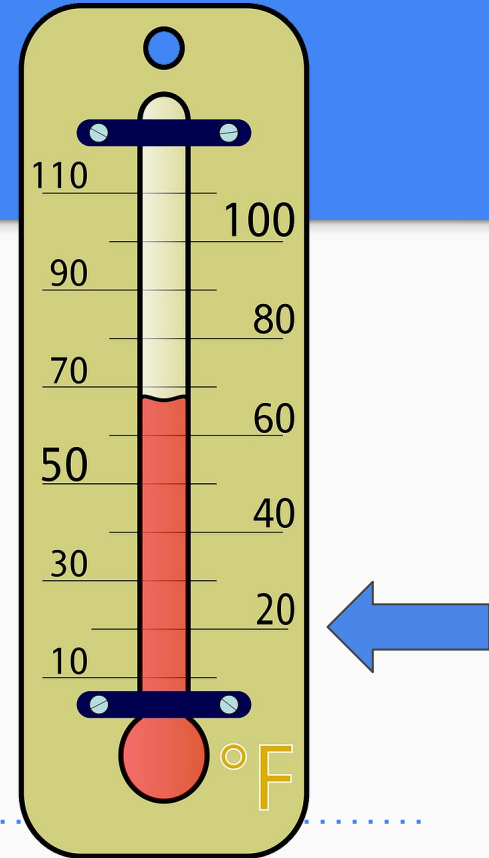
Traffic Temperature



Funnel Influence

Traffic Temperature

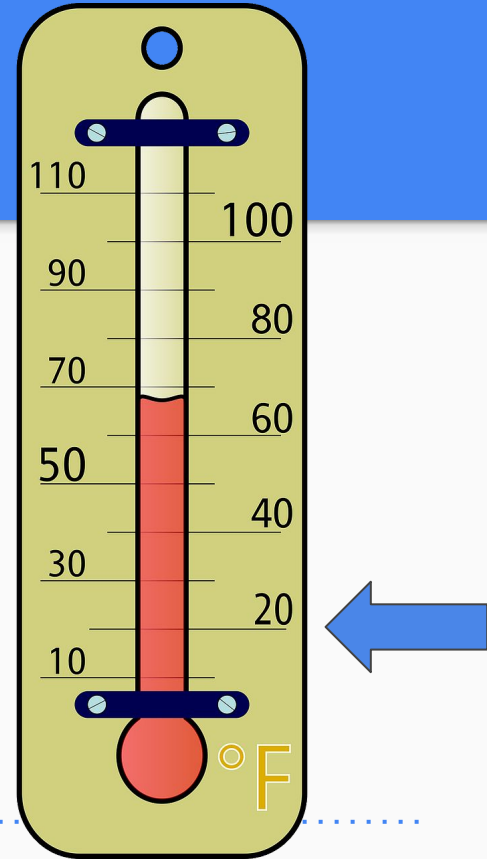
1. Cold



Funnel Influence

Traffic Temperature

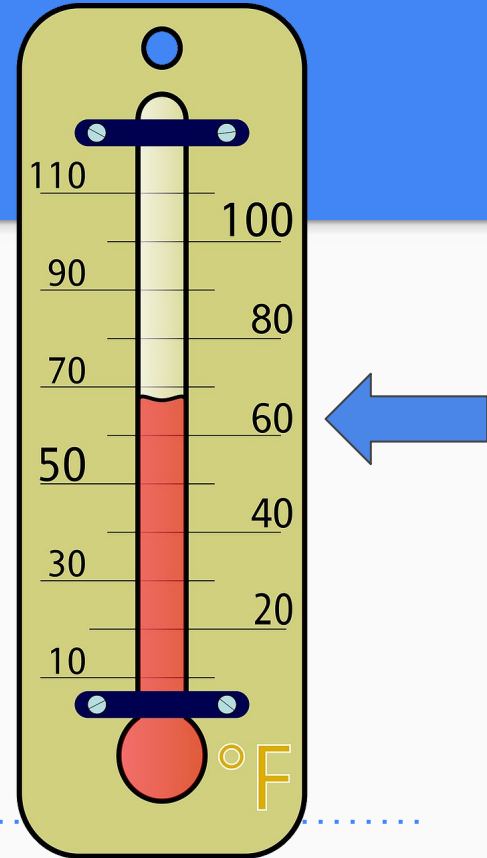
1. Cold - people who do NOT know you at all



Funnel Influence

Traffic Temperature

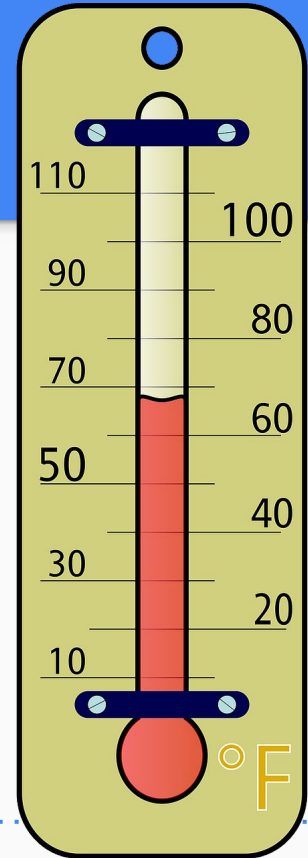
1. Cold - people who do NOT know you at all
2. Warm



Funnel Influence

Traffic Temperature

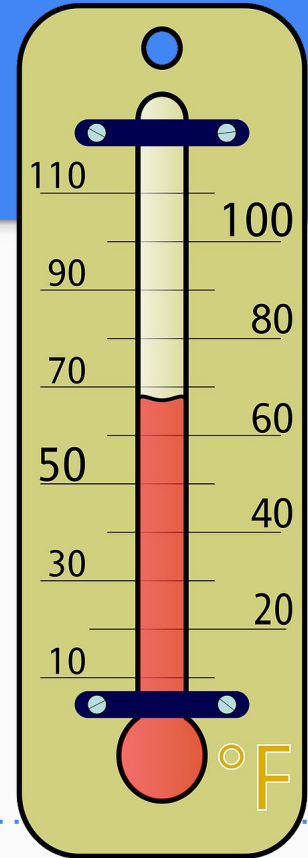
1. Cold - people who do NOT know you at all
2. Warm - people who have interacted with you



Funnel Influence

Traffic Temperature

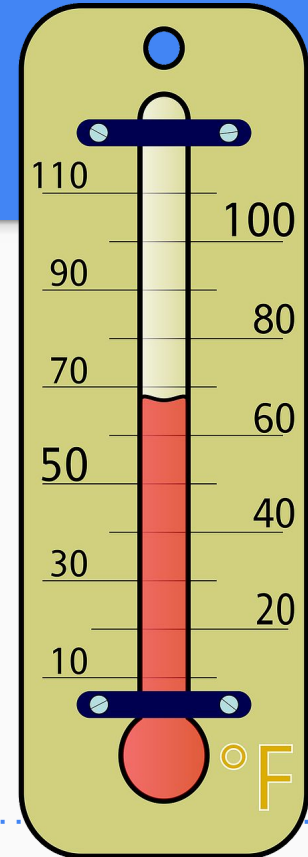
1. Cold - people who do NOT know you at all
2. Warm - people who have interacted with you
3. Hot



Funnel Influence

Traffic Temperature

1. Cold - people who do NOT know you at all
2. Warm - people who have interacted with you
3. Hot - people who have bought from you recently

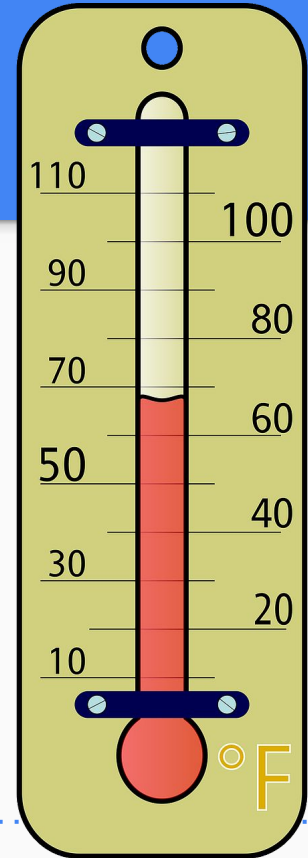


Funnel Influence

Traffic Temperature

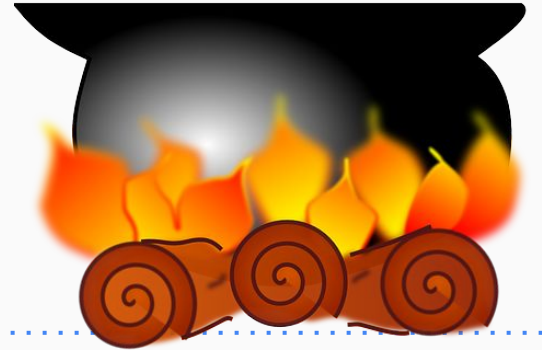
1. Cold - people who do NOT know you at all
2. Warm - people who have interacted with you
3. Hot - people who have bought from you recently

RECENTLY



Funnel Influence

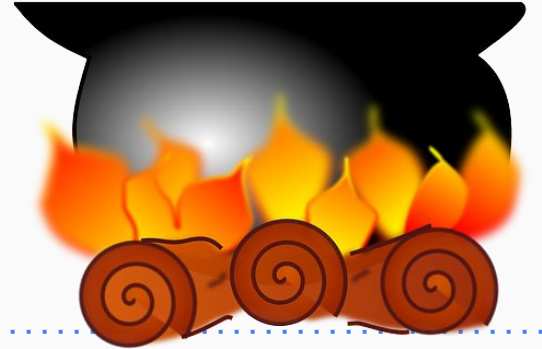
HOT Traffic



Funnel Influence

HOT Traffic

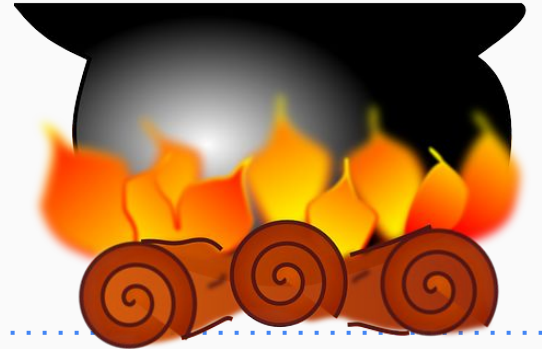
- Recent customers (last 30 days)



Funnel Influence

HOT Traffic

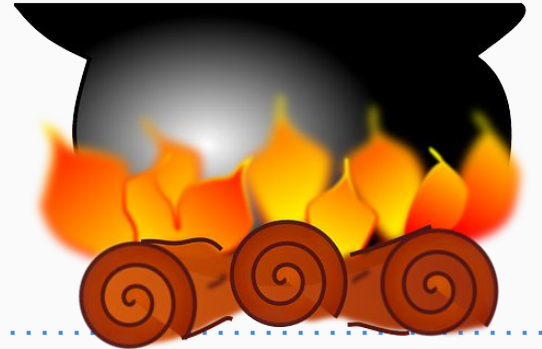
- Recent customers (last 30 days)
- Stays on your webinar after offer presented



Funnel Influence

HOT Traffic

- Recent customers (last 30 days)
- Stays on your webinar after offer presented
- Current subscribers (paid)



Funnel Influence

WARM Traffic



Funnel Influence

WARM Traffic

- Customers older than 30 days



Funnel Influence

WARM Traffic

- Customers older than 30 days
- JV traffic



Funnel Influence

WARM Traffic

- Customers older than 30 days
- JV traffic
- Really engaged leads



Funnel Influence

COLD Traffic



Funnel Influence

COLD Traffic

Someone who has never
heard of you before!





The question is...



A close-up photograph of a person's hand holding a pen, poised to write on a document. The background is blurred, showing what appears to be an office setting with some lights. The image is partially covered by a blue overlay on the right side.

The question is...

How do you move a lead
up the scale from COLD...
to WARM... to HOT?

A close-up photograph of a person's hands playing a stringed instrument, likely a guitar. The hands are positioned over the strings, with fingers pressing down. The background is out of focus, showing bokeh light effects from distant lights. The overall tone is artistic and moody.

The answer



The answer

The answer is:

Copywriting Strategy

Funnel Influence

Copywriting Strategy is... using copy & content to move leads from cold to hot

Funnel Influence



Funnel Influence

Copywriting Strategy #1:



Funnel Influence

Copywriting Strategy #1:

Provide Value Up Front



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Copywriting Strategy #1:

- Deposit goodwill before making a withdrawal



Funnel Influence

Copywriting Strategy #1:

- Deposit goodwill before making a withdrawal
- Results in advance



Funnel Influence

Copywriting Strategy #1:

- Deposit goodwill before making a withdrawal
- Results in advance
- Duty Of Care



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Copywriting Strategy #2:



Funnel Influence

Copywriting Strategy #2:

Strategic Content



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Copywriting Strategy #2:

- Your content must counter objections



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Copywriting Strategy #2:

- Your content must counter objections, e.g.

“I won’t have the time to
Implement your info”

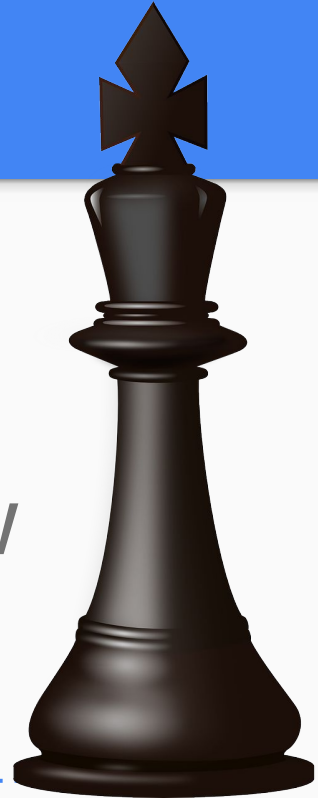


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Copywriting Strategy #2:

- Your content must counter objections, e.g.

Counter: Content to show how
how to implement fast



Funnel Influence

Copywriting Strategy #2:

- Or another objection such as



Funnel Influence

Copywriting Strategy #2:

- Or another objection such as

“This works for you but
It won’t work for me”



Funnel Influence

Copywriting Strategy #2:

- Or another objection such as

Counter: content showing
relevant case studies



Funnel Influence

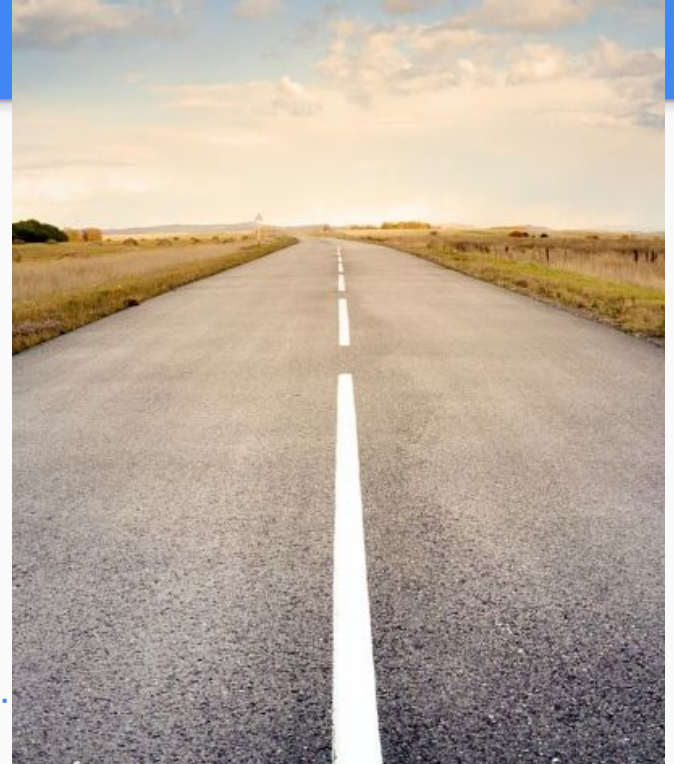
Copywriting Strategy #3:



Funnel Influence

Copywriting Strategy #3:

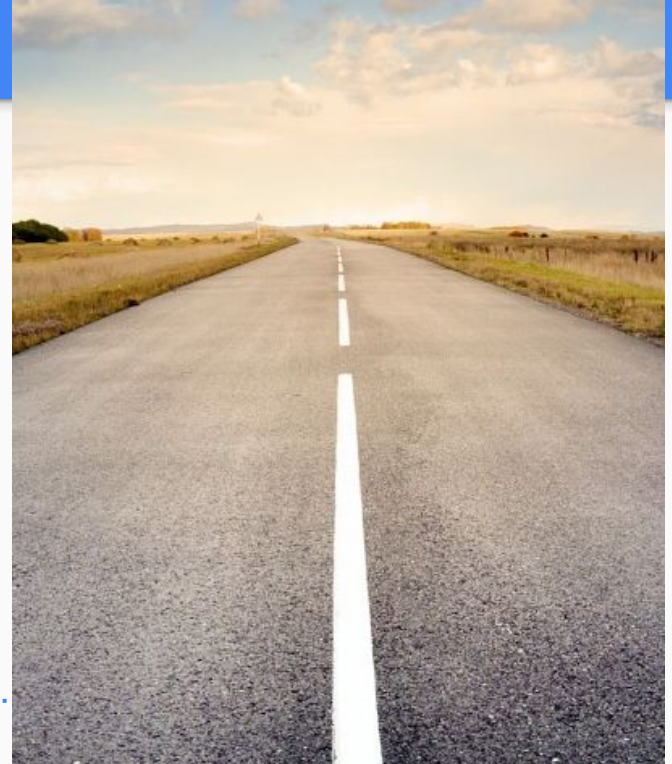
The Journey



Funnel Influence

Copywriting Strategy #3:

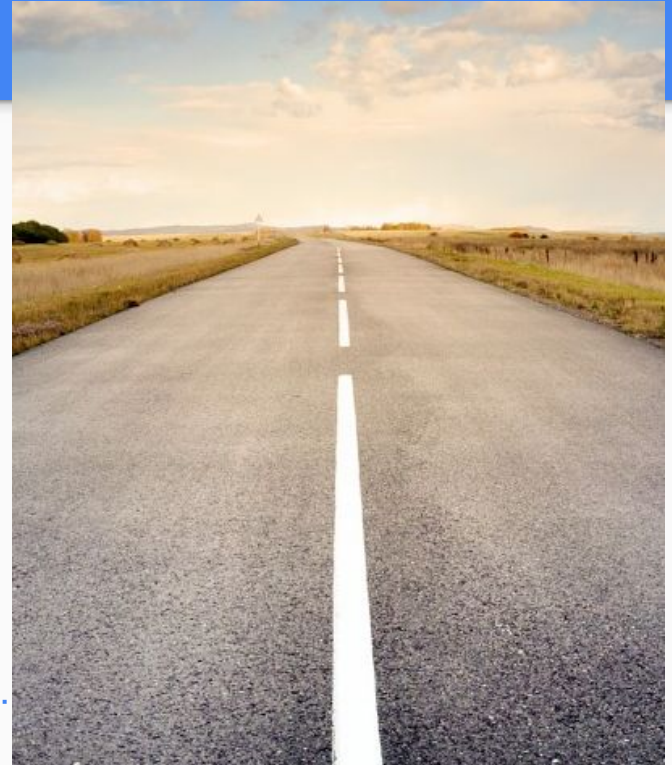
- Take your prospect on a journey



Funnel Influence

Copywriting Strategy #3:

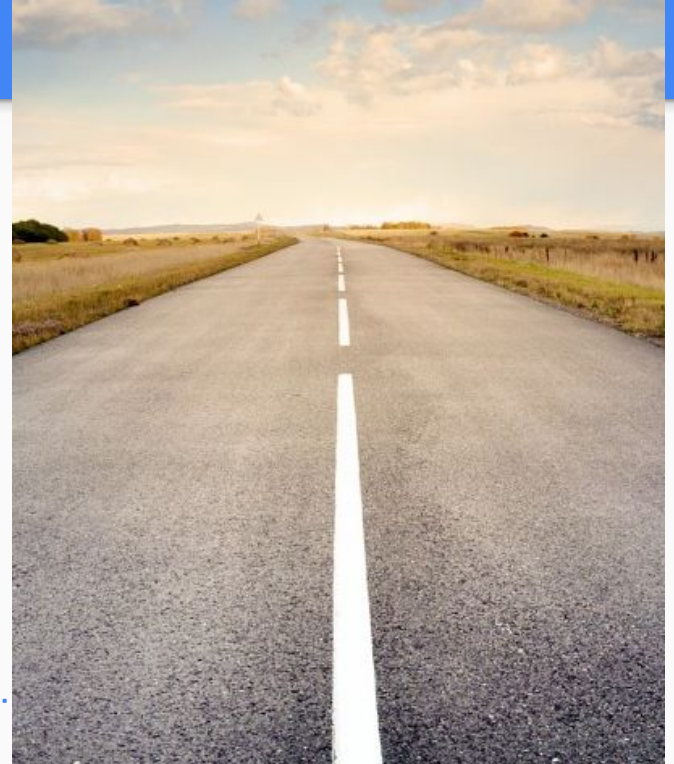
- Take your prospect on a journey
- Your sequence should be an ongoing story



Funnel Influence

Copywriting Strategy #3:

- Take your prospect on a journey
- Your sequence should be an ongoing story
- Great copywriters use OPEN LOOPS

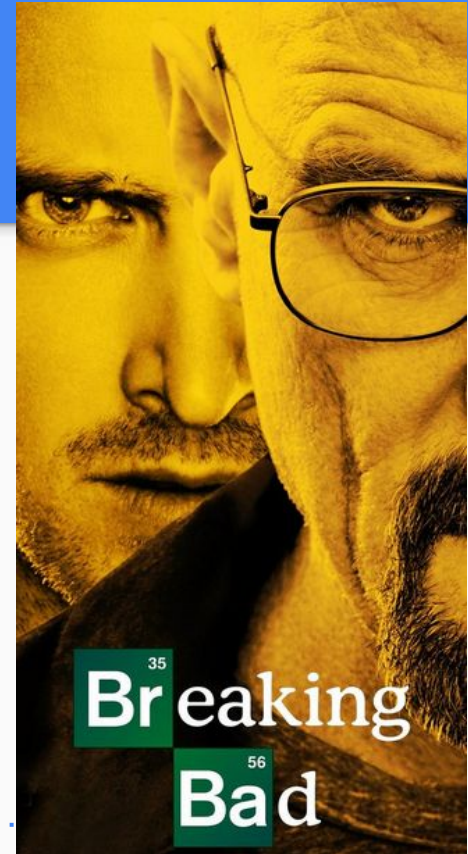


Funnel Influence

Copywriting Strategy #3:

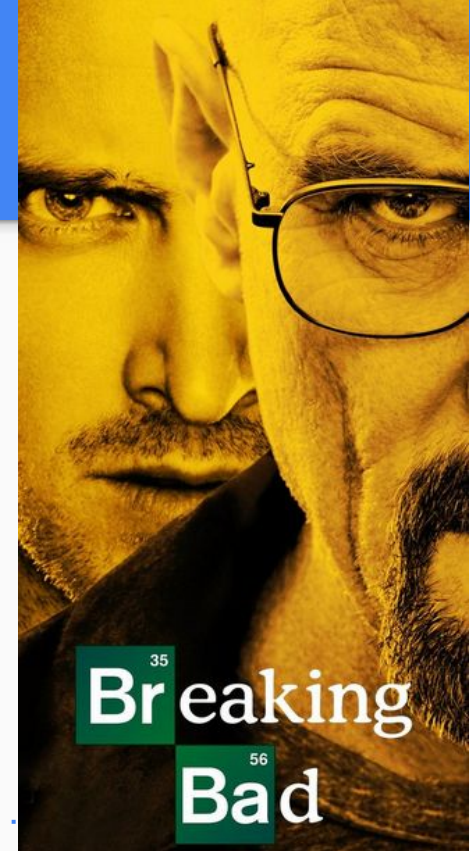
- Take your prospect on a journey
- Your sequence should be an ongoing story
- Great copywriters use OPEN LOOPS

Remember these guys?



Funnel Influence

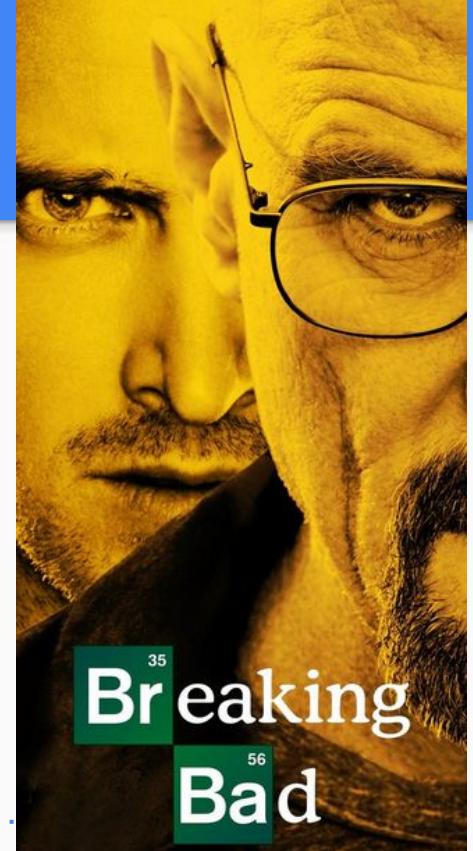
The TV show Breaking Bad



Funnel Influence

The TV show Breaking Bad

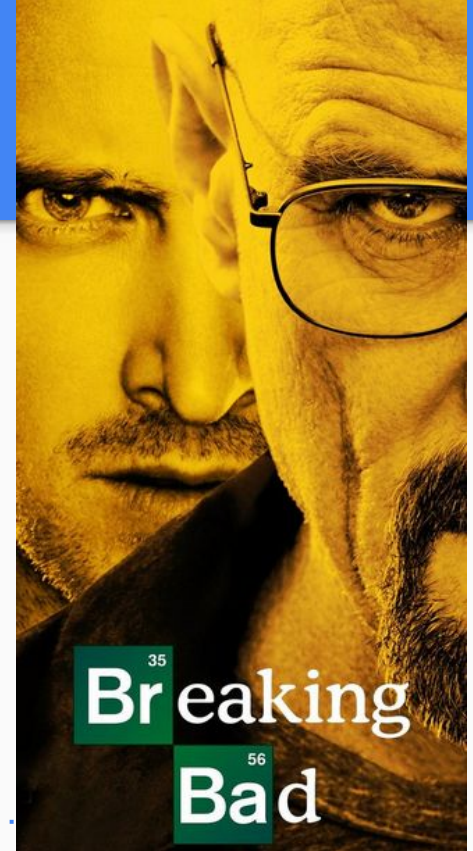
- Used OPEN LOOPS



Funnel Influence

The TV show Breaking Bad

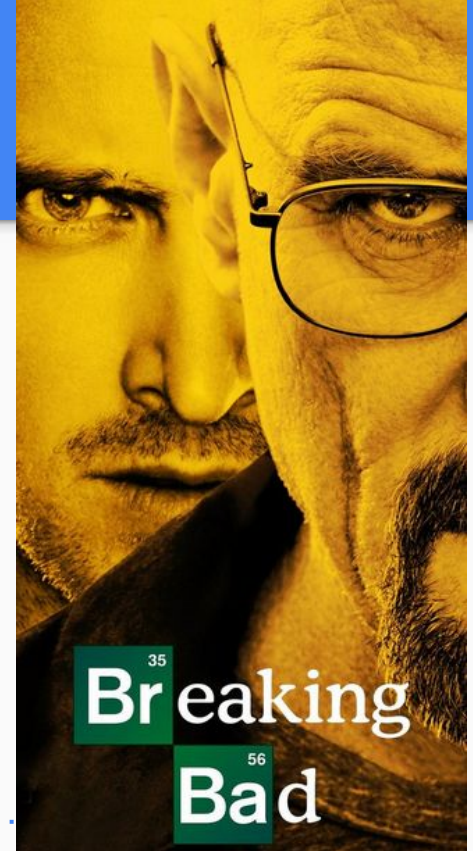
- Used OPEN LOOPS
 - Not just from one episode to the next, but also over the entire season



Funnel Influence

The TV show Breaking Bad

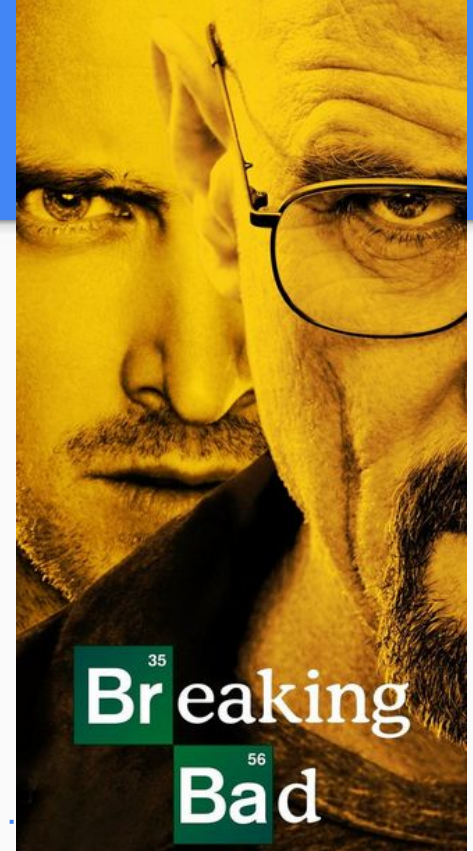
- Used OPEN LOOPS
 - Not just from one episode to the next, but also over the entire season
- Journey from teacher to drug baron

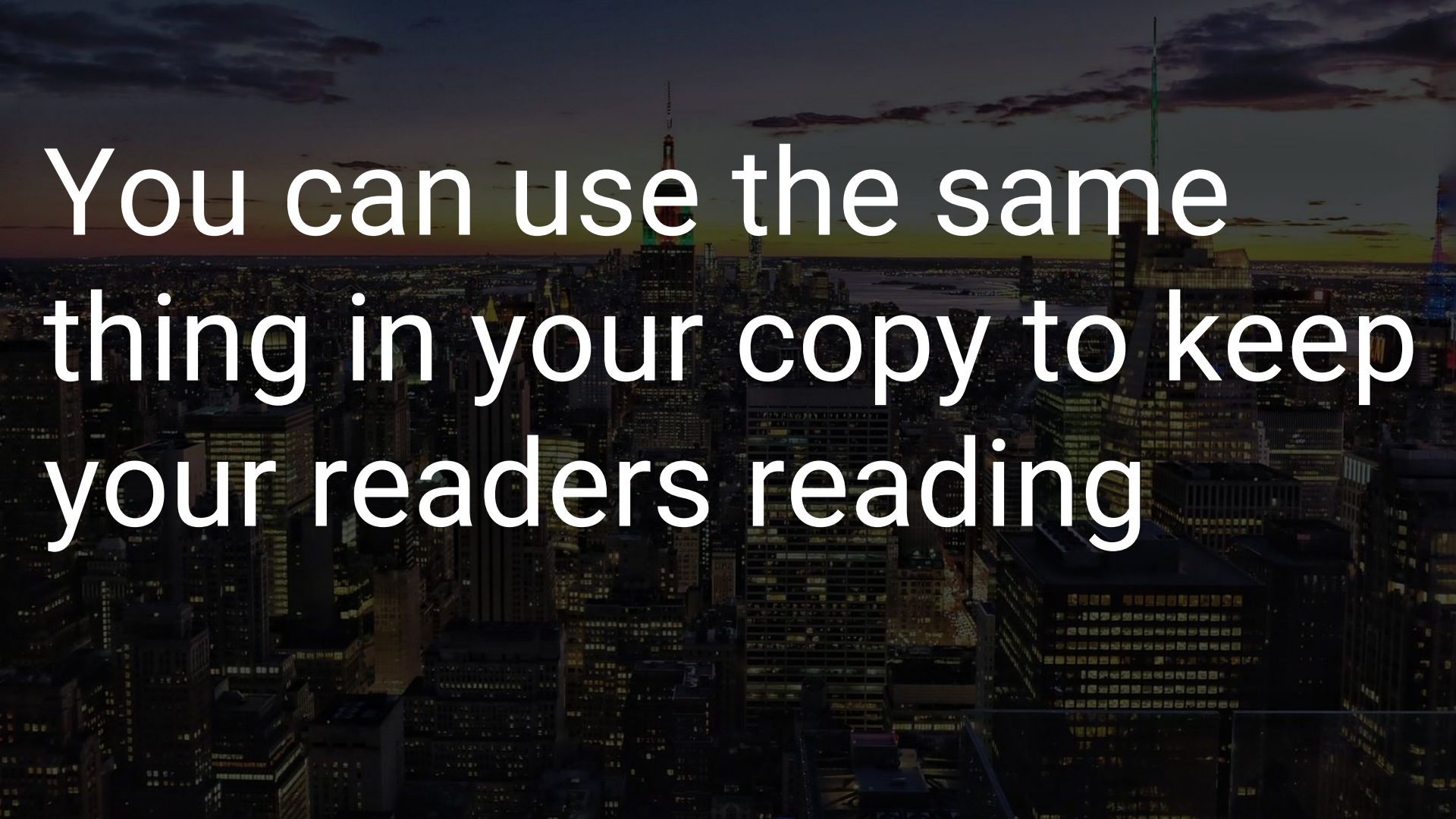


Funnel Influence

The TV show Breaking Bad

- Used OPEN LOOPS
 - Not just from one episode to the next, but also over the entire season
- Journey from teacher to drug baron
 - We like Heisenberg as much as Mr White because we're on the journey with him



An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of dark blue, purple, and orange. The city below is densely packed with skyscrapers and buildings, many of which have their lights on. A semi-transparent dark overlay covers the entire image, making the white text stand out.

You can use the same
thing in your copy to keep
your readers reading

1:44 (218 words)

SUBJECT: You were in a "Black Swan"?

Yes, yes.

Believe me "No world".

Next weekend I feel like a Freddie! Back then, I started to know how to "Freddie" to be like me, but it wasn't exactly like this.

Well no.

Next four months ago and I was ... NOT ... what NOT could consider a "Sooooooooooooo" ... lol.

They would never bother to even look at me ... and those few times that they did, it was to look out at me.

They were on a different level to me, well ... a different planet to me.

But oh how things have changed! +ff

Let me ask you this...

How many "Black Swan" have you seen that are ... well ... not that attractive? Some guys looking even?

Ugh!

But the fact being go "Freddie" out for them, well!

Well! It isn't the looks, eh.

Four months ago I purchased an information product. It was the ultimate ... the thing that was around totally disproportionate for the amount of change to "Freddie" like status.

That product = Art of approaching

<https://www.artofapproaching.com>

I can now walk into parties with my club of two, and within 2 minutes, I will be talking to the hottest babe = a 9 or 9.5.

Look no further! 10 minutes = 10 high - and I'll have her number & email address.

Then I'll take the next one...

Freddie like status, was ... I told you not.

And it all started right HERE:

<https://www.artofapproaching.com>

Ugh!

Also "Black Swan" banners

Oh - there is something I learned in all that is so powerful, it's literally like MAGIC for women.

Women can do it.

The results is incredible that "social level" in their world, it's literally "level" that gives you each other like power.

Will tell you about this "MAGIC" effect shortly.

1:47 (218 words)

SUBJECT: So powerful, it's MAGIC for women?

Women love to laugh.

Done right, it's like Freddie! drag to them.

But done wrong = like what guys do - and you're ignored even!

You'll come across like a woman.

Not cool.

Remember - you want the rock-star effect - not the "woman" effect.

A few weeks back = I'd like to see a "Freddie" ... I believe, I was in L.A. and met up with a dude from an David DeAngelo.

The guy is a legend in the dating world.

We got talking and David told me about something he refers to as "COOL COORD".

Basically ... it's a balance of being "COOL" and "FUNK" at the same time.

It's this combination that's like drag to women.

You achieve an elevated status in their eyes by demonstrating higher value ... which generates ATTENTION.

Once you have their attention, you control the frame.

So how do you do exactly exactly?

Well,

After talking to David, and learning this new "combination", I did some searching around.

I found this:

<https://www.artofapproaching.com>

The combination of the pieces in that book, and the stuff you learn in "Art of approaching"...

<https://www.artofapproaching.com>

... will have 9 and 9.5 walking out of your hands.

Rock on!

Again!

P.S. Last night I hit a new bar that has just opened here in LA. David, Sam Diego (A. I want to "fuck" it) ...

I wish, this shit is something else. Nothing to do with what you'll read in my "Freddie" book.

The results were nuts. I think it was a fluke. I need to test this stuff out a bit more before I can tell you much more.

For the record - we attracted the two WB's I wanted.

Sam & Angela - nice for the camera ladies -!

(SEE ATTACHED IMAGE)

1:47 (218 words)

SUBJECT: So nice. It's fun. Much good!

Define dating sites as a kind...

Now don't get me wrong - hitting the clubs and bars - to pickup hot babes in LA, and when you are good at it - it rocks!

But "online dating" with another dimension to pickup.

FACT: Real life an online dating sites AREN'T looking for a fancy long-term relationship.

No.

Like you, most women just want have fun, meet guys, have drinks, have sex, get laid.

You know - like Samantha from Sex and the City.

It's about having fun.

And online dating sites are the PERFECT platform for doing that.

How time to get the most out of dating sites...

You want an outfit that "stands out".

Not work with.

But not just a normal beautiful wife.

Mystery & Sex Stories can these "pick-up lines".

See the attached image I use for my profile on Friend Finder.

Don't laugh, lol.

It works well -!

But if you don't want to wear a trendy looking hat, what else you "look like a million dollars".

Now, I see it so often, people put up pics on dating sites and they look like crap.

Basically dumb.

Let me give you a warning tip. Make the effort to get a decent picture.

What do I look like decent?

No more...

Brush your hair, to get it into a funky style. Whatever is your "pick-up" look.

Look smart, look cool, stand out.

Dirty looking, scruffy, or messy is a surefire way to impact all the hotties on these dating sites.

If you want to put a fat bird, look "nerdy".

If you want to put on 8 or 9, look weird, but "fashionable". Worst is being "fashioned to cool".

Once you the "pick-up" hat with so well.

It's the first thing a girl that I went online.

1:44 (218 words)

SUBJECT: This is awesome!

But I was VERY skeptical at first...

I was helping out with a bit of work, Frank, and he asked me if I had ever tried using "phenomenon".

I laughed!

That shit doesn't work I said, BPL!

Frank said he had read a report on DMG: <https://www.dmg.com.com/health/0001/0001/phenomenon/>

Interesting.

To the challenge was on ... to figure out of this "phenomenon" crap works.

This was about five weeks ago now.

Early tests - as expected - were a Freddie! disaster.

Of course, I didn't want to show the tests to doing what I normally do to attract women.

I wanted to try to "be normal" again - like I was before I learned all the cool stuff.

But I say so will have just appeared out of me myself - because I was expecting every notice I approached.

Then suddenly three days ago I hit gold.

Too funny.

I think I mentioned it to you briefly in an earlier email. The results were so amazing I thought it was just a fluke.

But if you can tell Sam & Angela a fluke... <https://www.artofapproaching.com>

... then I'll take Freddie all day long. lol.

So I hit another bar the night after.

Same result.

I went out last night again.

Four numbers, four times - and I left with the last girl. Went back to her place. **WTF** ...

All Freddie?

I don't think so.

You see ... I did something different.

But more about that later.

Typo, Sam.

Alan!

1:44 (218 words)

SUBJECT: Phenomenon Confession (awesome stuff) ...

Let's be honest - none of us really believe that "phenomenon" work.

Seriously.

They're crap.

And I believed(!!) it.

But Frank, for the dude who convinced there was more to the Freddie! "phenomenon" stuff.

And I'm shaken up for a challenge.

I TESTED this shit out for over two weeks. Dude ... I was hitting clubs and bars every night, non-stop. No lies.

... with this "phenomenon" shit's "online" stuff spread all over the web.

The night - and this was TOTALLY IN FLAME - I spread two types of "phenomenon" on myself.

When I saw I was testing this "phenomenon" stuff - I wasn't kidding. I had at least six different brands on hand.

Cool as a Freddie! Fortune teller.

Amazeb...

I totally forgot I had used "Freddie" it on myself ... so just before I shut out the door, I started a dose of "what I thought" was more Freddie! it on me.

Wrong!

I later found out I had spread "Freddie" it on myself.

But BPL ... see that's right to remember!

No kidding.

As you know, Sam & Angela were the first couple - a couple of WB's...

<https://www.artofapproaching.com>

Now, I know.

But that was just the beginning.

The beginning of the "Phenomenon Confession" (WB, +)

So then I finished the switch and went back to being "like a rock star" again...

IN CONNECTION with the "Phenomenon Confession" (WB) ... it was "like that" for them.

Like ladies to the slaughter!

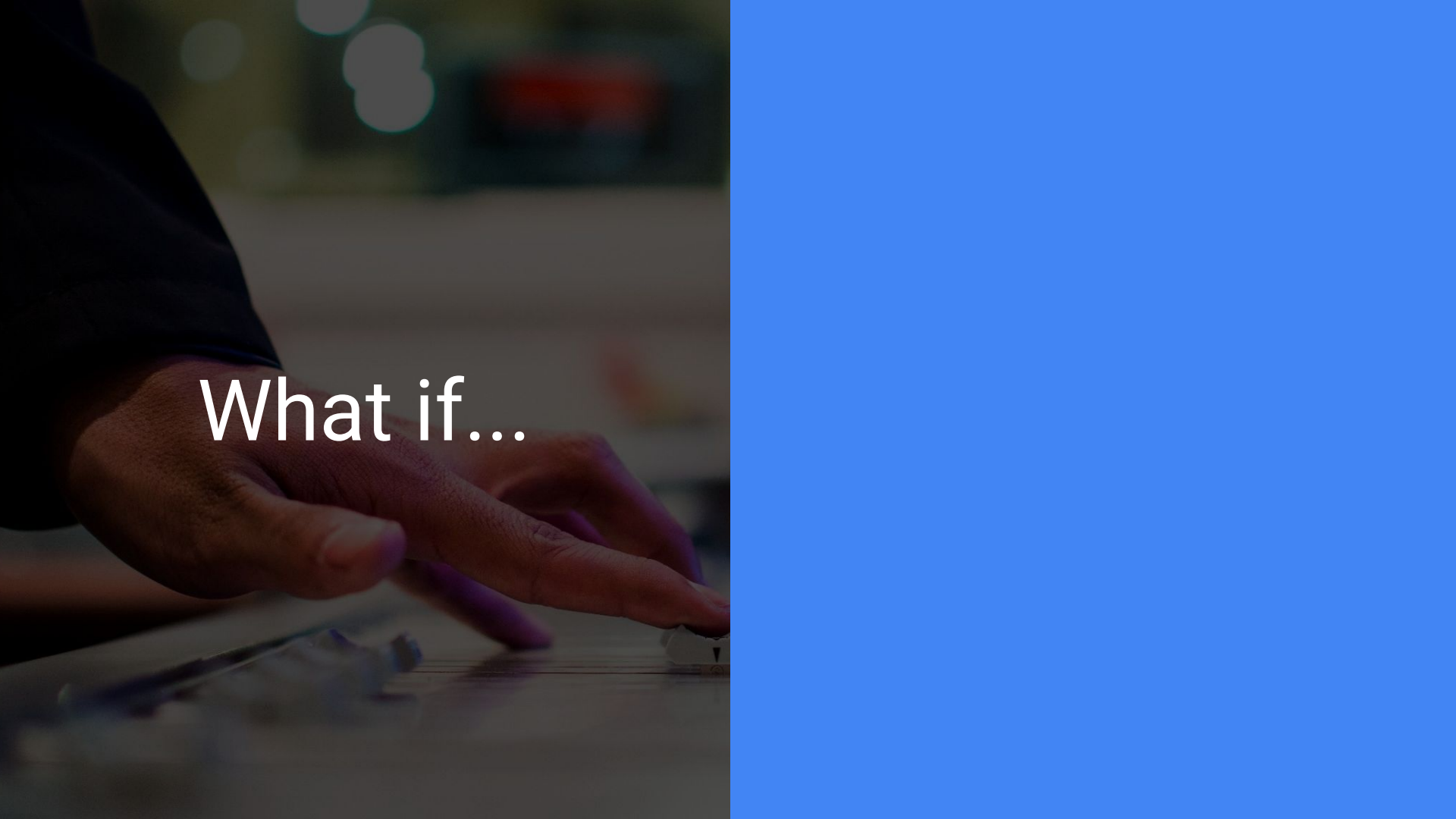
No lies, No B.S.

And the "Phenomenon Confession" ... the secret REVEAL...

It's just too damn "sneaky" to put out there for a

This needs to be protected. Serious property only.

Copyright: Andre Chaperon

A close-up photograph of a person's hands playing a piano. The hands are positioned over the keys, with fingers extended. The background is blurred, showing some bokeh lights. A solid blue vertical bar covers the right half of the image. The text "What if..." is overlaid in white on the left side.

What if...

A close-up photograph of a person's hand holding a pen, poised to write on a document. The background is blurred, showing bokeh lights from a city at night. The text "What if..." is overlaid on the left side of the image.

What if...

“If I give too much content,
they won’t buy”



The answer:

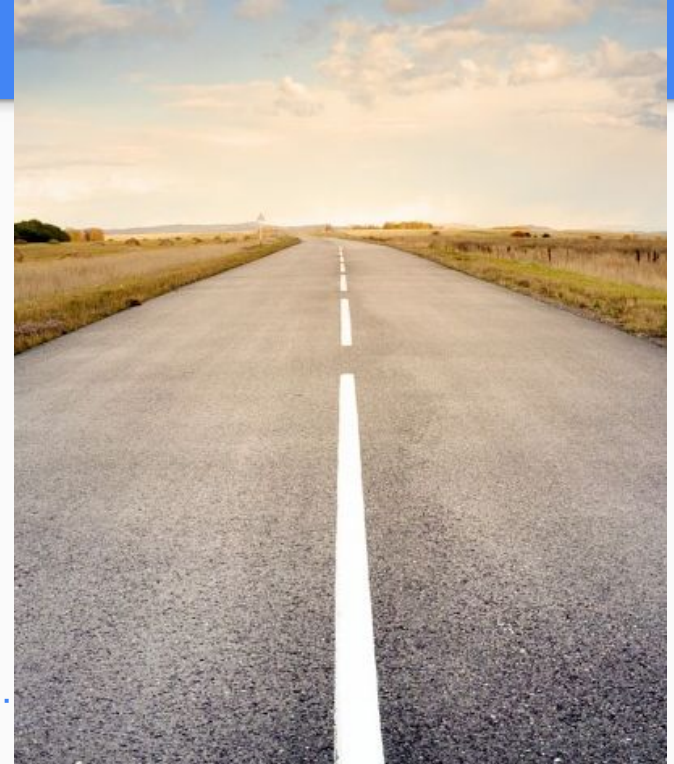
A close-up photograph of a person's hands working on a piece of wood. The person is wearing a dark long-sleeved shirt. Their right hand is holding a pencil, and their left hand is holding a small, light-colored tool, possibly a sandpaper or a small block. The background is blurred, showing some greenery and a red object. The text "The answer:" is overlaid in white on the left side of the image.

The answer:

BUILD THE RELATIONSHIP

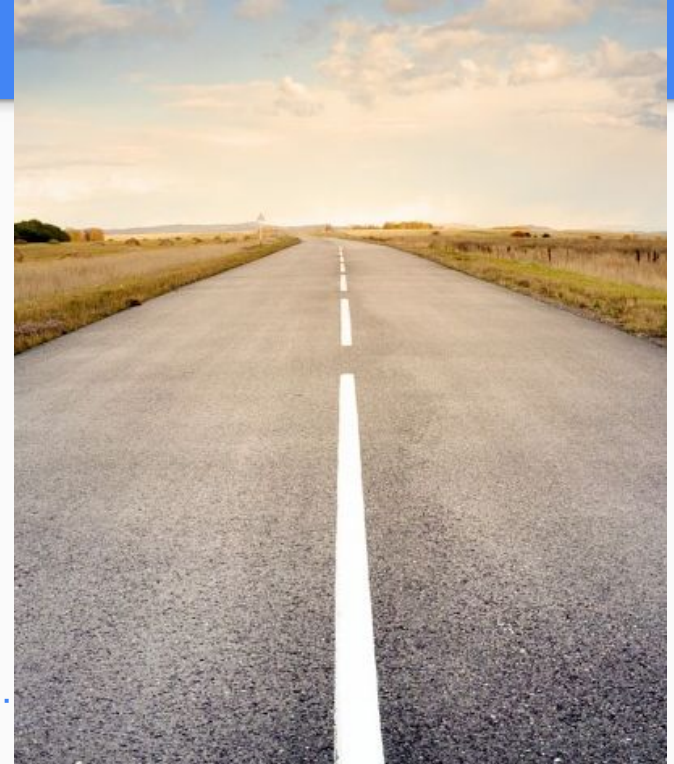
Funnel Influence

Remember the journey?



Funnel Influence

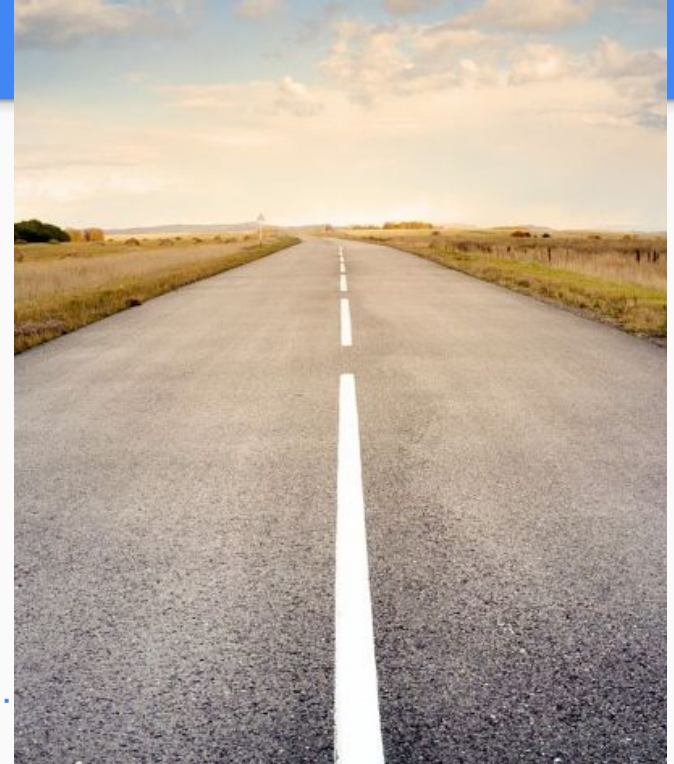
Remember the journey?



Funnel Influence

Remember the journey?

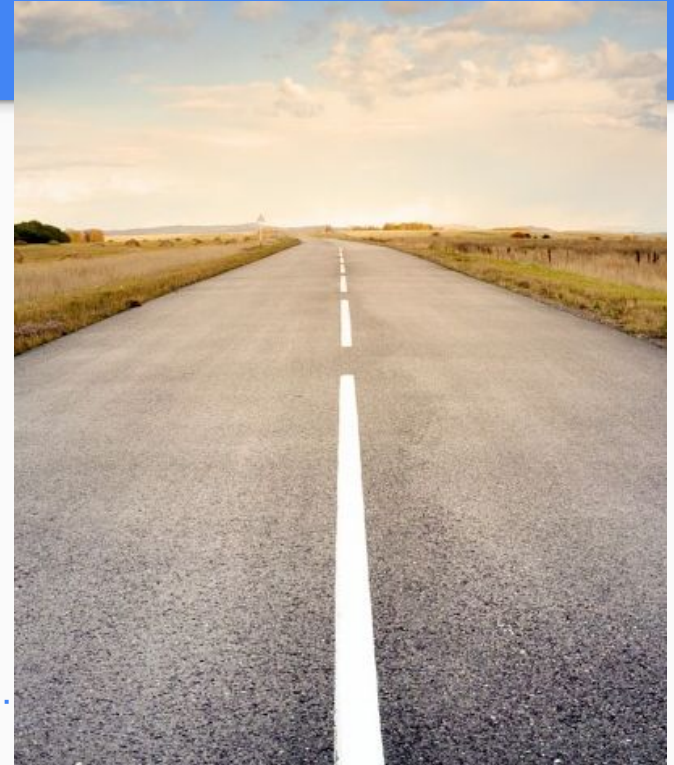
- Nobody wants to watch a VSL



Funnel Influence

Remember the journey?

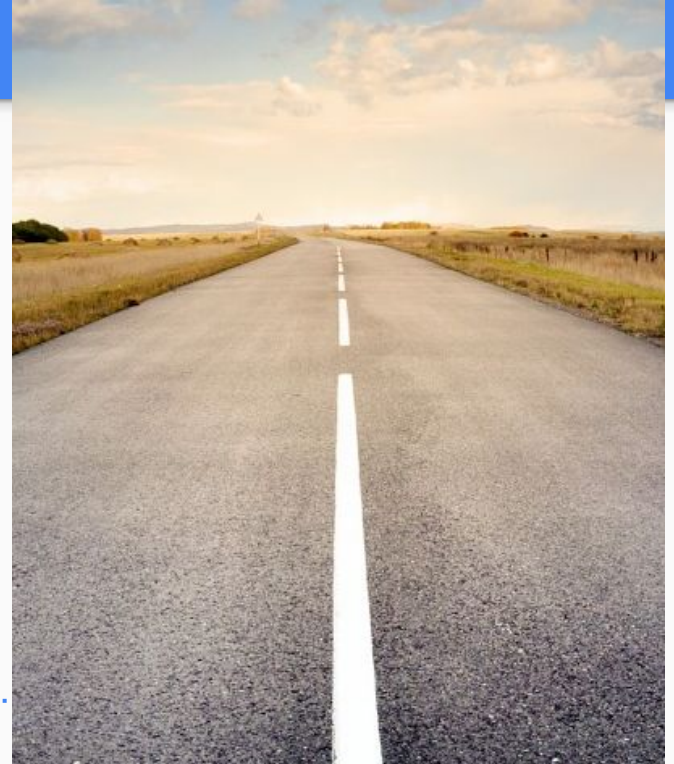
- Nobody wants to watch a VSL
- Nobody wants to be in a funnel



Funnel Influence

Remember the journey?

- Nobody wants to watch a VSL
- Nobody wants to be in a funnel
- Nobody wants to read emails

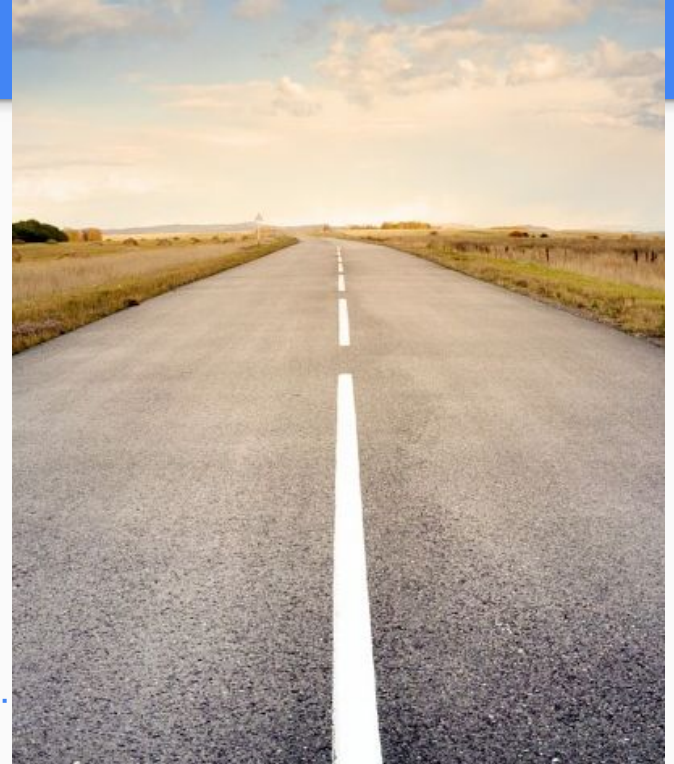


Funnel Influence

Remember the journey?

- Nobody wants to watch a VSL
- Nobody wants to be in a funnel
- Nobody wants to read emails

UNLESS...

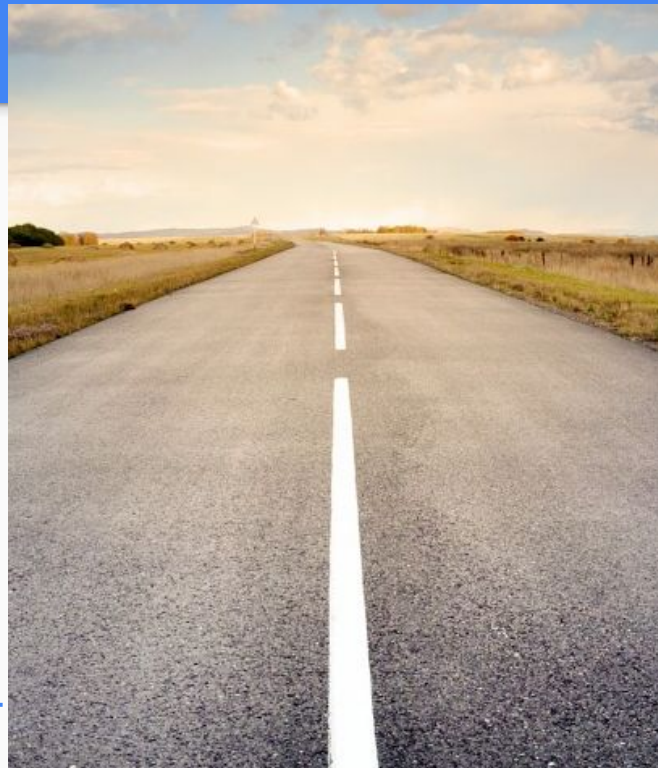


Funnel Influence

Remember the journey?

- Nobody wants to watch a VSL
- Nobody wants to be in a funnel
- Nobody wants to read emails

UNLESS... you give them the value they are looking for when they sign up

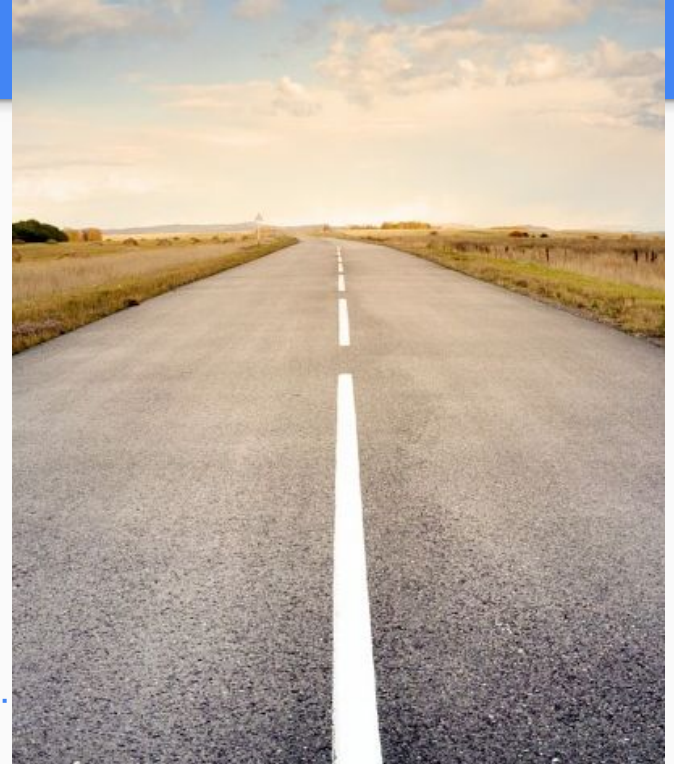


Funnel Influence

Remember the journey?

- Nobody wants to watch a VSL
- Nobody wants to be in a funnel
- Nobody wants to read emails

The JOURNEY you take them on is how you provide the value that keeps them coming back



Funnel Influence

Next steps:



Funnel Influence

Next steps:

1. Create one good STRATEGIC content piece



Funnel Influence

Next steps:

1. Create one good STRATEGIC content piece
2. Incorporate it into your marketing



Funnel Influence

Next steps:

1. Create one good STRATEGIC content piece
2. Incorporate it into your marketing
3. Rinse and repeat!



Next Up:

Next Up:

Module 3: The Engagement Funnel

- *3 ways to keep people active in your funnel*
- *How many emails are in a funnel?*
- *What should those emails say?*
- *Email timing & sequencing*
- *How often should you email?*