



Email Copy Code - Part 3



Full Transcript

Charlie

So I'd just like to start off this training saying that everyone's going to get the recordings, the slide presentation, and the links that we've mentioned in these trainings, so we'll get them all to you. And we have to put that together, a nice package of three trainings, three trainings, not free trainings that you can go to.

Brian

It's a step above the free trainings that we've done. So yeah, it'll be really good. People will go back over these recordings. And you always catch bits and pieces that you missed the first time through. It's the same with music, if you listen to your favorite albums back again, you probably pick up little bits here and there that you missed, even if you listen to it a hundred times. That's the beauty of going over these recordings again. So Charlie and I will get that organized, as soon as we can, after school finishes.

Charlie

Absolutely. And also, if you've started to implement the engagement funnel in your business, or you've started to use these email, copywriting, email marketing techniques in your business, then you'll hit some stumbling blocks, and then you can come back to the videos, because maybe you have forgotten one or two bits, and then it will make more sense.

Charlie

I find that happens to me, I take a brand new course trying a brand new method and I start working on it. And I'm like, what did Charlie and Brian say about which email software to use or to do, what should I do for email three again, and then go back for it. So, it's a great reference material. So just before we get started, I'm going to close these curtains a tiny bit, just to make sure that the lights are on there. One second, and then we'll go ahead and get started.

Brian

Sure.

Charlie

Alright.

Brian

Are you ready to go?

Charlie

Alright. All ready to go. Hey everyone on this live, we're gonna get started. And let's get into it Brian, I'm excited.

Brian

Yeah. Thanks for that. Let me just share my screen. So while we're doing that, let's bring it up to speed on what we've covered so far, first was over the engagement funnel, because that's really the strategy that we need. And once you narrow that down, then everything kind of follows after that.

Brian

And we went through a lot of that stuff on the second call the other day where we went through a lot of the tips and tricks of email copywriting. Now what we're going to do is bring that all together in this third and final call with the templates for the emails that I put together now.

Brian

Everyone who bought this course should have this in their accounts. So we will add the recordings of this and all the slides and everything in that account too. But you've already got these documents in here. And the one we'll be focusing on today is the email templates. So let me bring that online. Let me know when you can see this PDF.

Charlie

I can see it real good. Everyone else? Just let us know if you can't see it.

Brian

Yeah.

Brian

So, let us know if you can't. But what we'll do is go through this in detail where I'll take you through each and every line, and why that's there. And I'll literally explain each and every component, because each and every component of it is there for a reason. So none of this is random.

Brian

And none of this is just sounded good at the time, this is all about things that have worked in the different funnels that I've created. So in this Doc, which you've already got, there's a bit of reading material here. But it's very simple. There are three parts to this email template which go into any email and the subject line.

Brian

We've already covered that. That's three types, there's the Curiosity type of subject line, there's a benefit driven headline, subject line that is and the newsworthy subject line. So was that in the first or the second call?

Charlie

That was in the first call, if I remember correctly. But yeah, nice memory I'm afraid.

Brian

Yeah. I couldn't remember which call it was, with just so much information that's why I'm gonna comment long.

Charlie

But I'm pretty sure. Yeah, definitely the first one, the first one

Brian

Because we talked about the subject lines that I was using in the engagement funnel itself. So that's basically what we want to cover there. The other thing that's interesting here is to get noticed, you need a great subject line now. The caveat with that is that if you get too hypey with your subject lines, you can start to end up in spam folders and promotion folders and stuff like that, because the email providers like Gmail, and others are very careful about this.

Brian

And it's very easy for even the most legitimate business emails to end up in spam folders. So a hypey subject line might get to more open to the people who see it. But if you do a more laid back subject line, we'll cover that in a moment, if you don't go so full on with the selling in the subject line.

Brian

If you know what I mean, it might not seem that appealing of a subject line, it might not be a subject line, which will impress everyone that's how awesome it is. But it might keep you out of the spam folder, which I think you'd rather have an average subject line in the inbox, than have a great subject line in the spam folder.

Charlie

Yeah, for sure. And there are certain words, trigger words that if you use them. Too much, too much, you can use them a little bit. Stuff like free discount, if you hit the button.

Brian

All these to make money. Yeah.

Charlie

Stay away from the words free discount, and by aggregating your subject line. You can use it once. But be careful of using it too much in your copy.

Brian

Every part of the copy and a lot of the platforms will warn you. Okay, one client I'm working with now if I upload an email to his autoresponder Active Campaign, it gives you a score and mild get response, or this one needs to do this as well. It gives you a score and it tells you basically how likely they think it is that you'll end up in the spam folder.

Brian

And if you get it, a Red Cross or something you can go back and edit out some of those words, and then submit it again, and it'll calculate this test automatically when you finish writing the email. So there's nothing to it, but you can use that as a gauge to how likely you are in the subject line.

Brian

Now, email deliverability is a whole other subject, which I'm not an expert on. Charlie may know more than me, but I just read the copy. So there's so many different things to think about with deliverability like which autoresponder you're using and the copy that used as part of it. So that's a thing for another call, I think, The second element.

Charlie

Just a quick one, it sounds like deliverability is a very confusing thing. And if you've got an email list and the 10,000, up to hundreds of thousands of more, it becomes a bit more technical. But initially, if you're giving value, as well as like mixing stories into your sales messages, just like the engagement funnel, you don't have to worry about the deliverability as much.

Charlie

Of course, don't be full on salesy all the time. And you can always be selling, you can sell something in every email. But, there are ways to do it. And like what we've discussed in these free trainings, and if you follow these free trainings, you don't have to worry as much about deliverability. So those are my thoughts on that.

Brian

Yeah that's a good point. So the second element that we have in in each email is a copy. And this is fairly simple. This is kind of what we're going to go through today. So I've been going through a little bit on all these calls, really going to focus on copy here. The third element on every email is the CTA, a call to action. So the main thing that you remember is that in almost all cases, you just want the one CTA, I think I've mentioned this as well.

Brian

You want one thing, you want one action that you want the prospect to take when they read your email, if you download a PDF, and they have to go to the sales page, go to your Facebook page, and then go to your Amazon page, all of that, then you confuse them with different talk choices.

Brian

And a confused mind never buys or never clicks. Just focus on just one call to action in every email, except on very rare occasions, but mostly, it's going to be just the one. So a note about links. Just quickly, there's four different types of links in an email expert, think of a few more users in this, the main types are called a solo link, which is basically a link, which is on a line on its own.

Brian

And that really stands out and people know that they're supposed to click on those content links, which you've got a paragraph of 20 words and like five of those words might be linked to your sales page or whatever your CTA is, and they kind of blend in, and they might be a little bit less noticeable.

Brian

But they flow naturally with the copy and if you choose the right words, then it's more natural to click on there. So it seems like it has blended in too much but they can get a lot of clicks, images. We spoke about the email sweet spot as well, the image of an email is one of the most important things on there.

Brian

So you need to get that right and then a good image where you have to make it clickable to your CTA 99% of cases. Always make your images clickable. And that's very easy to do, different email platforms do that. And then the PS, I often don't write a PS for an email, I sometimes do. But if you're going to write a PS, if you don't have a last afterthought at the end of the email, make sure that you not only have a link in that PS to your main CTA, but you've actually finished with it with a link.

Brian

So if you're PS is 20 words long in a paragraph, then you want the last few words, whatever is relevant of that PS to to be a link. So we'll go through that and some examples of that as well. So when you go through these templates, they are quite simple to use. Email service if you use shortcuts, if you collect the first name and email, when you get your opt ins, went on your signup form, then you'll be able to use a first name short code like that, and you put a short code which looks like this, or it will look slightly different.

Brian

It could be percentage marks on the end, something like that, which you put that in your email copy and your autoresponder automatically. Put in search the person's first name, that kind of personalization, which can really give you high open rates and click through rates. So you basically put a short code like this anyway in the copy, and the program automatically inserts their first name.

Brian

Now, sometimes you may not have their first name, or you may not be collecting first names, you might just click the email just so then you want to take that out altogether. Because it's going to look silly if you have this because if you don't have a first name for that particular record, it's just going to leave the short code as it is, and then they'll know that you're using this hack

Charlie

Sometimes it does leave it blank, it depends on the software, I think Active Campaign gives you the option to leave it blank if it doesn't have their first name. And if you've got like half and half, which most that you can.

Brian

Yeah.

Charlie

But yeah, just change the brackets to make sure that you don't copy and paste the template

Brian

It probably has a different book. Maybe like something I bought, I'm not sure. It may be nothing. I'm just giving you an example. You can find out the one that your autoresponder or you can sometimes put your cursor in the email and click a button and then it will automatically insert.

Brian

The reason we bring up the point about the possibility of leaving a blank if you don't have a first name is if you choose to create an opt in form, or they just collect email addresses, you can convert higher. So if you're not taking the extra step of asking for a first name, as silly as it sounds, it can reduce the conversion rate of the landing page.

Charlie

For sure.

Brian

Yeah, so one idea is to not collect first names. And if you start messing around with that, then you just want to get rid of the first name short codes pretty good, you're going to end up with a lot of people with no first name on record for them. So this won't work properly. But if you make the first name for everyone, then you can use that in the subject line in the body copy and then it can increase the click through rate quite dramatically.

Charlie

Yep.

Brian

Yeah, so we just looked at things like this with your copy, subject lines, mostly email autoresponder can test, can split test different subject lines. Again, that's something that's unique to your platform. So you have to find out how to do that. But, it's a good idea to do that to see which kind of subject lines are working better.

Brian

And that's one thing, but if you stick with the subject lines of what we've been talking about, you usually get pretty much the same results now. The spam score, we've spoken about that. And just one that I wanted to make on formatting, some of these emails that people send out especially from retail business and traditional business, like a lot of formatting, they got a nice template, and they look really nice.

Brian

But often a plain text or boring looking email can convert higher because it looks like someone sat down and just bring it to it. And if you sit down and write a personal email to a friend, you're not going to do much, if any formatting, in making words bold, and you're not going to be putting in a nice template and everything. So when you do have all that formatting, it really triggers off that is a commercial email.

Brian

But these templates, the way they've done is designed to sneak in under the radar and just look like someone sent you a personal email in a way so the formatting is minimal or not at all, where you see underlined text as a link to your content. What if your CTA is for this email? The trick is never do this on web pages and in emails as well. Never underline anything that's not a link, because an underline looks like a link and people are going to click it and then you're going to move from there.

Brian

So if anything's underlined in these in templates, then it's definitely a link. So email one is always like that. The one where we start, and this is a welcome email, as it says Welcome aboard here. And this is a subject matter, I don't really test too much. It's just basically a welcome email and telling people here's where to start.

Brian

This is what people are looking for when they first opt in to you as a brand new lead. They're looking for somebody to take them by the hand and show them where everything is because they don't know you yet. And they need to see your proof and your stuff that you got for sale and all that. So putting this in the subject line tells them that you are here to help.

Charlie

You feel like when people sign up to an email list, they know exactly what's going on. But actually, what people are going to receive when they first sign up to you is you'll have an idea of your business in your head. And what you don't realize is when people give you that email address, they don't really know what to expect, they don't know.

Charlie

They're looking for guidance. And so giving them that Welcome aboard, here's where to start is a good first step of like, this is exactly what to expect of me. And that sets a first impression, which is what they always expect from you or it sets the tone for what they expect you as very powerful in terms of positioning.

Brian

Now we expand on that in the latter part of the email as well.

Charlie

For sure.

Brian

So this is just a generic way of saying it, he's probably want to tweak this a bit to make it sound more like it's coming from you and your business, whatever your voice happens to be.

Charlie

Yeah.

Brian

And this template here is based on the assumption that they've opted into to download a free gift of some kind. So check this one. Whatever your free lead generation magnet happens to be, then you want to get them into that straightaway, because the sole purpose of this email is to get them to consume that free gift, because if they get into that free gift, they're much more likely to be a buyer in the future.

Brian

If they never downloaded it, never read it or never watched it, then they're much less likely to buy from you in the future. So if you recall, the sweet spot that we talked about the other day, this is it right here, got minimal copy of the front, you might add a line or two to that if you really want to. But we want them to get to work to get them into downloading their free gift ASAP. And even free things. We need a good image for them. So just put a placeholder one in here, for now. But even if you've got a free gift, it doesn't need a good image and good graphics done for it to make sure that it's appealing.

Charlie

I'd love to just add on there as well. You mentioned that this intro, you want to add your own spin on it, you want to write it in your own language. And if you're building an email list, you probably have some social media posts that you do. Or you have a way that you want your market to see whether that's with humor, whether you're just a self proclaimed nerd, whether that's very corporate, like whatever it is and I recommend adding your own character to that introduction into templates in general, if you can add your own character.

Charlie

So if you're very conversational, it might be like, hey, first name instead of Hi, first name. How's it going? This is Charlie. If you want to add some humor, be a bit quirky. That's how I write a bit. It's how my mentor who taught me cold email and stuff two years ago, John Bright. Start with greetings, first name, and people get a kick out of that and a funny introduction. So really add your own voice to these templates.

Brian

And what you find is, if you can have the same voice on social media as you have in these templates, that will help and that's quite advanced stuff. So at least get the templates in your autoresponder first, see the responses that you get, and then develop them, improve them and add more gear and characters as you go. I don't want you to overthink, creating your own voice. So just start using these templates as soon as possible. And then tweak them as you like.

Brian

it's a great point. Because if you would not normally say we are truly excited and grateful that you decided to join us, then if you don't change that to to reflect more, the way you would say that, then it's going to be in congruent with all your other marketing. So you need to add some character into this, make it sound more like you, these are just the templates to sort of show you where it goes.

Brian

And example of this is for instance, this is an example of an email that's written basically for a MindValley audience where it's more reserved, it's professional and wants to show off the brand of the company in a good light. Whereas if you have a smaller business, especially if you might have a bit more of a quirky, interesting character that you want to come through in your copy. So that's a great point that you make there.

Charlie

Yeah, I would just add that I've written for the health space like yoga teachers and stuff like that. And you might even take that and make it even a bit more long winded in that space. It might start off like namaste. And then I've written for financial newsletters where there's very strict guidelines, FCC compliant, SCC compliant, whatever it is and that's an interesting one.

Brian

Yeah.

Charlie

Let's carry on.

Brian

If you write for Agora Financial, for example, which is a company well known for their direct response copywriting, they have to pass everything through a team of lawyers. So that's definitely the way they do it. So some people will just click through it and get their free thing and that's what they want. Others again, will be more more readers of your copy. And this is what we're catering for here. I know it's going to transform and you give the benefit of your product or service.

Brian

So here you are telegraphing the fact that if they use this stuff, then they're going to get some kind of benefit out of that. So you want to make that clear that when they download the free thing and start using it, they'll get the benefits of it. Here's what you can expect from us. So we want to set these expectations right away. And I mentioned it in the engagement funnel too, the first few words each day.

Brian

They're very important because we don't want to hide the fact that we're going to email every day. We may not get email every day. But this is the way to do it if you do. And I often advise you to do so, we're going to say each day. We'll send you an awesome piece of content, we don't want to say, maybe once a week or just now and then we want them to know up front, we don't want to hide from the fact that we email every day.

Brian

So we don't want to try and sneak into the inbox because that won't help anyone. We want to tell them straight up and be honest about the fact that we'll send you something every day but it's going to be an awesome piece of content, or however you want to write that line that will give you x benefits.

Brian

Without the stress and hard work, you've got to start now and that continues here. You're alive for these great resources. But I want top quality materials to improve your results. And this reassures them that the stuffing and send them every day is going to be good. Because we're all on this email list where whatever we get from different people. It's varying degrees of quality. Not all are good, so we want to reassure the person here that when we do send them our daily emails, then it'll be top quality materials.

Brian

This one here, I've got some big plans to give away some great free training. This is planting the seed in their mind so we're going to be for example, promoting a webinar, a free webinar later on. That's what we often did at MindValley after these funnels so for many clients that I work with, after they get this initial funnel out of the way, they're going to send the person to a free webinar. So this plants the seed now, you could serve but some big plans to run some amazing events in the local area if you're a local business. But this plants that seed that you're going to be sending some emails about webinars,

Charlie

And planting seeds, those open loops that you speak about are really useful because I've run funnels where I've got thousands of people to sign up. But the webinar link doesn't go out for a few weeks. I'm sending emails every day. And so the people that really wanted to see the webinar didn't want to read a daily email, they miss it. So by having people that want to watch the webinar, people want to read the daily emails. So yeah, that's really cool.

Brian

Yeah, so you want to do that here, you're planting the seed here, but what you're doing the next slide, which would be quite difficult, different to the download your plan today. Because when you say, give away some great free training, and the objection is how's that going to be different from the free thing that I find that to download, and now so just gotta say, it's going to be different to the free thing that you just signed up for.

Brian

And then just say straight up, please keep reading these emails when you see them. Just literally tell them what to do. And obviously, not everyone to do them, you're doing well if 80% of the people don't open your emails or read them. But more people will do so if you give them a straight instruction there. And here's the reason why, Because it's going to be some sensitive information that we send out now and then. So always use the word because whenever you can, because literally, we got to give them a command to keep reading the emails. But there's got to be a reason why we asked them to do something.

Charlie

Tim Ferriss spoke about an experiment but I can't remember the experiment, but he was saying, trying to get to a photocopier in the office. And there's a long queue of people trying to photocopy their stuff, and trying to push in line and say, Do you mind If I stand here? People say, No, you can't push in line, just get to the back of the queue.

Charlie

But give a good reason, the better the reason, the more people will follow the instruction. But literally, if you just change that to, Do you mind if I stand here because I need to use the photocopier? Then people are much more likely to say yes. And that they'll let you jump in front of the line. I don't have stats for that. But that was a study that was done that increase the chances just from giving a reason why you did.

Brian

And it does work too, because I once got on the train. There's a train that goes directly from the city of Kuala Lumpur in Malaysia to the airport, which is like 60 kilometers away for some reason. And so the train is the fastest way than catching an Uber. So I got on the train and there's no stops until the airport until the first terminal. So I got on the train, I've got my luggage, I'm going to Thailand for a holiday and all of a sudden, I left my passport, I didn't have my passport with me.

Brian

So I had to catch it. I had to wait till I got there, which is an agonizing 20 minutes or so and then I had to go and buy a ticket back to the city, back to my apartment to get my passport. And I got another train ticket because it's still faster that even if I jumped out on the street and maybe call an Uber, It would still could have been a lot slower than catching the train. So I got the train to get back.

Brian

But of course, when I got to the counter, there's a huge lineup of people. It's early evening sort of time or late afternoon at the airport flat out. There's a huge line of people. So I jumped right up to the first person in line and said, Can I please go next and buy my ticket? Because I have to because I'm late for a flight. So yeah, because I use the word because they let me in and I was able to get my ticket and pretty much back on the flight next trip back.

Charlie

And you made the flight?

Brian

No, I didn't make the flight.

Charlie

And you still missed the flight. That's a shame.

Brian

Yeah, by 20 minutes.

Charlie

But still a good story.

Brian

It shows you the benefit of the word because.

Charlie

Yeah.

Brian

Had I just stormed in there and try to push into the lineup, I would have been wrestled to the ground, but because I used the word because just the same with that experiment but it works like that the same way. That's why anytime you ask them to do something in your copy, always use the word because after that.

Brian

So these are more advanced things like now I rewrite this whole fiction, I would just put a headline to pro tip, because this is some more advanced steps that not many people probably take to be honest. But it caught on the pro tip, then everyone wants to be a pro and they want to do what the pros do.

Brian

So they're more likely to do that. But what we asked them to do is step one, you want to whitelist all emails from us, again, because I've given them a reason why we wanted to do that. And then I link some generic whitelist instructions that you can find on the internet. And this is one of those rare times where you're going to have a second link in one of these emails.

Brian

Quite frankly, not many people really click on here, because there's only a few words. The way I write this now is please add my email address, my name to your contacts, and you drag it into the primary inbox. If it landed in the promotions folder, stuff like that, it depends on how you want to write it. In this case, it was written like this. I literally just link good quality whitelisting instructions that I could find on the internet.

Charlie

Yeah, I did that as well. And I think the more corporate emails, I use on the whitelist thing, but sometimes when it's my audience, like you said, I just say, try it. I know, the inbox is right here. Because, most people in our space use Gmail.

Brian

Yeah.

Charlie

And my reason for that is because even though it's just the emails that you've asked for, often end up in spam. That's a good one I like to say, because I send a lot of downloadable content. And I send a lot of free gifts to my subscribers. And I don't want them to end up in spam.

Brian

Yeah.

Charlie

And that's something that I like to use. Yes, I just wanted to give you another perspective on that.

Brian

Again, whichever is most relevant for your particular business. You guys are all going to be customizing these slightly, or even more. So, Remember that when you go to implement these, Step two. Now if they do this, then they're definitely going to be somebody who reads your emails, creating a folder in their inbox.

Brian

And making sure that they've actually got a folder that you might see, in my personal inbox, my Gmail. I got to have five or six folders from people who have subscribed to these emails, I want to keep and read every member on everyone's list. And I've got billions of emails in there somewhere but five or six people who email I would want to keep and refer back to you later.

Brian

So I have folders for those people. And when the emails come in, it's something that I want to keep. I read them in a foreign way but the next slide is also important as well, if they create an order, if they're like an office guru, they're taking stuff and they know how to create a rule that automatically files with your emails into a certain folder, then they know if you're unsubscribes.

Brian

Because they're not going to see anything, they're not going to refer to that folder, because they won't see any of your emails come in, it's a decorated rule, which when your email comes in, automatically goes to a folder. They'll literally never see it. So you got to say don't create any rules automatic shortly, because you actually know the word because he may miss something important.

Brian

And see if there is time to get you down there. Remember, the goal of this email is to get them to download that free thing that they opted in for. So we want to have another reminder of that here. And if you have scarcity for your opt in, and then you can write that it's only available on to x date, as I said on the website. So don't wait and then that's it.

Brian

Then you do whatever signoff you usually have. And then we come to the PS so soon and again, if you went back to the engagement funnel, you can ask your question here, do you know what the number one reason for x is? I'll tell you in the next email. So you can do that, or you can do it this way. Again, encouraging them to watch or read or listen to everything right a while it's fresh in your mind.

Brian

Because we want us to do that now. Because think about all the emails that have come in to your inbox. And you say to yourself, aah gee, that looks cool, but I'll come back to that after dinner. And, three weeks go by and then you realize that you never came back to it. So that's just human nature, everyone does that you want to make sure as many people as possible actually go and download that and consume it right away.

Brian

So this is the way we want to finish off everything. So the email finishes off with a link there. Now you can even have a separate line and the PS at the very end of the email always finishes off with a link to your main CTA. So that should be the last thing that they see if they come to the end of the email, then it's clear what they need to do, and that's click on that link.

Charlie

Brilliant.

Brian

That's email one, that's what we're going to send them if they opt in to download a free thing. So that's one that we'll get moving here. Email 2 is basically a follow up on that and this is where we want to focus on some sales. Again, strategy always comes into it. But let's go through the copy line by line and see why we've written this, what we've written here. So the subject line chosen for this template is Did you get your free, whatever it was damaged yesterday?

Brian

And the reason we've got this subject line is because if they signed up for the thing, and never checked the emails, and then another hundred billion emails part in on top of that, and then they see this one, and this is going to remind them that that you sent that download yesterday, and then they're probably going to open this email.

Brian

I'm probably not going to go back and find that the download email unless I really wanted it, but I'm more likely going to open this email. And basically, the first paragraph is all about, I hope you downloaded your free gift yesterday, and went through the whole thing. So this is just to remind them that we want them to download it and consume it. And then the rest is just basically saying it's going to be customized to your business, instant benefits.

Brian

And I know you'd be amazed at the incredible opportunity I told you about. But also segue into the CTA for the sales page, like the product that you're selling here. So this is specially a sales email and this link with the image is going to your sales page. So assuming that they've got the free thing now, Now it's time for them to become a customer. And whether or not your lead magnet has a promotion for your product, you can have this in the second email.

Charlie

So that second xx. Is that mentioning the paid product now, or is that still mentioning the free gift in the first paragraph?

Brian

Yeah. Essentially the paid product because we want to move on to the paid products now.

Charlie

Get down into your free gift. I mentioned the free gift and then you miss this incredible opportunity I told you about.

Brian

Yeah.Yeah.

Charlie

In the free gift about how to grow your business using LinkedIn in 30 days, How to Double your money in 30 days, if you haven't taken advantage of this yet check it out. Roll that free gift into the paid promotion.

Brian

Okay because this is why I did this. A lot of people have a free gift, they want people to sign up, build their list, build up to a good sized list, and then they can start once they get the numbers up, they can start really making a lot of sales. But you've got to get them to download the free gift. Make sure they know that there's value in there, even if they haven't really looked through it thoroughly or put it into action yet, make sure their notes are valuable.

Brian

And then know that the next level from the free opportunity is of course the paid course or whatever it is your selling. So we're moving now from the free gift on to the paid course here. And here's a bit of storytelling here, you can replace this with your own stories, the story behind the paid product. It's amazing, this is going to depend on your own business. It's just a very generic example of something that you could put together.

Charlie

But just make sure that when you're using this template that you take this similar framework story.

Brian

Yeah.

Charlie

Struggle. To the realization that you didn't realize there's a lot of different story formats, but struggle, the thing that you didn't realize you were doing wrong, to discovery, to results.

Brian

Yeah, then you're so so in this case, in income floated, and by the boss,

Charlie

And just stick to that story. And I wouldn't try and unless you've been copywriting for a long time, I wouldn't try not to create a brand new story formula. Create a brand new story using your own experiences, and stories that use the same formulas. Because all Hollywood movies follow something like five or six main stories for those reasons, because people are attracted to these storylines and four minutes. But yeah, just put your story in that.

Brian

Exactly. Right. Spin your story into this formula, even though that some of the story, the way you want to say it, still spin it into this formula, and then see how it reads. And if it's something that you're happy to send out, then do that.

Charlie

Most of them. I think the main thing is whether the lowest points or the highest points, make sure you include them. Don't worry so much about the in between.

Brian

Yeah. And then the way I've segue this story into the point of this email, which is making a sale is it's about taking action, or the link here as well. So the best way I found to give back into the share my secret with me possible, which is sharing my secret is of course in the course that they can buy. But so the moral of the story is to take action.

Brian

And I like to use that take action as a model of just about every story. In the stories that are telling copy, the person who wins is always the person who takes action. And the reason that's important, because to get the sale of our product, we got the person to take action, it even says nothing happens until something moves, which is the title of a great Robert Reno book.

Brian

So get up and get moving right now. Grab your product, your copy of the product. And however you want to write this call to action, write it nice and firmly. So they know without any doubt, what they have to do right now. And I think this underlined service should be a link as well. And then that's how the email finishes off.

Brian

And then bit of scarcity. So if you've got scarcity in your offer, you can that it's just a sort of generic job warming demand, or you might have in three days and 12 hours, in 36 hours from now. I'll have to take down this special discount offer so please get yours now and take action. And that's how you again, finish off with that link to the very last thing they see is a link that they're supposed to click on.

Brian

And any sort of engagement funnel, there are seven emails in there, and they stick to these formulas, but which is basically the opt in sales email. And now we're coming to the urgency email, and you might have after this email, you might have more emails in your engagement funnel, or you might have more emails in between email to an email three, the best way was probably just to have these first three emails and then to boot out your engagement funnel afterwards.

Brian

Get back to the first call to refresh on that. Basically, this is your initial offer that first one, that's the best deal, that lowest price that they get. This is the large call for that one. That's why I've written that in the subject line last call because it gets their attention. Using their first name gets their attention if you're collecting first names.

Brian

So this is your newsworthy subject line, because it's all about the end of this special offer. And I say right in front here it's important. So I'll keep this short in two parts here. And this is important because we want to make sure that they know that this is important that everyone comes into your inbox trying to be the important email.

Brian

But we want to say as much as we can that this is the important one that we should pay attention to. And we want to tell them, we'll keep it short, even if it's a little bit longer. So it's not really a short email. I don't consider this a short email. I've got a bit of copy, they can write shorter than this for sure. But I want to make sure.

Charlie

It could definitely be a lot longer. I see a lot that sends out like 30 page emails.

Brian

Yeah, totally crazy. But we want to make sure they know that it's going to be a short email. Because if we say, this is important, so I'm going to write you 30 pages with an email here, that's going to turn off a lot of people. This is basically another MindValley email. So the education technology, which is of course, our autoresponder or our content delivery platform, because I haven't bought yet, they're still getting these emails.

Brian

So it's basically the autoresponder, so you don't want to say my autoresponder tells me you haven't paid your copy of the product yet. Because that's just that they know you're using these marketing platforms, and they know anyway, but we don't want to come out and say that directly. So you can say the platform I'm using, or you can say the technology that I'm using, whatever that sounds right, that you would say in one of your emails. Or you can say my team tells me.

Charlie

That's a good one.

Brian

That you haven't made your copy. What if you want to write, even though this is the last price you'll ever see for me. So as long as that's true, you can write that in your funnels. When you first opt into something, then that is generally the last price that you will see in other other funnels or other broadcasts that will be a high price in general. So if this is true, then you can write this as a last price you'll ever see from me then. And they know that if they change your mind later on buy them, then they'll pay more. To correct this dreadful situation. That's a little bit of interesting humor

Charlie

Yeah, that line is hilarious. I love it. I'm going to use that.

Brian

Yeah, you can use that because it is a terrible situation that somebody hasn't bought my class. I mean, getting these emails and they haven't bought, I mean, it's something wrong. So yes, it's an example of something slightly edgy which is funny to most people.

Charlie

For sure and again, it depends on your voice.

Brian

Yeah, it still depends on your voice. So you might not say something like that, or you may go a lot further. Again, you've got the link in the image here for the sweet spot. And for those people who don't click right away, they may need some more copy to read them, it needs some more information, then you need some copy to sell them on on clicking on that link.

Brian

And then you can go back into your story of struggle and triumph and how you feel their pain. And you know what they're worried about, they're worried about having to scrimp and save just to pay the bills. So that's where you can really connect with your market and really twist the knife in to know that to make them know that you feel that pain and you are the same with them.

Brian

And really, if you were the same thing before you actually discovered the secret, and which obviously the secrets in your paid product. And then again, I want to share this as many people as possible. This is why I'm offering this discount, I guarantee it will work. Again, reasons why we're doing this, we need to explain exactly why we're doing it. And there's a call to action here. So we're going to finish up here. We're streaming the last offer, it's very popular, and it takes that page, whatever scarcity you have, if you have time, mention that. Get yours before that happens.

Charlie

It's better to have exact, so obviously, these are templates. So there are things that I like there. And so if you're using these templates, put an exact date and use deadline funnel to correct that exact date. That's the best way to do it, follow the easiest way to use deadline funnel and with these templates. Do it now. Because I need to take that down, that page and be specific, two and a half hours. You can't give an exact time and date, but it gets a bit harder.

Brian

If you launch with a specific date, when everything's ending in the launch, you can give the exact date. If you have an evergreen funnel, and you're driving traffic with ads and stuff, or SEO, then you have people come into that funnel all different times. So you can't specify the date because it's going to be around all the time.

Brian

Deadline funnel is the best way to get around that because you can get some code from deadline funnel embedded directly into your email. And it's a bit tacky in a deadline funnel and your email autoresponder can help you do that. But if you embed the timer directly into your email, you can have it at the top, you can have it down here. I think, i don't know if you have two in there or not.

Brian

But here, you would say let's see, doing it now because there's an extremely low offer posted that is running out when the timer below hits zero. So get yours before that happens. And then you can have the timer in here, then your signature. And then that's a nifty little PS trick that I like to use sometimes, you're not quite convinced of this, we like to sweeten the deal by giving you some kind of unadvertised bonus, simply reply to this email after you support your course. And then I'll personally send you this bonuses as an extra way to sweeten the deal. So if somebody is just kind of on the fence, they're having an irate about whether they should buyout or not. And they say this might be the thing that tipped him over the edge.

Charlie

Nice.

Brian

Yeah. So that's pretty much the the email sequence, I mean, you've got the opt in email, the sales email, and the last call email. So like we said, you can build onto that, I think the best way is to build onto that with the engagement funnel, you can have some content there and the game logic few sequence after that. But this is a good start. And so what we wanted to do here is just go through each of these lines, see why we've written them and what each purpose they serve. So, anything to add to that, Charlie?

Charlie

I like those first four emails, I've added some quotes and like extra bits of copy that I've put in myself, like the reasoning, please whitelist my email because I sent free gifts and I don't want to get spam. And so I like those first four emails. And I think someone just wanted confirmation that the second email, that link and image is two products now. So the first email is the free gift. Now the second email is paid. So this is a free gift on the first email. And the second email is your paid product.

Brian

They've got the free gift. And if they haven't bought yet, then they will receive the second email and that says click here to get your course at a special discount. So that's what you want to focus on in email two and three is buying because you've already given the free thing. So you've already given in that value. Now it's time to ask for this out.

Charlie

Yeah, for sure.

Brian

So we have some questions coming through, Charlie you can finish up on?

Charlie

We've got some questions coming through, but I think that they're okay till the end. Yeah, I think that was the one that I wanted to cover. It was that second email that is for the image that it's selling the product. But the rest of them, some happy to cover at the end of the templates.

Brian

Yeah, so I think this is something that you touched on before. I want to keep this as simple as possible. And there's a lot of complicated funnel so that we can put into practice if we really wanted to. But we don't want to overcomplicate things, the world's simplest funnel that gets implemented and starts making sales is a million times better than a very complicated funnel, which never gets off the ground and never gets finished.

Brian

So that's why I wanted to just make sure this was kept to three emails you can build on afterwards, as I said, once you start getting some people through the sequence, if they're not really buying here, you can add some emails on. But yeah, my advice to most people, 99% of people watching this probably just to implement these three emails for now. Get them up and get people reading them, and then see how they work. So that's the best thing you can do from here.

Charlie

Yeah, brilliant.

Brian

So shall we get these questions in?

Charlie

Okay, yeah. Just wanted to check that you're happy, you can get on to the questions that we've got, Any tips on the image to use? So Brian, I'm gonna throw this one to you. Because I'm not the most visually creative person on the planet. I have got something I want to mention about the images but, I'd like you to go for it first.

Brian

Yeah. So, it's a great question, because you probably don't want to use what I've put in here. This placeholder one uses these black screens. I mean, this is kind of like the image where we're selling a course and you have different screen into the course on the screen to your graphic designer who would put images and screenshots of the course on that. But for an actual image that they are actually using, let's see what I can find here. The first ideas use an image, it's a good photograph, it really depends on the purpose of what you're actually going to do in that email.

Brian

So let's go to some good examples here. Over these masterclass images, the example for MindValley, these are the kind of images that they put in the in emails where they're promoting a master class. If they're promoting a master class and saying, Hi. Today, we want to tell you about this new webinar with Vishen Lakhiani, they're going to put in an image, something like this one, into the email.

Charlie

The one we're looking at, the one on the screens.

Brian

Which one are you looking at?

Charlie

Okay, maybe your screen hasn't shared effectively? I just want to double check.

Brian

Are you still looking at the templates?

Charlie

Yeah.

Brian

Okay, so you weren't following along any of what I was going on about there, so.

Charlie

Yeah. I just wanted to make sure, it seems like you must be sharing. If you unshare then reshare, it should be fine on too.

Brian

You can just switch over that.

Charlie

There we go. Got it.

Brian

Yeah, so these are typical images you will see in an email that's promoting a master class, this kind of format like a rectangle format. So if it's saying, hey, today, we want to tell you about this amazing master class with the tea half acre. Click here to sign up for the webinar. That's kind of image you might use that.

Brian

And these can be done in something like Canva, or there's canva.com or similar graphics platforms where you can do that. And I advise you to get it done nicely, because a nice image gets a lot more clicks than a basic one. But the other option is, it really depends on exactly what you're doing in the email. So can you see the templates again?

Charlie

Yep.

Brian

So, this is email one, we're promoting a free gift. And the image you want is, it should be off the free gift, whether that's an ebook cover, or something like that. And like I said before, even your free gift should have images, even if you're giving it away for free, because it doesn't make a lot more appealing. And you just have the image of the ebook there.

Charlie

Yeah.

Brian

These examples are the best for information products like if this is selling the course. So we're going to have pictures or screenshots here on the iPad, an iPhone and everything. So we're going to show people what's in the course here.

Brian

If you have a blog post which you want to drive people to, then you might have an image on that blog post. Often blog posts you'll have, you'll have one main image at the top. And you have that same image most of the time here as well.

Charlie

Yeah, that's a good one.

Brian

So yeah.

Charlie

I'm getting more into this. So I need to check if this works with most autoresponders, niftyimages.com allows you to send personalized images with first name on it.

Brian

I have seen something like that. Yeah.

Charlie

And that's something that interests me. Because I've got quite a light hearted voice when I'm emailing people, I can use this and I am looking forward to knowing your first name, I'm looking forward to growing your business first name, I would say and it would have Charlie or Brian or whatever on the end.

Charlie

So yeah. Let me double check that nifty images is the one that will allow you to do this with Active Campaign. There's loads of other ways that you can personalize images and I would use, like a funny image for promoting a webinar or promoting a free gift, or maybe promoting a paid product. And then just adding nifty images or a similar software, or forgetting that personalization.

Brian

Yeah, there's a few good examples of different images that were used in the engagement funnel in the first call as well. I mean, email two, or three, where we told a story about about Vlshen, doing some EG tests and showed the photo of its head wired up with all the wires and testing methods of meditating. And that whole story is based around that. And that was simply the story taken from the blog post and the image taken from the blog post as well. So the image shows the image tied into the story very nicely there. So that's definitely important.

Charlie

Yeah. So Scott asked me a question about cold emails. Scott, if you want to message me on Facebook, I'm happy to answer that. Because this course is purely about opt in emails, building your list and auto responders. And what's the other question, go on.

Brian

You said about the unsubscribe link, because when you use these autoresponders, they automatically put the unsubscribe link at the bottom. So you cannot have it.

Charlie

Yeah, so just in general, include an unsubscribe link or a way to opt out of your emails

Brian

Yeah, there has to be some way.

Charlie

And do you need to include a standard business footer? No, you don't have to. I don't like to include an image of my face or a profile headshot of me and says follow me on Facebook, Follow me on LinkedIn or on my marketing emails. Because like Brian was saying, ideally, just one call to action, apart from that first email, which has a couple. But of course, MindValley loves to have the CEO's face.

Brian

Yeah. Those are standard signatures that they have the guys in all their emails, no matter what the email is about. So you have to use that across the board. And we've tested the percentage of clicks that get on link, so it's got Facebook link and a link to his book on Amazon, they get hardly any clicks anyway, so it doesn't distract people greatly. But that's with MindValley being so focused on their brand. They want to have an email signature in every single email, even marketing.

Charlie

I say that Branding, it's great. Like, it's a good branding tool that makes your emails look professional.

Brian

Yeah.

Charlie

If clicks don't really come through then you don't have to. So, another question we got, and this is for non English speakers, just a guess, people that haven't written too much copy or something like that, as well. But I know yes. And has written a lot of copy. But it's just a genuine question. Hey it's Charlie, or Greetings, Charlie, more casual, which city is.

Charlie

And so what I said earlier, and I can see the confusion. Greetings is a very quirky way of starting an email. And I would only use it if I was writing a humorous email that was meant to be funny. I wouldn't use it in a serious context. I think it's a very old school way of messaging. But that's fine. If you want to be casual, it's gonna be Hey, Hey, Charlie. And that's up to you, the kind of messaging.

Charlie

Can you still send it so corporate? Depends on the rest of your email. And if your whole email is conversational. Yes, you can use that hey line. I've used greetings for corporate email, but I made it humorous throughout. So it really depends on your voice. But in general, hey is quite an accepted greetings. Only if you can get the humor right in the rest of the email.

Brian

Yeah. I'd agree with that and, hey, it's kind of the general one that's especially relevant for people in the US. But when we talk about a corporate running to corporate, my view on that, I don't know if it's different from yours. The truth is that corporations don't actually buy anything. It's always one person who buys something, even if they decide by committee when you're writing to a CEO, if you're doing a cold email to the CEO, you're brought into one person.

Brian

If that's the sign up for your free gift, and it starts getting your engagement funnel then you're still writing to that one person, they're not bringing your email out in front of the board of directors and stuff. You're still communicating with that one person, that they're a person with emotions and feelings, quirks and issues.

Brian

We often get caught in the trap of changing our writing. And this is what's on these templates, it's about a stiff and corporate as I like to get this is for MindValley. And if you have a slightly more probably less rigid business, if you want to say it that way, you can adjust the copy to suit your business. Even the President of the United States of America is just one guy who, if you're communicating by email, you just talk to him as if you are, person to person.

Charlie

Yeah.

Charlie

Yeah. I bought a company last year, and I bought the emails. And what happened was, I started getting these subscription emails which I didn't sign up for. But people previously at the company had signed up for. And they're just like that marketing news, there's the sign up, shop on one side. They're signing up for corporate marketing pitches and stuff like that.

Charlie

On the other side, they're signing up for magazines and shopping stuff. And so they're very normal people signing up to win huge projects, and then to also just for their personal life, it's very interesting. Both of those come to one inbox. It's something very professional.

Brian

Sure.

Charlie

So we've got a couple more questions from the people on zoom. I also wrote types of questions that I wanted to ask you, Brian, both just going through these templates as well. Okay, so do you recommend video or pic? This is for the email and for the landing page? So I guess, I don't think it would be wise to put a video into the email, but to put a link to a video, I think that would be right. And I'm assuming that is the case. Brian, video or picture?

Brian

So can you put a video in an email? I mean, I'm not sure, you probably could, but it's never done. If you're linking to a good piece of content, like a YouTube video, what I do is I take a screenshot of that video, and then put that as the image on the email. So whenever it's going to video, it's always an image in the email. And yeah, I've never actually put a video embedded in the computer and put an animated GIF in the email just as you put a still JPEG image and that's getting pretty funky and advance now. You can put an animated GIFs in there and that will be moving pictures, but it's still an image.

Charlie

Yeah, I would say keep it simple. And if your lead magnet is a video course, then your emails are going to be linked to videos for that course. And it depends on what your customer want. If a customer wants videos then, give away a mini course, if they want a checklist, give them a checklist.

Charlie

In terms of the landing page, if you're just asking for their email address, then you probably don't need a video on that landing page. But on sales pages, videos can be very effective. Now I was speaking to Trayton, who is I think the world's most experienced copywriter. He is about 80 to 83 years old, and so he's a very well known copywriter, reading copywriting for a long time. And he said that on his sales page he had all the copy laid out.

Charlie

Huge sales page and selling a product. And his techie guy said he wanted to split test something. And so they took all the copy on the landing page on the sales page, turned it into a video sales letter. No one narrating it but just words popping up on the page. And so you could read it. I think there was no narrator maybe there was someone narrating it.

Charlie

And it increased their conversion rate by 30%. And so if you're driving enough traffic split test videos versus copywriting and landing pages. But it's really up for testing in general. I have a short video at the top of the landing page. And I like that, but I also just have to just copy. I tend not to do.

Brian

Yeah, yeah.

Charlie

So yeah.

Brian

Yeah, I agree with that. So what else do we got?

Charlie

Okay, social media marketing services? Do you recommend a picture of me? So would you put a picture of yourself with a headline?

Brian

Depends on what you want to achieve. Like if your email with a focus. The focus of your email is you and the service you provide. It's very expert based, it's all about the campaign and it is all based on you and your skill set. I think it's relevant to put a picture of yourself and a good one, if you've got one.

Charlie

Yep. Brilliant. So I got another question, what's better to use an email address using a custom domain or Gmail? Just want to reiterate, when you're doing opt in emails, when you're building a list using an autoresponder, always use a good software provider and always create a custom domain for that software. So my domain is thecopyspace.com.

Charlie

But all my marketing emails go out from charlie@thecopyspacemail.com. And the reason I do that is to protect the domain authority of my main domain. It means when someone emails me asking for work, it doesn't go to spam or when I email them back, it doesn't go to spam. So always use a custom domain. Ideally, get a brand new domain, but if you're starting off small, just use your primary business domain.

Brian

But yeah, it's always brianassingena.com is one example of that, wouldn't have brian@gmail.com for one of these, although you can. It looks more professional when you've got your own domain there.

Charlie

For sure. Interesting question here. I guess for you, Brian. I'm going to start off saying, How do you sign up big clients in general? And more specifically, how do you sign up MindValley as a client? So depends how you want to use that question. You want to start off the general sense how do you close the clients or the most specific sense like MindValley itself? How did that come about?

Brian

Well, it's funny they should ask because make sure you're in the middle of creating a whole presentation like a one hour presentation on that subject for seminar and speaking in a couple of weeks. It's quite in depth, the story of how I did all that. Basically, for big clients, you've really got to get some runs on the board like if feel you're looking to land big copywriting clients, you've got to get known in the industry, you've got to be around for a while.

Brian

There's no real shortcuts, you got to be putting out good content, you've got to and this is important. This is something I spoke today with James Schramko about networking and going to live events like I'm going to TMC next month and he's been to plenty of them. And the reason that both of us go there is not so much for the content, the reason we are going there is because of the networking.

Brian

The people that you meet and the deals that you do in the Kairos outside the seminar rooms are always a lot more valuable than the content that you get from the stage. So it's a great event but we were just going mainly to expand our personal networks and that's one of the biggest parts of it, meeting people and getting to know them.

Brian

Like when I met Vishen, I wore a shirt that like going back a couple of months before that I went to LA and I had met Bond Halbert, who his father was Gary Halbert, one of the greatest copywriters of all time and Bond has this tradition where whenever one of his friends comes to LA and he does this to everyone, he gives them an item of clothing from Gary's old wardrobe and he gave me this black shirt with pinstripe ones and it was really nice, it was a little bit big for me but I actually brought that shirt the first time I met Vishen and it really blew me away because he knows copywriting history.

Brian

He knows who Gary Halbert was, when he found out that I was actually wearing one of his old shirts. That is interesting, that's an icebreaker. That's how you get your foot in the door of someone who owns a company like that. Not everyone's gonna get a Gary Halbert shirt. That's the kind of thing that you do to land big clients.

Charlie

Gary would be proud of that method of getting clients. I think it's definitely a controversial thing to do. And Gary would be proud of that for sure. That's so cool. So that's how you got MindValley and in general going to events. That's amazing and like you said it gets results.

Brian

Yeah. They want to know that you can have, they're busy and they've got finite resources. They don't want to hold someone's hand for ages. And then have you not be able to cut the mustard, after all. So they got to know that you can do it.

Charlie

Yeah and then my favorite ways to get new clients and big clients are getting results, it always helps, testimonial case studies pay off big time. Get on LinkedIn, I use LinkedIn to generate most of my business now. But to generate bigger business, it's easier to do host events or go to events.

Charlie

In general, I like to host, I'll be speaking at events. But it's not always possible. If you're going to a huge event like Traffic and Conversion, which is a big marketing event and TMC. Not to be confused with traffic and copy. And if you guys happen to be a virgin, then think about hosting a party at that event. And inviting as many people as possible as you can to that party, especially people that you want to connect to that party.

Charlie

That's something, hosting the after party at the biggest events in the world is a winning strategy for sure. That depends how inclined you are to go to events and whether LinkedIn would be more suited, you don't have to be the best salesperson, it just helps if you've got results and you go to these events and you meet people.

Brian

Yes, Cool.

Charlie

We've got some more questions. Okay, so there's a bit of confusion around what I said about creating a new domain to send email. I send all of my emails from charlie@thecopyspacemail.com. All of my marketing emails, just so you know. But before I create that new domain, I just use charlie@thecopyspace.com, I wasn't worried about using a new domain, I just use my original. So it's up to you.

Brian

That's what I still do too.

Charlie

Exactly. There's no right or wrong question. All right. Brian, do you offer any free services to big clients at their business?

Brian

No, a long time ago, when I first started, I did some free copy around the place and write an eBay ad and or I wrote a couple of emails or something like that. Well, it's very new. This was just in exchange for a testimonial from that person. That's a good way of getting testimonials. But big clients don't want you to work for free, they don't value stuff for free.

Brian

And if you approach them with a free offer, then they will not pay you the respect that you deserve cause you sound like you're so desperate for work, you're willing to do it for free. So you just got to prove that you've got the chops in other ways, like getting testimonials and case studies, and putting out great content, that's how you prove those big clients that you've got what it takes.

Charlie

And I guess what I would add to that is when people have to work for me for free, I'm scared because it looks like they're going to take more work to train than they are going to be able to deliver results. And I tried it initially. And quite often people just disappear. A lot of companies know that and have experienced that.

Charlie

And so they would rather pay the right person. Because time is a commodity, it's the thing that they value. The quantity, the time is what's precious to them. And to big companies, money is expendable. They want results. And so the only thing I'd add to that is I am open. So very rarely do two things, to do like a partnership.

Charlie

And I say this because I've partnered up with one person ever. And that's a different conversation altogether and equity share, it hasn't been in return for services, it's been partnering up in a business. And that's something different. And sometimes you need to put money up to partner with some of the right people in business.

Charlie

And the last thing I'd add is that I've run a LinkedIn agency that does a bit more takes on a few more clients than maybe I did as a freelancer before. And if you've got sales people or something like that. And so for my lead generation agency, I would send people a message saying I'll give you 250 free email addresses of people in your industry that you want to work with.

Charlie

If you jump on a one to one call, and just listen to me for 15 minutes, half an hour about the services we offer and that's different. It didn't cost me much to offer that those 250 free leads. And that was just a lead magnet. It wasn't working for free. That was a lead magnet, a different kind of lead magnet but that's a very different business model to the autoresponder stuff and something that I wouldn't worry about.

Brian

Alright, what else you got?

Charlie

I think we're coming to the end of the questions. Okay, here's one. Is it okay to create an alternate or fake identity for my office? That's a tough one. I'm not too sure on how that works. Brian, do you have any thoughts on that?

Brian

Yeah, it can definitely do that. But you have to go all in you cannot switch back to your actual identity later on. Like your ads, your landing page, your emails sales page, all going to be from that same identity, it's been done many times, it's like years ago, there was a very successful dating offered by someone called David de Angelo.

Brian

And it's making millions in selling info products and dating. And it turned out to be Eben Pagan, who is one of the top marketing guys on the planet. And he created that whole identity. There's also the other one I'm thinking of, he's a rich jerk. And this is a guy, another American guy named Kelly Felix, who created this rich jerk character. And he created the whole thing, the whole marketing campaign. And a lot of timing launched out very successful too.

Brian

So if you create a character like that, it's a right advanced technique that you can really go to town and trade the character how you want it to be portrayed. But it's involved in quite complex and then you pretty much got to keep a secret identity. The person who's signing up for your funnel shouldn't have any idea that you there should only be basically talking or hearing from the character that he creates, he can do it. But you go either go all in or don't do it at all.

Charlie

Yeah. Another question, Is hosting events or online summit a reasonable goal for a newbie or too complex? I'm not too keen on online summit. So I've just rather host a webinar myself. And the problem with online summit is, if they're eight speakers, then those speakers will get the clients and you won't get the client yourself and an online summit are too good for lower cost products. But to get big clients, host events or go to real events. In the end, if you're selling products, which is what we're mostly discussing online summits come white, great high ticket copywriting stuff like that, host your own webinars.

Brian

You can be a guest on an online summit. And then of course, in exchange for you giving away all your content away for free, you would be able to have some kind of see to make a pitch but I wouldn't host one myself.

Charlie

Yeah. I agree with that. Okay, from Scott. Scott is planning to relaunch an online course and wanted to get some affiliates. Any advice on getting affiliates? Should I give them emails to send? So I would say first, the affiliates that I've really come to know best had been through networking and not purposely going out and finding them. But just generally becoming connected in business and the people I get along with can become affiliates. That's a natural way to do it. But Brian, I think you've worked on a lot of copy launches where it's been actively reaching out to affiliates. What else to do?

Brian

Yeah. Basically, You just make a hit list of people who you want to promote your product and reach out to them now. It's best if you can meet them at events and stuff or at least talk to them on the phone. But try to get as many events to promote your products. But before you even get to that stage, you need a few things like you need a great product, and you need to share that product with them. But don't just give them a link and expect them to do everything themselves.

Brian

So obviously, they need to know that it's quality product before they send it to their list. And the other thing that they need is some kind of fruit like an affiliate wants to send out a promo to their list of a product that's never been sold before. They want to know that if they mail for this product, they've got a reasonable chance of actually making some money there.

Brian

So before that, you probably get smaller people with very small list to we've got nothing else going on to mail for you. Just on hope but anyone who's got a decent list with a reasonable chance of making money. And the first question they ask is, what's your conversion rate? What's your EPC? What's your earnings per click? What's your value per lead? What's your conversion rates of each step in your funnel?

Brian

They want to know how your funnel is performing from the ads, to the landing page, to the emails to the sales page. They want to know that so you need some results to show them you probably can't, in most cases go out and get affiliates straight off the bat. You need to make some sales for a relaunch and see what it converts at. And then you have some numbers to give to the affiliates.

Charlie

Yeah. Brilliant. All right. I think that's it for the questions. Yeah, I think those are all the questions, so Brian. They seem very valuable.

Brian

Yeah, I've enjoyed it. I was gonna say about the questions If they've got them, they can ask them in the group later on and tag me in, and then we can answer them in there. But yeah, I've really enjoyed going through all this stuff and talking with you guys. It's been a great way, it's been a great refresher course for me as well. The best way to learn something is to teach it to other people.

Charlie

For sure.

Brian

I have not looked at this templates in probably a few months. It's been a good brush up on them for myself.

Charlie

Interesting to go back for it. And yeah, it's like I've been studying copywriting for a long time. But it's interesting to get some nuggets. And there's always every time you go over something you do ingrained something deeper.

Brian

Yeah, I love fishing.

Charlie

I even love the subject lines. Curiosity, benefit driven, Newsworthy. That's what I have built into my head. And I've always been doing. And then it's just remembering, I haven't written a newsworthy headline in about a month, I need to have that on my list that I've got a content calendar that's got a lot of structure.

Charlie

So I just need to add that little bit in there. And so I could remember every time I'm writing copy. This has been amazing, refreshing my copywriting skills. It's been amazing to see the simplicity of what's working and big funnels. By big funnels, I mean, funnels that's turning over a lot of money and sending a lot of traffic to them, which is the most important thing.

Charlie

I think we might have a couple more questions, which we'll get through quickly. And just to note that those of you that do have more questions and respond to the email that it's sent through the recordings, or the the video links for, we can get fruits in there. We just got a question, Where do we we put up a question because we don't have a group for the email copy code. So respond back to the email that has the recordings, and Brian and I will get that if you hit Reply All. So yeah, it's been amazing, Brian, thanks for coming on and anything else to add before we finish?

Brian

No, I'm all good. This is basically the way that I've built all these funnels over the last few years. And obviously, we can't promise you the same results. But this is how we've gotten our results. And you put all this stuff into practice, then you will get a result and you will find out. That's a lot simpler to be successful at this than you think. That's like what I said before, I tried to make it as simple as possible.

Charlie

For sure. And please, if you've got questions, email us if you get great results with this. Email us. Whatever your results are, we're interested to hear them so send them and it's been good.

Brian

Thanks, Charlie. We'll have to do this again real soon.

Charlie

For sure. Thanks, Brian, for coming on, guys and see you all later on email. Thanks guys!