

# **Client Acquisition Mastery**

Every Strategy... Every Technique... Every Secret Of Client Acquisition Handed to YOU.... SO you Can Land Paying Clients with Less Stress!

**(A Special Report by Andy MUKOLO)**

The first step in Client acquisition (especially in Copywriting or Freelancing) is picking a niche or 2 and then channeling your efforts in that direction.

The niche you pick could be for any of the following reasons:

- You have some knowledge in that niche (like you're a Doctor/Med Student and you know a lot about health... so you're naturally interested in helping businesses in the health niche sell their health products
- You find the niche more lucrative than the others
- You're curious about that niche

Whatever your reasons are,

It helps to narrow your focus in the beginning so you can understand how the marketing in your niche(s) of choice really works.

This way, you're well grounded and you'll soon be known as an expert salesman in that niche.

## **16 Profitable Niches**

There are many Niches to choose from,

But I've narrowed it down to 16 that are profitable  
That is, clients pay well and there's always demand for Copywriters.

I'll start with the BIG FIVE, then the rest will follow

- 1. Financial**
- 2. Health**
- 3. Self-Development (Or Personal Development)**
- 4. Information Publishing**
- 5. Ecommerce**
6. Tech
7. Travel
8. Men's Health
9. Weight Loss
10. Sex
11. Dating and Relationships
12. PR and Political Campaigns
13. Fashion

14. Beauty
15. Education (Marketing for Universities, Schools, Educational programs..)
16. Religion (Marketing for Churches and other Religious Bodies...)

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Once you've picked a Niche,

Go to the Social Media platforms where you're active.

LinkedIn for example....

Edit your bio to:

- Marketer and Copywriter
- Direct response Marketer and Copywriter
- DTC Copywriter (DTC means Direct to Consumer)
- 
- (Financial Copywriter)

Or Copywriter for Businesses with Financial Products to Sell

- (Health Copywriter)
- (Copywriter for Financial Publishers)
- (Copywriter for health publishers)
- (Copywriter for Information publishers)

NOTE: This depends on what niche you decide to settle on.

It is important to niche down when you're just getting started.

Got it?

Next;

### **How to Search For Prospective Clients on LINKEDIN**

Go the search tab

Search:

"Company name or Business name"

Click \*follow\*

Check for SEE ALL Employees ON LINKEDIN

Follow or Connect with the key decision makers.

(CEOs, Copy chiefs, Directors, Marketers, Publishers... etc)

NOTE: When you search for a company name on LinkedIn,

When their page pops up, and follow the page....

You'll see something like:

**\*\*\*"See all employees on LinkedIn."\*\*\***

Send the key employees a connection request.

Once they accept, send a thank you message.

Also....

Visit their websites

(Check the about page for key decision makers)

Take note of their names.

GOOGLE These names.

Visit their social media handles.

Follow them.

Interact with their content.

After a while, you can reach out in their DMs using what you learn from the **pitch any client** section below

\*\*\*\*\*

I'll share something valuable with you in a minute, but first....

**Here's a little something I want you to keep in mind;**

I strongly recommend that you focus more ---not on getting clients --- but on being the best at what you *do*.

Use the 80-20 rule...

80% practicing and studying (doesn't matter what your craft is)

20% client hunting.

Getting clients is simple.

But the problem with MOST freelancers, coaches and consultants is they don't spend enough time learning and improving

NOT enough time trying to understand their market

NOT enough time trying to understand who their prospect is, and what their #1 problem is and how exactly they can help this person

Listen...

The MORE you practice, the better *you* get....

The better the quality of your work,

The more value you bring to the table,

The more clients you'll get and...

The more money *you can* charge.

**What your Clients Want to Know is:**

- How can you help me get better results?
- How will I experience less frustration, less pain, less hassles?
- How will you make my life better?

- How will my business improve?
- What's in this for me?

So the first thing you should do is figure out everything you can about *your potential client's* business....

Then, figure out how you can pass a compelling message across to them letting them know....

### **How you can *help* them.**

And it's simple.

Here's why:

Mostly...

Your ideal clients are always on the LOOKout for solutions to their problems.

Sometimes, they don't even know they have a problem

SO you'll have to educate them by pointing out the dangers of the said problem

And how they could be experiencing setbacks because they don't even know they have that problem....

OR how they can avoid it altogether.

And from my experience,

The best way to get clients is to EDUCATE them into seeing how you can help them

You can do this using Social media content or Emails or Ads.

A good approach is the problem-solution approach >

After doing your research on your prospective client...

Studying their market,

Studying their business model (Like what they offer, and the problems they solve for their customers...)

Going to their website,

Checking out their social media handles

Studying the competition

What you do is...

You write a list of 5 common problems your prospective Client could be facing. . .



Eg: Lead generation, Customer retention, low conversions from COLD Traffic etc >

Then, take a top 2 or 3 problems and create short (and easy to understand) content addressing each of these problems.

It could be a short video, or email or social media post

Example:

- How to use short Facebook stories to Increase Conversions from COLD TRAFFIC
- 3 simple ways to get more quality leads from LinkedIn
- Why 90% of Real Estate companies Struggle to Sell Properties in VGC... and how you can sell yours.
- ETC

All you have to do is share value.

Teach!

Give value.

Share something interesting!

Then you can close by saying something like:

- *If you need help, click the LINK below*
- *If you need help, send me a DM*

QUESTION: But if I give too much value, my prospects will have so much information, they probably won't see the need to work with me

WRONG!

99% of the time, they are so wowed by the value you've given,

They want you to help them implement what you've shared

People are lazy (including thee and I)

I can dictate something to you from A-Z and you'd still say...

**"Okay please just do it for me"**

**"How much will it cost to have you do this for me?"**

**"WOW, this is interesting, so how can I get started?"** (*but i just gave you all the info you need to start!! LOL!*)

That's how we're wired as human beings.

## **ON REACHING OUT TO CLIENTS!**

NOTE: *It helps* to at least know something about the person you're pitching your services to..

- Their FULL name
- The nature of their business
- What product/services they sell
- What kind of people their *business* caters to
- Their current struggles (or the common struggles of your ideal client)

**MOST CLIENTS** are bombarded daily by the same type of annoying cold pitching messages.

Messages that are very self-centered.

No value.

Nothing to even suggest you really know what the hell you're talking about.

You just want them to hire you out of pity.

So if you'll reach out to clients,

You want to make damn sure you're doing the exact opposite of what they're used to. (BURN THIS INTO YOUR BRAIN!)

So how do you stand out from the crowd?

Well, it seems to me that you should...

1. Address your client by their first name
2. Share VALUE!

You don't even need to pitch them on anything in the first 3 to 4 messages you send them (If you structure your valuable content well, they'll probably even ask you how you can work together)

3. Keep your message straight to the point
4. Write with authority and self-respect... *don't beg!*
5. As much as possible.... say something about their business that lets them know you've done your homework...

And you can't do this if you don't take the time to study their business website or profile. A simple Google search does the trick)

6. Make the client feel comfortable reading your message, don't over-hype yourself
  
7. Put your name at the end of the message...
  
8. Tell them how they can reach out to you if they're interested in working with you...

Here's a curious story:

Once I reached out to a Client and after he responded and we closed a deal

He later told me that after reading my message,

**He actually looked me up on the Internet....**

From Twitter to LinkedIn to Facebook..... And of course, GOOGLE.

And he said one of the reasons he was blown away by my offer was because I sounded confident and I seemed *like* I knew what I was doing.

Are you beginning to *understand* why I keep saying you should focus more on sharpening your skills? And less on getting clients?

Please don't get me wrong....

*You should network and promote yourself... but don't forget that many people... especially your potential clients... are only interested in working with the best..... Or at the very least....*

### **Someone who knows what he's Doing.**

There are many morals here....

But keep these two very close to your heart....

1. Do what you can to keep a profile that resonates with who you say you are.
2. Focus on sharpening *your* skills. Practice. Read. practice. Read. Do this *forever*.

That makes sense doesn't it?

## **“How to Get Clients On Social Media Platforms, Even If You Don't Have Thousands of Followers.”**

(NOTE: These practical tips have worked for me, they have worked for my proteges,my friends, my clients..... and I believe they will work for you too if you use them consistently)

(NOTE 2: Although, I have focused on how to implement them EFFECTIVELY on Twitter, they are ALSO applicable on LinkedIn.... as well as Facebook.)

When I was actively taking on Clients,

95% of my clients came from Twitter.

Funny when you consider *I don't even have several thousands of followers.*

The secret is simple:

***"I provide valuable content that demonstrates I know what I'm doing"***

And I'm not necessarily concerned about having thousands of followers --(*that's what freezes most people, they think they need thousands of followers, but it's just not true*)

What I'm concerned about is attracting an audience that's interested in the kind of content I share.

So people read my tweets or threads on Copywriting + Marketing....

They love it.....

....and perhaps, something I said resonates deeply with a current marketing challenge they're having.

**What do they do?**

Very simple.

They send me a DM asking if I can take a look at their marketing funnel and point out how they can do better.

Or if I'm available to handle a particular marketing project for them.

As you probably already know,

I've done quite a number of threads that got great engagement

*(This has nothing to do with going viral or getting thousands of RETWEETS AND LIKES.... Just enough attention from the people who are likely to need your services)*

**From one single Twitter thread alone ----**

I received over 10 DMS from business owners who loved the content and were ready to pay for my services.

**Just One Thread!**

And at the time....

I had less than 200 followers (I just checked now and its 8,000+)

So my point ---if there's any--- is this.....

You don't need thousands Of Followers to get Clients On Twitter or any Social Media platform *for that* matter.

**You Just Need To Understand How to Attract The Perfect Clients Who Will Gladly Pay For Your Services!**

--> Here's something you should keep in mind;



1. I'm not very-very active on Twitter....
2. I tweet only a few times a day
3. Some days I don't tweet at all
4. I hardly comment on people's Tweets....
5. I don't ask people to RETWEET my stuff....
6. I don't work with influencers....

Yet, I manage to get.....

**...Dozens of Clients Reaching OUT to me on Twitter Every WEEK! (Even if, I'm currently not taking on NEW Clients)**

I've said this deliberately.....

To put you in the best possible mindset and to make you believe that if I could do it with less than 1,000 followers...

.....Then you too can use the simple steps/strategies below to get clients for yourself.

# The Secret

The first thing I want you to keep in mind is this ----

It's a game of value and personality.

From your bio,

.....to your tweets, retweets, and everything else on your timeline.....

There should be a corresponding theme of value that ties in perfectly with your personal brand (personality)

SO.....

If you say you're a Copywriter.....

And you send me a DM pitch to hire you.....

**What's The First Thing You Think I'll Do?**

I'll go through your timeline....

From your bio to your tweets.... and threads and replies.....

I'll look at every single thing there is to look at....

.....and my decision to respond to your DM will be based primarily on perceived value.

**And these are some of the questions that will be running through my head...**

1. *Who the fuck is this guy?*
2. *Has he demonstrated with the content on his timeline ---that he knows his craft?*
3. *What does he say in his tweets?*
4. *Is he always talking about salesmanship, marketing, entrepreneurship?*
5. *Does he post inspiring stuff?*
6. *Does he have a "consistent presence" on Twitter?*
7. *Is he always "fighting and arguing?"*
8. *Can I trust him?*

Listen....

We're talking about money here.

And If anyone is going to hire you to work on a project.... *They want to make damn sure they're not hiring...*

**A Major Jerk!**

So first things first.

Work on your bio.

QUESTION: What do you do for businesses?

Example: When you take a look at my Twitter bio.....

**What do you see?**

It says...

Direct *response Marketer & Copywriter*

Nothing more.

Simple and straight to the point.

And then....

When you go through my timeline ----from my pinned tweet to everything else in there..... the kind of content you see is.....

**99% consistent with who I say I am!**

Got it?

So start from your bio.

FOR Example:

If you're a Copywriter who's very knowledgeable about health topics, or who specializes in writing for businesses in the health niche

-- you can simply say..... **Health Copywriter.**

Same as real estate --- **Real Estate Copywriter.**

Same as beauty ----- **Beauty Copywriter (or Copywriter Selling Beauty Products)**

Men's health ---- **Men's Health Copywriter.**

Financial -- **Financial Copywriter**

Video Sales Letters --- **VSL Copywriter**

Remember, this makes it a lot easier for you to get your ideal clients interested in working with you.

**NOTE:** The reason I can afford to use the generic--*Direct Response Marketer & Copywriter*--- is because I've been around for a while, and there's hardly a niche I've not written for.

I have worked with clients across almost any niche you can mention, and this makes it possible for me to handle any project regardless of the niche since I have the experience.

Okay....

Apart from sending DMS.

There's another way to get clients.

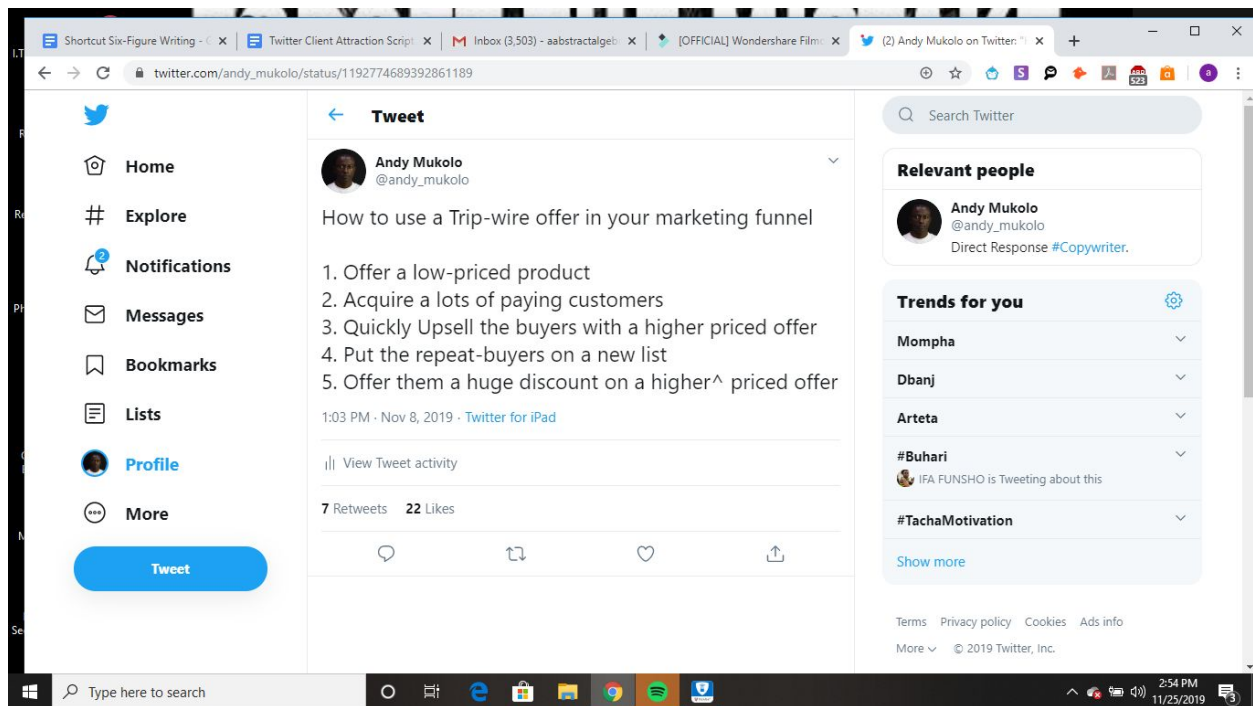
Little Known..... but very effective since....

**You Don't Even Have to Send DMs....**

*You Just Use Your Timeline to Attract Clients Who will happily Pay For Your Services.*

## **But Andy, How Do I Create Such Content?**

Here's the kind of content that can fetch you the attention of potential clients.



Shortcut Six-Figure Writing - x | Twitter Client Attraction Scrip... x | Inbox (3,503) - aabstractalgeb... x | [OFFICIAL] Wondershare Film... x | (2) Andy Mukolo on Twitter: " x

twitter.com/andy\_mukolo/status/1193197736268570624

**Tweet**

Andy Mukolo @andy\_mukolo

The faster the customer can see how your product will change their life

The easier & quicker it is for them to click the CTA button & buy from you

So

Focus on telling the customer ---not why your product is the best ---but how their life will change when they accept your offer

5:04 PM · Nov 9, 2019 · Twitter Web App

View Tweet activity

5 Retweets 20 Likes

Search Twitter

**Relevant people**

Andy Mukolo @andy\_mukolo  
Direct Response #Copywriter.

**Trends for you**

Mompha

Dbanj

Arteta

#Buhari  
IFA FUNSHO is Tweeting about this

#TachaMotivation

Show more

Terms Privacy policy Cookies Ads info  
More v © 2019 Twitter, Inc.

Type here to search

2:54 PM 11/25/2019

Shortcut Six-Figure Writing - x | Twitter Client Attraction Scrip... x | Inbox (3,503) - aabstractalgeb... x | [OFFICIAL] Wondershare Film... x | (3) Andy Mukolo on Twitter: " x

twitter.com/andy\_mukolo/status/1147420894299639809

**Tweet**

Andy Mukolo @andy\_mukolo

4 ways to make your competition quiver in fear whenever they see your marketing:

1. Offer a unique promise that is superior to what others are doing
2. Provide solid proof beyond all doubt
3. Create an irresistible offer
- 3b. Justify it.
4. Offer irresistible freebies

Do this.

9:23 AM · Jul 6, 2019 · Twitter for iPad

View Tweet activity

6 Retweets 21 Likes

Search Twitter

**Relevant people**

Andy Mukolo @andy\_mukolo  
Direct Response #Copywriter.

**Trends for you**

Mompha

Dbanj

#16Days

Bren Y is Tweeting about this

#BeautifulMercyEke

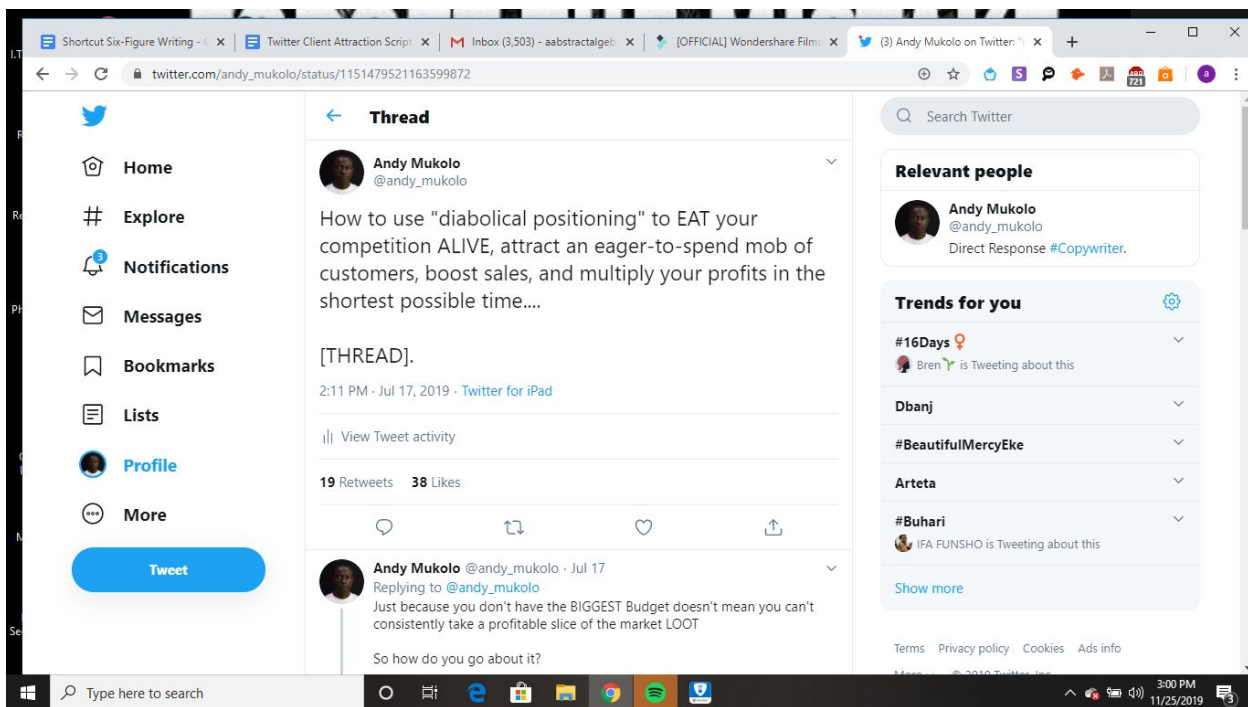
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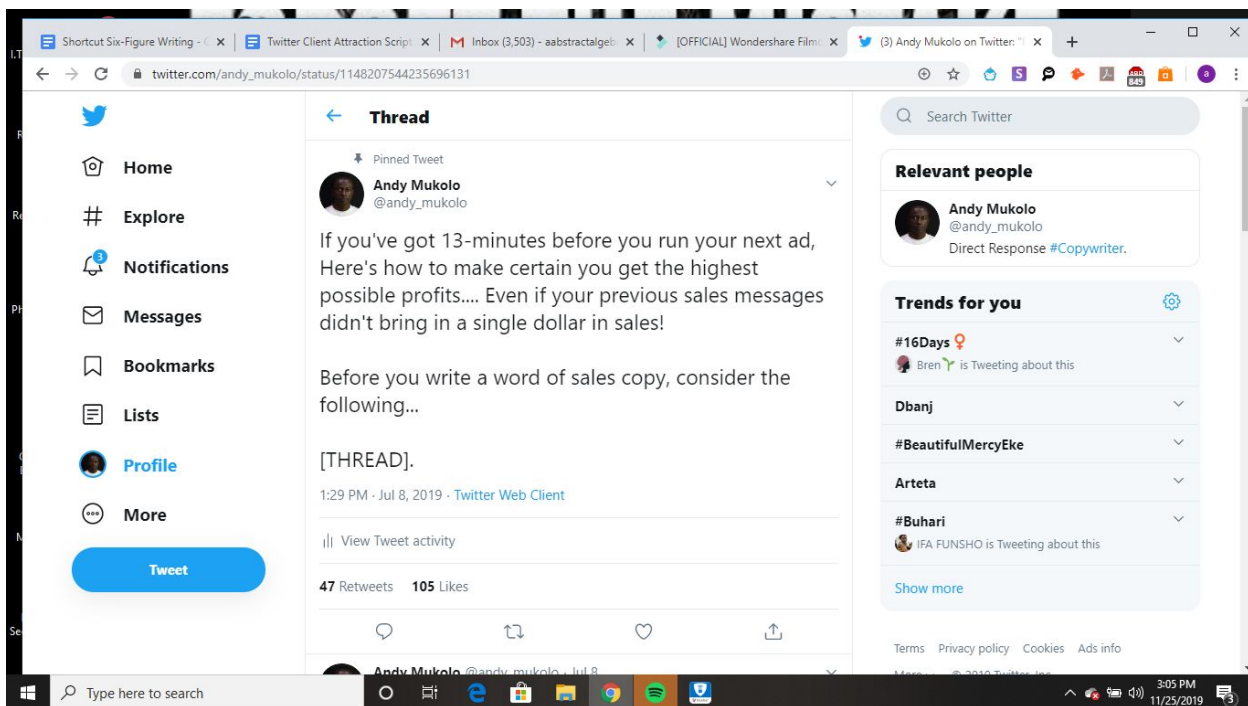
Terms Privacy policy Cookies Ads info  
More v © 2019 Twitter, Inc.

Type here to search

3:00 PM 11/25/2019



This **THREAD** below got me hundreds of followers and lots of clients.





See?

I didn't need to go viral.

I didn't need to ask an influencer to promote my tweets.

I didn't have to run Twitter ads.

Just simple tweets and threads once in a while.

**And Oh.....**

I don't spend more than 1-hour a day on Twitter....

Plus, before I come online,

I already have a thread or a number of Tweets I want to post for that day.

And you can do the same too.

I know, at first, you'll think you can't....

But I'm telling you, *YOU CAN DO THIS!*

*...just start.*

**AND the truth is....**

The more value-filled tweets you put out.....

*And the more THREADS you create.....*

The more confident you get,

The more authority you build.....

The more people start referring to you as a thought-leader in your niche.....

..... **and ABOVE ALL.....**

The more attention your tweets will get from clients who'll be interested in working with you on a mutually beneficial basis.

**NOTE:** Remember these strategies don't just work on Twitter alone.... *You can apply them on Facebook and LinkedIn too... (with a few tweaks here and there)*

Read on.

## **HOW TO GET IDEAS FOR GREAT CONTENT THAT WILL FETCH YOU CLIENTS.**

YOU need to **spend quality time** reading or studying stuff about your CRAFT!

That way.....

.....**your brain is overflowing with ideas** and you always have something valuable to say in your content!

Maybe you're reading a book or watching a video on YouTube and you come across something insightful you think can help your clients

You can screenshot it.....

.....and then much later,

Overlay it with your own thoughts to create something unique (Post, Tweet or Thread) that your audience will love and appreciate.

**You say it makes sense?**

Great!

Same here.

In that case....

**Here's how you can go about it.**

1. **Always....** read books and watch YOUTUBE videos on your craft
2. **Read** TOP websites in your industry
3. **Follow thought-leaders in Marketing and Copywriting (Eg: Todd Brown, Justin Goff, Stefan Georgi, Craig Clemens, Russell Brunson etc . . ) \***  
You'll see how they're doing their thing, and that helps you get better ideas on what to post or what NOT to post...)
4. **Bookmark** highly-engaging content that resonates with you
5. Write down any thoughts you have that you think a potential client needs to hear!

Doing this puts you in what I call....

## **The Thought Leader's Mindset!**

You begin to see yourself as much more than just a service provider  
.....and you'll never struggle for ideas on what to post.

**NOTE:** Please understand that it is a bad idea to copy and paste what someone else has written.

Always try to overlay it with your own thoughts.

And when you can't, simply give credit to whom credit is due!

\*

## **Using Ads to Get Quality Leads ...who Eventually Become Paying Clients!**

This is simple.

I can't teach you Facebook ads in this small report.

But what I'll do is give you a strategy on how to use ads to get clients.

- Your ads should be teaching something valuable

Most ads are not teaching anything...

And that's why they are largely ignored!

If a potential client reads or sees your ad and feels like they've learned something new, don't you think they'll want to learn more from you?

Or at best, leave a positive comment which helps your ad perform better?

- Your call to action should be simple and straight to the point.

*If you need more information on x, please click the LINK below*

*To get started, click the LINK below*

*If you need some personal help doing x, click the LINK below*

- Your landing page can either of:

*A consultation page*

*An opt-in page offering them a free report or a free training*

*An article further explaining what you taught in your ad*

WARNING: IF YOU'RE thinking of inviting people to a webinar, or a ZOOM Class where you pitch them on becoming your clients or students

YOU had better teach them something valuable.

Most webinars are fucking annoying and your prospects have attended several of them.

So if they're willing to give you 1-hour of their time

They expect that you'll teach them something valuable

Yes, they know you're going to sell them something

But they want you to teach them something valuable first

*"But if I teach them everything, what's left to sell?"*

You don't even have to teach them everything

Just a fraction of what you know, but it has to be very very valuable

They have to find it valuable!

They have to feel like they've learned something from you

If your webinar or video training is 1-hour

Spend at least half that time teaching them something valuable.

Tell them what they'll learn.

Introduce yourself.

Teach.

Teach.

Show proof that what you're teaching works (testimonials)

More proof.

Teach.

Give examples.

Then, at this point, when your prospect is beginning to feel like she got value for her time..

You can make your sales pitch.

*Eg: you can take everything I've shared with you today and implement it right away, I'm sure you'll get results. But if you want to take it a step further...If you want to avoid trial and error, or if you simply want me to help you handle xyz, I have an interesting deal for you.... Bla bla bla...*

You may think this won't work.

But we've tried it several times and it worked wonders.

Perhaps, you should try it and see for yourself how it works.

## **Doing The Math For The Client to Close The Deal**

Let's look at it from this angle:

If a client was truly certain that hiring you would bring them that hefty ROI (Return on Investment) they deeply desire,

Trust me, they'd happily pay to hire you again and again and again

So when it comes to getting clients, rule #1 is:

The math needs to add up in the head of your prospective client

Example of what I mean:

If you're charging a client \$5,000 for a project,  
And the client has a revenue goal of say... \$100,000 ,

With a profit margin of \$50,000

Your job is to show them how \$5,000 in exchange for work that brings  
in \$50,000 in pure profits is an absolute no-brainer

I didn't say tell them it's a no-brainer

I said show them how it's an absolute no-brainer

Say you want to charge a client \$5,000 for a marketing campaign.

You find out that their revenue goal is \$100,000 and that their profit  
margin is roughly 30%.

That means if the client hits their goal,

They'll net \$30,000 in profits,

Which is a 6x return on what they paid you."

You need to spell that all out for your prospective client.

Then show them (if you haven't already done so at this point) how  
you're going to help them hit their revenue goal

Like how you'll create a marketing angle that appeals to their target  
prospects..... Or how you'll use a 7-part introductory email sequence to  
nurture leads before a product launch.

And if you have some experience getting great results with clients in  
the past,



You tell them that given your record of helping similar clients get results like these,

You feel confident you can help them do the same thing

Bottomline: Show the client exactly what you can do for them.

Whether that's through testimonials, case studies or something in-between

The idea is to show your clients that you're the perfect fit for their business.

More:

There are 2 major obstacles you could face when you're trying to land paying clients

First, they don't know if hiring you is going to yield a positive ROI,

Second, they don't trust you yet

You can shatter these objections by gifting the client with an immediately usable asset for free.

For example, a copywriter could reach out to a brand with a pre-written email sequence (like 5-emails) . .

As \$700MM Copywriter Stefan Georgi puts it...

"Just tell them you're a fan of their company, and since you're a copywriter, you decided to do an email for them for free (no strings attached) . . .

All you ask is they let you know how it performs. This strategy works because it gets you on the client's radar, differentiates you from the

competition, and makes it easy for the client to see how working with you could yield a positive ROI.

For your future it is imperative to get data on performance. I am a big fan of measurable results testimonials, where the client mentions a raw number, percentage increase, or time savings”

Make sure you are getting data and feedback from current clients,”

“That way, when talking to new prospects, you can leverage that data. Specifically, you can show the new prospect how you worked with a similar business in the past, and got them excellent results. This increases your credibility and authority in that prospect’s eyes.”

-Stefan Georgi.

## What to do when YOU have No Testimonials

When you're just starting out in Copywriting or Internet marketing. . .

And you ain't got testimonials or credibility or a track record. . .

How do you make your prospects believe you can help them even if you have no results to show?

There are 2 ways to do it:

First,

Understand that what people really want is. . .

*Your* understanding of their pain point and how you can help them get results or what they want.

They do not care if you've been in business for 20 years or just 72-hours

What you do is simple:

Use a bait.

Do you research and aggravate a major problem they're struggling with:

For example:

Most businesses struggle with Facebook Ads,

And let's say you've been going through Benahili's Comprehensive Skyrocket Facebook program,

And in Module 2,

You've learned that targeting the right audience is the real money-maker,

You simply go on Social media and talk about how NOT targeting the right audience is costing businesses a LOT of money. . .

Then end with, *if you need help, you can send me a DM.*

You can even do this via email.

The end goal is for your prospect to see you as an expert capable of helping them get results

She doesn't care if you're a beginner or a guru

She simply wants to know if and how you can help her.

And it's the same with Copywriting . . .

Let's say you've been studying one of my materials where I talk about the importance of BIG Ideas in selling . . .

And how using a Big idea can mean the difference between 2 sales a week and 10 new sales every day . . .

You can simply talk about this in your cold emails. . or on Social Media  
(from the perspective of sharing value. . . NOT selling . . .)

But you must be consistent

You must leave a digital footprint of consistent value every day. . .

Even when you reach out to prospects via emails,

You can simply send one email a day addressing a core problem,

Then, close with

"Let me know if you need help with this"

Many of my clients reach out to me after they've read something I  
wrote on Twitter. .

Nobody ever asks me for samples of my work.

My point is:

It is easier to make people believe in you when you dissect or  
aggravate a problem with tact and delicacy . . .

Than when you make laughable promises like . . .

"I can sell anything to anybody"

Even so-called gurus make this blunder all the time

Listen you swine, any fool can make bogus claims,

That's why Clients care more about you having a solid understanding of the problem

Versus you telling them you can bring the dead back to life.

And that's where your focus should be when you have no testimonials.

ONE other strategy you can use when you have no testimonials is:

Offer to work for a ridiculously small fee, (Like \$50 or N5,000.... I would have said offer to work for free, but then.... That's something only you can decide for yourself...)

In exchange for testimonials once they see the results of your work.

You can take out one month, do this with 2 or 3 Clients.

Then, once your testimonials are in,

You then use them in your pitch as case studies.

## **Gary's Method For Getting Clients >**

This will work very well for you if you already have at least one Client you've gotten results for...

It's a trick Gary Halbert (Legendary Copywriter) often used to get clients running in his direction.

I use it.

My clients use it.

Some of my students use it.

Now understand this:

Gary's fee for a project was \$15,000 UPFRONT

At N460 to \$1,

That's over N8Million Naira

PLUS, a healthy percentage of the back end sales....

Sometimes it was up to 5%...

BUT that 5% represented so much loot because:

The ad was often mailed (direct mail) to millions of Americans

And as long as conversions were good...

Gary was making a fortune in royalties.

So whenever Gary felt like catching another BIG Fish (Marketing Code for *Players WITH Money to Spend*), he'd write an I.V AD

I.V means invitation, and here's how he structured the ad

He'd start 20% of the ad by making a BOLD Claim about his abilities to GET business owners mindblowing results...

*They're dirt cheap and work like crazy...*

**How To Use The Secrets Of "Killer" Advertising To Get More New Customers Than Your Business Can Handle**

Dear Friend,

Would you like to know all about several low-cost advertising "tricks" that can get you more new business than you could ever hope to handle?

If so, this is going to be the most exciting message you will ever read. Here is why: My name is Gary Halbert and, although I don't know for sure, it seems to me I may have developed more hot new ways to promote a business than anyone else who ever lived. Here is an example: A few years ago a friend of mine, Eric Weinstein, introduced me to Ernest Borgnine and his wife, Tova. At that time, they had a struggling little cosmetic company called TOVA-9 and they desperately needed a winning advertising idea. What I told them was very simple. I said, "If you will agree to pay me 5% of everything it brings in, I will create an advertising campaign for you that will knock your socks off!"

Then, in the following 60% of the ad,

He'd OVER-defend that claim,



Using Case studies upon case studies of his most successful campaigns for both himself and his clients... (Across different markets...)

Then, the remaining 20% of the ad would be an invitation to YOU.

Something along the lines of...

*"If you'd like me to help you create killer advertising that will make you a ton of Money.... All you have to do is reach out to my Assistant Theresa and book a Session with me...."*

It worked practically every time he did it and you know why?

4 things:

- PROOF.
- Authority positioning.
- Confidence.
- A NO B.S compelling promise of what could be for ya....

So how can you replicate that in today's digital world?

Especially if you've worked with at least one client for whom you got amazing results?

It's simple.

SHOW your results.

And make it abundantly clear that you know your ONION!

My man Golibe does this superbly well.

After getting results for a client in a particular market,

He then uses that as a case study on Twitter in one of his threads where he's talking about a Marketing strategy and how he used it to get results...



Then he teases you to reach out if you need help with your marketing.

Bottomline:

Whenever you take on a Client,

Make damn sure you keep track of the results,

And if conversions are good...

Use that as a case study on any Social media platform where you're most active...

If you get testimonials from your clients,

Use them in your posts/tweets/threads/emails...

And always invite Clients to reach out if they need help with their advertising.

PLUS:

If you take on a project and conversions are not impressive,

Of course, you have to step in and fix the campaign

BUT here's the thing...

You can always use lessons from that failed (first attempt) to create threads or content that teaches something valuable...

It's called educative marketing.

Like mistakes to avoid and stuff like that.

And you may not know it,

But the reality is:

Just admitting your campaign failed reflects a raw honesty that very often makes clients happy to work with YOU.

## How to Come up With Enticing Offers That Make Clients Say Yes to YOU!

Look at it this way:

It's a lot more profitable to sell "marketing"

Than it is to sell "Copywriting"

Said differently:

It is much more profitable to sell a robust "full fledged marketing" offer, than it is to sell "Copywriting"

SO instead of saying ....

*"I'll write a sales letter for you"*

Why not say....

*"I'll create a marketing campaign for you... I'll handle everything from start to finish.... The ad , the landing page, the emails, the Video script etc"*

You see my point right?

Yes, you're a Copywriter,

But Clients very often fall for fast full-fledged offers...

As against singular offers like "writing copy"

Note: I'm not saying don't offer to write the sales letter if that's what the client needs...

You can, but your chances of closing the deal are a lot higher when you offer a full-fledged package

Like an all-inclusive Done-for-you package.

EG of what I mean:

*"I'll create a Result-Oriented Marketing System that includes*

- *Facebook Ads . . .*
- *A Lead magnet*
- *A Lead-Generating Landing Page. . .*
- *An introductory email sequence*
- *A sales page*
- *A Back-end offer (to increase Average Order Value)*

What I've just described is a complete **sales funnel**.

For context (and as CrazyEgg puts it >>>):

*A **sales funnel** is a step-by-step process that allows you to bring your potential customer one step closer to your offer and a buying decision, through a series of **marketing** actions like automated emails, videos, articles and landing pages that will **do** the selling for you.*

The whole idea is to build a relationship with the customer,

Take them from **COLD... to WARM... to HOT.....**

Before selling to them.

As against trying to sell too early when you've not gained their trust yet.

Now, the reason this kind of offer has great appeal is because it makes your client feel like ...

You're taking all the responsibility off their shoulders (Which is what a lot of human beings want)

And if, after making that sort of offer,

The client says that's already being taken care of and you can just handle the sales message alone

Then fine..

You simply bill them for a sales page, or whatever it is they need to get their business bringing in more money for them.



## How Much Should I Charge?

I can't tell you exactly how much to charge,

But what I can tell you is this:

*Charge what you believe you're worth.*

NOTE: Remember, if you're just starting out, it helps to keep your fees at a level that you're comfortable with.

You could set your fees as you deem fit.

But be honest about it.

If you're just starting out,

You may not have all the social proof and track record to set high rates.

Whether it's 10k, or 20k or 50k, or 100k or 350k or 500k or \$3,000 (that's what I charge now for a single project).

Just make sure you can justify it

If you're just starting out, here's a rough sketch of how much you could charge if you're not sure what your fees should be

Please understand that this is only an example,

The final decision of how much you charge is entirely up to you and how confident you are that you can get results for your clients

## **A ROUGH SKETCH OF HOW MUCH YOU COULD CHARGE IF YOU'RE JUST GETTING STARTED**

### **For a sales letter**

You can charge between N50,000 - N150,000

(or \$100 - \$1,000 for Foreign Clients)

### **For a landing page (or home page)**

You can charge between N50,000 to N100,000

(Or \$100 - \$700 for Foreign Clients)

### **For a 7-part email sequence**

You could charge between N1,000 - N3,000 per email

(Or \$50 - \$100 for Foreign Clients)

### **For a Facebook Ad Copy**

You could charge between N10,000 - N30,000

(Or \$50 - \$150 for Foreign Clients)

### **For a Video Sales Letter or a Webinar Script**

You could charge between N50,000 - N200,000

(Or \$300 - \$1500, for Foreign Clients)

**For a Full-Fledged Marketing Project where you're Creating An Entire Funnel.... (Ad Copy, Lead Magnet, Landing Page Copy, Email Sequence, Sales Page, VSL/Webinar Script etc...)**

You could charge between N250,000 - N500,000.

(Or \$1,500 to \$2,500, for Foreign Clients)

\*

These are the most common projects you'll be working on if you're just getting started.

And it helps to have your price list for everything

So once a client asks "How much is your fee?"

You know exactly what to say and how to justify your fee using what I shared earlier in the "Do the math for the Client to Land the deal" section

Please understand:

If you're just getting started, don't worry so much about how much you're getting paid...

I'm not saying underprice yourself,

What I'm saying is:

Focus more on astonishing your clients.

Focus more on getting results and building your reputation as someone who gets results when hired or brought onboard.

If you charge a client N150,000 for a project, and you over-deliver

They'll consider it a great bargain.

And next time,

When they need *someone to bring in similar results*

Guess who they'll call?

Exactly..... You!

\*

## **The Upfront Rule**

**DON'T** cook anything for any client until you've been paid upfront

Either in part, or in full.

You can set a policy where you don't start the project until you've been paid at least 50% of your fee.

Then, once you're done, you get your balance.

## Should I WORK For Free?

It's up to you,

I said earlier that you can get something done for a prospective client to earn their trust first.. So they know you're worth your salt before deciding whether or not they want to bring you on board

And this works.

But you can't do that for every tom and dick

Also...

Someone you admire can ask you to write something for them and that you'll discuss *how you* get paid when you're done.

*This can go either way..*

### NOTE:

I said "with the exception" of someone *you admire* because ...

It could be an opportunity for you to get close to them and learn from them and even work with them.

Which means, you only do this once in a while.

I was in that position once....

I said yes!

.....and eventually I got paid more than I expected and even got several clients through that contact alone.

I can't tell you to say yes or no.

It's best to go with your guts.

Finally....

- ALWAYS DELIVER.
- ALWAYS SEEK TO ASTONISH YOUR CLIENTS.
- ALWAYS GIVE YOUR ABSOLUTE BEST.
- SET HIGH STANDARDS FOR THE QUALITY OF YOUR WORK.

This is how your reputation spreads.

This is how you earn the awe and respect of the FAT CATS.

**NOTE:** Please focus more on improving YOUR skills than on anything else.

1. The better you get...
2. The more in-demand you'll be
3. The more clients you attract and....
4. The more money you can charge!

Take it from someone *who* knows....

It doesn't matter if you're *just* getting started or if you've been around for a while...

Anybody can start today and master it *with* constant practice....

A few hours a day (even one hour a day) is enough... to get *you going and* good enough to command high fees in the shortest possible time....

\*

# PITCH ANY CLIENT

## PITCHING TEMPLATES For Crafting Simple Messages (Emails... DMS....) That Make(s) Clients Want to Work with YOU!

Here's a reminder of a few rules to keep in mind >

- If you'll send a sales pitch via email or dms, make damn sure your message stands out from the usual Cold Pitches out there
- Give value in your pitch.... Enough value for the Client to see you're worth your salt
- Don't come across as needy or desperate!

Here's a few examples of pitches so you have an idea how to structure yours > > >

\*

>>>

**Subject Line: December 12** (If it's an email or a LinkedIn Mail)

When SAC hired me to create marketing for them,

I knew nothing about hair



So I spent the next 2 weeks doing serious market research, speaking with prospects..

And scanning Amazon, Instagram, YouTube, Pinterest, Forums etc

By the time it was done,

I had enough raw material to get them their desired results.

What Market research does for you cannot be replaced by "creative thinking or guesswork"

Cleverness can hurt you in marketing

Do your research

Try to understand the market as it is Currently!

This helps you create a solid marketing campaign that appeals to your target audience

If you need help researching your market so you can come up with the best angle to get your customers excited about your offer...

Feel free to reply and let me know how I can help you,

Sincerely,

{Your name}

**NOTE:** The concept behind this kind of pitch is using a case study to share a valuable lesson >>>

By mentioning those research tools (YouTube, Pinterest ETC >>) ... you're being free with valuable information

And you're showing your client that you know your onion.

And when they reach out, and ask how you can help them,

You can then set up a zoom session with them where you'll walk them through how market research really works.... Especially in their market.

You know this because you've done your homework.

And after walking them through the process, and answering their questions...

3 things could happen:

1. They ask you if you can handle their marketing for them
2. You tell them you can help them handle their marketing
3. They're blown away but they say they'll reach out in time once they're ready to bring you onboard to help them with their marketing

\*Why?

Because you've demonstrated you know what you're doing and that you're capable of getting results for them.

**Here's another example:**

\*

**Subject Line: Are you on Facebook?**

Hi {first name}

This will be short.

I thought to share this with you because I figured you're promoting your business on Facebook

Here's a tip to keep in mind:

On writing FB ads.

Your ad will perform better when it looks like the regular Facebook status Update

Not an ad.

Even though it says "sponsored"

You've structured it so well

Your prospect doesn't even know they're reading an ad until they click ur CTA button

Test it and see.

Sincerely,  
{Your name}

P.S: How are your ads performing? Do you need help getting more sales this season? If yes, please let me know how I can help you.

If not, then you can just try what I've suggested to you.

\*

**ANOTHER ONE:**

Hi Deeka,

Please I need your opinion on this:

I'd love to create marketing promotions for \*name of company\*

And I'd appreciate your thoughts on how to go about it

Looking forward to your response.

Thank you.

X.

\*

This may not be the best approach,

But it's effective when you want to show a client what you're capable of, by working on a spec-project without being paid >

Then, if they're satisfied, they bring you on board.

\*

**MORE DIRECT MESSAGE TEMPLATES:**

\*

Hi {name}

I'm interested in promoting your product/services...

And I have a few ideas I would love to share with you today

Please reply once you've read this.

Best regards.

{your name}

\*\*\*\*\*

### **ANOTHER ONE:**

Hi {name}

I have a special proposal that may interest you.

In just a moment, I'll tell you about it.

But first, let's go over some important points.

I know you have a {name of niche} business where you try to sell to people everyday using sales messages designed to make them buy your products...

I also know that:

. . . You're always on the lookout for better and faster ways to persuade more people and get more sales and make more profits.

Now here's why I'm writing to you today...

I've studied your business and I already have a few ideas on how small changes here and there in your marketing messages can help you increase sales by a 30% margin this month.

All I ask is a chance to show you how this works.

You don't have to hire me or pay me

You can execute it yourself

Or hire someone to do it for you

Please respond as soon as you can.

{Your name}

\*\*\*\*\*

Note: If you're using this strategy,

You had better have an idea you want to share with them, that's the only way you end up closing them

The catch is, after you've shared your amazing idea,

They're so impressed, they want you to implement it for them >

\*

**NOW LOOK AT THIS:**

\*



**\*FOLLOW UP AFTER 3-DAYS WITHOUT RESPONSE**

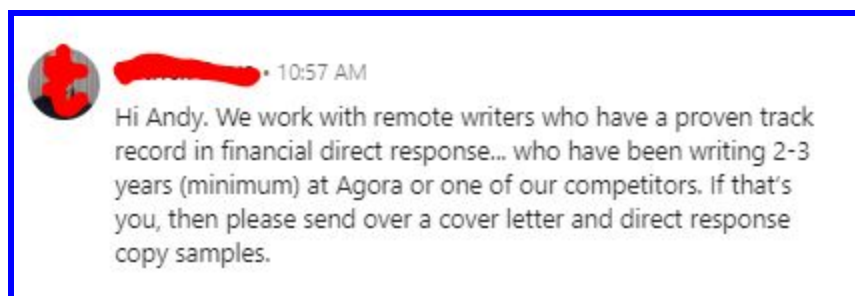
( These Guys are Super Busy. That's why you have to Get to The Point as Quickly as Possible.... And Exercise Some Patience too )

\*



### **AND HIS RESPONSE CAME:**

\*



\*ONCE YOU GET THIS KIND OF RESPONSE.

Just say thank you and send your samples really QUICK!

AT LEAST 2 REALLY GOOD SAMPLES!

Then sit back and wait.



Don't even bother explaining that you've not been writing for a long time or that you're a beginner.

Just send your samples.

NOTE: these are just templates ... you can always tweak or customize depending on who you're writing to.

When sending DMS on Twitter, you don't necessarily need titles or subject lines for your messages.

But on LINKEDIN or with emails,

You do need a Compelling title/subject-line...

#### A FEW EXAMPLES:

- How to Increase Sales for your Business
- How to Get more Customers from Facebook This Month
- 3 simple steps to Increase Sales for your Business

\*You may think these subject lines are not catchy, but they're very effective because you're actually giving value (by showing the client how to solve a problem or get better results...) before making a simple pitch like ....

*"If you need help with this, feel free to reply this message "*

#### More:

- Reaching Out About....

\*\*\* This works like crazy! I've used it over and over again\*\*\*

- I thought to share this with you,

- Using Dates like:

January 1st

February 26th,

March 14th,

April 26th,

May 10th,

And so on.

**NOTE:** When you send an email, the first thing you want to ensure is that....

It Gets Opened!

If it doesn't get opened,

It doesn't get read,

And your chances of getting a yes are approximately zero.

It is better to get a chance to get a yes, than to never get the chance at all.

So focus on coming up with killer subject lines or titles that force your client to open your mail/message....

Then....

Make sure your subject line is perfectly in tune with your message.

The content of your message has to rhyme with the subject line or title....

Your client has to feel that you've not tricked them into opening your email.

Don't mislead with a deceptive subject line that has nothing to do with your message.

First impressions matter.

Now.. and very importantly...

When your client reaches out eventually... they're going to want to know what this crazy idea of yours is...

And you better be ready to tell them.

But if you've taken your time to sharpen your skills as a Copywriter....

And if you've really spent a few hours or days studying their business and their social media profiles....

This Should be a walk in the Park for you.

\*\*\*\*\*

Put in the work,

You'll get results.

All the best,

Stay frosty.

A.

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