

The
**One-Email-Per-Day
System**

**Email Client
HORDE**

For Getting **HUNGRY** Copywriting,
Coaching, And Consulting Clients
**Chasing You Down,
Demanding To Hire You!**

Ben Settle

Email Client **HORDE**

The One-Email-Per-Day System

*For Getting Hungry Copywriting, Coaching, And Consulting
Clients Chasing you Down, Demanding To Hire You!*

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About Ben Settle

Since 2002 Ben Settle has written ads, created email campaigns, and cooked up marketing strategies for clients and his own business that have collectively earned tens of millions of dollars in sales in hyper competitive, “cut throat” markets such as:

- Golf
- Weight loss
- Business opportunity
- Self-defense
- Home business
- Dating
- Prostate problems
- Internet marketing

Ben has also taught methods he’s pioneered to some of the **world’s most prestigious direct marketing companies** — such as **Agora Financial... AWAI’s Web Copywriting Intensive & Copywriting Bootcamp** events & also their **Wealthy Web Writer** series... professional radio producers at **Entercom** (one of the largest radio broadcasting companies in the United States)... **Brian Kurtz’s Titans Masterclass... Real Dose’s** (one of the world’s biggest and most respected health supplement companies) **Health Profits Summit... Clayton Makepeace’s private mastermind...** various seminars & events where people pay up to \$10k just for a seat... and the annual **Oceans 4 Mastermind** — where 7-, 8-, and 9-figure businesses paid him and his partners to put their emails and marketing on the “hot seat” — transforming their sales overnight. In addition, Ben publishes the “**Email Players**” newsletter read by hundreds of people in over 30 countries—including by **A-list copywriters, publishers at prestigious direct marketing companies like Agora Financial, New York Times best-selling authors...** and more.

To Join His Free Email List
And Get A Daily Dose Of Sales Copy
To Study & Learn From Go To:

www.BenSettle.com

What Others Are Saying About Ben Settle

“Good copy intoxicates me. Yours is high proof. I’m enjoying it.”

— Gary Bencivenga

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www.MarketingBullets.com

“I think Ben is the light heavyweight champion of email copywriting. I ass-lo think we’d make Mayweather money in a unification title bout!”

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www.MattFurey.com

Zen Master Of The Internet®

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“I’ve been reading your stuff for about a month. I love it. You are saying, in very arresting ways, things I’ve been trying to teach marketers and copywriters for 30 years. Keep up the good work!”

— Mark Ford aka Michael Masterson

Cofounder of AWAI

“The business is so big now. Prob 4x the revenue since when we first met... and had you in! Claim credit, as it did correlate!”

— Joseph Schriefer, Agora Financial Copy Chief)

www.AgoraFinancial.com

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— **Lori Haller**

(“A-List” designer who has worked on control sales letters and other projects for Oprah Winfrey, Gary Bencivenga, Clayton Makepeace, Jim Rutz, and more.)

www.ShadowOakStudio.com

“I love your emails. Your e-mail style is stunningly effective.”

— **Bob Bly**

The man McGrawHill calls America’s top copywriter and bestselling author of over 75 books

www.Bly.com

“I’ve been a big admirer of Ben’s writing for a long time, and he’s the only copywriter I’ve ever hired and been satisfied with”

— **Ken McCarthy**

One of the “founding fathers” of internet marketing

www.KenMcCarthy.com

“...you have some of the best hooks. You really know how to work the hook and the angles.”

— **Brian Clark**

www.CopyBlogger.com

“Of all the people I follow there’s so much stuff that comes into my inbox from various copywriters and direct marketers and creatives, your stuff is as good as it gets.”

— **Brian Kurtz**, Former Executive VP of Boardroom Inc.

Named Marketer of the Year by Target Marketing magazine

www.BrianKurtz.me

“The f’in’ hottest email copywriter on the web.”

— **David Garfinkel**

The World’s Greatest Copywriting Coach

www.FastEffectiveCopy.com

“Ben Settle is my email marketing mentor.”

— Tom Woods

Senior fellow of the Mises Institute & New York Times Bestselling
Author

www.TomWoods.com

“Ben writes some of the most compelling subject lines I’ve ever seen, and implements a very unique style in his blog. Honestly, I can’t help but look when I get an email, or see a new post from him in my Google Reader.”

— Dr. Glenn Livingston

www.GlennLivingston.com

“The only copywriter I endorse (no affiliate) is @BenSettle.”

— Mike Cernovich

Author of Gorilla Mindset

www.DangerAndPlay.com

“There are very few copywriters whose copy I not only read but save so I can study it... and Ben is on that short list. In fact, he’s so good... he kinda pisses me off.”

— Ray Edwards

www.RayEdwards.com

“You’re damn brilliant, dude...I really DO admire your work, my friend!”

— Brian Keith Voiles

A-list copywriter who has written winning ads for prestigious clients such as Jay Abraham, Ted Nicholas, Dr. Stephen R. Covey, Robert Allen, and Gary Halbert.

www.AdvertisingMagicCopywriting.com

“We finally got to meet in person and you delivered a killer talk. Your emails are one of the very few I read and study. And your laid back style... is just perfect!”

— Ryan Lee

www.RyanLee.com

“I’m so busy but there’s some guys like Ben Settle w/incredible daily emails that I always read.”

— **Russell Brunson**
Founder of ClickFunnels
www.RussellBrunson.com

“Ben’s emails are perfect examples of how to sell with email and how to create a persona that draws people to you like controversy to Donald Trump”

— **David Deutsch**
A-List Copywriter
www.DavidLDeutsch.com

“Ben is the dude to study if you want to write powerful emails that make a bunch of money.”

— **Doberman Dan Gallapoo**
www.DobermanDan.com

“I start my day with reading from the Holy Bible and Ben Settle’s email, not necessarily in that order.”

— **Richard Armstrong**
A-List Copywriter for everyone from Rush Limbaugh to Newsweek to the ASCPA.
www.FreeSampleBook.com

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Part 1



The Law of Physics That Brings The Client Horde Lurching At You

“...the high school I went to, they asked a kid to prove the law of gravity, he threw the teacher out the window!”

— Thornton Melon
Back To School

Thank you for checking out what I (100% biased as I am...) believe is easily one of the single best, easiest-to-follow, and quickest-to-use resources on the planet for getting booked solid with the proverbial horde of clients as fast as humanly possible.

It is divided into two parts:

- 1. My main “one-email-per-day” method** — for getting clients chasing you down and demanding to hire you, instead of the other way around, with you chasing them down begging to hire you. This is the most reliable way I’ve ever used to get clients. But it may take some time, depending on your unique situation. For example, if you already have an email list, a reputation in your market, etc, it should not take you long at all. You might even get some new clients today.
- 2. The bonus appendixes** — containing several additional ways to get clients — many of them very fast, especially Appendix 1, which you can potentially use to get clients in the next 5-minutes, depending on your experience, as well as a 40+ page swipe file of 100% copyright-free emails you can use “as is” if you want, or modify, edit, manipulate, or change them

to fit your business however you choose, without any attribution, credit, payment, or props to me whatsoever.

But back to the main content:

My goal is to switch the whole thing around — so if you're someone who has always had to beg for clients, and chase down clients, and nag clients, and have to jump through hoops to get clients...

A Horde Of Clients Hunts You Down Instead!

And while this mostly applies to freelance copywriting (and many of my examples and references will be for them), it can be applied to other services, too, especially coaches and consultants.

If this all seems impossible, I can assure you it's not.

It's something I've done many times, and it's something many of my students have done, too.

Best part?

It's not dependent on your talent or skill level.

Frankly, I believe...

You Can Be A Brand, Spanking Newbie Fresh Of The Turnip Truck And Still Make This Work.

To give you some context about what you're going to learn, I want to tell you a quick story about a grinding client “dry spell” I had many years ago, that resulted in paying off all my student loans, got me some of the best (and highest-paying) clients I could ever have asked for, and launched me into the profitable side of the freelancing world in a way that is much quicker and faster than most are used to.

Here's what happened:

Like any freelancer in a client dry spell, I had lots of time on my hands but not a whole lot of money. Thus, I didn't have a budget to run ads or do any kind of paid marketing, nor was I even that seasoned of a marketer or copywriter at the time.

I won't say I was a total newbie, with no contacts or connections. But they were few and far between, as I'd done a lot of wrong things when I first decided to be a copywriter. Namely, all my income was from a couple JV's I'd done, where I wrote the ads and the JV partner mailed his list about them, and we split the money. It was great pay at first, but I had no control over the marketplace or his list or anything else — and was subject to the ups and down & whims and willies of the business world. Some months I'd make a couple thousand from the above JV, and sometimes a little less, and sometimes barely anything at all. And, ultimately, I realized at that time talent had little to do with getting clients. Especially since, I had written a couple extremely profitable ads (the above JV) to prove I could do what I was selling.

Bottom line?

I was in that situation of no money and lots of time, where I didn't really have anything coming in to work on, and I didn't really have any of my own products to sell, or much of a list to sell to. This was back when I had maybe 300 or so people on an email list, most of who were freebie-seekers and biz-opp types. And I certainly didn't mail the way I'm going to show you how to do in this program, which would have gotten me clients much quicker.

And since I had all this extra time to write, and since I was on a Mission to excel at my craft... I decided to...

Write 10 “Sales Letters” Per Day.

Here's what I mean by that:

What I did was go on a few different ezine article sites. This was back when ezine articles were far more effective than they are now. They can still be effective today. But, nothing like they were at that time before Google “slapped” article directories, when it was quite simple to get an article at a prestigious site ranked on page one of Google for even some popular search terms. I bring this up because this is not something I would rely on in any way, shape, or form now (although I still

recommend article marketing if you're just starting out — more on that later), but it did serve a useful purpose at the time.

Anyway, back to the story:

What I did during that long, grinding client dry spell is realize I needed to get copywriting clients, and would have to get some, without a budget or any money to market with. I also wanted to keep getting great at copywriting at the same time, and think more deeply about it than anyone else, to give myself more of a competitive edge. So I made a goal to write 10 articles a day for these ezine sites. I'm not talking about 10,000 word articles or 10-page articles, or anything super long and time-consuming. The vast majority were around 500 words, many of them even shorter, and whatever the minimum word count was for each particular directory. And I decided I was going to use these articles to hone and practice the copywriting skills I was using and continuing to learn at that time via these articles. Specifically, I decided to write 10 of these articles per day, and write them in a way where it's almost like they were little "mini sales letters" — with a flow intended to sell the reader on clicking my link and go to my website.

I didn't really care how many people I got at the time on my list (although I would have now, in hindsight...) It was simply a training exercise. And, needless to say...

I Ended Up Doing A Lot Of Writing!

I probably wrote around 200 or so articles — which in page and word count, was roughly the equivalent of writing a novel. Writing these 10 articles per day took all day at the time, since I wasn't that fast of a writer. Although the more I wrote, the faster I got. And I did that for at least two months, if not longer.

Before I go any further, I want to be clear about something:

Writing articles is not the intention of telling you this story. I'm simply illustrating a point, in case you're thinking, "Ezine articles, Ben??? Really??? This is how I'm supposed to get clients???"

No, it's not, Chuckles.

Articles can be a part of how you get clients, if you want. But that's not the crux of the Email Client Horde method. The point of this will be very clear in a moment. But, even though I am not teaching writing articles in this book... the irony is, tediously writing all those articles was the most profitable thing I ever did to get clients.

But, not because of the articles themselves.

It was because doing all that writing the way I was doing it (which I would have poured into emails, not articles, if doing it today, as you'll see) allowed me to "tap" into a universal law that can get you...

All The Hungry Clients You Want, Practically "Foaming At The Mouth" To Hire You!

This is more true than exaggerated, by the way.

But before I explain why, I want to make another thing clear:

When I say a universal law, I'm talking about a law of physics, and not some dopey, woo-woo "ooh the universe will grant me all my wishes!" shtick. This is about a physical law (that, yes, a lot of woo-woo gurus have co-opted in some ways) the great Earl Nightingale used to refer to as:

"The Law Of Cause And Effect"

If you don't know who Earl Nightingale was, he was a very prominent success coach and teacher. He also recorded the biggest selling non-musical record that was ever created at the time — and without any hype or fanfare. He was also the co-founder of the Nightingale-Conant company. Anybody in the success industry at the time knew who he was. Too bad not enough people know who he is today. Especially since what he taught was so powerful for getting clients and new business. But this was a main teaching of his, and something I had been learning at the time and for the last several years before that, listening to his material over and over and over.

And the gist of this law he referred to is this:

**“If You Want An Effect,
You Have To Have A Cause.”**

This works in all areas of life. But for our purposes here, that means if you want to get clients (i.e. an effect), you have to have a cause that will produce that effect. They won't just appear out of thin air because you prayed to the new gods and the old gods, or because you slept in during the dark moon, or refused to do business during mercury retrograde or whatever.

In my case, the cause that resulted in clients was...

Writing!

Lots and lots of writing.

And the effect was starting to get clients.

They came in a little slowly (and there was a “delayed fuse” to this, because I was not correctly or consciously directing the cause/writing the way I will be showing you in this book to get them pounding on your door). But, the leads started popping up, including some big league leads I never would have gotten probably via any other method at the time. (i.e. I had a small network for generating referrals — although, as you will see in the bonus appendixes, referrals are probably the single best way you can use.)

Whatever the case, clients came so reliably (yes, even doing things “wrong”), I coined this phrase:

**“The more prolific the writing,
the more frequent the hiring.”**

I know this sounds very simplistic.

And, frankly, it is simple. In fact, at this point, someone may be reading this and thinking:

**“Ben, there’s nothing new here!
I want something new!”**

Patience, my little droogie.

We'll get to all the fun stuff soon enough. The Email Client Horde method is a very short read, that you can learn, absorb, and start implementing by tonight, if you choose.

But for now, I'm simply laying the foundation.

And it's a very important foundation.

So, if you find yourself rolling your eyes at this and you don't currently have clients, then I would suggest you stop rolling your eyes and listen up and listen good... because that's probably why you don't have clients. I know this because I was in the same boat. I thought I knew it all back then, because I was getting good (a lot better than people with many more years copywriting experience) at copywriting. But as I found out...

Writing Sales Copy And Getting Clients Are Two Totally Different Animals.

Being good at the one does not mean you're good at the other — something both freelancers and clients often painfully discover.

The former you're already learning as a copywriter. And if you aren't, and if you want to learn my way of copywriting, check out my Copy Slacker book at www.EmailPlayers.com/slacker (which Email Client Horde readers like you can have at a discount — contact me via my website, and I'll send you a coupon code for the shopping cart). The latter, though, the actual getting of clients... is a whole other skill.

And guess what?

By combining a few simple principles of marketing with my copywriting skills... I nabbed quite a few clients who lasted several years after that, until I stopped taking clients, and who I still benefit from having known, worked for, and gotten testimonials from to this day.

For example:

The first client I got after stumbling onto this was one of the world's first podcasters — Michael Senoff of HardToFindSeminars.com. He was doing audio interviews that would be called “podcasts” today years before the term was coined, and way before audio podcasting became trendy. He was also one of the first people that found me because I'd been doing so much article writing for my site at BenSettle.com. This was a couple years before I started doing the 10 sales letter/articles per day I mentioned. And he was that first client I got that JV with I mentioned, where I wrote the ads, he ran them, and we split the money. Working with him, I didn't need a book of clients. In fact, money came in so fast and furious at first, I was able to pay off my debts. But, I realized deals like that are are, and can be shaky as far as knowing how many sales are going to come in at any given time... which is what led to my client dry spell, since I had relied on that JV for so long.

Long story short:

Even though I wasn't doing the 10 articles per day at the time, I was still writing a lot, and putting up a lot of content, and because I had done some kind of article about one of Michael's other sites (HardToFindAds.com), he found out and contacted me. He said:

“Look, Ben, I'm real impressed with your writing. This is really good. I'm glad to have met you, would you like to do a project together?”

And he gave me a choice:

“I have a product I need a sales letter for. It's an old product from the 1980's about how to buy million dollar businesses using none of your own money. It's unproven today, and I don't know how well it will sell. But I will make you a deal, I can pay you a \$2,000 fee, or we can do a 50/50 split of the sales.”

Of course, I took the 50/50 deal.

And it was a complete crap shoot. I remember being in a lot of debt, and having trouble paying the rent at the time. Logically, I should have taken the fee and found more paying clients. Especially since, the odds are these “spec” deals hardly ever work out the way they are supposed to due to flakey or outright dishonest clients, clients unmotivated to properly run your ads, or products people simply don't

want. I got really lucky, and Michael was the only client (out of several I tried to do these deals with) it ever worked with.

But, I was young and cocky. And, I was also (and still am) a big advocate of Robert Kiyosaki's "pipelines vs buckets" teaching — where it's far better long term to build out passive recurring income streams than rely on manual labor, one-time payments.

Anyway, here's the point:

I did not get Michael's (who I still, to this day, do joint ventures with, as I said, all this still benefits me) attention because I was some kind of super-talented copywriter.

It Was Because I Was Doing A Lot Of Writing!

i.e. I tapped into that law of cause (writing) and effect (client gigs).

Fact is, he could have hired better copywriters than me. And while he offered me \$2,000, I was doing full sales letters for far less than that — often in the mid hundreds, while spending weeks of my life on them.

This is going to be a recurring theme throughout this book.

You don't have to be the best copywriter, the best coach, the best consultant, the best programmer, designer, or any other kind of service provider to get the best clients.

And, here's what happened not long after that:

The next big client found me, again, when I wasn't even doing everything correctly — as I'll be showing you in this book. I still wasn't actively building an email list, much less mailing it. But, all that writing I'd been doing was still helping me use that law of cause and effect. In this case, it was to get the attention of the man I call "The Founding Father of Internet Marketing" as we know it, Mr. Ken McCarthy. If you don't know who Ken McCarthy is, I suggest doing an intense study on him. Back in the early 90s, when Steve Jobs and Bill Gates were talking about how the internet

was just a flash in the pan, and you're sure not going to be able to sell anything on there, etc... Ken decided to hold the first conference on how to sell with the internet. At the time, according to him, he and the small handful of people with him were all considered the village idiots of Silicon Valley. Obviously, the critics were all wrong. And Ken is one of the reasons any of us even sell online at all, and was even...

**Credited By Time Magazine
For Pioneering Certain Things
We Marketers All Take For Granted Today.**

Why is this important to mention?

Because besides him being the “Founding Father of Internet Marketing”, he was also the only guy Dan Kennedy went to when he wanted to learn how to sell on the internet using direct response marketing. Ken had a huge network, and knew and was respected by all the biggest names in the business (and personally taught many of the early 90's internet marketing “gurus” himself). Thus, at the time I knew who Ken was. I had seen him mentioned in Dan Kennedy's No B.S. Marketing letter several times, seen his name bandied around, and I knew the level of player in the marketing world he was.

So naturally, I was shocked when he contacted me out of the blue.

Especially since I didn't know anyone in his “world”, and he could easily have found a better and more experienced copywriter in his network.

But, he contacted me out of all these others.

The reason why?

**Because I Was One Of
The Few Copywriters He Knew
Who Actually Wrote!**

Specifically, he said:

form-data@cutandpastescrpts.com

Website Feedback

To: ben@bensettle.com

On Tue Nov 29 05:22:59 2005,
The following information was submitted.

firstname : Ken

email : kenmc@amacord.com

Comment : Re: <http://www.bensettle.com/kungfu.html>

Matt Furey learned his 'guarantee' trick from Jim Straw.

Tell me about your copywriting services.

The only thing I could figure out from your web site is that
you can write your @\$\$ off.

I don't see encounter very often - especially on copywriters'
web sites.

Best,

Ken

Again, Ken could have hired any copywriter he wanted.

But, he ultimately contacted me mostly because... I actually did what I was selling (i.e. writing). This was a big deal to him (as it is to many high-quality and discerning clients, I have since discovered) because he'd just gotten burned by a big "name" copywriter who fleeced him out of \$10,000 by delivering a swipe job so blatant and fraudulent... the guy literally took someone else's letter and did a "search and replace" on it — substituting out all the other letter's details with Ken's product details. This is important to note not just to illustrate how simply doing a lot of writing makes you stand out, but also for reasons I'll explain a bit later that will have a direct bearing on you getting a lot more clients than you think possible.

Until then, back to the story:

Point is, a lot of copywriters don't write. And that is one of several reasons

why simply doing a lot of writing lets you piggy-back off the law of cause and effect so reliably. Plus, if you're a copywriter who doesn't write and continually try to make yourself better at copywriting, I have to question why you're even a copywriter at all. Certainly clients will. And it's vitally important if you want to use my Email Client Horde methods, because...

It Hinges On Your Writing A Lot!

This applies to coaches, consultants, and other non-writer freelancers, too.

And don't worry. By "writing a lot" I'm not talking about slitting your wrists and bleeding out all over the page for 8 hours per day. You're not going to have to write 10 articles/sales letters a day like I was doing, either. I'm going to show you how to do this with just one simple email per day, that works much faster, quicker, and more efficiently.

However, my way won't help anyone who doesn't write.

This is something a lot of clients (not just guys like Ken) are looking for.

You'd be amazed at how many clients just want a writer who's going to (1) show up on time (2) get things done by the deadline and (3) do a good job at what they do. These are hardly impossible goals and tasks, are they? And it may help to realize not everyone is looking for a multi-million dollar sales letter or coach to save their business. It can certainly happen, but most of that's on the client's side of things, not the copywriter's side. Especially if you're a copywriter. When you understand the freelance copywriting side is only about 20% of the battle...

It Takes A Lot Of The Pressure Off.

Here's why:

There's peace in knowing your job is not to create sales out of thin air, but to multiply current sales. This also goes for any kind of marketing-related coaching and consulting, too. In other words, if they don't have the right offer and a responsive list that wants that offer (or can be persuaded to want such an offer via your copy) it

doesn't matter how good your copy is. Fortunately, a lot of clients get this and that's why a lot of them are more concerned with just you being someone who's going to do what you say you're going to do, when you say you're going to do it, and at the level you've told them you can do it at. And one of the ways you can demonstrate that is by writing a lot.

Again, it's that law of cause and effect.

I put a lot of writing out there (the cause) and high-quality clients who don't dick around — like Michael Senoff and Ken McCarthy — were coming to ask me about my services. I didn't hunt them down...

They Researched And Found Me!

I wouldn't even have thought to go after someone like Ken McCarthy.

That was unfathomable to me at the time.

He was up there doing his famous and prestigious System Seminar, which was a world-class internet marketing event that prompted major league players (like Gary Halbert, for example) to pay to attend. I never would have got him on my own, trying to smooth talk my way in. If I'd gone up to him cold and found him at a seminar and tried to talk to him at the bar, like a lot of these other copywriters do, I never would have got him. I simply put a lot of writing out there that impressed him and demonstrated I did a lot of writing, and that put the "client wheels" in motion.

Before we continue, I want to make something clear, though:

I'm not saying this is all you have to do.

It's not, if you want a reliable, steady, and predictable flow of client leads. I was getting some great clients, but it was still somewhat random, and not-at-all repeatable, because I wasn't directing this great law of cause and effect. I was like the guy hang gliding, trying to go with the flow of the wind best as I could to get as far as I could... instead of climbing into a jet and...

Forcing It To Go Exactly Where I Wanted To!

In other words, yes, I was “flying.”

But, I wasn't staying in the air, eventually had to land, and often wasn't able to steer to the exact location I wanted. Thus, just writing a lot worked... but it didn't get a predictable and repeatable flow of client leads coming in. How I did that will come a little later in this book. Right now, I want to keep impressing upon you — to the point of absolute redundancy, as it's the what makes the entire show work — how important writing a lot can be, because this is really what it comes down to.

Also, I want to add:

This writing part mostly applies to copywriters. If you are a coach or consultant, you can get the same “effect” (clients) by doing lots of content in ways that aren't necessarily writing — such as video, audio, livestreams, YouTube streaming, public speaking, etc. Although, I believe even if you do non-writing activities, you will still want to focus primarily on email.

But we'll get to that later. For now...

Another Example:

All this writing I did at that time soon landed me another huge client in the MLM world named Mike Dillard. If you were in the MLM world at the time wanting to learn direct marketing, you probably know who he is. If not, he was one of the top MLM trainers out there, and his best-selling Magnetic Marketing program was the highest-selling course of its kind for many years. And one of the things I did shortly before I met him was start to compile all those articles I wrote, and all that content I'd been pumping out, into an eBook to use as an opt-in bribe to join my email list. In addition to that, I started looking for products I could sell to that list. One such product was a video tape (this was back in the day of tapes...) the great publicity guru Paul Hartunian used to give the rights to sell to. If you've never heard of Paul Hartunian... he was the New Jersey man who became famous for selling the Brooklyn Bridge for \$14.95. He was mentioned on Johnny Carson and all over the media for decades, and he's one of the most brilliant publicity minds on the planet.

And so, one of the writings I did when I compiled all those articles I talked about into an eBook was an article/sales letter to sell people on that publicity tape. It was a “disguised” sales letter that looked editorial (at a glance) but was also pure sales pitch (i.e. it sold the reader on the product). Disguised sales pitches is one of the first things I learned by studying the late, great David Ogilvy (who used these to help get his agency packed with the best clients on the planet back in his day), to make them look and feel like articles, and to give useful information, but while still selling. i.e. combining content with promotion. This was part of me practicing what I was learning. Again, it’s all about the cause and effect. The cause was writing a lot — and continuing to excel at the craft, to get the effect of high-quality clients. And that publicity product article/pitch was one of the pieces of writing I put in that eBook, and that Mike Dillard downloaded from my site.

Anyway, he told me he read it and...

**Immediately Bought
The \$700 Product
That \$29 Tape Was Selling!**

In other words, I was selling a \$29 video tape. But, my sales letter did such a great job of selling him, he bypassed getting that, looked up Paul Hartunian, and bought his main course. Then he told me:

“Your letter was so good I ended up whipping my wallet out to buy the \$700 product.”

I don’t say this to self-prop (much). I say this because, he didn’t hire me because I cold called him, haunted him at a seminar at the bar, found a way to get an introduction, sent him a piece of direct mail, cold-emailed him, or anything else. You can do those things (and for some it may make a lot of sense). No, I did it...

**By Doing All That
Constant Writing.**

And bear in mind:

He was already writing 7-figure sales letters, so it’s not like he was some slouch in the sales letter department. He also had all the money he needed to hire anyone he

wanted — newbie, pro, “name” copywriter, or even a world-class copywriter. He knew plenty of them, and was well entrenched in the internet marketing world. I was certainly not the best option he could have hired. Yes, I was getting pretty good at that point, but I was not nearly the best he could have hired. He could have, frankly, hired an A-list copywriter, if he wanted to. But he picked me because I had been doing so much writing, he read that writing, was influenced by that writing, and he was...

**Sold On Hiring Me
Before He Even Contacted Me!**

More:

Not only did that turn into a long-term client (I wrote something like 7 or 8 sales letters for them) but it then opened all kinds of other doors I was not expecting. This is something I want to mention because it happens all the time, but is not something that is predictable. It's more like something you stumble into and have the wit to run with.

In this case, here's what happened:

One of his business partners referred me to his friend in the golf market — which also resulted in a bunch of other copywriting projects (for sales copy and emails, etc). And, one of Mike's star students referred me to another guy in a similar market (Jay Kubassek), which turned into a year-long deal where they paid me a \$5k per month base, plus 1% of the gross profits of the company. I'm not going to go into how to put those kinds of deals together, or how to price yourself — as there are literally hundreds of variables involved, and it's not the purpose of this book. But, what this information can do is “position” you in such a way where you are far more likely to run into the kinds of clients that are open to these kinds of deals.

Referrals are a great “side effect” of marketing this way. Once you do a good job for one client, and if you ask them for referrals...

**It's Not Uncommon To Get
So Many Clients Banging On Your Door
You Have To Put Up A Waiting List!**

And, yes, increase your fees, too.

We'll dig into how to use waiting lists to explode your client-acquisition efforts later in this book. But for now, realize once you do a good job for someone, the referrals come in fast and furious. I also want you to realize I was still doing all this by accident and had not started to systematize it with email to make getting a consistent flow of clients a complete no-brainer. This was still very random, but you can see how even then I was getting these top-quality clients.

Finally:

Another guy who found me due to all the writing I had pumped out is a guy named Captain Chris Pizzo. He also ended up needing a copywriter, and he also could have hired anyone. In fact, he was well-known in the Dan Kennedy circles, went to all their masterminds, and was about as connected as you could get. He could have not only hired any writer he wanted, but he was also already a great copywriter. But, he was too close to his own product, and wanted a fresh pair of eyes. And so, like the other clients I mentioned, he started looking around, found my site, downloaded that same eBook Mike Dillard did, and gave me a call. It was as much of a shock as when Ken McCarthy contacted me, too, especially since I was seeing his ads being run all over the major conservative news sites like The Drudge Report and Newsmax at the time. But one day, I got a voice mail out of the blue from him, and, again, it wouldn't even have occurred to me to go after this guy as a client. But he said he read some of my stuff and he liked the way I wrote, and he thought we'd have a good synergy and that was it. Within a day or two, we had a deal, I beat his long-running control ad, and he hired me to write all his other ads over the course of a couple years. All because I had done all that writing, and was continually writing, and honing my skills.

I'm not being at-all hypey about this, either. People really will hunt you down (the effect) if you but keep writing a lot (the cause) — and this especially true when you add in the things I'm going to talk about later I wasn't even doing at that time. That's when getting clients stops being this mysterious thing. If anything, you might have to start disqualifying clients, and either turning them down or referring them elsewhere.

In fact, by using what I'll be teaching you next...

**Getting A Horde Of Clients
Hungry To Pay You
Can Become Almost “Routine.”**

And, especially, in down economies.

I would even argue, when you use a system like you’ll be learning here, you’ll have even more success getting clients, when they become especially discerning about who they hire, and don’t just base their decisions on social proof, and require demonstration of your skills — not just in a portfolio, but by seeing you each day in their inbox. I know that may sound crazy to you. Especially if you’re new or have been struggling to find work. But this can happen and, perhaps the most ironic part about it all was (with one or two exceptions)...

**None Of Them So Much As
Asked To Even See A Portfolio!**

It was just “when can you start, and when can you have it done?”

And the reason why is because I was already doing a lot of writing and I was already demonstrating my knowledge and skills in that writing, and it was already clear I could string sentences together in a persuasive way, and that I was obviously writing enough where they didn’t have to wonder if I was lazy, like so many other copywriters out there who prefer yapping away on Facebook than doing the work they’re hired to do are. That’s not to say you shouldn’t have a portfolio stuffed with control ads — especially if you’re going for the big A-list clients. But, you won’t always need one doing things my way to get high-quality and high-paying clients. And again, if you are a coach or consultant in a non-marketing and non-copywriting industry, this demonstration of your knowledge can be done via video or other media. But as a copywriter, you want to be writing.

Whatever the case, copywriter or coach or consultant... great clients who want to pay you well are out there waiting for you. But they won’t come unless you do the work first. To paraphrase the great Earl Nightingale again, you can’t ask a cold stove to give you heat before putting in the wood. And on that note, turn the page, and I’ll show you how to have your client “stove” ablaze...

Part 2



Creating “Bait” The Client Horde Just Can’t Resist Biting

“To quote an old axiom: the finer the bait, the shorter the wait.”

— The Riddler
Batman TV Series

Let me tell you about Mr. Victor Cheng.

He’s a very savvy businessman, Harvard Business School speaker, and interim CIO of two publicly traded companies. And I was once referred to him as a copywriter in my freelancer days, due to all that writing I was doing mentioned in the last chapter. And while he didn’t become a client (I was writing all those ads for Mike Dillard at the time, getting quite burned out, and didn’t have the time or mental “bandwidth” to learn another market — which was corporate CEOs), I did learn something extremely valuable from him about getting clients.

And what he taught me (i.e. what he sold to CEOs) is the concept of...

“The Bookmercial”

A Bookmercial is a clever tool for sifting and sorting clients so you only hear from those who are pre-sold and eager to hire you. It is also exactly as it sounds: It’s a book that’s also a commercial for your products or your services. And what he wanted to hire me to do was write these short 1- or 2-page letters he could either FAX or Fedex to CEOs of companies that would sell them on calling him to come in and give them a presentation, where he’d sell them on hiring his company to create Bookmercials for them.

It sounded quite brilliant.

And it essentially did what I teach to do in my “Email Players” newsletter — which is to merge promotion with content. And doing this is the first step in creating a giant horde of clients...

Chomping At The Bit To Hire You!

Which is exactly what I did without even realizing it.

Here’s what I mean:

Remember when I said I wrote those 10 articles per day, and compiled all that content, and the other articles on my site, into that eBook some of those high profile clients were “sold” on me by? Well, that was essentially a kind of Bookmercial. It just wasn’t very strategically structured and engineered to bring me leads, or anything nearly as good as what Victor would create. But, each “chapter” was a sales letter in its essence, to get ahold of me or to go to my website. I was giving great information, I was demonstrating my knowledge, and then I was leading them in, maybe leaving a few things out, just basic copywriting. There’s nothing here I’m talking about that’s magic. And that’s what you want to do, except better than the way I did it.

Thus, step one in the Email Client Horde system:

Create Your Own Version Of A Bookmercial!

I say “version” of it because it’s not really a Bookmercial.

That’s just the closest thing I can think to what it is. Especially since, I am not Victor Cheng, and he has a process for it that probably goes way beyond what I am going to teach you (and is completely different in many ways). If you want to get really deep with this, look him up at www.VictorCheng.com, or buy his book on the subject at Amazon. What I am about to show you is NOT a Bookmercial, nor do I have any partnership or affiliation with him or some kind of expertise on what he

teaches. Following is simply my crude, and fast-creating version of the same fundamentals, based on my observations and experiences.

Okay, moving on:

It doesn't have to be as perfect. And, if you were in my position especially, and you had time but not a lot of money, there are three ways to do it — and within the next 7-days, easy, if you have even a modicum of writing speed and talent. This is important. I do not want you to take forever on this and procrastinate like probably 90% of the population is prone to doing.

If you want to make it to the top 10% of income, you have to do what the top 10% of income earners — in any field — do.

And, one of the things the top 10 income earners do is...

**Refuse To Succumb
To Procrastination!**

This is the goal of the Email Client Horde system:

To get clients fast — as in by next week, ideally. Certainly in the next 30-days, which I believe is more than realistic even if you're brand new in your business.

But, only if you sac up and don't procrastinate.

Yes, it's going to take some elbow grease, and it's going to take some work. But, maybe not as much work as you think. Especially since, one of the ways you can create your book is to simply...

**Recycle Content
You've Already Written.**

I promise you this:

Unless society takes some kind of whacky left-turn, no bank teller is ever going to demand you fill out a form before letting you deposit or withdraw money documenting how much time it took to make it, or how much effort you had to

spend writing. Depending on where you're at in your career right now, maybe you've been doing this for a while, and maybe you have written a bunch of content and it's just sitting around.

Well guess what?

There is no reason not to compile that content into a book like this.

It doesn't have to be a long book, either. It could be 30 pages, 50 pages, or 100 pages (I would keep it under 100, personally). If you've been doing mostly video and audio, have it transcribed and put into your book. Either way, it doesn't have to be this 300-page monstrosity I had, which I ended up turning into a more expensive info product later. It should be something that demonstrates your knowledge, something that's big enough where you can also create a hard copy of it (Amazon is good for this, if you know about their CreateSpace program, or any decent printer can do this for you), and something you can give to people both electronically and physically. I'll show you in a little bit how to do that. For now, realize it's just something with a little meat to it, that's going to demonstrate you know what you're talking about, and...

Show Off Your Writing Skills!

This is why, I believe, I rarely needed to show anyone samples.

They saw my skills demonstrated already.

Another way to do this is to take what I'm going to show you about doing daily emails in this product, and compiling those emails into a book. For example, some of the projects I've had from clients were to write really long autoresponder sequences of 101 emails. This was specifically for that client I mentioned in the last chapter who had me on retainer, where I was getting paid a retainer plus 1% of the gross company sales. I didn't want to spend all month or two years writing all these emails, so I wrote 6 per day. I don't remember what that came out to. I think I did 7 days a week, so 42 emails a week, and within a couple weeks I had them all done. My point is it doesn't have to take you that long to do all this writing. You don't have to write 100 emails, but you can write them very fast if you decide, "I'm going to write 5 emails a day." We're going to talk more about these emails you're going to be writing anyway when you use this system. You could even pre-write a bunch of them out.

That's perfectly legitimate and is another way to do it if you want to create a book really quick.

Another way to do it is to write them....

With Your Mouth.

Here's what I mean by that:

I have a friend named Troy Broussard who prefers talking over writing. And he's a content-creating machine. He and I were hanging out recently, and he was telling me how he's been putting out so much content lately — including full-fledged info products. He's always in the car or walking around somewhere, and he talks into his smart phone using the Rev.com app. Any transcription app will do the trick. But with Rev's app, you talk into your phone, and then you send it off to them, and 20 minutes later or an hour or 12 hours later... or however long it is (it all depends on length, their estimated time, etc)... they send you a transcription of everything back. He said he wrote a bunch of emails doing that, and they made him a lot of money, and he's also been creating a lot of content doing that. So again, this doesn't have to take you long, especially if you're bogged down with a lot of work now, and you just don't have a lot of time to do this sort of thing.

Another idea:

You Can Ethically Cheat!

And you can do that by having someone interview you.

Here's what I mean:

If you know anyone who can interview you, you just have the questions pre-written and spend a lot of time talking your thoughts out and being thorough. An hour or two-hour long interview could easily be turned into a book, literally just a book that's a transcript. The great Matt Furey created a book called "My First Million" that is just one long interview transcript, and it's fantastic. I have found you can dig out more ideas, more gold, more of the really deep content via interviews, where you let your mind go a little crazy and say things you might hold back on when writing. Of course, some people don't like to read a book only to find it's an

interview transcript. But those tend to be the bottom-of-the-barrel, small thinking, cheapskate types, anyway, and probably not someone you'd want to work for. But the important thing is, creating content for a quick book is not hard, and it...

**Doesn't Have To
Take You A Long Time.**

Whatever way you do it, here's what's key:

This book (and I didn't even do it right) is what got me most of those clients. When you think about it, it's simply Direct Response Marketing 101. But one thing I learned early on in this business (and what I see in a lot of other freelancers) is most are not nearly as great at marketing as they are at copywriting. But when it comes to getting overrun with a horde of clients, you want to have your direct response marketer "hat" on, not your copywriter hat on.

In fact, except in very rare cases...

**You Will Make Far More Money As A Freelancer
By Being A Great Marketer
Than You Will By
Being A Great Copywriter!**

And the same goes for all freelancing — coaching, consulting, design, programming, whatever you do.

Something else to think about:

When you're creating all this content designed to get you clients, be aware of the concept of...

"Interweaving"

Here's what that means:

The late great Eugene Schwartz wrote about this in his book *Breakthrough Advertising*. He was talking about writing sales copy where you're "interweaving" proof with image with benefits with claims and with credibility... so it's a seamless

blending of them all. This is a vital skill you should be learning anyway (especially if you are a copywriter), so why not practice it by writing emails every day the way I'm going to show you in this product, and doing it to get yourself clients? You might as well just do it at the same time. It's not a hard skill to do. Basically, you're going to give some good information away — what I call “soft teaching” — and then at the end, you tell people if they want to know more about the subject or to talk to you about it, to contact you. I'm going to talk more about how you can close these emails later. I'm merely giving you a sneak preview of that now. But realize, you want to get good at interweaving content and promotion, to the point where people can't even tell the difference. In fact, I once got a testimonial about this from the great Brian Kurtz — one of the most respected men in direct marketing, who was the Vice President of Boardroom Inc for years, and the #1 guy under the late Marty Edelman. If you don't know who these guys are, I highly recommend you look them up. They are part of direct response and copywriting history.

And the testimonial said:

(Paraphrased)

“Ben merges content with promotion so well you don't even know the difference!”

His company sold hundreds of millions of dollars in books utilizing this skill. And that's what you can do to get lots of clients, too. I teach this in my “Email Players Skhēma Book” (for writing emails) that comes with a subscription to my “Email Players” newsletter at www.EmailPlayers.com. But the best example I can show you is Dan Kennedy, who I learned a lot about this from studying his content over the years. I once bought one of his products (called “Ten Million Dollar Marketing Secrets”), that was a two-hour training he gave to someone else's people. He gave them 10 different things his highest-earning clients (that he calls “renegade millionaires”) all do. And during that talk he masterfully interwove great, useful content with pitching (subtly and not-so-subtly) one of his higher-ticket products that costs almost \$2,000. He was giving content in that product, but he was always pitching his Renegade Millionaire throughout it very seamlessly. There's also a guy named Phil Alexander who's a direct response marketing historian. Many years ago, when I first got started, I remember stumbling upon a hidden chat group where all these big-name marketers were hanging out at the time. And Phil wrote this long post about the original version of Dan Kennedy's *No B.S. Time Management* book, which is

about 108 pages. It's since been expanded and updated, but it's mostly the same content. Phil picked out a few dozen or so places in the book where Dan Kennedy seamlessly merged promotion with content, where...

**You Don't Even
Realize You're Being Sold!**

You just know you want to look at whatever he's offering.

The following won't do you as much good if you can't find the original 108-page version of *No BS Time Management*. (The publisher was Self-Counsel, it's got a red cover, with two people high-fiving each other on top of a big pocket watch.) But here is what Phil wrote, and if you can find the above version, it will be even more of a power-education in how to weave content and promotion:

(Reprinted with Phil's permission —)

541 Deconstruction of Kennedy's Time Management book.

Expand Messages

- **Phil Alexander** May 27, 2000

My reply, and a few ideas for Perry's little Quick-Star problemo are coming... But I wanted to post this.

Let me start with two small "Administrative" things:

- 1) I am a BIG fan of Dan. Anyone who reads anything other than admiration or "credit where it's due" is inventing it themselves. In no way do I consider what I am pointing out as a negative, in any way.
- 2) This post will make very little sense to you if you do not possess Dan's *Time Management* book. (The Self Counsel Press one, not the one he co-authored with Bill Brooks). This also will not work with his *Time Management Cassettes*, or any niched products I'm sure he's written.

How this came about:

A pal of mine got a book deal. A SMALL< book deal. He did the "normal" thing and asked to put a promotional plug in the back for his mailing list, at my suggestion. Publisher said okay.

Now... I've always admired the chapter in No. BS Business (The first one) where Dan ends the chapter in a free report on how to develop marketing systems for any business. It's GREAT! It gives very little hard info, but every single word in that chapter, and some supporting chapters, drives you to order the report. Totally, and utterly brilliant.

So, Phil recommends to his buddy to put something in a chapter like that. Monkey see, Monkey do.

"Nah..." is the reply. Too many plugs in the book! Already got one! Who needs more?

Whatever. I always take rejection well, so after some well crafted revenge, I realize I have no time for him.

So:

I'm re-reading the Time Management book... And, because I'm "Attuned" to promotional plugs, I start noticing them in the book. Maybe not as obvious, but they are there.

To refresh:

It's a 108 page book on TIME MANAGEMENT. How many "Direct Plugs" and "Indirect plugs" do you think are in it? What about "Conditioning phrases" to future clients to let them know, this is the way it is, if you want to do business with me? I define a plug as anything that directly, or indirectly increases or improves customer flow. So, a mention of, say, Dan's Chiropractic letter counts, because, a chiro reading it may very well call or fax in a request for more info. And: Imagine the effect this has on someone reading this book "COLD". Having NO idea who DK is, but, maybe, needing a

speaker, needing to improve sales, needing something he provides. And, I fully support his repeating his consulting and other services "casually" because, this isn't a Consulting/Informercial/Direct mail book! He's going to have to "Hit 'em over the head" to get some deals to flow inside! Brilliant.

Okay! Okay! I hear you yelling!

CUT THE CRAP PHIL! How many plugs?

FIFTY ONE.

In a 100-ish page book!

And that's not even counting his mention of books and courses and people who, flattered that he might have mentioned them in his book, might return the favour, or do a JV with him.

Here they are, exposed for your pleasure:

Three mentions on Page IX (The book hasn't started yet, and he's got **THREE** plugs on this page: His **INSIGHT** letter, His **GOLD MEMBERSHIP**, and, the **Psycho-Cybernetics Foundation**. (Dan's a founding member in case you didn't know. There's lotsa good, **FREE** info on the **Psycho-Cybernetics** site, linked from Dan's main site, btw)

Page 2: Mentions he "Helps other businesses"

Page 7: Mentions charging a client \$3500 to write an advertisement (Presumably, someone reading this, who never considered hiring a Time Management guy to write a sales letter, now knows he does that.) He's also supported the fee by mentioning a page earlier that his "per hour" number is higher than that.

Page 7 again! Mentions his "one day consulting fee"

Page 20/21: Mentions "Takeaway selling" in the No BS Sales book. (Also conditions future clients by telling them he "Unplugs his

phone" and they may have to wait a day. I'll only count the whole thing as one.

Page 22: Mentions to "Leave a reason for calling, or don't call at all"

Page 26: Mentions Paul Hartunian. Paul reciprocates in his newsletters and speeches.

Page 30: Mentions teaching a time management seminar to a Doctor of Chiropractic. Any DCC is going to sit up and take notice. And, the really bright Dentists, and acupuncturists and whatnot will think, "Hey, I'm not that far from a DCC, really. Maybe this guy will have some stuff I can use."

Page 31: Mentions the Peter Lowe Speeches. When you think about it, this counts as two! One, to get people out to the PL Events, where his excellent speech will snag 'em, and two: Hiring him as a speaker.

Page 34: Mentions having 5-7 books in bookstores, his newsletterS, and his Radio Broadcast.

Page 37: Mentions his speaking again.

Page 39: Marketing consultant to the weight loss industry.

Page 44: Mentions having to accomodate a 56 page infomercial proposal. (He does that too?)

Page 45: Are you ready? He mentions: Speeches, Radio Broadcast, Consulting, Has mail order products, NewsletterS, Advertising copy for clients.

Page 47: Free catalog of his audio cassettes!

Page 50: Speaking, and consulting mentioned.

Page 58: Infomercials, Consulting, and Direct Mail

Page 60: Mentions his newsletters again.

Page 61: Newsletter, Direct Response Advertising, Copy intensive Advertising, Marketing Info Products

Page 64: Interesting mention that Specialists out earn Generalists, 10 to one. Guess who mentioned he was a specialist, not three pages before?

Page 66: Mentions he runs Seminars.

Page 70: Speaking, Seminars on Direct Marketing, Consulting, Newsletters

Page 75: Mentions the Jeff Paul Underwear book. This counts, because of what the DK in JPDK stands for.

Page 80: Mentions Speaking Career

Page 86: Psycho Cybernetics, and Gives the addy to write!

Page 94: Seminar and "Magnetic Marketing System" -- What a great name... I'll bet he gets faxes saying, I want it, whatever it is.

Page 96: Seminar for Dentists

Page 99: "I specialize on seminars on Marketing"

Page 105: Consulting and "Magnetic Marketing"

Page 108: Free Audio Cassette

Page 109 : Other books

Page 110: Order Form.

Pretty good, eh?

You know, most authors are **BARELY** thinking about putting **ONE** plug in their book.

Their loss.

In closing: Consider this: I just finished a book by a fellow who claims he is Canada's most outspoken pollster. He mentions **NOTHING** in his book about Polls he has done, how much they costed, who has hired him in the past, how I can hire him, and, most unforgivable, there is **>NO<** contact info in the book at all. Nada. No website, no Fax #, and not even a **CITY** he's in. Sure, I could write to the publisher, but why?

The last page? So help me, it talked about the tpestyle used in the book. Ever seen that crap?

This book was typeset in Bookman Elite, first developed by the Jesuit Monks after a 100 day quest to improve ink retention on the imported stock they were forced to use by the paper supplier, who was the local Bishop's brother in law. Or something like that. I don't have the book anymore, I tossed it in the Goodwill box in Toronto, at Queen and Dundas.

At least a charity will make some money on the book after the initial sale!

I welcome your comments.

(And, if by some chance, you haven't bought the book, what in heaven's name are you waiting for?)

Incidentally, Phil is a fascinating guy to talk to.

I don't know if he has a website or not, or how to find him other than by email. But if you are interested in hiring him for consulting, shoot me a message via my site at www.BenSettle.com and I can try to put you in touch with him. I don't want to just give his email out to anyone, as I don't want anyone to waste his time with small talk or just trying to suck free advice out of him, serious inquiries only.

**Let's Talk About Exactly
What To Do With Your Book...**

First, you're going to have it in print and as an eBook.

You can easily get a book printed up at your local printer if you wanted to. I use SelbyMarketing.com. They can print books up for you and it's not real expensive. You can also do it through Amazon's CreateSpace. They'll even give you the ISBN numbers and all that if that is important to you. You also want to have it as an eBook, of course, and the important thing is you want to get it up selling somewhere like Clickbank or Amazon — wherever it makes sense for you to put it, where you can establish a retail price for it. This is something I did not do at the time. Had I done this, I would have probably gotten more client leads, and also probably a lot higher-quality leads, too. Plus, not only would it have been making me a little bit of money, which is good (and we'll talk more about this), but it would have essentially allowed me to...

**Get Paid To Prospect
For Clients!**

Here's something else I didn't do, but had I done it, I would have been able to double my fees probably — and that is Specializing. You can do this “trick” in the next 3-seconds, if you want, and even if you're brand spanking new.

You don't have to specialize. And I'm not saying this is mandatory. I certainly didn't specialize, and still did okay.

But, if I could go back, I would have specialized in something like the health market or the financial market or the golf market or any market that interested me that I could learn and relate to. There are all kinds of markets out there you can specialize in. If you can specialize in something, and build your book around that, you can really target and attract a way higher-quality prospect...

**Both Willing To Pay Higher Fees,
And Be More Likely To Hire You.**

There's a lot of resistance to specializing.

People think they will be trapped, and limited. But, the reality is, the specialists not only often make more, but are also often harder to let go when times get tough. The late, great Earl Nightingale (funny how he keeps popping up in this book...) said it best in his magnificent “Lead The Field” program:

“The best way for you to develop the security that lasts a lifetime is to become outstanding at one particular line of work. Look at it this way: Regardless of economic ups and downs, the industry of which that line of work is a part will continue to operate. It won’t shut down completely. As long as you’re in the top 5 percent of the people in that industry, you know you’ll always be in demand – you’ll be wanted and needed in that industry....”

Bottom line:

Specialize!

Now, let’s talk more about how to get paid to prospect:

The first product I wrote an ad for Mike Dillard about was called **Magnetic Sponsoring**. It showed you how to get people coming to you to join your MLM business. If you know about MLM you know it’s a very hard business to sponsor people in. It’s brutal. Most of the companies have you going around telling people about your business who are complete strangers. Some of the advice I got back in my MLM days was, “Go up to everyone within 3 feet of you,” which they call the 3-foot rule... and say, “Do you keep your options open for ways to make money?” which is just going to get you stared at, with people thinking you’re a lunatic. But that’s the nature of that business. That’s network marketing. It’s about networking. Mike Dillard turned it all upside down when he created Magnetic Sponsoring, and used what he taught in the product to build his own MLM business really fast.

And the main way he did it was with what he called a...

“Funded Proposal”

The people in the MLM world probably frown on this, as far as the people who own the actual MLM companies. For some reason, a lot of them don’t want you doing direct marketing. To them it’s an indecent thing for hype artists and carnival

barkers. But the whole point was you would create a product, not unlike Victor Cheng's Bookmercial idea. And you'd be creating a product or selling someone else's product (not as effective at all for this in my opinion) as an affiliate. You'd be building your own email list, which you should already be doing if you're in direct response marketing, anyway. You would then sell this product — this funded proposal — that would have generic training, so it would work for any company, product, or comp plan. For example, if you were in Amway, your funded proposal product would work. If you were in Herbalife, it would work. If you were in any MLM it would work. It would work anywhere. It was completely generic training about sponsoring people. In the MLM world you have a lot of people looking for leadership. A lot of people sponsor people without being able to help them, and there's some people out there who really need to make money with their MLM so they're looking for leadership. And that's why the funded proposal would teach them how to be better at MLM, and when they get done reading it, there's your contact information with a pitch to call you if they wanted more help. In many cases, the person would think, "Huh. Why am I in this other company under this other loser sponsor who doesn't help me, when I could actually join this winner over there who just taught me how to actually make money?"

Anyway, doing this essentially meant...

**You'd Get Customers Coming To You,
Instead Of You Going To Them!**

And, paying you for that honor, too.

It was all very simple: they were on your mailing list, and bought your funded proposal. They read that, where you demonstrated you could lead them and teach them how to make money in MLM and, sooner or later, they realize they want to join your MLM and be with you — i.e. someone who can actually help them.

This is not only Direct Marketing 101, but when you apply this exact same concept to your freelance business, it is also...

**What Will Get The Client Horde
Lining Up To Hire You!**

Here's why:

For one thing, you're selling to buyers. This is a huge problem with a lot of freelancers. They're always trying to sell people who are not buyers, and always wasting time trying to sell would-be clients what they aren't buying. They go around their local town trying to sell the local butcher and the local mechanic and the local insurance agent, and the local this and the local that on the power of copywriting or their coaching or their consulting... rattling off benefits, and claims, and promises, and jargon. This is like playing the freelance game on "hard mode."

Especially since, these businesses don't care.

Their eyes just glaze over.

They don't understand it, and had never heard of it before. But, if you're only going after clients who are already looking for (and, even better, already hiring) copywriters or whatever service you sell...

It Completely Changes The Entire Client Acquisition Game!

Because you don't have to sell them on the why.

You only have to sell them on you.

That is what a funded proposal did in MLM and what it can do for your freelance business. They didn't have to sell anyone on the idea of MLM. They were already familiar with it, since they were already in it. They didn't need to be told why they should be in it. There were no objections to the concept of it. And it changed things so they went from being a salesman to more of an order-taker.

It also gave them top positioning to the people on their lists.

It didn't matter what their background or experience or education was... because at the end of the day they're not buying that. They're buying the person and their leadership — i.e. what their prospects were ultimately looking for.

And it's the exact same thing with getting clients.

That book I'm asking you to create will work the same way. It's your funded

proposal. It will give you “top dog” positioning. There are a lot of skeptical clients out there, and rightfully so. A lot of them have been burned, a lot have been screwed. Your funded proposal/book, combined with emailing them each day (as I will show you soon enough)...

**Slices Through Client Skepticism
Like A Sharp Knife
Through Warm Butter!**

Take Ken McCarthy, who I mentioned earlier.

He flat out said he hired a “name” copywriter for \$10,000 who delivered him him a pile of crap. It happens every day to good clients around the world. That’s why guys like Ken are looking for someone who can write and demonstrate they can write, without having to raid their swipe files. Same goes if you’re a coach or consultant — in any industry or market. That’s what a funded proposal — in the form of the book we discussed — can do for you, too. It lets you make money from and build a business off the backs of these idiot corrupt freelancers, in a sense.

And here’s another thing to think about:

I am urging you to create a book for your funded proposal (for reasons that will become more clear later). But, you don’t have to. In fact, when I was in MLM, and my original company went under, I started looking for another opportunity (this was right before I started learning copywriting). And there was a guy named Art Jonak who is a brilliant network marketer and direct marketer — and one of the few guys who was doing direct response marketing in that industry. He would have a free tele-seminar every Sunday with generic training. You didn’t even know what company he was in. That’s how generic they were. And he wasn’t selling you anything. The tele-seminars were basically his own “Bookmercial”, so to speak, and it didn’t cost you anything. At the end of the first one, I remember specifically saying, “I want to get in under Art Jonak. That’s the guy I want to learn from!” So I contacted his office, and one of his guys called me back. I didn’t stick with MLM very much longer after that, but this lesson never left me. That’s how much it works. You are selling to buyers doing this, regardless of format.

And you know what?

**All This Works Even Better
For Getting Clients.**

Especially the higher-quality ones.

Reason why is, they want that all-important demonstration. They don't have time for nonsense. A lot of these people have recruited copywriters and coaches from seminars and even via referrals, and they've been burned. Just because somebody can charm the birds out of the trees and are charismatic, or do great Facebook posts that get everybody riled up while they pound their chests at how great they are doesn't mean they know what they're doing. That's not really proof of anything.

**And The Higher-Quality
Clients Know It.**

Especially the ones who have been burned.

Which brings us to another funded proposal lesson from cereal companies. You can learn a lot from cereal companies when it comes to getting freelance copywriting clients, especially when you merge what they do with what we've been talking about so far. If you go to a grocery store you'll notice there's always an aisle with all the cereal boxes in it. But if you look at the eye-level cereal boxes, you'll notice an interesting phenomenon. And that is, the cereal boxes right at eye-level are not the best-tasting cereals. They're certainly not the most healthy cereals, either. And they don't even have the best price. Yet they're the highest-selling cereals despite all this.

Why is that?

The answer is simple, it's because...

**They Have
The Best Positioning!**

They fight tooth and nail and they pay a premium to get their cereal boxes on the eye-level shelf in the store. That doesn't mean other brands don't get bought. If somebody is looking for a specific brand, sure, they'll bend down or reach to the top

to get their favorite brand. And, let's face it, there's a valuable lesson there, too. But those are not going to get nearly the sales the eye-level ones are going to get.

That's the raw power of positioning.

It lets you kill the competition, as far as them beating you in sales or beating you in getting clients. Just with what I've been talking about so far up to this point — and we haven't even gotten to the email part yet, and the components that really make this work —

You Can Automatically Have Top Positioning.

You don't have to have the most talent or skill.

And you don't have to have the best price.

I can tell you right now — and I've said this already several times — I was not the best option any of my clients could have hired. Especially the ones with deep pockets. They could have hired a lot better copywriters than me, but they didn't.

They picked me because I had better positioning.

And I had better positioning because:

- 1. I did a lot of writing**
- 2. The writing was a mixture of content and promotion**
- 3. I (later on) compiled that writing into a book — and, eventually, a funded proposal I sold so I got paid to prospect**

In my case, it was all delivered digitally back then.

And, while digital is perfectly fine, if I could go back, I would have added the physical component in for no other reason than the following lesson I learned from the great A-list copywriter Bob Bly. If you don't know who Bob is, you're missing out

(his site is www.Bly.com). He's been a freelance copywriter since 1981. And he's easily the most prolific copywriting book author I've ever heard of.

And he gets so many client leads coming in from his books — not even his website and his emails, but just the books he has out there — they have to...

**Turn Away The Vast Majority
Of Client Inquiries
Or Refer Them Elsewhere!**

A good problem to have...

And, one of the reasons for this is because of an idea he mentioned while being interviewed by Michael Senoff for Michael's HardToFindSeminars.com website. In the interview, Bob told a story about a client from IBM who came to him. So Bob quoted him a fee, and the would-be client said, "There are a lot of people out there who do this, why should I hire you instead of them?"

Bob's answer?

"I may not be the best copywriter for you. You know what? That's a very good question. Why don't I Fedex you a copy of my brand new book, you go through it over the weekend, and after you go through it if you don't think I'm the right guy that's fine, no problem. No big deal to me. You make the decision."

You'd be amazed at how well that can work.

And this is another reason to have your book/funded proposal standing by, not just as an eBook on Clickbank or Amazon or your own website as an opt-in bribe (which I will talk more about soon enough here), but also as a physical book. Something tangible you can put in a would-be client's hands, so they can flip through it, and see you are the real deal.

And think about this:

How many other copywriters out there a) even have a book, and b) will Fedex it to the client? I'm not saying it's guaranteed to work for you, but that is going to

help keep you at top-of-mind status, with top positioning. It's a way to literally recruit the Fedex man to help you get clients, if you think about it.

And that wraps up this second part of the Email Client Horde system.

In the next chapter:

I'll show you exactly what to do to use your book/funded proposal to get that top-of-mind position in the minds of clients you want to hire you — so they are as much as 80% “sold” on you before you even talk to them.

Part 3



Positioning Yourself In Front Of The Hungry Client Horde

“I always dreamed that I’d fall in love with a girl who’d put me at the center of her life. You know, who would revolve around me, the way the planets revolve around the sun.”

— Alex P. Keaton
Family Ties

Now I’m going to show you several insider ways that — when combined with what you’ve learned so far — will let you “rig” it so you only talk to people who are at least 80% sold on hiring you before you even talk to them. The kind of clients who, when you do a great job for them, won’t even think of letting you go, will be loyal to you, and will happily pay you what you’re worth and then some.

The last chapter was creating the bait for that horde. Now it’s time to get in front of these “super clients” so they can...

**Descend Upon You
And Ravish You
With Their Fees And Assignments!**

Doing this changes the entire client-freelancer dynamic:

Most clients are only 20% ready to hire somebody at most. They’re usually (and rightfully so) skeptical. They question every single thing with a fine-toothed comb. They throw objections at you. They ask questions like, “Why should I hire you? What makes you the person to hire?” Or “Sell me on why I should choose you.” But you’ll probably never have to answer those kinds of questions, or have to

overcome any enormous skepticism if you do what I'm going to show you. And there should be much less (if any) convincing, certainly zero begging, and absolutely no hard pitching.

There will eventually be a time to pitch later.

But for now, realize most copywriters do it all backwards:

They start out by pitching instead of selling. There's a big difference between selling and pitching. But you don't have to do any hard pitching when you use this Email Client Horde system if for no other reason than there is no neediness. Neediness will kill anybody's persuasion powers dead — whether it's writing copy or trying to get a date with the opposite sex, or trying to get someone's vote or to do anything else you want them to do. If anything, people will pity you. Neediness is the most insidious thing you can have, and I would guess most freelance copywriters have it to some degree, and most to such a high degree...

They Might As Well Wear A Sign That Says “Don't Bother Hiring Me!”

But that all vanishes when you do the following.

If anything, clients will be needy for you — worrying about if you're even going to accept them as a client at all. It's a totally different experience and process than what practically any freelancer you're likely to talk to is going through — except for people who've been in this game long enough to understand it, which most people don't and never do.

Okay, enough build up.

The first thing you're going to do is build your own impenetrable what I call...

“Client Imprisonment Page”

That's just a fancy way of saying:

“Opt-in page”

Or squeeze page, capture page, whatever you want to call it.

If you don't know what a squeeze or capture page is, you're going to have to learn this eventually, anyway. I'm not going to go into a lot of detail on how to write one, but this is something you should know how to write regardless — if not for clients, at least for yourself. Basically, it's just a page where people come to your website and they give you their email address, and are then put on your mailing list. I call it your "client imprisonment page" because you're going to trap them. But, unlike when most people are trapped...

These Are Happy Prisoners!

i.e. the kind that won't want to go anywhere.

They're almost like the kind of prisoners in the movie *The Shawshank Redemption*, where they don't want to leave prison because they're safe and secure inside, but find nothing but confusion and chaos outside. That's what you're going for when you do email my way, and we're going to get to the email part soon. But when you do email the way I'm going to show you, and you use it in conjunction with everything else we're talking about, that's more or less what can happen. They're not going to want to hire anybody else, or even pay attention to anyone else — least of all the needy people contacting them begging for work.

All right, so let's assume you know you need a squeeze page.

Question is, what do you put on it to get clients roped in to your pen? That's where your book/funded proposal we talked about before swoops in. In addition to putting your book on Amazon and Clickbank and anywhere else you want to distribute it... you're also going to give it away free on your website to anyone who opts-in.

The great Gary Halbert used to call it:

"An Ethical Bribe"

By the way, if all this seems extremely infantile and basic to you, be patient. Not everyone is up to speed on squeeze pages, believe it or not. If you already know

this, great — you're ahead of the pack, hopefully you are doing it, and not just sitting here reading this shaking your head about how you “already know this!”, yet...

**Haven't Actually
Done It Yet.**

Okay, back to the salt mines:

So what you do is, you offer (on your squeeze page) to give your funded proposal/book to them (via PDF, although you could also offer to send it via mail and have them on a snail mail list, too, if you really want to up your chances of getting their attention — but don't worry about that for now) in exchange for opt-ing in to your email list. And on your capture page you're going to have a headline (i.e. put your copywriter hat on) with a sign-up box, that says something like:

**Free Book Shows How Any
[Insert What Clients You Want Are]
Can Almost Instantly Have
[Insert Benefit They Want Most Or Pain
They Most Want Solved]**

“My free XYZ eBook shows you how, in just minutes. It costs \$ABC everywhere else, but if you join my daily email list in the box below you can have it free.

[SIGN-UP BOX]

The above is a very crude example of how to do this.

You should be writing your own headlines (the on above is just an example), and custom-fitting everything to your market, your clients, your specialty, your book, and everything else as much as possible. Try to think up something to promise nobody else is promising, can promise, or simply won't have the balls to promise.

Again, this is the time to put your copywriter hat on.

If you aren't a copywriter reading this — and are instead a coach, consultant, or some other service provider — it's well worth doing an intense study of your market, finding out what their biggest, most intense hot button problem or desire is... ideally, the thing that keeps them awake at night, staring holes in the ceiling... and working that into your headline, your funded proposal/book title, and the emails you are going to be writing henceforth.

Let's talk more about this bribe. Most opt-in bribes do not have a retail value. Or, if they do, it's some made-up value the marketer picked out of nowhere. And that's why they are less impactful. One reason I want you to have your book/funded proposal selling somewhere — anywhere — is to establish a legitimate retail value, which...

Automatically Makes You Stand Out And Have A Strong, Built-In Layer Of Credibility The Bleating Herd Of Your Competitors Won't Have!

That way you can say on your capture page:

“It sells for \$X in bookstores, but I'll give it to you free when you opt into my site and get on my daily email list below.”

And yes, Amazon is a “book store.”

Doing this sort of thing with a legitimately valuable book can potentially get you lots of instant credibility as well as the attention of serious clients, willing to pay bigger fees.

By the way, the rules at some of these sites like Amazon, etc, may prohibit giving away free what sells there. Go by whatever the rules are. The worst case is, you pluck out a chapter (the best, most intriguing chapter) of your book/funded proposal and give that away as your opt-in bribe. These sites are constantly de-platforming people, often for political reasons, so always be aware of their rules, which are ever-changing, it seems. But don't get too bogged down in that, just follow the Email Client Horde system and adjust as needed.

Moving forward:

If/when you have some testimonials, you can work them on the page, too, on the side, or as quotes, or even as a headline if it makes sense. This is yet another reason to have it selling elsewhere. Especially places where it will get reviewed. When people review it, you can quote them, and it's 100% legitimate. It's an (admittedly) sneaky way of getting testimonials about your copywriting services before you get a client or have even written a word of copy for anyone else. So any time you get some good testimonials — from readers of your book/ funded proposal, from clients, etc — put them on the page somewhere prominent.

I want to go back to something else I mentioned: And that's this idea of capturing their snail mail addresses, too. This is something you can do or not do, and if this is the first time you've done any of this, I suggest ignoring what I'm about to say (for now), and just focus on getting their email addresses. But, if you're really feeling hardcore about this, you could put a couple fields on there that also asks for their...

Snail Mail Address!

Personally, I never did this.

But, I never intended to be a full-bore freelancer, and only did it until I didn't need to. However, if I was going to make freelancing — copywriting, coaching, anything else — my main gig, I definitely would do this. The model for this is the great Bob Bly's website at www.Bly.com. Sites change, so depending on when you are seeing this, he may or may not have changed it. But at the time of this writing, he has a tab at the top of his site about client inquiries, and he asks for all that information — phone, snail mail, everything. He's not really generating an opt-in list with that page like I am insisting you do, but it is serving the same function. The point is, you could ask for their snail mail address (and make it optional) on the opt-in page if you really wanted to. And then, in addition to sending them daily emails, you can send them snail mail on hiring you, which can only...

Significantly Increase Your Chances Of Getting Hired.

This is probably way more work than most want to do.

And, if that's you, don't sweat it. I'm not saying you have to do it. It's just an

option. If I just confused you, forget I said it and don't worry about it, just focus on getting their email address.

Something else:

This squeeze page should be on a domain branded to you, ideally your first and last name, as well as your business name. If you can't get that, come up with something that's your personal brand that you want people to think of you as. Again, this is direct response marketing 101. You want a URL that stands out, that's easy to remember, and that is your brand. It's ideally your first and last name, although you can't always do that. But whatever URL you get, henceforth...

**That Is
The Only Thing
You Promote!**

Not your phone number.

Not your book/funded proposal.

Not your services.

And not anything else — just that main URL where your squeeze page is. I'm not an SEO guy, and I suspect this isn't going to do jack for your SEO. But SEO is a very weak form of list-building game, in my opinion, subject to the whims and wiles of forces far beyond your control, and not worth wasting time and energy on. If you want help with building a list, I'll be giving you some ideas in this book that can more than do the job. Since you are writing every day, it's not nearly as mysterious as you might think.

Back to the point:

Whenever you write an article, whenever somebody asks you to do some content for them, whenever you are interviewed on podcasts, whenever you meet someone in person who might make a good client, lead, JV partner, or someone to add to your network... you only give them that URL that only gives them the option to join your email list. And the reason why is (and this goes, again, back to direct marketing 101)...

**All Roads Should
Lead To Your List.**

Building a list is the whole point of direct response marketing.

It's not to build your brand, or create credibility, or show off your skills, or show people videos, or any of that. It's to build a list. All the above are important and can do you a lot of benefit, but their purpose is to serve building the list, not the other way around. There are a lot of people who don't agree with me on this who pretend to be marketers. They think Facebook is their main marketing vehicle, or Twitter, or Instagram, or SEO. They're building audiences, but they aren't building lists. They aren't putting them in one spot they control, so they can call to them at will (via email, in this case), and solicit work from them. Building an audience is important, but if you're building it on platforms you can't control, that can de-platform, censor, and de-rank you, you're building your business on sand, and...

**A Business Built
On Sand Can't Stand!**

Not in the long term, at least.

Yes, it might work — and work well — in the short-term, but it's a dangerous way to go about it. You want to be building your email list which you can back up regularly. I'm not saying you can't use social media or other methods, but use those methods to build your list. Because all roads lead to the list. And big profits can ultimately lead from the list, as well.

But, you may be wondering, how do you build your email list?

I don't pretend to be a list-building expert.

And, there are many resources that can help you better build a list. But for now, if you have no idea how to get traffic to your capture page, following is what I will officially call...

**“The Email Client Horde
Traffic Cheat Sheet”**

The following 4 methods can work fast-ish, and are reliable and consistent. You may or may not get a lot of leads (although you may be surprised) right away, but they can build a good list of solid leads over time, and you can start doing them right away. Again, there are many list-building resources out there, if this is a problem for you, I suggest doing some research, finding someone you trust to buy a course from or learn from, and follow what they say. But, here are some reliable free ways that work especially well for freelance copywriters, coaches, and consultants:

1. Podcast interviews — Podcasts can be the best “untapped”, most underrated, and super-qualified source of client leads on the internet. If you don’t know where to start, ask your colleagues, contacts, people you know from social media, etc. You can also look at podcast directories like iTunes, and see shows. Send them an email saying you have an idea for a great segment, followed by 3 or 4 teaser bullet points, and your contact info. If you are on social media, simply say, “looking to get on xyz type podcasts, anyone know show hosts looking for guests?”

2. Barter — This is probably the fastest way. Find someone who is hiring services you provide, and offer to provide your service free in exchange for them mailing their list about you and sending them to your capture page. For example, I had a friend with a list of 14k people, he was interested in having some press releases done, and I offered to write them if he’d agree to plug me to his list. He did, and I got a couple hundred opt-ins that way. You can barter coaching, consulting, copywriting, design, programming, whatever it is.

3. List swinging — This is like barter, except you find people with lists you know, who like you and you like them, and you say, “How about we do a list swap — I’ll mail my list about you, and you mail your list about me?” This can be especially effective if you find people who are not direct competitors, but whose services or products complement yours and vice versa.

4. The Old Faithful method — Good old article writing. Simply take the emails you are writing, convert to articles, and start submitting to reputable article directories. These sites come and go, so you’ll have to do your own research. This won’t get you a ton of leads, but it can bring in consistent leads, and you’re already doing the work anyway if you’re writing a lot...

Okay, now that you’re building a list, now what?

Next, you are going to declare yourself...

The New Mailman!

If you live in the United States, or even if you don't, and you've ever seen the United States Postal Service motto, it is:

“Neither snow nor rain nor heat nor gloom of night...”

It's arguable whether they actually do that.

But, they have the right idea.

And, in your case, you're going to be better than the postman, in the sense you are going to mail them every day (even Sundays and holidays) with email, not snail mail. Again, you can use snail mail, but you don't have to do that. For now, just think about using email. And they're going to hear from you everyday. This goes back to the cause and effect — writing and sending your daily email is the cause, getting clients is the effect. If I'd been doing this instead of just posting to article directories, it would have shortcut the time it took getting booked solid via a predictable and consistent flow of leads...

By Years.

That's no exaggeration, either.

And I believe it will do just that (and more) for you. Also, we'll talk more about how to write these emails soon. I'm not going to leave you stranded with that. The important thing for now is, you understand each email has to have a call to action tailored around the way you're most comfortable, and what your strengths are.

For example:

If you are good at talking to people on the phone and you're perfectly comfortable with that, at the end of each email that will be your call to action — to literally pick up the phone and call you. Another way (what I would probably do) could be to book a free consultation. I say “consultation” with quotes around it because you're not going to solve all their problems in a consultation. When I say

“consultation”, this isn’t you giving away your knowledge for free, which I’m dead set against. It’s merely about finding out if you can help them or not. We’ll talk more about that later in this program (where you sell, not pitch).

You could also do paid consults.

If you’re a newer, unless you’re a really good salesperson, you’re probably not going to be able to pull this off. If you can, all the power to you. But for example, smart copywriters, like my friend Ray Edwards — and you can’t go wrong looking at his stuff at RayEdwards.com — is very, very good at this sort of thing. I believe he makes people...

**Pay Him \$1,000 Consulting Fee
Just To Talk About Their Project!**

In other words:

He positions it as a consultation. But it’s not just a free consult, it’s a paid consultation. He won’t let you talk to him — much less hire him — until you’ve paid him \$1,000, first. That weeds out all the lookie-loos and the tire kickers right up front (i.e. people who will just waste your time). You’re probably not going to get any non-serious people taking you up on that. And if you do end up hiring him, he’ll just knock \$1,000 off your fee. It’s a nice incentive for a serious person who already wants to hire you.

Another idea:

If you can write great webinar scripts and perform great on a webinars, this may be the perfect call to action for you. You could have people go to a webinar from your emails — whether an evergreen webinar you have set up, or something you do every week live (ideal). And every day you send an email out saying, “Look, I’m going to do a webinar talking more about this [whatever your email is about] on Friday. Make sure you’re there.” You could do that. And if you are someone who does webinar scripts as a service, this can do wonders for helping you demonstrate you know what you’re doing. It’s like a double whammy.

There is also info-publishing.

This is where you sell somebody an informational product, which then sells them on hiring you. It's basically another funded proposal. It's not the way I would do it (too slow), and it's not the way I recommend you do it necessarily if you want clients and you don't really want to build an information product business. But it's another way to get paid while prospecting. So for example, if you are a confidence coach, you would create an informational product about that, and fill it with reasons to hire your services on the backend. Same with copywriters, consultants, or anyone else. The great Dan Kennedy has done this for years — and attributes a lot of his copywriting & consulting clients from books and courses he sells.

Those are not the only ways to do it, by the way. I'm just saying whatever your strength is, whatever you're most comfortable doing, that's your call to action in the emails, and how you bring them to you directly.

Now, let's talk about the email writing part.

This is an entire book of its own, and I have a monthly newsletter called "Email Players" where that's often what I teach: how to write email copy. That's what it's about, so obviously I have a lot to say on this subject. And if I was looking for email copywriting or coaching clients, I would only sell that, and then sell my email copywriting services to those customers — that's another example of using info publishing to get clients. But for now I'm going to give you a short...

"Crash Course" On Writing Emails Designed To Bring The Client Horde Rushing To Your Doorstep Each Day.

Between the following crash course, and the 21 copyright-free emails at the end of this book, you should be more than good to go on this.

Listen to this:

Few years back, I was speaking at a guy's private Platinum mastermind group during a seminar he invited me to give a talk at. This was the day before his main event, just for his Platinum members. There were about 15 or 20 of them, and he was teaching them how to craft their own story to sell with. And, he invited me to be in there to help critique those stories. These people happened to be in MLM, but it doesn't really matter what they were doing. The point I'm going to make sticks no

matter what you're selling or who you're trying to sell to (whether clients, customers, or anything else).

Here is what happened:

The big complaint I had with every single person in that room — and it became almost a cliché joke because I just kept saying it over and over after hearing everyone's story — is they all needed...

“More Gore!”

“Needs more gore” was my 3-word mantra the entire day, and can draw clients to your business like controversy to Donald Trump.

And what I mean by that is, their stories weren't dramatic enough and there wasn't enough pain, vision, or despair. For example, one of the girls was selling a product in her MLM that helps people plagued with fatigue and who are tired all the time. Her story was slowly drawn out and not very dramatic. It was just kind of like, “I have a daughter and all this...” and “I found this product that...” and that was all nice, but here was her problem:

Her Story Buried The Lead Instead Of Showing People How To Prevent Having To Bury Bodies!

Does that sound gruesome? Good.

And while not everyone sells a product that can solve (literally) a life-or-death problem, the concept remains the same, especially when getting clients. But, in her case, toward the end of her story (which she only spent 30 seconds on), she said, almost in an off-comment, “One time I almost fell asleep at the wheel, and there was this car in front of me with kids in the back seat.”

That's when I said...

“Stop!”

That was her real story — not her product or her daughter or whatever. I told her to forget all that. Forget talking about herself and her life. And instead, to pull out that one, potentially very horrific story, blow it up, and make it all about that, instead:

“You were so fatigued, and so tired, but you weren’t sleeping, and it got to the point where you were falling asleep at the wheel one day... and almost rammed 60 mph into the back of a station wagon, with a child in the back seat. You could have killed the kid, ruined their lives, potentially ended up in jail... all because you didn’t know how to handle your extreme fatigue.”

That’s a horror story, and it creates a vision of a problem (something the late, great master of negotiation Jim Camp was big on doing) and that’s the kind of drama you want to write about primarily, too, if getting clients is your goal.

Take getting copywriting clients, for example.

Many clients have been fleeced, or know someone who has been screwed over by copywriters they paid, were given terrible copy that didn’t convert, got sucked into small claims court by unethical copywriters, and so on. That’s one example of a horror story. But what you want to do is, make a long list of the pains, insecurities, frustrations, and day-to-day worries clients have or could have (not making payroll, getting slapped with some whacky IRS fine out of the blue, something where their ads either pull or they starve... whatever it is in your market and niche). And each of those becomes an email topic you can write about. For example, I told you Ken McCarthy’s story about how he hired this sociopath and didn’t even know it. The guy was charming and put on a good show. Ken’s been in this business a long time and even he got bamboozled, so it could happen to anybody. We’ve all been screwed over in business at one time or another. He spent \$10,000 on this guy and got nothing but a search and replace job back. He asked this guy, “What is this?” and the guy just breaks down, starts crying, and Ken never hears from him again. He disappears off the face of the earth. That’s 10 grand out the door. That would make a good email, as would any kind of painful experience like that (and I use this topic as an example in the copyright-free emails at the end of this book).

It could be anything that is a source of pain, despair, or frustration for the kinds of clients you want to work for.

If it's copywriting clients, you could talk about how a client got some bad advice once from a copywriter who likes to talk and beat his chest on social media all the time. He said to do some copywriting tactic and it worked terribly, and ended up getting the client in trouble with the FTC. You should make these real stories, but you can always tell stories about other people, too. If you pay attention, you will hear horror stories all the time from other people who hire copywriters. When you talk to clients — regardless of what services you are selling — start asking them,

“What’s your worst copywriter/coach/consultant horror story?”

You're not trying to sell them at this point.

You're just asking them because you want to hear their stories.

Or Google “copywriting client horror stories” and see what comes up and you might be amazed. I did that just now, and the top listing was about a copywriter who scraped content and made the client look bad. There are many more (type in whatever kind of coaching or consulting you do, followed by “horror stories” if you aren't a copywriter), and the more you look for these, the easier they'll be to find, and are fodder you can use.

No, I'm not saying you should plagiarize anyone.

But you can retell stories you hear, from your own perspective and wordage. Those can make great emails.

There are all kinds of stories out there about writers who are fooling clients into thinking they're better than they are, especially on Facebook. They're “newbies in guru clothing” — people who just put out their shingle as a copywriter yesterday. They don't really even know the basics of direct response copywriting at all. They haven't even read a single book, and they're out there giving these masterminds for \$2,000 or \$3,000 a month, getting hired for \$15,000 a job, secretly outsourcing it to low-cost writers, getting in debt, and having to keep the game going...

**Desperately Hoping
Nobody Calls Them Out!**

It's crazy.

And it's a waste of everyone's money.

These people end up getting chased off the internet and people end up losing money and losing time. It's embarrassing and clients don't know what to do or who to trust. This is one of many aspects of client psychology. You want to really dig in and get to know as many things that scare, bother, and frighten them as possible. Get to know what they desire. Get to know who their enemies are, who is out to screw them over, and what forces they are fighting against each day (the government, wicked competitors, lies being spread about them, trolls, bad reviews, the list goes on.)

These Are All Emails.

And nobody else is likely writing them.

Instead, it's all pitch, Pitch, PITCH! HIRE ME! I AM THE BEST!

Bah!

Horse shyt.

Think about advice you can give to clients for making their existing copy better — but keep your solutions incomplete, so they want more info. You can do emails about things clients do wrong when they're writing their own copy, even though you're not (yet) looking for a copywriter. This, of course, applies to any market if you are a coach or consultant, designer, programmer, or anything else. Dig deep into your market, talk to them about the problems and desires they have in great, "high definition" detail, but...

Be Vague About The Solutions.

They need to hire you to help with that part.

Another thing to realize:

You're probably not just going to attract clients with your book/funded proposal at your squeeze page. You're going to attract other copywriters/coaches/

consultants in your niche, too, as well as “marketing spies” wanting to know what you are doing, and what you’re up to, and that’s fine. You’d be amazed at how many of them...

Might Even Want To Offload Their Client Work On You.

This is another way you can get clients.

It’s not something you can control, and it’s more of a happy accident. Or you may find you meet some newer copywriters or coaches, etc later on you can farm client work out to, and get paid a piece of the action.

Point is...

There Are Many Ways To Skin This Client Cat.

And direct acquisition of clients is just one.

Another way is to give great tips about what you do.

This is important if you are going to go the info-publishing route (i.e. sell an informational product, and use that product to recruit clients). This is what I was doing when I was writing all those articles. I wasn’t writing to clients, I was just writing about copywriting. **I wasn’t selling drills, I was talking about how to drill better holes, so to speak.** The great Perry Marshall uses that analogy, and it’s very apt. In fact, when I talked earlier about merging content with promotion, that’s what I was saying: you’re not selling drills, you’re selling how to drill better holes. People see that and then, naturally and automatically...

Want To Buy Your Drill.

Once again, it’s Direct Response Marketing 101.

In a freelance copywriter’s case, you could write emails about headlines. You could write emails about bullet points or about storytelling, or about A/B split test results, or about things people do wrong, about things people do right but could be

doing better, about things that don't work but everybody thinks work. You can do these kinds of emails about any topic, niche, industry, if you are a coach or consultant, too.

More ideas:

Make sure your emails have a lot of contrast. A lot of contrast is good — like contrast in subject lines, for example: “How a fat person helped me lose weight” seeps right into someone's psychology. “How a bald-headed barber saved my hair” was a long-running headline back in the 50s or 60s. “How to win at the track by picking losers” was another popular headline. Contrasting ideas work great for subject lines, too, and for whenever you want to get attention. Whenever I get trolled, for example, by some basement dweller saying how much my emails suck or whatever, I find it amusing to reprint it in an email, then below that put a testimonial from an industry celebrity-type, to show that contrast. This is something I talk about in my Copy Troll book (www.EmailPlayers.com/troll — incidentally, Email Client Horde customers can have it at a discount, email my office for a coupon code.)

Drama is always good, too.

Human nature is to gravitate away from pain and towards pleasure. If you're in a market where physical pain is a problem, you can write emails all day long about it and never bore your audience. In fact, talking about problems and not solutions is one of the best ways to write emails. It's also one of the best ways to write sales letters, too. I remember hearing the great A-list copywriter Parris Lampropoulos say:

**“Be Very Specific About The Problem
But Very Vague About The Solution.”**

If you don't think problems get attention, think again.

Take the late Stan Lee, who created Spiderman, the Avengers, the Hulk, the X-Men, and all the popular Marvel super heroes. He was interviewed by filmmaker Kevin Smith many years ago in a DVD called “Mutants, Monsters & Marvels” — which is a fascinating marketing training, in its own way. And Stan talked about how when he was writing the scripts for Spiderman, the hard part wasn't finding monsters and villains for him to fight. That was the easy part. The hard part was constantly thinking up new problems to give Peter Parker. He was very cognizant of that

because people identify with every-day problems. This is why writing about problems — not whining and droning on, playing the victim, but writing about legitimate problems people have — can be a great way to write emails, and get your business packed with new clients.

I'll give you a weight loss market example:

I did a lot of work in the weight loss industry and we converted over 40% of our list into buyers. That was my emails and sales letters combined. It's not because I was some genius, but because I used to talk about problems. I didn't try to talk about solutions all the time, until well after the problems had been established, with a vision created, and the reader eagerly looking for a solution. One of my highest-selling emails was this real-life story about a girl trying to lose weight. She's exercising, she's eating right, she's trying her hardest, and her passive-aggressive friends were purposely tagging her heavy pictures on Facebook to keep her down. That's a problem the market either has, or could have, and it freaked people out. I barely even talked about the solution...

Yet It Made Us A Ton Of Sales!

Here is what it said, so you have some context:

Subject line: Humiliating fat Facebook pics

So here's something spooky:

One of my subscribers emailed me to say how she purposely put up a profile picture from 11 years ago when she was a size 8 and in better shape. She's been working out like crazy and doing everything she can to eat right. And she's starting to see some results. But recently one of her friends tagged her in a post with a more recent picture where she's a size 18!

**She said it was sad AND humiliating.
So much so she couldn't help but cry!**

But she said it was GREAT motivation!

She's more motivated than ever to lose her weight and try the _____ system and get her old self back.

The REAL her.

The woman struggling inside trying to get out!

If you want to proudly put your pictures on Facebook check out my plan and watch what happens.

It doesn't take long to work.

In fact, you can lose as much as 20 lbs in the first month.

It's different for everyone, of course.

But it comes with a 60-day guarantee.

So what do you have to lose (besides weight) trying it?

Give it a shot at:

Now, that was used to sell an eBook. But, it could just as easily be used to sell coaching or consulting, too, by tweaking the call to action — sending them to a webinar or a calendar program or to call you, or to a sales letter, whatever you wanted to use if you were selling weight loss advice. But the power in it is it is talking first and foremost about...

An Emotionally Painful Problem!

You can rarely go wrong talking about the problem, then teasing the solution.

(i.e. the solution being you.)

If they want the solution, they can contact you. You will often have to give a little bit of meat (the above gives zero meat), and that's where the idea of soft

teaching comes in, which I'll talk about in a second. But mostly you're talking about the problem.

Another thing you can do is use:

Polarization.

The more polarizing you are, probably the more successful you're going to be. Most people resist this. Most people are too scared to do it. But think about the great copywriters of old — like the Dan Kennedys and the Gary Halberts. They're very polarizing people, yet very high-paid people, who are/were often booked years in advance. The great copywriter Clayton Makepeace is the same way. So are many men and women who are great at persuasive communication.

Recent and historic examples including guys like President Trump.

Or Ann Coulter.

Or Bill Clinton.

Or Ronald Reagan.

Or Malcolm X.

Or Thomas Kincaid, Dennis Rodman, Madonna, LeBron James, Quentin Tarantino, Rush Limbaugh, and the list goes on... the point is this:

**The More You Turn Off
The People You Don't Want,
The More You Will Turn On Those You Do!**

And when it comes to email, if you aren't at least occasionally getting someone telling you to go to hell after reading one of your emails...

**Then You Probably
Aren't Being Polarizing Enough.**

Q&A emails can also be powerful.

This is where somebody asks a question, and you just answer it, and of course you lead them toward taking an action which results in contacting you through the ways we've talked about.

Testimonials are always good emails as well.

Whenever you get a testimonial you should throw it up in an email and send it out. You can say something like,

“I just got this testimonial from XYZ client...”

And let it do the talking for you. At the end you simply say:

“If you're interested in having me help you with ____, here's the next step:”

I want to talk a little bit more about soft teaching before moving on. Your emails have to have some meat in them, especially the ones you're going to put into a book. You can often get away with not having any meat in the emails, and just talk about the problem, in many cases — with or without a lot of meat. But as far as your book/funded proposal goes...

You Want To Put A Little Meat On Them Bones.

When I say “meat”, I mean this:

You can tell them what to do, but you leave the solution still somewhat incomplete. Even as little as 10%. That way, it's still demonstrating your value, and you're not wasting anyone's time. But, you don't want to drive people down and bore them heavy ideas and jargon and solutions, either.

And this brings in another benefit:

As you write and send these emails each day, you're going to be able to assemble them into more books, for Amazon, or as bonuses, or anything else. If you

start seeing a year from now, “Look at this, I have 50 emails just talking about headlines,” you can assemble those into a book that’s just about copywriting headlines and throw those up on Amazon. The same with anything else, “Wow, I have all these emails just about advice I’ve given about saving money.” Assemble them into a book and put them on Amazon. These books will continue to bring you both income and leads, essentially...

Letting You Keep “Profiting From Prospecting” Even More Over Time.

And remember:

Each book should be rife with ways to get back to your opt-in page, so you can build that email list with great leads you can sell your services to.

Finally, let’s talk about the call to action in your emails.

This is where you pitch whatever mechanism you use to close people (phone call, info product, webinar, etc). And the one, most important and vital piece of advice I can give you about your calls to action is:

Don’t Be A Wimp About It!

In other words:

Don’t hide your CTA (call to action) in the P.S. of an email, or Mickey Mouse around about it. Tell your story, or make your point, then ask them to take the next step. Be bold, be clear, and be specific...

Just Like All Good Copy Is Supposed To Be.

It’s amusing how timid copywriters, especially, get with email.

They have no problem selling, pitching, and being aggressive about getting the sale in their other sales copy. But they think, for some reason, email is different. That

you should be timid and weak about it. But it's just the opposite. If you want to make money... if you want the effect... you have to sell (i.e. create the cause). There is no way around that if you want to have a consistent and reliable flow of client leads coming to you.

Think of it this way:

The client horde is always in motion, walking in a direction to where they hear the sounds of freelancers. And, eventually, they are going to find someone. Often from a result of random application (someone being in the right place at the right time). But, if you want to control where the client horde goes — i.e. towards you — you have to get their attention by setting out some bait. Then lead them to you from there...

**Where You Can Capture,
Sell, And Close Them!**

Plus, here's something else to think about:

In my opinion (and I'm right)...

**You Have A Moral And Ethical Duty
To Sell To Clients If You Have A Service
That Can Improve Their Lives.**

This goes beyond you and your fees.

It's about them.

Do you have a high quality service? Well, if you don't sell them, there's a good chance they will find someone else to hire, who is either not as good as you are, or who is even...

**Downright Corrupt
And Unethical!**

Do you want your market hiring them?

No?

Then be aggressive about getting would-be clients on your list, mailing them each day, and not be chintzy with your calls to action. I'm not saying you have to make a hard pitch. I'm not saying you have to bowl over and pressure them, either (you shouldn't). Just write it the way we've been talking about, with a clear to action, whether it be calling you or sending them to a webinar or whatever it is you want them to do. Don't hide it, try to play it off, or apologize for offering to help them. It not only makes no sense, but it'll severely hurt your response, too. Let the lesser writers do that.

At the end of the day, if you want to win, then...

**You Have To Play To Win,
And Not Play To Not Lose.**

And two ways to win, that are also both Copywriting 101 include:

- 1. The aggressive use of deadlines**
- 2. The aggressive application of teasing**

Let's start with deadlines:

Ideally, you have some kind of deadline in every email. Nothing gets done without a deadline any more. And people are already notorious procrastinators, with...

**Clients Often Being
In A Special Class Of Procrastinators
Of Their Own.**

Incidentally, this is why Appendix One in this book is so powerful. And, why it could be the single easiest way to get clients you will ever use.

I'm not saying this is always going to be practical.

But the more you can attach a deadline to someone being able to contact you,

hire you, get on a webinar, check out an info product, etc, the better. That little nudge is what separates the men from the boys in the client-acquisition game.

As for teasing:

In my experience, there are few things more powerful in emails to get clients than by being a...

**Horrible, Awful,
Obnoxious Tease.**

Yes!

Tease, tease, tease!

If you think people don't like to be teased, think again. All you've got to do is go to Las Vegas to see how many people spend so much money paying strippers to tease them — with no benefit whatsoever. They'll never touch the strippers, and they'll never get anything from them (unless they pay more for additional, er, services...), all they do is give them money in exchange for being teased.

It's in the human psyche.

Girls are not off the hook, either. We all know in grade school and high school it was the boys who teased you the most, without showing neediness, that were the ones you liked the most.

So let's say you are a freelance copywriter, and you make a really good point in an email about wording offers to drive up response in sales copy. And let's say you like to close clients via webinar.

You could say in that email:

“During my upcoming webinar tonight, I'm going to talk all about a secret way of wording your current offers used by all the old school copywriters, but that is never used by anyone online anymore. A way I have used to exponentially increase my clients' response and overall sales. A way I have yet to hear a single copywriting teacher or 'guru'

even mention, much less use. But, spots are limited, and I won't be recording it. You have but minutes to secure a spot..."

At a glance that maybe looks informational, but is pure tease and deadline. Use both those attributes to close and you almost can't lose.

My "Email Players" newsletter and the book I give to new subscribers goes into far more depth with the email-side of using emails to sell. But the above should be more than enough to get you started writing emails and getting clients. And, don't forget the 21 copyright-free emails at the end of this book. They give you several more ways to model — many of which do some other things we haven't even discussed here, so you can get a much wider education on this. You can use those emails however you want, edit them, change them, adapt them to your market, even use them word-for-word for all I care.

Next up?

Closing the client horde and getting paid.

Part 4



Leading The Client Horde To The Sale

“Hey, if you want me to take a dump in a box and mark it guaranteed, I will. I got spare time. But for right now, for your sake, for your daughter’s sake, ya might wanna think about buying a quality item from me.”

— Tommy
Tommy Boy

Now that you have your book/funded proposal done... you have a squeeze page up... and you’re sending traffic to it... and you’re sending emails to your list each day... it’s time to turn the client horde into paying clients.

Following are many proven ideas for doing so.

First, I want to start with something the great Dan Kennedy does that, while seems very simple and maybe even “boring”...

Can Do More For Closing New Clients That Almost Anything Else You Ever Try!

One thing about Dan Kennedy is, he doesn’t seem to do anything on accident.

From what I can tell, most everything thing he does has a purpose. And every purpose it seems is to sell something or to lead people to the sale. Thus, you can do a lot worse than by paying attention to everything he does. And one of the things he does, and has done for many years — and he did this when he was writing his “No B.S. Marketing Letter”, and it was on his website is...

Publish His Schedule.

And, it’s a very subtle — but powerful — kind of positioning that establishes

scarcity. What's scarce automatically has higher status. What's higher status is automatically more valued.

And when it comes to getting clients...

**What's Most Valued Is What Commands
The Most Attention, The Most Demand,
And The Most Money!**

This is the case with every facet of life, when you break it down.

It's why a specialist is automatically more valued than a generalist — even though the generalist can probably do more tasks. It's why gold is more valued than sand — even though sand has more practical uses. It's why a Chanel bag is more valued than a tote-bag at Walmart — even though both will carry stuff. It's why a Aston Martin is more valued than a station wagon — even though both will drive you from point A to point B, and the station wagon can hold more people and be used for more purposes. It's why the virgin locked in a tower guarded by a dragon is more valued than the prostitute giving it up to anyone willing to pay \$50 in the town square — even though both can perform the exact same biological function. And, yes...

**It's Why A Booked Freelance
Copywriter, Coach, Or Consultant
Is More Valued Than Those Who Aren't Booked!**

Notice this has nothing to do with skill or talent.

Nothing to do with competency or speed.

And, nothing to do even with who has the best track record, produces better results, or is more useful.

I'm not saying those things don't matter.

They do.

But, they only matter...

On The Backend!

On the front end, it's all about appearances, status, and perceived value.

Going back to Dan Kennedy:

He is big on warning about the dangers of the empty parking lot. Even to the point where, if he has a client who is a chiropractor (for example), he will have that client pack his parking lot with nice cars all day — even if it means recruiting friends & family to park there, or rent several cars to do it.

Why?

Because Nobody Wants To Buy From Someone Who Isn't Successful.

In the dating market, this phenomenon is called “pre-selection.”

This is where women — either consciously or instinctually — automatically find a man more intriguing (despite his looks, job, or lot in life) who has lot of other women clamoring for his attention. There was even a movie in the 80's called “Can't Buy Me Love” illustrating this, where a nerdy guy pays a popular girl to go out with him, and “suddenly” all the other girls liked him.

Well, guess what? This phenomenon is baked into human nature.

And, if you know how to use it...

Getting Booked With Clients Is As Easy As Falling Off A Log!

And one way to do that is publishing your schedule.

This can sometimes “irk” would-be clients into hiring you, and maybe even wanting to pay you more than they would otherwise. The key to using this to your advantage is not being too accessible. And the key to not being too accessible is to genuinely have a lot of work to do — regardless if you have clients or not. I talk more about how to do this in Appendix 6 if you are just starting out and really don't

have any client work to speak of coming in. But, for now, no matter what your workload is, give yourself lots of tasks designed to make you more income (client work, your own projects, joint ventures, speaking publicly at your local Chamber of Commerce, travel to seminars/events, whatever it is), and publish it on your website somewhere people can see it.

Another thing you can do towards this end is...

Stay The Hell Off Social Media!

Yes, I know everyone else fishes for clients on social media. And, if you want to be like everyone else, by all means, sit on social media all day trying to teach, lecture, and give “Value.” I’m not saying that never works. And if you have an especially charismatic personality or are especially physically attractive, that can often be enough to get clients. **Or, you can raise your status automatically by being more scarce.** And you can do that by first, publishing your schedule online — with limited spots open in your week and month — for anyone interested to see on your website, on a calendar program (if you send people to that), telling people on webinars (if you use webinars), casually (and naturally) mentioning it in your daily emails, and so on. Don’t be obnoxious about it, or posture about it, though. It has to be because you really are booked up with other work, and you are being sincere. This works so well because, like it or not, think it fair or not, believe it or not... the harder you are to get to, the more value would-be clients are going to put on you, and the more they’re going to seek you out.

Yet, what do you see everyone else doing?

Hanging out on social media and interacting with people, bragging about how great they are, pounding their chests saying “I give zero fucks!” (a stupid phrase new copywriters on Facebook use every day, that all but kills their chances of landing high quality clients), virtue signaling about the cause-of-the-day, and giving their time, attention, and knowledge away for free, while making themselves look like...

They Have All The Time In The World!

Which is, incidentally, anti-status.

In addition to publishing your schedule, another thing you can do is create...

A Waiting List.

Do these right, and you can all but take your pick of who you want to write copy for, and have a far easier time getting paid what you ask. It flips the script on the whole thing — so clients pursue you, instead of you pursuing them. That's why if I was looking for clients now, this is the first thing I'd do. But, I don't recommend doing it unless you really are too busy to take a lot of work on. If you are brand spanking new, with no clients, this probably will come off a bit phony (and rightfully so) and work against you.

Whatever the case, here is how it works:

Whatever your call to action is, you switch it around. So instead of plugging calling you, buying an informational product, getting on a webinar, getting a consult with you, etc... you...

Tell Them It's Impossible To Hire You Right Now.

And, to get on your waiting list, instead.

That means your call to action sounds something like, "If you're interested in hiring me for ____, unfortunately I'm booked up right now for the foreseeable future," — a few weeks, a few months, etc. Whatever it is. I don't recommend lying. Which is why I don't recommend doing this unless you really do have too much going on. (And again, see Appendix 6 for how to "engineer" it so this would not be a lie, and be 100% legitimate). But, you basically tell them to get on your waiting list and that, when a spot opens, you'll let that list know first.

Your results may vary, but in my experience this can cause...

A Client Feeding Frenzy!

Why?

Because even though you probably won't have a ton of people on that waiting

list, the handful who are on there are likely very qualified leads, who are very interested in hiring you, and probably more than willing to pay higher fees for your services, too. In fact, some of them may even try to skip to the front of the line and ask if you can somehow fit them in.

I'm not saying that will happen for sure, but it can happen. And, either way, just by using a waiting list...

You Will Have Much Stronger Positioning Than You Can Ever Get Otherwise.

Think about it:

You have people on a waiting list waiting to hear back from you to learn if they can hire you, knowing full well you're booked in advance. They're hearing from you every day by email, watching you continually demonstrate your skills and value, and they want to hire you, but can't. This makes you far more scarce — and, thus, more valuable — by default. You're not just jumping up and down in that puddle Dan Kennedy talked about.

You Own That Puddle!

As well as owning any clients swimming around in it.

As a general rule, people go a bit batty when they can't have something they want, or when they've got to wait for something. And this is especially true with high-quality clients who see how busy you are, how skilled you are, and how scarce you are — to the point where you have to put people on a waiting list. That doesn't mean they're going to wait for you forever, or that you still won't have to sell them. But, when you talk to those people they're probably going to be far more likely to want to hire you, and in some cases maybe even on the spot. It just depends on you and how well you follow the system in this book. But let's say you have a waiting list of — for example — 10 people. And let's say a spot opens up (now or you see a spot opening up in a few weeks), you simply send an email to that list and let them know.

It can be as simple as:

Subject line: New client spot open — if you're quick about it

This email is only being seen by the 10 people who are on my waiting list for potential new clients.

I have a spot opening up for a new client next month.

If you're still interested in possibly having me help your business, go to my calendar below and book a time to talk. We'll discuss your project and see if I'm a good fit for you and if you're a good fit for me, or if maybe there is someone more suited for you I can refer you to.

However, realize, these spots always go fast.

In fact, I anticipate this spot being gone as early as tomorrow.

So if you are interested, I highly suggest you book your consult for today, if there are any spots left (depending on when you are seeing this).

Here is the link:

P.S. If you no longer are interested, please use the link below to remove yourself from this list, so you don't have to hear from me about this anymore.

These waiting lists are endlessly useful, and can take a lot of the anxiety out of looking for clients if you do them correctly, and follow the rest of the Email Client Horde system. Plus, if/when you ever want to take on any apprentices in your business, where they do the work and you coach them and share in the fees, you can use a waiting list as a good way to find clients right away. Instead of sending an email like the one above, tell them you have an apprentice you're helping you'd like to get some work for, and it's a way to get your help but without paying your usual fees, etc.

Anyway, creating scarcity is extremely powerful. And, it's something you can start doing right away.

All right, 'nuff said about scarcity, here's another thing to think about:

There's a brilliant A-list copywriter named Richard Armstrong who has a simple, 2-step "formula" for getting booked with clients. If you don't know who Richard is, you can check out his site at www.FreeSampleBook.com (lots of great ads in there for your swipe file, by the way — he's easily one of the best copywriters in the game). He wrote a report many years ago he used to give away as a bonus (maybe still does?) to people who bought his novel *God Doesn't Shoot Craps* (www.GodDoesntShootCraps.com) saying there are two rules to follow for never worrying about having enough client work coming in:

- 1. Always book yourself in advance**
- 2. Never take rush jobs**

When he first got started, he was struggling to get work and was lucky to get paid anything for a project at all. Then one day, completely by accident, he started booking himself in advance, and realized that was making him...

Automatically More Attractive To Clients!

It also automatically removed his neediness, too.

After all, he was booked, and, thus, he didn't "need" any one job. And he would just reply to inquiries with an attitude of "I can fit you in for 3-months, and here's my fee" without caring or worrying about if he was charging too much, etc. This also led to him refusing all rush jobs which, again, automatically raised his status and value to would-be clients. Which makes perfect sense, too — after all, if you take a rush job you are saying (without having to say it) "I'm a desperate and needy copywriter and not a successful one. Someone to be paid little, worked harder, and treated like a minimum wage worker instead of a high-paid professional..."

I can't guarantee you anything with this. But, I've never seen doing these two things together not work.

Moving on to the next way to close the client horde:

There are two kinds of marketing:

First is what some people refer to as “attraction marketing” — where you market and position yourself in such a way where you try to attract clients and customers to you. And it can and does work well for many people. But, in my experience, what works far better (probably because it’s more scarce since most people don’t have the stomach or courage to do it...) is what’s called...

“Repulsion Marketing”

This is just as it sounds like:

Instead of trying to attract clients, you market in a way where you are trying to repel the kind of clients you don’t want, which almost always results in turning on the kinds of clients you do want. This means, for example, constantly taking the sale away and trying to get the majority of would-be clients (who aren’t the kind you want — like price shoppers, cheapskates, scammers, people who sell crap products, whoever you don’t want)...

To Tell You No!

Getting a “No” is the goal of Repulsion Marketing.

And the reason why is because, paradoxically, the best way to get the best clients to tell you Yes, is to try to get as many No’s as possible. This is not a numbers game trick or anything like that. It’s based on honesty and being righteous about who you want to serve and who you don’t, and not a tactic. It’s a whole different mindset when you are focused on weeding people out instead of desperately trying to sell to everyone and anyone who will listen. And to apply this to your email game, what you want to do every now and then is to say things — when it makes sense and when it’s relevant — that turn away the kind of clients you don’t want to deal with.

For example:

Do you want to deal with clients who are on a shoestring budget? I know I didn’t, so every now and then I’d say, “Look, I’m expensive, so if you’re on a shoestring budget I can’t really help you...” If you are sending your list to a webinar to close them as clients, you can say something like, “This webinar really won’t help out anyone who sells in the biz opp market” (or whatever markets you hate selling in). If you’re going to tell people to call you in your emails, say something like, “Just

know that I'm not the cheapest copywriter out there. I'm not for price shoppers, I'm for value shoppers. I say this so I don't waste anyone's time, or my own time..." That's a legitimate thing to say if that is true to your goals, and helps prevent wasting even a second on the bum clients who want you to work for peanuts or for free

Don't say that in every email, of course. And don't use those exact words, either, or be an ass or prick about it. But let it come through naturally, in your attitude and in your copy when it is relevant, because it's really how you think. That way, it's not something you do as a manipulative trick or fake posturing, it's something you do...

Out Of Pure Honesty.

A warning:

I know a very talented guy who sabotages himself by not doing it out of honesty and treating it as a tactic. Every time I tried to send him clients, he had to play an idiotic game pretending to be too good to talk to anyone, purposely being a flake, etc, trying to drum up fake value and create fake scarcity. Needless to say, nobody wanted to hire him, and it was making me look bad even sending clients to him.

(Thus, I no longer bother doing so.)

Another bonus to running Repulsion Marketing is, it automatically...

Removes Any And All Neediness.

You don't even have to think about it.

When you're legitimately trying to get people to tell you No, you not only come off as anti-needy, but you are anti-needy. You can't be needy — even if you wanted to — because you literally don't need them, and you're making it very obvious, without having to say, "I don't need you." Contrast that to the people on social media always nattering on about how wonderful and smart they are. Yet, the more they do that, the more they reveal they actually do care too much what anyone thinks — desperate to be validated.

In other words, you don't want to say it...

**You Want To
Demonstrate It.**

And you do that by having standards and sticking to those standards.

To sum up Repulsion Marketing:

If there are certain kinds of clients you don't want anything to do with, then don't be afraid to say it when it's relevant and it makes sense in your emails. It will make you the most non-needy freelancer out there, which will — by default — turn on the kind of clients you're after, while turning off those you don't.

All right, now let's move on to the next thing.

Let's talk about the 8,000 pound elephant in every freelancer's room:

Price.

It's the boogeyman that haunts many freelancer's thoughts:

“What if they ask me about my price? What if they're worried about price? What if I lose this client because of price?” “What if my fees are so high to them they get insulted?” People are so hung up on price mostly because we live in a scarcity-minded society. But, if you follow my simple advice...

**Any Fear You Have
About Price Should Vanish.**

Here's what I mean:

There's a brilliant sales trainer and speaker named Barry Maher, whose selling philosophy is based on telling the truth and 100% raw honesty, he calls:

“Making The Skeleton Dance”

This was inspired by a quote from George Bernard Shaw, who said, “If you can’t hide the family skeleton, you might as well make it dance.” For selling it is saying, “if you can’t hide it, you might as well try to play it up and brag about it.” And that’s what Barry Maher does, and what he recommends people do, especially when it comes to your fees. So if your fees are high, you don’t hide them. You don’t pussy-foot around them. And, you certainly don’t apologize for them. What you do instead is...

You Brag About Them!

It sounds almost “counter intuitive”, but doing this lets you get better and bigger paying clients for your business by bragging to them about how high your fees are. In fact, when asked about price, I’ve heard Barry say:

“Are my fees high? Yes. And it’s because I make my clients so much money they’re happy to pay them. I’m actually thinking of raising them.”

Again, this isn’t about being a blowhard and being an ass, whether in your emails or when you talk with clients one-on-one. But if you ever get questioned on it or you just want to write something in an email to weed out the cheapskates, you literally say, “Yes, I’m expensive...” and then you talk about some clients you’ve helped to demonstrate why you’re so expensive. Again, you don’t want to be obnoxious about it. This is not something you do tactically. It’s a principle of how you live and sell. You have to really embrace your fees, and sell them by making the skeleton dance. It’s one of those things that a lot of people are afraid to do, but it’s also one of these things that if you do it, especially in your ad copy, it can improve all of your response — whether it’s getting clients or bumping up the response of your sales copy.

This goes beyond the late, great David Ogilvy’s “Damaging Admissions” philosophy where you go out of your way to admit a flaw. He learned it from a furniture store salesman, and it got his agency so many high quality (and high ticket) clients & customers he made all his employees incorporate it into his agency’s advertising when possible. And, powerful as that is, if anything, Making The Skeleton Dance takes that sales philosophy and...

Puts It On Steroids!

Yes, high fees could be a “flaw.”

But Making The Skeleton Dance turns that flaw — and any other flaws in anything you sell — into a reason to buy. Remember, it’s about Repulsion Marketing, not attraction marketing. Low fees attract low-quality clients, and repel high-quality clients, while high fees repel low-quality clients and attract high-quality clients. They can always go find a more conventional and cheaper service if they want. Cheap services are abundant and everywhere. But if they want quality — and what’s scarce — and someone who has demonstrated they are worth those high fees in your emails, in your funded proposal, and in your positioning (i.e. busy schedule, etc)...

**They Will Probably Have
A Very Hard Time
Not Wanting To Hire You.**

Speaking of fees:

I’m not saying you should put your fees in your emails or on your site. I think that is a mistake, and is not really very wise simply because you don’t really know what you should charge someone until you know what they need, exactly. And you won’t know that until you’ve talked to them, first. All I am suggesting is you turn your high fees into a reason to hire you, instead of something you dread clients asking about. That’s how you start to get rid of price resistance right out the gate, before spending any time talking to someone.

**How The World’s Most-Feared
Negotiator “Snuffed Out” Sticker Shock...**

The man who was called “the world’s most feared negotiator” Jim Camp was the world heavyweight champion (in my opinion) at dealing with price resistance within 30-seconds of talking to a client. And, if you combine Making The Skeleton Dance with what Jim Camp taught, you almost can’t lose when it comes to price.

Here’s why:

When you are at the stage where you are now talking to a client, you set an agenda that gets price out of the way from the start. By that I mean, a client will

either get scared and run away if they are a price shopper, or not worry about it the whole time you are talking to them. And what Jim would do, from the beginning is:

- 1. Tell them if at any time they think they are not interested, to please feel free and 100% comfortable telling him No.**
- 2. Tell them — if price is brought up — that first, realize, he’s expensive. He could be very expensive depending on what is involved with the project. This is not going to be cheap, and may cost a lot. It may take a lot more time than the client prefers, too. And if the client thinks he is too expensive when they get to that part, just tell him No and it will be okay, and not a problem.**

What does this do?

The first part takes away all the pressure, and price off the table. This is important for bringing emotions and anyone’s “sales shields” down, and bringing any built-in hostility towards someone trying to sell them something down. That way, everyone is honest and on the same page. As for the second part, it tells them, in one sentence (1) you are not cheap (2) you are not needy (3) you are honest and (4) when you do tell them the price later, after gathering all the right information...

Your High Fees May Actually Seem Like A Bargain!

It really depends on them, and what they consider “expensive” is.

i.e. what you think is expensive may be very different than what they think.

But the important thing is to get price out of the way from the beginning, so it doesn’t hover over the entire sales presentation, clouding anyone’s judgement, or get in the way of discovery. All of which is important because it’s a mistake to ever give up price before establishing value (the absolute worst time to quote your fees to a potential client) anyway — which works in your favor in many ways, especially since your daily emails, funded proposal/book, your scarcity, and letting them get to know you demonstrates your value automatically, before you even talk to someone.

I’m not saying you’ll never have price resistance.

But, by following the Email Client Horde system, it should happen way less frequently than it normally would. That's why price should no longer be a fear from this point forward. Let the other freelancers worry about that. What you want to focus on at this stage is not “what will they think of my fees???” but “how can I best serve them?” — which is the next part of the system. Or, what I like to call the...

“Selling Without Pitching” Stage

This is probably the hardest part of landing clients for most people.

Especially for copywriter-types who are trained to pitch, pitch, pitch... with benefits, and claims, and having to make assumptions based on market research, instead of soliciting feedback via one-on-one selling. But, whether you're a freelance copywriter, or whether you're a coach, consultant, or any other kind of service provider, there are two iron-clad rules that, if you follow them, you should have a much easier time with minimal effort closing new clients:

Rule #1: Don't pitch.

Rule #2: Know the difference between selling and pitching.

It's my contention that a lot of copywriters, especially, simply can't sell. For example, I once got a question from someone who was asking about getting clients. He wanted to know if it was a good idea for him to find people who have bad sales copy and then contact them and offer to rework their copy for them, and show them how they think they could do it better, to get hired.

That is an example of pitching vs selling.

There was a time when that probably worked pretty well.

I think it probably did work well like 30 years ago before there was this glut of copywriters. So I'm not going to say it never works. But that is pitching, not selling. For one thing, how do you know the sales copy is not converting without bothering to gather the facts, first? You don't know because you didn't ask them. Selling involves discovery first — which means asking them questions and talking to them. Pitching, on the other hand, is:

“I have this thing. Here’s why you should have it...”

It’s two completely different skills.

And while I can’t speak for anyone else on this, when I did do client work and when I was getting lots of clients...

**None Of Those Clients
Ever Came From Pitching.**

Instead, they came from me selling them.

In other words, they were on my email list, they read my opt-in book, they were getting my daily emails, and then eventually one of them would contact me and ask about copywriting, I’d get on the phone with them, and then I’d start asking them questions about their business, and conducting the discovery stage of getting clients.

That meant being in selling mode, not pitching mode. The pitching mode comes later, after the selling/discovery phase.

And guess what would happen?

More often than not, the client would unload all the dirty details of their business on me. Saying things like nothing they are doing is working, their response was in the dumpster, the last copywriter they hired sucked and cost them a lot of money... and, eventually, when I did it right (the way I will explain in a moment) I’d hear something like...

“How Can We Hire You?”

I think anyone could take it from there...

I’m not going to say it always happened that way. But it did happen that way enough times where the job was basically handed to me. I asked questions, I got them talking about their problems, and... by sincerely asking about their business (without thinking about getting paid — this was simply discovery), by not talking, by not slipping into “pitch” mode... and by not being pushy, by shutting up (except to ask

questions), and by focusing only on sincerely trying to find out what their challenges were so I could determine if I even could help them or not...

**I Let Them Sell Themselves On Me
Instead Of Me Selling Myself To Them!**

With, of course, the emails doing most of the heavy lifting.

I say that because when you do the email part right... the book/funded proposal part right... and the building of scarcity part right... it's not uncommon for a client who contacts you to be anywhere from 50% to 80% "sold" on you before you even speak with them. That's what happens when you demonstrate your knowledge & skills daily via email, when you make your time scarce and valuable, and when you repel the kind of clients you don't want... all the things you've been learning up until now.

It also helps to realize...

**The Math Is
Always On Your Side.**

By that I mean this:

If you're a decent-enough copywriter, coach, consultant... there's less supply of people like you, who are not flakey, who are competent at what you do as a service, and who are regularly and consistently demonstrating it... than there are clients looking for you.

In other words, it's simple supply & demand:

There's less supply of "you", therefore there's more demand for a "you." And that's why you don't pitch, or need to pitch. All you have to do is sell. And by sell, I mean you want to be like a doctor, snapping on the rubber glove, and giving the would-be client a physical exam — checking the overall health of their business, looking for aches & pains, feeling for lumps, listening to its heartbeat, whacking its knee to check its reflexes, and asking the "patient" a long list of questions about how he feels, what he's concerned about, if he has any symptoms, what family history of health issues they have, etc.

In other words...

**You're Going To
Diagnose Their Business.**

A doctor doesn't have to pitch you drugs, surgery, or pills.

He need only find out what's wrong with you (diagnose), tell you what to do to fix it (prescribe), and then write you a prescription (sell). I heard Dan Kennedy say something especially apt about this in his magnificent "7-Figure Academy" course, when he said:

"The diagnosis is where it's all at. That's where the person...becomes convinced that this guy's a genius, he's incredible, he's discovered my problem."

This is what lets truly incompetent and even horrific doctors, get called genius and "world class", too. But, when used ethically, for the good of your market, it's hard for clients not to want to hire you if you do this part right.

For example:

Let's say you have some kind of symptom or something's been bothering you for the longest time. It's concerning you and you don't know what it is. You've been to four other doctors, and finally the fifth doctor figures out what's wrong. He hasn't cured you. He hasn't even given you a single pill or prescription, nor has he opened you up or done any surgery. He simply diagnosed you. Just knowing what the problem is — what is the reason for your pain — makes them a genius in the mind of someone who has health challenges.

It's not degrees, education, or even status that makes a doctor a genius...

**It's Their Ability To Discover
What The Real Problem Is.**

That's how it is when you're dealing with clients, too.

You want to be seen as a genius?

Want to be hired without question, and paid whatever fee you ask?

Then open the hood, get in there, look around, and diagnose their business's problems. You can't diagnose them by pitching first any more than a doctor can prescribe the correct meds without diagnosing first. If you start pitching benefits and claims (like practically everyone else does) without asking questions about the problem first...

**You'll Be Taken About As Seriously
As A Doctor Who Prescribes Meds
Without Asking Questions About Your Health, First.**

Would you trust a doctor who did that? Of course not. And, so, why would a client?

As far as what questions to ask?

I'll give you some sample questions, but these are not the only ones. It's got to be a natural conversation. Canned questions will only take you so far, and are not necessarily applicable to every situation, because every client is different, with a different situation and set of circumstances. The goal is to ask questions that create vision of their problems and challenges, and of you being someone they should hire.

For example, I once asked a lead:

“How are your emails doing?”

“Oh Ben, you would be amazed. We can't get any conversions on these. Nobody's opening them. We know we're missing out on a lot of sales because of this, and a lot of back-end sales. Is this something you can help us with?”

That was more or less the exact conversation.

I didn't even have to “close” them at all.

**The Client
Closed Himself!**

That didn't come from me pitching. It came from me listening, paying attention, and asking the right question, at the right time, for that client, to create a vision of his problem. In a way, you almost have to be careful doing this, since if you write loser ads that don't live up to all this newfound prestige, it'll back fire on you, like it does on anyone who's great at marketing, but sells a crap product.

One question you can ask is, "What is the biggest challenge you're facing right now with ___?" And also, "Do you guys have a system for doing XYZ?" That's a legitimate question. If they don't, that means they probably don't know what having a system means, and you've just made them think, "Do I need a system for this? How can I have a system for it?" So they might say: "No, we haven't. Do you have a system for that?" and obviously if you're a copywriter or coach or consultant with a systematic way of doing things, you'll be just what they need, and you can discuss it.

This all goes back to Jim Camp who used to say:

"Vision drives decision."

You cannot sell something to anyone, you cannot persuade somebody's mind a different way, you cannot win a negotiation by trying to just use logic and facts.

You have to create a vision of their problem. They have to see it.

It's like one of history's most successful life insurance salesmen did, when he said:

**"You have to make them see the hearse
pulled up to the curb..."**

Gruesome, but effective.

And, if done in honesty, gets clients selling themselves on hiring you.

That's what you want — to get them talking about what the problem is, because until you know what the problem is, you don't know if you can help them, anyway, do you? There's a good chance you can't help a lot of clients. Just understand that going in. Either they're not going to be able to afford you or there could be some other reason — including, maybe they just aren't ready yet for a service like yours.

A guy once contacted me and his only question was:

“Can you write me a million dollar sales letter?”

I said, “What do you mean by a million dollar sales letter?” He goes, “Well, I don’t have a product or list. I just know that a sales letter can make me a millionaire.”

I can’t help this guy.

Nobody could.

Yet, a lot of freelancers would have eagerly (and need-illy) said, “Yeah, I can help you do that!” and they would have wasted a bunch of time, found out the guy had no money to pay them, has no product, and has no offer.

Another question you can ask is why they think you are the person who can help them? Why did they contact you? This gets them talking about all the wonderful things they liked about you, in many cases. Don’t ask it for props, though, ask it to find out where their head is. It could be they picked you randomly. Or it could be they heard wonderful things about you. Or, it could be... you are the only person they ever intended to hire. You just don’t know until you ask.

Let’s move on to the last part of the process:

Sealing The Deal.

There’s always a chance you will get hired — like I did many times — on the spot, right after talking to a client. It happens more often for some than it does for others. But, you should not count on that. After you have diagnosed their problem, know the hot buttons, are confident you can help, then now, and **ONLY** now, are you allowed to...

Pitch!

You can finally put your copywriter hat on.

If you're not a trained copywriter, that's okay, you don't need to be to do this. The hard work has already been done to gain trust, diagnose their business, and demonstrate your skills and knowledge. Since you diagnosed and built a vision of the problem — by letting them talk about and describe it — they should already see you as somebody that can help them, and chances are...

It's Now Your Client To Lose At This Point.

To prevent that, you're going to write a proposal. Hopefully when you were talking to the client you were paying attention, taking notes, even recording (with their permission) the conversation. If you did record it, and have it transcribed, it will make this even easier. After the call tell them you'll be in touch with a proposal.

To start your proposal simply say something like (and this is just an example):

Dear Joe,

It was an absolute pleasure talking with you. Before I show you my proposal, I want you to be completely comfortable with telling me No. I am not for everyone, I can't help everyone, and while I do believe I can help you, I still want you to be okay with telling me No, if I'm not a good fit for you, and what you are looking for.

With that said, here's what I understand the challenges to be from talking with you:

Then, bullet point all the major hot buttons — in their own words (very important) — after that. So, for copywriting services, it could be:

- **Your sales copy is only converting half what it used to, and you're having trouble paying your employees.**
- **You have been frustrated with the copywriters you've hired because all they do is throw hype in there and it's embarrassing to even run it.**

- You know your emails are flat and boring and you get a lot of people not opening them, and you know it's costing you a lot of sales. And you know if you could get even a 1% boost in sales your entire business would change dramatically.
- You're having a hard time getting your ads approved by Facebook and Google, and a lot of leads are being lost you could be selling.

And so on, and so forth...

That's just an example — and every single client will have their own unique challenges and problems. That's why there is no one-size-fits all pitch, proposal, or solution for everyone. It's also why you don't even try to prescribe anything until after you've diagnosed, as we've seen.

After the bullets of their frustrations and pains, it's time to give your offer:

As I said, I believe I can help.

But, it's not going to be cheap, and it's going to take perhaps a lot more time than you'd prefer if you want it done right. And so, again, if you don't think I'm a good fit, it is perfectly okay to tell me No. If anything, I may be able to refer someone else to you who better fits what you are looking for.

That said, here is how I believe I can help:

And then you go into how you can help with each and every frustration, and backing up and proving as much of your claims as possible (i.e. you're going to go into hardcore copywriter mode). You can do that with testimonials, proof of how you've helped other similar clients (stats, numbers, etc), show how you've sold to their market before, basically anything that backs up you are the one who can help them.

Then, when you've done that, and built a vision of how you can help, you tell them when it can be done, what they can expect of you, your fees, etc, and, especially...

A Deadline To

Give You A Decision.

Remember what we covered earlier, about how nothing gets done without a deadline? Well, this is something else I learned from the great Jim Camp — about how neuroscience has shown when people are given a chance to “think it over” their brains can’t handle it well, and it creates a kind of chaos, as well as procrastination.

Don’t be super pushy or use some dorky manipulation tactic.

Just say something like:

To move this deal forward, please let me know by tomorrow at noon if you would like to discuss the next step. As much as I would love to work on your project, I also have other client responsibilities, and would have to have your answer by then, so I can plot out my schedule in a way where I can give your business my best. And if you are not ready to go forward, that is perfectly okay. I completely understand, just say No, and if I can ever be of help in the future, just let me know.

The above was for freelance copywriting, of course. But, it works the exact same with coaching or consulting. A lot of times you may never even have to write a formal proposal. But, if you do, this is the “bones” of how to do it.

Here’s something else that’s important:

I’m not going to give legal advice or go into the particulars of using formal contracts. I believe it’s smart to have one. But, it is also important you get on the phone or Skype (or whatever chat program you use), and go over each thing expected of each other, point by point, have it recorded, and have a copy distributed to both you and the client.

Why?

Because that way, if there is any question about what was agreed upon, you need only listen to it and it will be black-and-white. If you said you’d have something done by a specific date, and they said it was supposed to be a week earlier, you simply

go to the recording, and listen to both of you discussing it, in your own voices. Same goes for any other expectations, deadlines, agreements, and so on, and so forth.

I have found this keeps everyone accountable. And, it prevents a lot of preventable issues from coming up.

Finally, I want to end this book with something I call:

“Soothing The Jolly Jaded Giants”

I’ve mentioned several times how a lot of clients have been screwed over. Even if they haven’t, they know someone who has been. And so, a lot of them are very skeptical and very jaded, and for good reason.

Think of it from their perspective:

In both their business and personal lives, chances are someone over the last several years has screwed them in some way, including someone they trusted. It could have been their banker, their real estate agent, their mortgage broker, their teacher, their doctor, their insurance company, their favorite politician, a copywriter, a consultant, a coach, a joint venture partner, and the list goes on.

Everyone’s been screwed over.

And, everyone’s been betrayed by somebody somewhere along the line.

And that’s why we live in what I call...

The Age Of The Skeptic!

Don’t expect anyone to believe a word you say.

If anything, assume whenever you are selling anything to anyone they are thinking, “yeah, whatever, bull crap...”

And the beauty of this system you’ve just learned is you are automatically sticking out like a sore thumb in a market full of freelancers they don’t trust. And the reason why is precisely because you’re not being pushy. You’re not acting needy.

You're not behaving like a slick, used car salesman. It's the opposite. You're non-needy, non-slick, non-pushy, and...

**They Are Coming To You,
Instead Of You Going To Them.**

You're demonstrating your knowledge constantly day by day by day.

You're demonstrating your work ethic.

And, you're demonstrating you can write and that you do write. (More important for copywriters, but it still helps coaches and consultants to have a body of work that is written.)

Remember, a lot of these clients just want someone who can write and will write. Or a coach who knows what she's talking about and not just blowing smoke up everyone's arse on livestreams. Or a consultant who is going to show up, ready to work, and give their business nothing but...

**100% Of Their Time,
Attention, And Energy.**

You'd be amazed at how flakey a lot of freelancers are.

Especially in this day and age of the internet.

But by following the Email Client Horde system, you're demonstrating you have discipline, that you have a deep knowledge of your craft, and that you're the...

**Exact Opposite
Of Flakey And Lazy.**

This lets you use all that client skepticism to your advantage.

How?

Because simply by NOT being lazy, by NOT being flakey, and by NOT being a con artist worried if anyone is going to find out you're no good... you stand out

like a flare in the pitch black sky. You might even want to thank the charlatans, your lazy competitors, and those who screw clients over for making it so easy for you.

Hopefully this gives you the confidence to get started immediately. And, ideally...

Even Today!

And, to help with that, following is a “fast-start” plan.

First, go through this book (especially this main section, but I recommend the appendixes too) at least 9 more times. I’m a big fan of going through things I really want to learn and have to learn at least 10 times. It lets you know the information as well, if not better sometimes, than the author who wrote whatever it is you’re learning. I’ve gone through the best copywriting books, the best sales books, the best persuasion books, products, and courses always 10 times minimum. It seems tedious, but that’s how you dig the gold out. That’s also how you can dig the gold out of this book. Every time you go through it, you’re going to imbibe it more into your psychology. It’s going to become more a part of you, until this is all just automatic.

This system may seem like a lot of moving parts, but really it’s not. In fact, here is a summary of what to do in 4 simple steps:

1. Assemble your book/funded proposal
2. Put up a squeeze page
3. Start driving traffic to that page
4. Email that list every day

The devil, as they say, is in the details, though.

So while I want you to get started today, I also want you to keep reading this another 9 times while you are implementing everything. It’s less than 100 pages of material, and if you sat down with it for an hour per day, you’d knock out your 9 more readings pretty quickly, while also implementing everything.

Another thing I encourage you to do is read the appendixes. They go into a lot more ways to land clients that are just as simple and effective. In fact, if you did nothing but follow what Appendix 1 alone teaches...

**You Could Have New Clients
As Early As Tonight!**

It's powerful stuff.

And, so is the information in the other appendixes — with the last one being a 21-email swipe file of 100% copyright-free emails you can use however you want, without giving any credit, attribution, or compensation to me whatsoever.

And lastly:

The “glue” that holds it all together, makes everything happen faster, and can give you more financial security as a freelancer than practically any other one piece of advice ever invented is...

**“The First Hour
Of Every Day Belongs To You.”**

This means, the first, best, most creative hour of the day goes to your freelancing business.

Not your clients.

Not your boss.

Not anything else — just your business.

If you are in the business of being a freelancer, that means implementing the Email Client Horde system first — whether it's writing an email to your list, doing something to drive traffic to your site so you can build your list, writing a client proposal, talking to a lead, or whatever it is.

I'm not saying to shirk any of your other duties.

But realize, if you build your business and a lifestyle for yourself and your family first, you'll make it much faster, and be able to do a better job for the clients you do get. Unfortunately, what a lot of people do is put their job first. Or their client work first. Or social media first. Or TV first. Then they come home after an exhausting 10-hour day of working and commuting, and put off their business. Or they spend all day just on a client's job and forget to work on their own business.

Then, when things dry up...

**They Scramble To Get More Clients,
Which Makes Them Needy,
Desperate, And Repulsive!**

That's what happens when you don't build your business first.

And, it can create a sort of resentment towards your clients or job now, knowing you aren't doing your own thing. In a lot of ways, you will do a better job on other peoples' businesses by putting the first hour into your business first. Because you'll have the most energy at that time, feel good about working towards building your own empire, and then attack the rest of your work throughout the day with more enthusiasm and cheer because you won't resent it. And at the end of the day, you'll feel good because you got everything done. You won't have to stay up late. You can enjoy that time with your kids, your spouse, or your friends (whatever you do).

But it all starts with keeping that first hour for yourself.

And that's all there is to it.

If you're interested in consulting or coaching on this subject, I sometimes sell such services. Not often, but I never say never, either. And, even if I don't do it, I can point you to some smart people who do.

To inquire, simply go to:

www.BenSettle.com

Appendix One



A #1 FBI Negotiation Instructor's Secret For Getting Hordes Of Clients To Hire You On The Spot!

Following is quite possibly the fastest, easiest, and most reliable way to get clients you can possibly use. It can work for almost anyone seeking more clients, and it was used by the late, great Jim Camp to make more money selling water softeners door-to-door than he did as a commercial airline pilot. If you don't know about Jim Camp, he was so great at negotiation and influence, the FBI changed their terrorist negotiation protocols based on what Jim taught them (and even said on their website that his methods were the biggest revolution in negotiation in 50 years), and the world's most prestigious business schools (including Harvard, NYU, USC, UCLA, University of California, and Columbia) have made his material "required reading" for their students.

Anyway, the secret I am referring to for getting clients is something he talked about in his book "NO" — which simply simply asking his customers who were on the fence to tell him No.

What he did was this:

He went to all the customers he had talked to who hadn't made a decision, gave him a maybe, put him off, etc. And one-by-one he told them, "I just wanted to ask you to tell me 'no thanks' if that is your decision. That way I can close the file and move on." This didn't close all of them, obviously. But, he got a bunch of high ticket sales from people who had been in the fence, or just weren't in the position to buy originally.

All by trying to get a No, instead of a yes.

To get clients using this, simply go to each one you're talking with now or have talked with in the past who were on the fence and make them ante up. Call them and say:

“We talked about me doing your ____ assignment, but you never made a decision. I just wanted to ask you to tell me ‘no thanks’ if that is your decision. That way I can focus on some other clients who are interested in hiring me, and close the file.”

The caveat is, this has to be a principal by which you do business.

If you try this tactically, you'll sound like an idiot and they'll see right through you. You have to really be willing and anxious to let them go and be okay with a No. It is, paradoxically, the best way to get a yes...

Appendix Two:



Selected Paid Newsletter Articles About Getting Booked Solid With Eager-To-Pay Clients

NOTE: Some of the links, suggested resources, and other references have changed since writing some of these articles. Such is the nature of the internet...

10 Ways To Get Swamped With Paying Clients Who Practically Fight Each Other Over Hiring You

Today's issue will NOT apply to everyone. But it does apply to a lot of people who might not think so, at first. After all, even if you don't need clients (such as if you have all the clients you can stand now, or don't have a service-based business), with today's whacky economy... this is a valuable skill to have just in case, either way, right? So below are 10 ways to get clients (in any economy) and even if you're brand spanking new to your business with no contacts, leads or network now.

Let's hit it, Maestro...

How To Get Swamped With Clients Secret #1: "The Leap Frog Method"

This method is a great way to "leap frog" over the normal time and energy investment it takes to get to bigger (i.e. high paying) clients. I have seen this work with multiple kinds of service providers in all kinds of industries, too. And what you do is, you find big money clients you'd normally not be able to get work from right

away, but who may be willing to accept your free help. Yes, you heard that right... you offer to do something, anything (doesn't matter how small or big the task)... free. Many big clients will balk (not everyone is turned on by "free"). But usually a few of them will find something for you to do. After all, what do they have to lose? Then guess what happens? You can now say (with 100% honesty) you did work for that person/business! That then lets you use their name and prestige in your advertising to attract other big clients. So, for example, let's say you're a web designer and you made this offer to a well known TV celebrity. And you designed a blog for them (even if it's something real basic). Now you can honestly say you've done web design work for that celebrity. Which means, your resume has a lot more "punch" to it. Of course, you must do a good job. You also want to get their permission to use their name in your marketing. (Something most people happily agree to if you do a good job -- in fact, they may even pass your name around to their friends!) You can also offer to "barter" your services to a potential big paying client, too. In other words, you do some work for them in exchange for access to one of their products, etc. But however you choose to do it, this is a great way to get "gold card" testimonials and build a tremendous amount of social proof for your service. Hey, talent only gets you so far in today's celebrity and "crony" driven world. It's all about social proof now, instead. Like the saying goes: "A good lawyer knows the law; a great lawyer knows the judge." For example, a lot of doors opened for my copywriting business when I did some jobs for Ken McCarthy and Mike Dillard ("gold card" names in their niches). And the same can happen for you, too. If you want to build a client base of high quality customers, then do something (anything -- even something small and for free) for someone with lots of credibility, prestige or celebrity-power.

How To Get Swamped With Clients Secret #2: "Sell To Buyers"

This is "sales 101." If you want to sell more of your services faster, easier and in greater quantities... sell to buyers -- people ALREADY buying (and consuming) the kind of services you offer. There's nothing more frustrating than trying to "convince" people they need what you have. You can see that kind of tomfoolery all the time online. In fact, copywriters (who should *know* better) are the worst culprits of this. They will have 20 page sales letters talking about what copywriting is, who needs copy, etc... when they could simply approach clients already hiring copywriters, and are in constant need of copywriters, instead. Same with other service providers. If you clean offices, for example (something my wife and I used to do), it is much easier to get jobs from someone who already pays for office cleaning than someone

who doesn't. Or someone already looking for someone to clean their office. In other words, the best people to sell aspirin to is people with headaches, right? No amount of convincing or persuading is get someone to buy aspirin until they have a headache. And while you CAN (if you're a really good sales person) play the "build-their-desire" game successfully, it's often long and tedious. It's much faster to grab the low hanging fruit, instead.

How To Get Swamped With Clients Secret #3: "Joint Venture Warrior"

This is easily one of the fastest ways to get clients. No matter what kind of service you provide, there will be similar (but not competing) businesses you can joint venture with. And what you do is, you team up with that other business and offer your services to their customers (who already know, like and trust them and their opinion) and vice versa. We're going to get DEEP into this subject next month (setting up joint ventures). But for now... what you can do is make a list of similar businesses (but not competitors, necessarily) and contact them. Ask if they are open to doing JV's. And if they are, if they'd be willing to send an offer to their list for your services, in exchange for you sending their offer to your list, or for a cut of the fees (or any other mutually beneficial arrangement). Entire million-dollar operations have been built on joint ventures, and there's no reason why you can't use them to get clients.

How To Get Swamped With Clients Secret #4: "The Nerd Gets Hot Cheerleader Secret"

This is a powerful way to get clients I wrote about in my book "Crackerjack Selling Secrets" (the chapter titled, "The Nerd Gets Hot Cheerleader Secret") and it's called "posture." This is something the top sales and marketing people throughout history have always had that others did not. Posture is when you have the intention (and really have it, not just fake it) that you don't "need" the deal. You'd love it if they hired you, of course. But you don't need "THEM" -- and will simply find someone else if they say no. This is mega persuasive. People can practically smell posture. It comes through in your words, your movements, body language, eyes, the verbiage you use (if selling in print), tonality and everything else you do. There's something about a person who doesn't need you, your money or your patronage that just makes most of us want to hire them even more. One of the best ways to establish posture is to (1) market to leads you generate and then (2) have them

contact you for more info. For one thing, this way you are ONLY talking to someone who is interested in what you got. And secondly, it allows you to basically say (literally use these words), “What can I do for you?” Instead of you going off trying to pitch them. This gets them talking and positions you to ask the questions. It lets you “interview” them, so to speak. You’re seeing if they qualify to do business with you, and not the other way around. I suspect more service providers would be more successful (way more successful) if they simply took this attitude. I’m not saying to be a jerk or act like you’re superior or any nonsense like that. But just act, speak and behave as if you really don’t need them, specifically. You’re qualifying if they are a good fit for you, first. And if it turns out you are not a good fit for what they need (and be honest about this) or vice versa, walk away. This is how the big boys negotiate and sell. And it’s a great way to acquire new clients (especially higher quality clients). For a list of questions you can ask potential clients check out this month’s enclosed “hot sheet.”

How To Get Swamped With Clients Secret #5: “Give ‘Em A Daily Dose Of You”

I preach this all the time (and DO it, too -- this ain’t theory). But I’m a big fan of emailing daily. Not just monthly, weekly or when I have something super powerful to say. DAILY. There are few things that’ll set you apart from the pack of wannabes out there than mailing your list daily. It demonstrates your knowledge about whatever you sell every day (this alone makes you stand out) and bonds people to you. In other words, they will start to feel they already know you by the time they contact you, and it establishes you as a “for real” leader (and even a friend, of sorts). In fact, here’s something to think about: If you are positioning yourself as a leader (and you should)... and you don’t have something to say every day about that subject, then many people often (even if subconsciously) wonder if you’re really the leader you say you are. I know some disagree with me on that. But they will probably never question your expert status if you’re contacting them every day with a helpful idea, tip or thought that brings value to their lives. You can also do this with podcasts, videos, blogs, etc. I prefer email for many reasons. But the key is that daily contact. It’s one reason why I rarely ever worry about getting leads. In fact, because I talk to my list daily, I often have more leads than I can handle and forward them to others. (Which will automatically beef up your posture -- when you have more leads than you can handle, you really don’t need any one specific client.)

How To Get Swamped With Clients Secret #6: “Become A Celebrity”

Question: Who do you think will get more clients faster: (1) The straight “A” student lawyer fresh out of Harvard who nobody knows, and just set up his practice with a sign outside his door or... (2) The “C” level lawyer who barely graduated from a cheaper, little-known law school... but who’s interviewed about legal questions on the radio for an hour on a big station that reaches the entire community? Like it or not... the mediocre radio lawyer will probably win every day of the week and twice on Sunday. Why? Because HE’S on the radio... and the high falutin’ guy with all the degrees isn’t! It’s sad (and it makes lots of “for real” experts angry), but we’re in what publicity expert Paul Hartunian calls “a celebrity obsessed” society now. That means, nobody really cares what experts think. But they will hang onto every word a celebrity utters -- no matter how foolish or false. There ARE exceptions to this, of course. But for the most part, if you want lots and lots of clients (especially locally) then sally forth and get thyself on the radio, the TV or in the newspapers. When the media “knights” you an expert like this then you’re “it.” We talked about one media strategy in the **April Crypto Marketing Newsletter** issue (you can buy back issues at www.CryptoMarketing.com/back-issues). You can also access a bunch of sample press releases and strategies in the **Crypto Marketing Lounge** you now have access to as a subscriber at www.CryptoMarketing.com/lounge. This is one of the best ways to get swamped with clients you can use. Not only does it generate leads, but you also get a kind of iron-clad credibility (by being endorsed by the media) you cannot pay for with all the college degrees or advertising in the world.

How To Get Swamped With Clients Secret #7: “Speaketh Thy Mind”

Next up is... public speaking. If the mere thought of public speaking gives you the “heebie-jeebies”, I totally understand. Apparently, more people are afraid of speaking than *dying*! Whatever the case, it’s an extremely powerful (and dirt cheap) way to market. And here are 3 reasons why you should at least consider it:

1. **The Podium Effect:** This is a phenomenon where people instantly and *automatically* respect, trust and believe people who talk at seminars or small workshops. In other words... you can be a complete “nobody” in your market now but, the second you start speaking, you are suddenly the top dawg. Almost anything you say is taken as “gospel.” Potential clients are

instantly attracted to you. And (believe it or not) refunds of product you sell during your talk are often practically non-existent.

2. **Instant Product Creation:** Speaking of products... when you're done gabbing away, you got a product (assuming you record your talk). But, not just any old product. This is a product with "built-in" proof and credibility. A product with some TEETH. When you sell a recorded talk, and you say in your ad copy, "This is a speech I gave at..." all the sudden it has some "oomph!" It's not a slapped-together eBook or MP3 made in the safety of some kid's basement. No, your product has some friggin' sex appeal. It's different and unique. Something everyone is looking for more of.
3. **Nobody Else Is Doing It:** Let's face it, hardly anyone gives public talks. All of which means, if YOU give a talk... you can be 99% sure none of your competition is reaching your market the same way. It's like getting an exclusive full-page ad on page 1 of a high-selling publication. You get all the prestige and positioning and selling power your "non-speaking" competition can only dream of while hiding behind their computers.

But do you know what the real beauty of this is? It doesn't have to be hard. You don't have to speak in front of thousands of strangers. You can do it at your local library or bookstore or anywhere comfortable for you. It can even be as laid back as doing a "Q&A" sitting on a stool. That's easy, isn't it? It's also cheap (free in many cases). Check out this month's enclosed "hot sheet" for a free in-depth interview with a public speaking expert for more ideas on how to be a public speaking stallion.

How To Get Swamped With Clients Secret #8: "Bob Bly's Trump Card"

This one is a no-brainer if you've been writing emails/blog posts/articles. Basically, it works like this: For whatever reason, people equate writing a book and being an author with "expert." Just like the celebrity angle we discussed earlier. In a sense, being an author makes you a celebrity, doesn't it? It doesn't even technically matter if it sells. Just being an author of a real, physical book (NOT an eBook) automatically puts you ahead of the bleating herd and into the ranks of expert-dom. This is something Bob Bly once talked about in an interview with Michael Senoff.

Whenever someone would ask, “how do I know YOU’RE the best choice for me?” he basically said, “I’ll send you my book, read it and make up your mind then.” Booyah. That’s *posture*, baby. Frankly, having a book gives you posture, celebrity-power and expert status all rolled in one. Plus, if you use your marketing skillz to sell it, it helps finance your client search (in the MLM world, they call this a “funded proposal” -- you sell a product that gives you up front revenue, but that also helps you sponsor people. Smart.) And the beauty of it is, it’s just monkey simple to have a real book. You can do it for less than a few hundred buckeroos. Here’s how: First, take all your best content-filled (not sales pitch) emails, blog posts, articles, podcast (transcripts), etc and put them in book form. 120 pages or more is fine. Next, find a cover designer (this is the most “expensive” part). The guy I use is “Mr. Subtle.” You can find him at www.MarketingBrainFarts.com/4hire.html (he’s awesome, and a lot less expensive than people who charge twice as much). Then, when you’re ready, use a service like www.LightningSource.com to print them on demand. They’re cool because you can print just 1 book up or 1,000 of them. They will also put it on Amazon.com for you if you want (which is really useful for prestige, “you can find my book on amazon...”). And that’s it. Having a simple “home made” book is a great way to not only get clients, but beef up your credibility, prestige and income. (It’s also easier to get in the media when you have a book, too.)

How To Get Swamped With Clients Secret #9: “Miss Cleo’s Secret”

Another easy one. If you sell locally, set up a voicemail with a local number and have a weekly (or, even better, daily) tip on there. This is good if you sell to a very hot, desperate market. Bankruptcy lawyers, for example, clean up with this. But you can do this with a lot of other local businesses, too. Just update your message each day with a new 2-3 minute “tip”, and include a 30 second close at the end telling people how to contact you, and maybe even make a special offer (time limited, if possible). To drive people to your number, you can use classified ads, the yellow pages, your daily emails (you are sending daily emails, right?), media publicity, etc. Of course, you can also use this method to sell nationally, if you want. Hey, if it worked for Miss Cleo’s psychic BS hotline, there’s no reason it won’t work for you, too...

How To Get Swamped With Clients Secret #10: “Trick Your Competition”

Finally, probably the best and easiest (and *fastest*) way to get swamped with new

clients... is to use your competition. By that I mean, look for your competitors who are closing their doors. Chances are, they are desperate at that point, probably owe people money, etc. So what you do is offer to buy their CUSTOMER LIST from them. \$100, \$300, \$500... whatever price you can get. (In some cases they'll even give it away to you, especially if you can help complete any unfulfilled client contracts.) These are all clients using the service you sell (i.e. they are BUYERS) and are actively looking for someone else right NOW. Boom! You're like the white knight riding in -- both for the business who needs money and the "orphaned" client base. Another idea: Make a deal with the business where they do an endorsed mailing (YOU write it, not them, though). Have the letter basically pass the baton to you, "I'm leaving... so I recommend Joe Smith here... yada yada yada." Maybe give the old business owner a small cut of the first time sales. This is probably the fastest and easiest way to get clients I know of. And yet, hardly anyone does it. Go figure.

Bonus Client Tips:

- **Client Reversal:** If you want "out" of your business, you can do a reversal of the tip above and sell your client base to an existing business. When my wife wanted out of her bookkeeping business, that's exactly what she did. And it was easy. Just find bigger businesses with money and ask (by mail or phone) if they'd be interested in buying your client base. Smart ones will be on it like white on rice.
- **Reduced Price Option:** I learned this from my friend John Anghelache (www.JohnAnghelache.com). And what you do is give the client a choice of a higher fee if they pay in two installments (or however many installment options you give) or one installment for a reduced price. So, for example, instead of paying two payments of \$5,000, they can get your services for one payment of \$8,000. This way you get paid up front, and they're happy. (Heads up: This usually only works on clients you've already built trust with, but is worth a shot with new ones. I mean, what do you have to lose by asking?)
- **"Investment" Tip:** If you are in a sales-oriented business (direct sales, copywriting, etc) you can also offer to work for no up front fees or salary -- just commission. This makes it extremely hard for people to say no. However, it's more of an investment than a purchase. In other words, you are investing your time and energies which may or may not ever see a return. So

be careful with this. Make sure you trust the client and that you are not wrapping your entire business up in its success (many of these deals often fall apart, but when they work they can be awesome).

- **How The World's Greatest Negotiator Does It:** Finally, true believer, I leave you with a gift. Check out this month's hot sheet for a link to an interview my friend Michael Senoff did with Jim Camp. Jim is one of the most feared negotiators on planet Earth. His near-magical negotiating methods have been featured on CNN, CNBC, The Wall Street Journal, Fortune, Harvard Business Review, Fast Company, Inc., and more. And I've listened to this one interview alone probably over 20 times (and STILL get something new on each listening.) So he's no fluke! In fact, I consider this the BEST sales training ever made. And by the way... the interview is about how marketing consultants can get new clients, but all of it applies to ANY kind of client-driven business, in any niche.

How To Use Email To Get All The High Paying Clients Your Greedy Little Heart Desires

Dear Email Player...

Gonna start this issue with how to get booked with all the paying clients you can handle using (mostly) email. Yes, I realize not everyone who reads this newsletter does client work. I certainly don't at the moment (far more fun doing my own stuff). But, with this crazy economy knowing how to get clients (for ANY kind of service) can come in handy if all hell breaks loose and you need some scratchola fast. And by the way, just because I'm going to be teaching things I learned while getting copywriting clients, I think you will agree everything inside this can apply to any other kind of service you want to sell, too (a few tweaks and adaptations aside). Plus, selling is selling and all of these things will apply to any other kind of marketing or selling you do in any other industry or format you use. At the end of the day it's all the same and comes down to the great persuasion genius's (Bernard Baruch) quote at the end of his life when asked what his secret to persuasion was. He was an adviser to presidents and wall street wizards, and used to work what looked like MAGIC at

persuading everyone to agree and get along during negotiations, etc. Anyway his quote was: **“Find out what people want, then show them how to get it.”** And on that note, let’s hit it...

The main thing to realize is... it’s NO different (the email part, anyway) getting clients than it is selling products. For example, if I was selling email copywriting services, practically every single email I send out selling “Email Players” could be used to sell those services. The only thing that’d change would be the call to action. This is what a lot of people don’t understand and it’s one of the most-asked questions I get, “Can ‘Email Players’ help me get clients?” The answer is obviously yes. **In fact, I argue my system and what you read in this newsletter works even BETTER getting clients than selling products** because far fewer service providers are emailing at all, much less doing it daily and in a fun, infotaining and interesting way. (They are always trying to be “professional”, which equals boring in 9 out of 10 cases). But, there are some things to keep in mind when using email to get clients. The first thing is the opt-in “bribe” you use. In my humble (but accurate) opinion, your bribe should almost always be a product you actually sell people would normally have to pay for. And the more expensive and valuable the better. This does two things (1) gets you more opt ins and (2) demonstrates your skillz. With getting clients what I’d suggest (if you don’t have a good valuable bribe right now) is quickly writing a book and putting it on Amazon as both a physical book and a Kindle book. You can bang this book out fast or you can cobble together emails you’ve written and add some meat and organize them into a sort of “mish mash” book of random tips, ideas and strategies. Of course, you want to fill your book with subtle calls to action throughout and a big obvious call to action (to contact you) at the end. If you want to do something really exact then a good resource for learning how to write books this way would be Victor Cheng’s “Bookmercial Marketing: Why Books Replace Brochures In The Credibility Age”. You can buy it on Amazon and read it in probably two or three sittings. It will show you how he writes bookmercials for his CEO clients that both sell and educate -- building your credibility while also selling what you got. Perfect for getting clients. Then, when you have that book up, I’d suggest giving the digital version of it away as an opt in bribe and saying it normally sells on amazon, etc.

So that’s step one. Making sure you have the right kind of bribe that (1) establishes you as a published author (2) builds your credibility (3) sells your services. Just getting this part right can get you clients in many cases. In fact, two of my highest paying and long term clients (back when I did client work) hired me “sight

unseen” (i.e. they didn’t even want to see samples) simply because I gave away a valuable copywriting eBook on my site. They read it, saw I knew my stuff, and that I took my craft seriously. Your opt in bribe should do the same. In fact, if I was selling email services instead of a newsletter my bribe would NOT be the first issue of my “Email Players” newsletter like it is now. It would probably be the “Email Players Playbook” you got with this subscription. And it would tell them how to do exactly what they are hiring me for and demonstrate my competence. A lot of people are afraid to do this sort of thing. But you gotta remember, most people want to have things done for them, they don’t want to do things themselves. I was talking with Brian Clark (owner of Copyblogger.com) about this several years ago while interviewing him for my “Copywriting Grab Bag” book. He was saying when getting clients just give it all away. You’re not selling info, you’re selling yourself as the ONLY person to hire. Anyway, I know some of this may seem obvious but if you want to get lots and lots of clients, this first part (choosing the right opt-in bribe) is mucho important.

Now, on to the email particulars. Like I said, the only thing you’re doing differently than if you’re selling information (or anything else, for that matter) in emails when selling services is a different call to action. And in this case, it’s going to be a direct solicitation of your services. You’re still going to mail daily. You’re still going to use infotainment. You’re still going to tell stories, and give checklists and soft teaching, etc (I would not recommend hard teaching in emails when getting clients any more than if I was selling any other kind of product. Again, it’s ALL the same at the end of the day). But, instead of selling your product, you are going to give would-be clients a reason to call you right away. So this is where coming up with a good offer comes in. This is all dependent on what your service is, of course. But you can offer a free consultation. You can come up with a ballzy guarantee (i.e. “if you aren’t completely satisfied with my xyz service I’ll give you your money back and even pay for one of my competitors’ services”). You can even do what my droog Ray Edwards does and offer a consultation but they have to pony up some dough just for that (and it’s refunded if they hire him -- this weeds out any jackasses just out to get free info or waste your time). Again, it all depends on your service. Although to be honest, when I was doing this, I didn’t even need an offer. The emails did all the “selling” for me and often they didn’t even ask what the price was until well into the process. Again, I want to be absolutely clear here with you: Selling services with email using my system is NO different than selling products. The only thing that changes is the call to action. **And when you mail daily you automatically position yourself as a leader -- someone who knows your craft (whatever it is you’re selling) inside**

and out and is trustworthy and a hard worker. (How many other people are mailing them daily with interesting information and soft teachings like what you learn from my system? Answer: few if any. Use that to your advantage.) Here are some more email tips for getting clients:

- **Mail daily** ('nuff said on why above)
- **Tell lots of stories about clients you've helped** (each time you do this, someone on the fence will be that much more tempted to want to call you)
- **Make a call to action in EVERY email** (yes, every time...)
- **Use scarcity to the hilt** (Dan Kennedy brilliantly even puts his schedule online, you could easily link to it in every email if you wanted -- the more booked you are, the more people will want to hire you in most cases)
- **Use take-away selling** (i.e. don't be afraid to flag your market but also flag down who is NOT your market -- this gives you lots of sales posture and removes neediness from your positioning, it also helps you weed out people you know you can't help anyway)
- **If you're expensive don't hide it** (tell them it's expensive every now and then, not only will this strain out the cheapskates and time wasters, but it helps with price resistance)
- **Make the skeleton dance** (this is what sales trainer Barry Maher does and it means you use your services's flaws -- like price, or bad reviews, or any blemish on your track record, etc -- to sell with, example: "Am I expensive? Absolutely. And my clients not only don't mind paying my fees they're happy to, here's why..."

Doing these sorts of things in your emails will go a long way towards getting people contacting you and ONLY wanting to hire you. But, it's only about 80% of the battle (an important 80%, though). You still have to close the deal in many cases. Although don't be surprised if some people hire you without even talking to you. Yes, emailing the way I teach really does build that kind of "guy or gal next door" bond with people. Like they already know, like and trust you. But, let's assume a phone call is in hand first. What do you say? What do you do? Well, a whole book could be

written (and many have) just on this subject. But if you've done everything else right, and if they have called you, then there's a good chance they're 80% sold anyway. **It's your job to not mess up more than it is to sell them on hiring you.** Here are some tips:

- **Don't pitch** (just ASK questions, find out what you can about the problem they want solved, who they've hired before, what they want to achieve, why they called you, what are the 3 big things they want most, etc)
- **If they ask about price just tell them it's expensive** (I once heard the great negotiation wizard Jim Camp say, "It's expensive. It could be very expensive depending on what you need..." price comes in your written proposal)
- **You qualify them, they don't qualify you** (this is the attitude to have -- don't be a dick or anything, but just realize there are lots and lots of clients out there, and so you don't need any particular one of them necessarily, in fact they need you more than you need them... don't worry though, this will be natural when you start having more leads than you can handle anyway)
- **Realize (and tell them) you can't help everyone and you want to diagnose what challenges they have they need fixed** (then write them down all the frustrations, goals, etc they have while they're talking)
- **After the call send them a proposal listing all their challenges and what they want, and assuring them you can help with them** (assuming you can, of course -- and also, any credibility you can put in, such as examples of people you've helped with similar challenges)

And that's it. I know this may sound simple, but this is how I used to get booked with clients. It's easy, it's simple and 80% of the battle is done in the inbox, not on the telephone. And again, remember this applies to any kind of service, not just copywriting. One last thing: This probably also varies by market and client. But it definitely applied to copywriting clients. And really, I think it's safe to assume this about most clients. And that is a lot of clients are "jaded." These days everyone is out to scam and screw people for some reason. And I would suspect many would-be clients are as skeptical as ever due to this. Everyone has been screwed in some way over the past few years especially -- by their banker, their real estate agent, their government, their friends, their relatives, etc -- everyone has a tale of woe. My point

is all this skepticism (unfairly) washes off on you. And by using email the way I teach you each month and in my system, you automatically leap frog over the competition. Yes, you pitch in every email, but you do it in a way that is fun and interesting. You aren't being pushy, you're simply letting them know if they need someone you're for hire (maybe -- remember, use the take-away hard, it'll separate you from everyone else with a scarcity mindset). If you want to learn the art & craft of getting clients I HIGHLY suggest studying Jason Leister. I learned a lot from him on the subject back in the day. You can sign up for his free daily (yes, the master at getting clients mails DAILY, hmm wonder why...?) tips at: www.ArtOfClients.com.

The Ultimate “Cheat Sheet” For Getting Booked Solid With All The Clients You Can Eat

Following example is for how to get copywriting clients. However, I think you will agree most of it can be applied to getting any kind of client for any kind of service. While some of this has been touched on in a previous “Email Players” issues, the vast majority of it has not. What follows is my answer to an “Email Players” subscriber’s question about getting booked solid with clients. Remember, as a subscriber, one of the “perks” you get is to ask me question by email. I will answer if I’m qualified or at least point you in the right direction. Anyway, the subscriber had been using my system for months, and had gotten lots of “fan” mail and fans but no actual paying clients. And he wanted to know what he was doing wrong or how he could change this. The advice I gave him about email (making it simple and clear, and having a call to action, etc, which he wasn’t doing) is stuff you already know if you’ve been following me long enough. But I took it a lot deeper than that for him. Here is what I told him:

If you want clients you have to think like a client.

(Not a copywriter).

If I were wanting clients, I'd start telling stories in emails about clients I've helped. “Recently I got thinking about this client I helped with his business...” Then talk about how you helped him, with a nice little

lesson for the readers. That sells them on you without being blatant about it or looking hungry. You could do that all day long. Every testimonial on your site is an email (or multiple different emails -- clients want to feel “safe” hiring you, and knowing you have helped others, and showing them how, can do that). Also, checklists of things ads you read are doing wrong. And talk about it from their point of view. They aren't necessarily looking for “copywriting” as much as to increase their sales, get more bang for the advertising buck, someone who has a good reputation they can trust (thus daily demonstration of your skills via email), etc.

Hit up your past clients for referrals, too.

This is sales 101.

You can also do an email about what to watch out for when hiring copywriters (be the guy who calls out bullshit, like all the copywriters who don't really write).

Also, write a book.

Doesn't have to be long.

You can cobble together blog posts, add some meat.

That book will help do your selling of your services. You can give it away as a bribe to join your list. But also, put it on Kindle so you can attach a real retail price to it at the opt in -- say “normally it sells for xyz but you get it free when you opt in”.

Make sure you look like your schedule is packed.

Nobody wants to hire a copywriter who's client-less.

If you're not swamped then fill your schedule with activities that sell your own product (yes, be your own client first) and you will automatically give the impression of it. In your emails every now and then talk about your busy schedule, how you are getting more selective

with clients you do take, etc. Dan Kennedy brilliantly links to his schedule on his site (or used to, not sure if he does now). People can see what little time slots you have open. Also, sell something to other copywriters. In the MLM world they call them “funded proposals” -- it helps bring cash in while you're hunting for clients, and establishes you not just as a copywriter, but a copywriting teacher.

Get articles published, get in the media. Get featured in some mainstream media and now you got cred most other copywriters don't. Milk it. Write emails about those interviews and what you taught in them.

On your services page make sure you tell them who you DON'T want as clients (i.e. whatever your criteria are, be righteous and honest about it, but not a dick). Talk about how you've helped other copywriters. Consider specializing, too. You can charge more and, even though your pool of prospects are limited, it can often be easier to attract clients. i.e. chiropractors want a copywriter who specializes in their unique kind of business, same with health products, financial, etc.

If someone does the “why should I hire you over these other guys” you tell them “Tell you what, I'll send you my new book, look it over, if you don't think I'm the right guy no problem.” (Classic Bob Bly technique), so get that book together, you can do it in a week probably, make a kindle and physical version, use a printer like www.selbymarketing.com to print it, use a good direct response designer who understands the psychology of clients like Mr. Subtle (I can give you his email address if you want it).

For call to action?

That depends.

You can link to your page and say stuff like, “if you're interested in my copywriting services, you can see my availability and what you can expect here” then link to your page. Or to your book. Or to call you. It all depends on who you're going after. Hit up colleagues, friends and other people you know for client leads. I send them to you guys

whenever they come in.

The list goes on and on with this...

All this is to say:

Yours isn't so much an email or copywriting problem, as it is a marketing problem.

You have to get inside their world.

Once you understand them, your emails will turn from fan mail (you should be getting a little bit of hate mail every now and then too or you aren't using my system correctly) to more client inquiries.

Attention Freelance Copywriters: Another Glaring Example Of How NOT To Get Client Work

This may or may not apply to many “Email Players” subscribers. But it happens so frequently, it can't hurt to send it as a refresher. Anyway, a few months ago I got this email from a freelancer looking for work. It is not a bad idea to ask established copywriters if they are willing to float clients your way and pay them a cut of the fees. But, if you ask in this manner it will be ignored at best, and look like spam at worst (I thought it was spam because it's written like a list email and I am not on the guy's list). Anyway, nothing against the dude, he's trying. But, he is doing it wrong:

Hi Ben,

Do you sometimes feel like an avalanche hits you?

Days when clients offer you so many email jobs, you get buried 10 feet under?

No air and no way out...

If so, all you can do is turn your computer off and sink into a chair with your fingers in your ears.

Or ...

... you can suggest another email copywriter – for your cut of the fee.

A 20% cut, for my first project from that new client.

Get in touch if you're buried 10 feet under. :)

This is a terrible way to approach someone who you don't know (or even someone you do know). So what IS a good way to approach someone? It's simple, just write an email asking if the copywriter ever farms out work. And, if so, what you have to do to qualify. it's that simple. You don't have to dazzle anyone. Just talk to them. A regular email like you'd send to a family member asking what time the BBQ is at and how to get there.

Why So Many Freelancers Look Like Amateur Hour (Even If They're Not Amateurs And Are Already Good Copywriters)

Some more advice for freelancers. This in some ways applies to non-freelancers and people who sell anything online. But, a little while ago I send an email to my list talking about how I was privy to a copywriter (someone who'd only been at it for less than a year, and admittedly still considered themselves a newbie) giving another copywriter some really bad advice. This person told their newbie copywriter friend to put something on their website that (1) broadcasts they're a newbie (2) makes them look like an amateur to would-be clients (3) will only impress the lower paying clients (in many cases, not all, there are exceptions to this) even if they do get clients out of it. I never revealed what the advice was in the email (it wasn't the point

of the email). But one “Email Players” subscriber told me that, as a newbie himself, he’d like to know what that mistake was. And that, my fine feathered little droogie, is what I’m going to reveal to you right now. Again, at a glance it won’t apply to you if you’re not a freelance copywriter. But, the concept will, I think. Okay, so what is this mistake? It’s having a website that, instead of talking about your actual results and track record, talks about all the gurus you’ve studied. “I am a student of Gary Halbert, Gary Bencivenga, etc.” I know “everyone else” does it. Including people who are now very well known copywriters who did it when they were just starting. You can do what you want. But it screams amateur hour. It’s like the joke about the consultant that can tell you 301 ways to make love but can’t get a date and is still a virgin.

“But Ben! What do I do if I have no track record? Then what???”

It’s a good question. And I have an answer: Go get you a client, even if it’s on spec so you can show some real world samples. Bob Bly once said you should do what you have to do to get your first 3 samples. If that means getting paid peanuts or working on spec then so be it. Even better: Be your OWN client. Go out there, quickly create a product, write an ad for it, and sell the damn thing. Or, find a good product (something you’ve bought and used and benefited from) that’s on Clickbank but has a crappy sales letter and write your own ad to sell it. The point is, use demonstration not rhetoric to prove you’re worth hiring. In my experience (and maybe others have a different take on this, it’s possible) the best clients want to see samples and results. Frankly, the two best clients I ever had never asked for any stats or numbers. They simply read a sales letter I’d written. (One of them had bought a \$700 product from a sales letter I’d written and said, “I knew I needed to hire the guy who wrote this” and the other simply read my blog and saw me demonstrate my knowledge via my blog). Again, the concept of demonstration applies to anything you do selling in any situation. It’s no different for getting clients. If you want people to know you study the masters, simply reference them from time to time in your daily emails (you are writing daily emails to a list of potential clients, no?). But putting that on your ad as proof you’re worth hiring? Nah. Do better next time.

Appendix Three

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*How To Get Clients When Your Back's To
The Wall, Your Bank Account's
Overdrawn, And You're About To Be
Evicted Tomorrow...*

Following is a training from my woman about how (well before meeting me) she hustled to get clients when all hell broke loose in her business. This is definitely “nuclear option” information, for when you have to hustle for new business just to make the rent or eat.

It may or may not apply to everyone's situation.

But, it's a good tool to have in your freelancer toolbox.

Enjoy...

BEN SETTLE: Okay. Who are you and what makes you qualified to teach about how to get clients?

STEFANIE ARROYO: My name is Stefanie Arroyo and I like to teach people how make money; but how to make money according to your personality type if you want to be specific.

I know people like to hear the, the nice, fancy, fancy qualifications and you know, I have a legal background and I've had my own business and operated several businesses since 2011. I was also a paralegal for about 10 years. Specifically I was a paralegal in plaintiff's side litigation. So I dealt with clients everyday, day in and day out, like 16 hours a day I was on the phone with them. And so part of what I had to do was actually not only just sourcing clients and dealing with them. And when I say plaintiff's side litigation, I'm talking about the very glamorous world of personal injury. So there are people with literal pain points, right? Like people with broken necks, things like that. Really like they've had like the worst situation happen to them.

So my job was to deal with them. To not only get their information that I need from them, but also to make sure that they stay with us, make sure that they're happy with us, make sure that they refer anyone else they know who was in an accident or something like that to us too. So if you want to talk about client facing, I was basically the human shield for the attorneys for many, many times.

BEN SETTLE: And this was one of the biggest and most successful personal injury firms in New York?

STEFANIE ARROYO: Yes. I cut my teeth into very small, I would call it like Nelson and Murdock from daredevil if you're familiar with that. But I eventually ended up working in for both one of the largest white collar firms and defense firms and also one of the largest personal injury firms too.

BEN SETTLE: How did you manage to get that job? I assume you had to kind of talk your way into it?

STEFANIE ARROYO: Oh yeah, definitely.

BEN SETTLE: Because you weren't coming from a prestigious law school.

STEFANIE ARROYO: No. Well, to be a paralegal and it's interesting because usually you need to have some kind of certificate. In the very beginning when you were a paralegal you basically just had to have a high school degree and graduate from Ms Judy's typing school or something. But now with the way things are, not only do you have to have a bachelor's and also take this four year certificate program, I think it's three or something like that. Obviously I didn't take it. Or there's a lot of paralegals out there who are actually law students who for whatever reason just chose not to practice or didn't pass the bar or whatever. So when I was working as a paralegal, I was often up against people who were trained to be attorneys already.

I mean, I eventually did go to law school, but you know, that's a different story. But at the time, all I had was my bachelor's in Art History and literally no office experience whatsoever. When I was 21 I basically talked my way into working with them because I remember my boss actually told me that he it was very high paced. Everyday was erratic. I would work long hours and he would often need something from me and won't have the time or patience to show me. He basically asked me if I had the willingness to do that and I said, "Well, I'm really good at learning." And that's how I got the job basically.

BEN SETTLE: You also grew up working in a very prestigious, high status Manhattan consignment shop for your mom, and I assume you learned some persuasion and influence methods doing that?

STEFANIE ARROYO: Yeah, actually it's our family business my mom opened it, and it's a high end consignment boutique, so she specializes in women's high end luxury wear. And she opened it when I was turning 15 at the time. So because of the family business and anybody who's worked in family business knows that once something's open, you're essentially an indentured servant into the business. So I remember being like 15, 16 years old, probably breaking a whole bunch of child labor laws at the same time, but I used to open for her on Sundays and I used to work there after school. Like I said, I had no office experience but I definitely had experience dealing with clients and customers.

BEN SETTLE: I'm asking this because I want it to be clear that you're not formally trained in selling and marketing. You're very much a hustler.

STEFANIE ARROYO: Oh yeah. Yeah. I don't have any sort of formal marketing or business experience. I thought about getting my MBA, I went to law school because I

hated math. All my business and selling experience is all from basically being on my feet.

BEN SETTLE: You told me once that you used this skill you have, and we'll talk more about the biz typology side, but this has just to do with raw influential skill that I'm going to guess helped you get clients later on where you talked somebody basically from killing themselves.

STEFANIE ARROYO: Yeah-

BEN SETTLE: And this is not ... And you have no prior education in counseling or any of that.

STEFANIE ARROYO: No.

BEN SETTLE: Okay.

STEFANIE ARROYO: Obviously it's going to be a weird story. I remember we had a client who ... I guess the most I can tell you about it is that he was unloading a truck and he got rear ended by a drunk driver while he was unloading. So he was almost severed in half. So you can imagine what kind of pain this person is in. Somehow, thankfully he was able to walk, he was able to function, but he was under the most excruciating pain imaginable where he basically almost lost his legs but didn't. And so for a long story short, we had a questionnaire for him that he needed to fill out in order to continue with this case because we had an upcoming court appearance, so it was really important that we get the information that we needed from him.

But unfortunately the information was essentially occupational, vocational questionnaire. So it's essentially like how much can or can you not, all the way from doing what he used to do, which is in construction, all the way through how he can function in day to day. So this was over hundreds of questions all about everything. Like how does he feel when he wakes up in the morning? Can he get out of bed? How does he feel doing basic things like carrying a load of laundry, carrying his children? Can he bend down and give his kid a bath? It was picking through his entire everyday life with a fine tooth comb. So as I'm going through these literally hundreds of questions with this guy, he has a complete meltdown in front of me. Because like I told you that he almost lost his legs.

He was in excruciating pain that it took him like 10 minutes just to get out of a chair. And meanwhile I'm picking through every single thing, all the way through whether he can make love to his wife. Like how has his marriage been affected by this? And this is an accident that almost destroyed him literally and figuratively. So he has this complete meltdown in front of me. And by the way, this was during our Christmas party. So it was just me alone in the office with him while everyone else was drinking in the office; in the conference room and I was there alone with him.

I was put in a situation where he just breaks down and tells me he is not sure if he can even be on this world anymore. And telling me all the reasons why he should end it right now. And then he was expressing to me just how horrible his life has been and he doesn't want to live it anymore. And as I said, I was the only one in the office because he was my client. So I didn't go to the party, but at the same time, none of my bosses were around and they were drinking since 4:00 in the afternoon. So what am I supposed to do?

I realized though very quickly that the reason why he was talking to me about this was because he just wanted someone to talk to. And so to be honest, to recall exactly what I said to him and everything, it's almost like I kind of blacked out and just got into emergency mode because it was like this 6 foot 5 enormous man breaking down in front of me. And I remember even feeling the room was really hot and it was a very high pressure situation. But I was able to talk to him and to calm him down because he had to go home and I had to make sure that he was going to get home okay, but we also still needed that information to go forward. So it was a really, really hard situation. And I remember I was in there with him for several hours, but eventually I was able to talk to him and reason with him and not only make sure that he was going to go home okay, not just for the legal aspect but just in general.

He's a human being, I have to make sure he's okay. But also to make sure that I was able to do my job at the same time. And it wasn't until I was able to figure out what it is that he was coming to me with and understanding his personality and how I should talk to him, because if you were in that situation, how you'd want to be talked to is very different to someone like him. And that's basically what happened.

BEN SETTLE: Tell me about some of the clients you've had. What industries and what markets?

STEFANIE ARROYO: Okay, my first business I did was on my own. Like I said, I opened it and it started in 2010 and that was an admissions essay consulting. So this was where I helped students write their essays. I wouldn't write it for them, but I'd help them write it and coach them through it and coach them through the application process, for either college or for Grad or post Grad. And if you think about the type of student that would want to hire a person to help them with application, it is super type A, very results driven, very concerned about their future. So that was the first type of clients I worked with. And then, through a strange turn of events, I ended up in copywriting.

I ended up working with a lot of female life coaches in the coaching community. And the female life community is very emotional. Where an admission student would be focused on numbers, a life coach wouldn't care about numbers, they'd care about how they feel about numbers. Or they'd care about how they feel about their business. So I ended up doing copy for them and then through that work I started doing consulting because half the time I almost talked myself out of a gig with them when I told them, "Well, it's not a copy problem you're having with selling this, it's an offer problem." And that's kind of how it started from there.

BEN SETTLE: How did you get your first couple of clients? And not the college admissions one, but the life coaches.

STEFANIE ARROYO: I got them kind of by accident. So when I wanted to maximize my admissions business, I started looking at female entrepreneur groups on social media, specifically on Facebook. I started meeting a lot of these business coaches and a lot of these were not copywriters and I was starting to do my research then and I realized, you know what? I could actually work with these people. I can help them with their writing. I mean that's what I was doing for so long, for about five years. And I wanted to do some market research so I offered them, for 20 minutes of their time on the phone, I'll proofread and edit up to 500 words of their content, whether it's a blog post, it's a Facebook post, whatever it is, part of their sales page, and just for 20 minutes of their time just to figure out basically what I'm going to be doing.

I wanted to know whether copywriting was going to be for me and I thought maybe that's something I could explore with them. And a lot of them were really happy just to get on the phone and talk to me about some of the issues they were having around their content and some things about their messaging, and because I was asking them

like, "What is it that you want from a copywriter?" I was accidentally interviewing them to hire me. It was not on purpose or anything like that, but it just was like accidental persuasion if you will.

BEN SETTLE: You weren't pitching them, you were actually doing sales.

STEFANIE ARROYO: Yeah. Well I was talking to them not even with the intention of getting them as clients. I just wanted to know whether or not this person would hire me in theory, so I could figure out whether I want to do this or not.

BEN SETTLE: So you were detached from the outcome?

STEFANIE ARROYO: Completely.

BEN SETTLE: Detached from the outcome is huge. And there was no neediness, and you weren't trying to sell them anything. You were just trying to gather information?

STEFANIE ARROYO: Yeah, because obviously they're taking 20 minutes out of their busy day to talk to me, I want to thank them in some way and make it worth their while and also so that way it's ... I don't want to say skin in the game, but like you're getting something out of it, you know what I mean? So it's not like you're gonna just bullshit me with stupid answers.

A lot of them were over with that or they were happy with some of the edits that I had and I would make some commentary like, "Hey, why don't you do x, y, z?" And then they were like, "Well why don't you just write for me?" So it started with writing something often like 10 Facebook posts and I charged a stupid rate, which is almost embarrassing. And then it grew to, "Will you help me write my sales page?" And then it went to, "Well, I wrote my sales page, can you coach and consult me through creating a funnel around it." And then it grew from there.

BEN SETTLE: And I'm not trying to embarrass you here, but you were basically selling something you really didn't even know how to do?

STEFANIE ARROYO: No, I had no idea.

BEN SETTLE: I bring this up because if you can sell something you don't know what the hell you're doing, just imagine someone who does know what they're doing.

STEFANIE ARROYO: What was funny is they were like, "Well you went to work with me?" And I was like, "Sure." And I had no idea what the hell I was doing at all. And so a lot of my rates I kind of pulled out of my ass on the phone right there. Or just talking them through things not because like, "Oh, I understand internet marketing", or, "Because I took this copywriting course." I was like, "Well I'm a regular person and I've been teaching writing and some form of persuasion writing with admissions." How can this person write a story where whether it's an admission counselor admitting them or if it's somebody wanting to buy their product? And I literally had no idea about anything about direct response or anything about copywriting really. I look back at some of the sales page I wrote and I'm really embarrassed. But I got the basics, but I had no idea what I was doing at all.

BEN SETTLE: The important thing is, you were up front about that, and they still hired you. They weren't hiring a copywriter, they were hiring you — someone they knew, liked, and trusted. Now this eventually led to you making some mistakes though. And there was a time if I remember correctly, where your back was to the wall financially, you were something like \$3,000 in the red and you had to get clients or probably be evicted.

STEFANIE ARROYO: Yeah.

BEN SETTLE: And all pretense of, "Oh, I give zero fucks and I don't need anything" goes out the window at that point. Tell us about how you got in that situation.

STEFANIE ARROYO: It was a series of mistakes. I was good at getting clients because I didn't really care, and I wasn't really looking for clients so they came to me. But then once I said, "Oh, let me start doing client work." Suddenly then I went from, 'Oh, I could get clients' to I need clients. And then out of that neediness I started attracting, and I'm not talking about law of attraction, I mean just in general. I started attracting a lot of not so good clients and then it came to having more nightmare clients than good clients. And then in that one particular situation is from that neediness I was living from client to client. And when I talk about neediness people often think it's a mindset thing.

No, it's actually a really serious thing and it's a serious problem for a lot of people, not just in service niches. I needed to have clients in order to live. And then because even though I had a nightmare client, I needed them so it was always bending over backwards for people and it just became a really horrible situation where I was working more hours than I did as a paralegal and with shittier people. And then it ultimately came to when I was \$3,000 in red is because I took on a client because she was showering money on me, but she gave me all the red flags and I ignored them because I needed the client.

BEN SETTLE: What were some of those red flags?

STEFANIE ARROYO: Oh, she was really demanding of my time, extremely demanding of my time. How actually the whole \$3,000 in the red came out is because she was really insistent on having phone conversations and not not enumerating by writing. And because she was a friend of a friend, I thought I could trust her. I never worked with her directly, but she was just like, "Oh, I'm so excited. I'm so this, I'm so that." But she only wanted to have it by phone. And so when I'd say, "Oh, well let me just shoot you the emails." "Oh don't worry about it. I know you got it." And then of course when it came to remembering the details, like, okay, well the delivery for your first draft will be this date, you know, of course she conveniently remembered it; not that way that I told her. And then she also remembered it in a way that was beneficial to her and not to me.

Meaning she was like, "Well, I thought you were going to send me this draft yesterday." And I'm like, "No, I told you it'd be done in three weeks." And so she got very, very demanding and as I said she was conveniently forgetting things. I don't want to say she did it on purpose, but I think it was very advantageous for her to have it all by phone and not by email. So that was a couple of red flags and then she ultimately did a charge back on me for the full amount that she paid me, which was at the time about \$6,000. And if you do the math, I only had three at the time because I had bills, et cetera. And so when she did that charge back, I was suddenly \$3,000 in the red and I still had to do things like pay rent and eat.

And even I remember at the time, I know it sounds like first world problems, but at the time I was actually saving money to go to a Bachelorette party that I was invited to. I wasn't in the bridal party or anything, but I was invited to a party in Las Vegas. And I remember I had to pull out of the party at the last minute because not only didn't I have enough money, but I had negative amount of money. So it was really a

bad situation because I sunk, I don't know how many hundreds of dollars into going into this trip and I couldn't go and because I dealt with a client who's basically an asshole.

BEN SETTLE: So you're in this situation, you're 3,000-some dollars in the red. You have rent due, I assume.

STEFANIE ARROYO: Yeah.

BEN SETTLE: I mean eventually you have rent due. You have to eat?

STEFANIE ARROYO: Mm-hmm (affirmative)

BEN SETTLE: You got to pay utilities and bills. At the time, I believe you had certain family members that were trying to drag you down too and get in the way and they wanted to do the whole, "I told you so", and all of that. So tell us about that a little bit.

STEFANIE ARROYO: Oh God, yeah. That was a horrible time. I mean, like I said, I had all these things going on and I mentioned the Vegas thing because it's like I threw money out the window and I lost friends because of that. They got really mad at me. Then I had family members who were like, "Well, why do you keep getting these horrible clients? Maybe this isn't for you. Maybe you did a mistake. How come you're not continuing with law? Why are you not doing this?" And it was just a really shitty time. And then you know, whether you want to say it's pride or not, I was in a situation where I live by myself, I didn't have anyone else I could really rely on. And so if I don't have money that means I don't have money to provide for myself. And I didn't have anyone who could be like, "Hey, can I borrow \$3,000 or whatever it is."

And so I had to think very quickly, "Okay, how am I going to do this?" Especially since this was a result of a client, like I can't go and jump from the pot into the fire with taking on another problematic client. It was really difficult.

BEN SETTLE: And this was something that happened because your goal stopped being, "how can I help these people", to, "I need clients"?

STEFANIE ARROYO: Yeah.

BEN SETTLE: But when you were in the mode of I'm just going to talk to this person and you weren't trying to sell them, you were actually just trying to discover, things just worked out. But when you sat there and said, "Well I have to have a certain number of clients" that's when it all started to break down.

STEFANIE ARROYO: Oh yeah, definitely. And even I can think of certain instances. One where I was in a JV and we made like \$10,000 each. But I remember being just pleasantly surprised, like, "Oh, we made this money." Because I was focused on how many people we can get into the program, not how much money we were getting. I'm not going to get into details of the program, but it was a really good deal and I was like, "Oh, this will be great for everyone." And I really was focused on the service part of it. And then, you know, there are other instances, like I said, they weren't even discovery calls, they were market research.

And when people wanted to hire me it was like a happy accident or pleasant surprise. Like, "Oh, okay, great. Oh I made some money." Not even intending to do that. And there were some other instances too where I'll be on a live stream just talking about things and say, "Yeah, if you want to buy my thing, go ahead." And then people did and I was like, "Oh, awesome." But it didn't happen that way when I was like, "Okay, I need to live stream about this or I need to do a webinar and have to sell this many seats and I need, I need, I need, I need." It was a stark difference between not being attached to the outcome and not caring. For instance, "I need to make this", and then it just wouldn't work.

BEN SETTLE: This is a theme that runs throughout this entire Email Client Horde book. If you just keep the goal to what you can control — like writing an email a day and doing your market instead of needing to shove your offer down their throat and they have to hire you, not only is it changing your inner peace of mind, but it actually gets the attention of a higher quality people and turns off these low class jackasses like the chick who did the charge-back.

STEFANIE ARROYO: Yeah. Right now I'm doing a Beta version of a program and it's a live group program. And I remember when I put it together, I just came up with this really low number, like, "Ah, whatever, this is just enough." So that way it'll have them do some skin in the game too and also be low enough that they'll be willing to help me to just create this program because like I said it's Beta. So I was just trying to figure my life what I will do with it. Kind of like not too different from how it was

with the market research. So even I thought, "You know what, I'll just write a few emails. If I get maybe 10 people, that'll be good."

And just writing emails and not even caring how many people enrolled and just focusing on, "Okay, let me create this product that later on will be bigger." I ended up getting over double. And there's about 25 people in it and I didn't expect them to do that at all.

BEN SETTLE: Yeah, you focused on the task and not the outcome?

STEFANIE ARROYO: Yeah.

BEN SETTLE: So it'd be like someone trying to lose weight. If they focus on what the scale says they're going to go crazy and get needy. If they just focus on eating right and exercising and educating themselves and learning their bodies — what they can control — it works out much better than freaking out over the scale, how fast it is happening, which are things they cannot control.

STEFANIE ARROYO: Yeah. One time I noticed that I lost a lot more weight when I just was like, "Oh, let me just go to the gym today and focus on getting stronger and less winded on the treadmill", than when I was like, "Why didn't I lose a pound? I lost a pound yesterday."

BEN SETTLE: So you got into this shitty situation. How'd you get out of it? What'd you do? What was your approach?

STEFANIE ARROYO: Kind of like when I was dealing with that client and I was sweating bullets like, "Oh my God, this man is having a breakdown and how do I handle this?" It was the same situation. I remember just staring at my screen and seeing literally bright red numbers because my bank did that when it was a negative, and negative numbers. I was just like, "Okay, I have to make this work because I don't know what else I'm going to do." And I remember I was thinking, "Well, time to get clients." And so I want to say that I avoided the neediness because I didn't care how they worked with me, I didn't care how much it was, I just was focused on reaching out to as many people as possible and whatever happens, happens.

BEN SETTLE: You were focused on the task, not the outcome.

STEFANIE ARROYO: Yeah.

BEN SETTLE: Because at that point it's a numbers game.

STEFANIE ARROYO: Yeah. So I literally went through all the inboxes on social media and by then I wasn't really building a list. I know it's against all internet marketing rules, but I didn't know what the hell I was doing. So I went through my Facebook Messenger inbox or my Instagram inbox or whatever it was and I would just reach out to every person who in any way, shape or form had any kind of connection with me, whoever had liked anything that I did, whoever just said, "Wanted to just say hi." And I just reached out to them and I came up with offers on the fly just completely like, "Oh, tell me how your last sales page is going." Or, "Tell me how your last launch went." Or whatever it is. "Tell me about how your content is going. Are you getting a lot of engagement on it?"

I remember I came up with six different packages for people specifically tailored to help them. Obviously so they can hire me too, but helping them specifically and then even in that process I said, "You know what? I've had this master class training kind of thing in the back of my head for a while. I'm going to launch it now." So that's when I decided well I'm going to show up regularly. At that point I had a free Facebook group and all that jazz, but I was live streaming every day and giving them content every day and just saying, "Well if you want to join this master class, I have this thing."

And I remember 15 people joined in the span of maybe a few days. It was almost like I blacked out for four days and woke up. And I was able to generate several thousands of dollars and even more than that because it's obviously not just to recoup the \$3,000 I needed to live, right? But I was able to make at least \$4,000 or \$5,000 over the course of three or four days maybe.

And it took work. I didn't really leave my computer chair or anything like that, but you know, I did what I needed to do to make money because my livelihood depended on it, my lifestyle dependent on it.

BEN SETTLE: Did you get clients or were you just selling this master class?

STEFANIE ARROYO: I did both actually. I got a couple of one-on-one clients that way.

BEN SETTLE: And that pays the bills fast?

STEFANIE ARROYO: Yeah. It pays the bills fast. So it was like a cash infusion and also getting the people into the masterclass and then did an upsell to it. So it was really both that they wanted the masterclass, which I forgot how much it was. It was maybe \$100 or something, and then I did an upsell, "Well for \$200 I'll work with you through whatever it was and we'll work together on a coaching session." So a lot of people grabbed the upsell. I made it something they wanted. They wanted help with their content. They wanted someone's eyes on what they were doing to make sure that they were getting their copy and their content right.

I also reached out, as I said to everybody who ever said anything about any of the content I was putting up, asking them how things were going. So I got a client. I remember writing her Facebook posts and basically doing the content strategy for her Facebook groups. As I said, my rates were not very high so I was able to get her. I was also able to work with somebody on her sales page. I sold some one-off intensives where they talked to me and we just hashed out their entire content strategy plan in three hours. I just came up with offers, whatever it seemed that made sense to them, I made it work and I said, "All right, well let's do it."

BEN SETTLE: Your whole goal is just to reach out to them and let them find out what's going on with their business. And a certain number of them said, "Hey, you know, let me tell you more about this." So what would you say?

STEFANIE ARROYO: I basically just went and said, "Hi." There's some people who didn't answer me and I was like, "All right, fine." And just moved on to the next person. But I just reached out and said hello and then I remembered either whatever our interaction was, it could be that somebody got some value out of some post I wrote about content or about copywriting. And I asked them, "Oh, I remember that you had a launch last month, how did it go?"

BEN SETTLE: You were talking to them like a person and you weren't just copy & pasting something canned. You had something to talk to them about.

STEFANIE ARROYO: Yeah. Yeah. And that's maybe something I picked up from working at my mom's shop, when a customer would come in, you wanted to make them feel at home. So they can spend more time and look at more things and ideally

the more stuff they look at, the more they're likely to buy. So taking that, I was just thinking, if I just ask them how they're doing, they'll tell me and then we can take the conversation from there. And then I'd make a point of trying to remember or keep tabs if you will, of what people are doing. So if I remember somebody was putting together a course, well I'll ask them how that course went or did they launch it or if they didn't launch, well what happened? It's just having a conversation with them about how they're doing. They'll tell you.

And then there was more than one instance where like, "Yeah, you know, I was meaning to reach out to you about that." And then just for whatever reason they didn't. But because I was just talking to them about it, they're like, "Oh yeah, maybe you can help me with that. Let's talk about it."

BEN SETTLE: That reminds me a lot of what Jim Camp did when he was selling these water softeners door to door. He was getting so frustrated with people giving him the run around and just lukewarm, not giving him a Yes or a No. And he went back to everyone who did not buy or say no, and he said, "Let me know, are you still interested in this? If not, please tell me no, and I'll just move on and close this file." It sounds like you were doing something not like that because they weren't necessarily clients you were talking to on the fence, but you were selling not pitching.

STEFANIE ARROYO: It's kind of funny just to say, "Well you need to talk to people", but if I just talked to them like you're having a regular conversation it's a huge difference. One thing also, they described their problem to me and I'd say, "Well, that might be something that I can help you with. If I can't help you though, I at least know somebody who could." So I didn't say, "Oh, just tell me to go, that's okay." But I always tell them that if it's not me, it's someone that I know. So at least I know in some way I could help them. And they're thinking, "Oh, so she's just trying to be helpful." It lowers that guard of, "Oh, she's just selling me something."

BEN SETTLE: Well, you tapped into another Jim Campism. You probably didn't realize but this is how he got people from being killed by terrorists. This was the difference between someone getting their heads sawed off or not because he taught the FBI this and he also used it to do billion dollar deals. It's all about mission and purpose, not his mission and his purpose, but he literally sits down and finds out what can he do to make their life better, and the thing is it cannot benefit him. And it sounds like that's exactly what you were doing. You went after them with their mission or purpose. How can I advance their life farther without any benefits me

necessarily? And then some of them turned into business because there are just certain people who are waiting for you to be able to help them.

STEFANIE ARROYO: Oh yeah, absolutely. One of the things I picked up at my mom's is that, she's probably one of the more shrewder business people that I know. But she was really big on, "Well, if you're not going to buy it here, you're going to go buy it somewhere else." And it wasn't from a needy place, like, "Oh no, they're going to go somewhere else." So if someone comes in and says, "Oh, I can find this cheaper." "Well great, go there."

BEN SETTLE: You should.

STEFANIE ARROYO: Yeah. You should, that's great. That's a fantastic deal if it's cheaper than here. Tell me about it.

BEN SETTLE: That makes people trust you more because you don't need them for one thing. Nobody really buys on price. They're not buying on price, they're buying you. That is the big key to getting clients or customers in any field. Realizing that.

STEFANIE ARROYO: Right. I'm trying to help them, they're telling me about a problem that they have. Maybe I'd be able to help them, but if not, I know someone else. So not only does it lend credence to the fact that I have a pretty good network, you know, I know people, but also it's not about me trying to hard sell something that I can do because often I know internet marketers like to be .the end all be all of everything. "Oh, I can definitely handle that." There's limitations on what I can do. So, it's me not trying to pretend to be the number one coach, consultant, dedicated answer to all your problems. It's saying, "Well there's certain things I can do and certain things I can't do." And it also puts a reasonable expectation on them. And they're like, "Oh, okay. So maybe you can help me with x, y, z.

BEN SETTLE: What's one big takeaway for someone who's looking to get clients? What would that be from this experience?

STEFANIE ARROYO: Oh, from that experience is definitely not taking for granted when people have somehow either reached out to you or you've had some kind of brief conversation with them, and also not being afraid of making ... I know they say, "Oh, it's a cold approach." It's not. I had a client who was working for another entrepreneur, so he was kind of like the second in command, but he was looking to

launch his own thing. And basically I said, "Well the easiest thing for you to do is that through what you've been ..." Not trying to steal his clients or something, but through your work you've amassed a sizable network. Don't be afraid to reach out to them. And the thing is you don't realize how many people are waiting to work with you in your inbox.

BEN SETTLE: So this is one of your clients recently?

STEFANIE ARROYO: Yeah.

BEN SETTLE: So this is how you actually help people get clients in your business when you coach people wanting help in this specific area?

STEFANIE ARROYO: Yeah.

BEN SETTLE: Okay.

STEFANIE ARROYO: It's funny. He was in the process of trying to create an info product that he had no idea which direction to go in. And I was like, "Well, how about ..." and I basically laid out what worked for me, which was doing paid market research. But I told him to do it in a way that you're essentially paid for this market research, right? So I laid out for him to go to the network he amassed, doing the work that he did for that other person, and then while doing that to say, "Hey look, just for a little bit of your time, I am going to have to charge you just because I want to make sure you're able to use the information that I'm about to give you, but I want to see if it's able to work for you. And if it doesn't work, I'll give you your money back."

So that way the person can say, "No thank you." They can also say, "All right, great." But then later on, if they're like, "Yeah, actually this doesn't work for me at all. Oh damn it I spent money and I wasted it. There's an out for them." And so I said, you know, just reach out to the network that you have, that way you also have that cash injection that you need in order to get your business off the ground. You're getting some feedback and they're not just gonna be sitting there while they're playing solitaire, they're going to have to listen to you because they paid you, right? And at the same time something kind of low bar, at the same time, you're being compensated for your time.

And then they're saying, "Well, you know, since it was a great time working with you, ideally, how about we do something else?" And then like I said, this is a prime opportunity to get someone on the phone who has some skin in the game to talk about what their problem is with the niche that he was in, which was sales. And you know the problems that they have with sales. And then you can better assess like, "Okay, well this is where my product could help these kinds of clients", or, "This is where it doesn't help and these are the kinds of solutions that can give them in that particular area." So, that's what I laid out for him that you know, it makes everybody happy and you're not committed to something really long. It's just that one call and if they want to work with you, great. And if not, well then you got your information that you needed.

BEN SETTLE: What advice do you have for someone who gets into a similar situation you were in? Or maybe they haven't started a business yet, but they have a skill. They could coach or consult or something. And they're in a situation where they just got fired from a job. Or maybe they just got a new job. They're not going to get paid for the next two weeks and so on. People need to eat and rent needs to be paid. What advice would you give them?

STEFANIE ARROYO: That question is kind of two-fold. I mean, you started the question with what happens if they're in a situation like where they are, in the red and then they don't have a fee note. I know that you, and if this is okay for me to mention it, I know that when you were looking to buy your first house, you basically did a cash injection in your own business where you offered something that you never really offered before. You knew that people were interested in it and it's something that while you didn't really do that long term, it's something that you offered to people in order to get that done. So that's, like I said, I reached out to people, I gave them offers that are based on what they needed from me or what they wanted from me and you know, I got content off the ground and I knew that people wanted but I just never got around to doing and just offered that.

And I did it consistently, it wasn't just once. I did it over a period of days where whether it's email or if it's live stream, just showing up every day and doing that and offering something people want to buy that you know, that either you haven't been offering or you, whatever it is that you just say, "Well I have this now." But in terms of starting a business, this is actually something that I learned from someone that I was working on her sales page, Leticia. And that's her job. Her niche is those who are

looking to start their first business, but there's still on 9:00 to 5:00s. So they want to test out their skills but don't really have the time to do it.

And so her first lesson, if you will, or her first advice to people is to reach out to those who are closest to you and see if they have ... "Hey, I have this skill. I want to test it out. How would I do x, y, z for you?"

But there's nothing wrong with approaching a local business, if that's what you do with Facebook ads and approaching them and say, "Hey, I can help do this for you. I'm testing this out." And being very frank about the fact that you're testing this out and then letting them know and again, giving them an offer at a price that it would be hard for them to say no, but also it's gonna help you feel comfortable in getting paid to do this. And then just honing your skill in that way.

BEN SETTLE: And then you can always sell them more later once it works.

STEFANIE ARROYO: Exactly.

BEN SETTLE: And have some referrals.

STEFANIE ARROYO: Exactly. Basically just making your first point of contact something like, "Hey, I'm testing this out. I think I got a handle on it. I want to see how it works in your business. And I was wondering if I can help you."

BEN SETTLE: Let's switch onto what your specialty is. What is Biz Typology?

STEFANIE ARROYO: Biz Typology is a way of understanding both yourself and your clients in a way that it's almost like you can read their mind. I know it sounds kind of quirky and weird, but it is based on science that's over 100 years old. This has also been used by at least 80% of the Fortune 100. And it's using psychology and understanding human behavior and then by understanding that being able to better run your business and also get better clients, more clients, keep your clients even happier than before and understanding them and it kind of has a way of leaking out into other areas where you're talking to other humans. But it's basically how to understand how they operate, like their operating system.

BEN SETTLE: So give me an example of how you would use it to get a client.

STEFANIE ARROYO: The best example I have is how I used to talk at clients and when I was first doing client calls and such, I have a tendency to kind of ramble, you can't tell. But I was getting this really bad habit that I would have a client, what I'd later discover would be an introvert, and I'd almost run them off the phone by not stopping talking. And I was overwhelming them with information, I was really excited about it and you can even talk about if that's neediness. But I would overwhelm them and then they wouldn't want to work with me because they thought I was too much. And I realized that it's not so much to temper my personality, but to understand where they might want to have ... to get a word in edgewise.

And so later I realized that I have to understand the person I'm talking to first, and that goes back to my days as a paralegal and dealing with clients. I had to remember you can't talk to every client the same way. And so what I would do is let a client describe their problem, "Oh, so in what way do you think I can help you or what's going on?" And listening to the way they're describing their problem can tell me everything about that person's personality. What kind of problem they have, how they describe the problem, seeing the future of finding a solution if they can even imagine finding a solution to it. What have they done to try to resolve the problem? What worked and what didn't work? And just letting them talk and listening to how they describe it, what are they describing it as? It can tell you everything about their personality.

BEN SETTLE: Where can people learn more about this, and how you use it to get clients, and make other deals and sales?

STEFANIE ARROYO: They can go to my website, StefanieArroyo.com. And on my website when you opt-in to my list, I give a free 10-minute training on how asking one kind of crazy kooky question while on the phone with them can tell you exactly how to interact with them.

BEN SETTLE: That sounds good. Thank you, Stefanie, that was great info.

Appendix Four

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How To Fish For Clients In A Stocked Pond Where You're The Only One With A Fishing Pole

One of the first — and most important — direct marketing lessons I ever done learn-ed, was the very first time I heard Dan Kennedy say:

“There is absolutely no point in jumping up and down in the ocean and thinking you’ve done something. You want to jump up and down in a puddle. You can move from one puddle to the next, but you want to work puddles not oceans, small, carefully selected.”

He was talking about target marketing with direct mail.

But, this applies just as much (if not more) to finding clients.

In fact, one reason why freelance copywriters, consultants, and coaches find themselves so frustrated is because they only jump up and down in the ocean when trying to find clients. “The Ocean” being constantly pimping their services on Facebook, Twitter, and other social media, or using global freelancing platform sites (i.e. the old eLance type sites, etc). It’s not that those don’t work. But, you are competing with potentially thousands, maybe even tens of thousands (or more) other copywriters, consultants, and coaches, all promising the same thing, but at lower prices, to essentially price-shoppers.

Thus, the power of finding “puddles” to jump up and down in.

For example:

After the great Brian Kurtz first started offering masterminds, I asked my friend Doberman Dan Gallapoo about it, since I was interested in attending one.

And, he said it was a great place to get copywriting and coaching work, especially since he was essentially in a room full of would-be clients, many of who struggle with copywriting, who were extremely interested in saving time by finding a copywriter or coach, that were pre-sold on him and, in many cases, asked him to work for them instead of him having to beg them.

I find the same thing happening when I speak at Brian's Master Classes. I don't do client work. But, if I did, I would find masterminds and master classes run by high quality people like Brian and others, and it'd be a piece of cake getting booked. I've been offered money on the spot to coach, consult, and write for people in masterminds. High quality people who pay a lot of money to attend them are interested in saving time and shopping for quality, not price, and may very well, in some cases, practically beg you to let them pay you.

It's the exact opposite of the ocean of social media, etc.

Which brings me to the rub:

If you want to find high quality clients for your services, whatever those services are: Attend small, closely-held (and ideally pricey) masterminds, master classes, meet-ups, mixers, etc, where your clients are already going, and where there won't be a lot of other people offering what you offer. If you can speak at these places, even better, since that gives you the infamous "podium effect" — where people automatically believe and want to do business with someone speaking with authority.

But even if you are newer and can't speak at them, that's okay. Realize the best clients don't have time to curate who they hire. They're too busy. And, they use these types of environments to curate the type of people they want to hire — either deliberately or without even realizing it.

Your first goal should be to simply be in front of that moving parade.

But, not a giant Madison Avenue parade where you compete with a thousand

other floats. I'm talking about a small parade, where it's just you (ideally), or maybe a few others, with all attention and eyes fixed on you.

Or, you can always do what all your broke competitors are doing:

Spending all day in Facebook groups populated with mostly other copywriters or coaches selling the same services to the same people. Constantly whoring out your time on social media to get noticed and liked and validated. Or, worse, paying to be on platforms where 1,000+ other businesses are competing against you on price, willing to work for the least amount possible, to the bottom-of-the-barrel customers who are often, in many cases, teetering on the brink of financial chaos themselves.

Bottom line?

Most people fish in a crowded ocean, surrounded by other fishermen with bigger nets, a bigger boat, and bigger budgets. I'd rather fish in a small pond, stocked with fish, where I am the only one holding a fishing pole.

You do what you want, of course.

But, if you want high quality clients, fast, this is how you can do it.

Appendix Five



The question Mark Method For Getting All The Clients You Can Eat

It is astounding how so many old school door-to-door selling methods work directly online, or are easily adapted to selling online, and especially for freelancers who sell services — like copywriting, coaching, and consulting.

Take the man the Guinness Book Of World Records said for many years was the “World’s Greatest Salesman” (Joe Girard) who consistently outsold every car sales man by a country mile year in, and year out.

One of his big secrets?

Asking for referrals.

Doing this meant people came to him already trusting him, knowing he could help them, and eager to hand him the sale. These are the best kind of leads you can get. They readily buy. They readily use/consume/implement what you sell them. And then, assuming you give them a good experience and your product/service works, are far more likely to spread the “gospel” about you to everyone they know, too — including their email list, social media audience, colleagues, and everyone else.

Best part?

You need only ask. For example, one of my “Email Players” subscribers once asked:

I need to bring on at least two new 1K/mo email clients this month to ‘keep the lights on’. I have 6 good quality leads in the pipeline that

could close within a week or so, so realistically I should be ok -- but I'm not leaving anything to chance. Here's what I'm doing currently:

- 20 cold contacts/day on LinkedIN
- I have 3 podcasts booked in the next six weeks using your email method
- I have 2 barter situations in the works, again as described by you
- Talking to warm contacts
- Doing cold calls to local businesses
- Facebook ads (although my budget just ran out)
- I have an email list of 40 which I hit 1x/week for now (planning to up frequency as the list grows...to be honest about 10-15 of those are friends and family)
- Going to trade shows in my area to talk to businesses face to face
- I know if I keep up this pace it's just a matter of time. That said, any words of wisdom for a "need cash now" situation? If he were me, how would elBenbo sell his way out this?

My response:

"Whenever you get a client, immediately ask if they know anyone else you might be able to help, and hit up your current and past clients for referrals."

Very simple advice, and very obvious, too. And, even though it is by far one of the most reliable and easiest way to get leads, it is probably the last thing the vast majority of people think to do.

But it should be the first.

And, all it requires doing is asking — when you are hired by a client, and you did a great job and they have expressed some kind of satisfaction, you say:

“I am pleased to hear that, and I really appreciate it. I am wondering, do you have any contacts in your network who I might also be able to help?”

They either will know someone or not. If they do, you then immediately ask:

“Would you be willing to do an email introduction real quick, while we are still on the phone/Skype?”

Do this over and over and over, and it should not be long until you have a steady flow of client leads coming to you, ready to hire you, and as much as 80%+ “sold” before they even talk to you. Plus, many of those new clients you get will then be more than happy to refer you to their friends and colleagues — and it can “snowball” on itself until you have to either raise your fees or start a waiting list (or both).

But, what if you are just starting out and brand new?

What then?

Start with your current network. I don’t care if you only know three other people, you start with what you have. What I recommend doing is making a list of any and all friends and colleagues related to your business, and simply let them know you are in the X business, offering Y services to people or businesses with Z problem. You might be shocked how many people you know not only do know of such leads, but are in recent contact with them, and will be only too happy to do an intro for you.

This is referral marketing 101 but is astonishingly effective.

Yet, how many freelancers, coaches, and consultants do it?

More likely, they spend all their time on social media looking for clients, when the best ones are waiting for them somewhere else, just a simple email or messenger intro away...

Appendix Six

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*The Greatest Client-Acquisition
Secret Never Told*

Following is the transcript of a video I shot for freelance copywriters wanting ways to get clients that, at a glance, seems almost paradoxical. And, just because it was shot for freelance copywriters, it also can apply just as much (if not more) to coaches, consultants, and any other kind of client-based business.

Anyway, here it is...

[BEGIN TRANSCRIPT]

Many years ago, I was talking to my friend Doberman Dan Gallapoo. I believe he was interviewing me for his print newsletter and they would get a monthly tele-seminar. He was interviewing me for one of those and somehow we got to talking about client work and getting clients, and he said something very, very, very wise. This is the guy that's been around the block. He was selling on the internet back before people even knew what the internet was for the most part. He was roommates with the great Gary Halbert for a few months, did several direct mail projects with him. A lot of mailing projects. Has run his own successful company. Does freelancing now.

He's also got his own side business too, the newsletter, so he doesn't just do freelancing. My point is he's someone to listen to about this topic. He's worked for guys like Gary Halbert, he's worked for Agora Financial, he's done his own stuff, he's grown his own million dollar supplement company. He's been around the block. He's a very wise person. It's smart to listen to a guy like him.

He says most freelancers are not business people, they're freelancers. They basically have an employee mentality. They want to just get their assignment and be done. Clock in. It's like virtually clocking in and clocking out. They don't want to deal with

the business side and customer service and merchant accounts and creating offers and funnels and assistants or employees and all that. I understand. I'm not even saying that's a bad thing, I get it. I think this is why so many copywriters are doing what the great Brian Kurtz has been talking about, where it's more than just getting a client, and working on an ad. Now they're partnering with clients for a piece of the sales and long-term stake in the company, which to me is very wise, too.

But, the advice I'm going to give will help you get clients like that. Good clients, and high paying clients, and clients who are not flakey. Clients who are not going to jerk you around and give you the run-around. I'm just warning you now because I guarantee most freelancers do not want to hear this. But, you're just going to have to sac up and do it if you really want to not have these problems.

Here's what Doberman Dan said — and I'm paraphrasing — the irony of all this is the best way to get clients is to sell your own products. To build your own list and sell your own products. There's many reasons for this, one of which is if you have your own successful info publishing, or any kind of business it does not have to be info publishing, you now come to the table with very solid positioning. For one, you're not needy. You don't really need the client. You don't care. You don't need them. They need you more than you need them. Especially if you're writing and selling your own stuff, that means you're better than most copywriters, because most copywriters cannot sell their own stuff. They can't even sell themselves, and they want to go around and sell other peoples stuff. So, that's one thing.

Another thing with this is it's much easier to convince somebody, to sell somebody on your competence as a copywriter when you show them you're already a competent copywriter because you have your own product line. It's not just a portfolio, this is a portfolio of your own stuff. This is your best stuff. They can take it or leave it at that point, but there's an assumption of competence you're really good at what you do because you do it every day, and you do it for your own stuff.

It might be an unconscious thing I don't know. You don't even really have to come out and say it, but it's there. This is what Dan was saying. He goes if you want clients, build your own business using your copywriting skills to sell your own products. Now, you don't have to build a million dollar empire for this to work. You really don't. You could have probably a four figure monthly income doing this. Maybe even less. But, the point is you're writing every day because you're selling your own stuff. You're working every day. Depending on what market you're in you'll have a certain specialty.

Whatever it is. If you're writing business to business you're going to have that specialty built in.

Let's say you sell a health product. Well, now health related clients are going to be very interested in you by default because there's a specialist factor there. Very powerful for positioning, and so it is. Very few freelancers I know of have their own side thing going.

For example the great Bob Bly. He is a perfect example of this. He loves freelancing. You could not get him to not do client work. I mean, that's how much he loves doing client work. But, he still has a nice side business going. Very profitable side business, a big list that he sells stuff too. I know because I have joint ventured with him. This guy has no trouble getting clients, he has to turn them away. Now, there's more to it than just that, but that's definitely a factor.

Now, here's another thing that will probably happen once you start selling your own stuff. You may find you don't really want to do client work. You may ask yourself why do you want to screw around with all this client stuff? There's reasons to do it. For example, I've talked to Bob Bly about this, and in his case he actually likes the variety. And I think he's right when he says if you want to be one of the best copywriters in the world like he is, you can't really do that just by selling your own stuff because you can get away with a lot more than when you're selling to cold markets for other clients. But, you know, if that's your goal to be the best copywriter, fine. Then you're going to have to do client work.

But, if your goal is just to make some pretty good money. Have some freedom. Build a business that gives you time and money freedom and all that, that you can build upon and scale out and grow as big or as small as you want... then sell your own stuff, too. And so it is.

That's the lesson I want to give here. I've known at least three people I have apprenticed or semi-mentored or taken under my wing in some way who were for-real entrepreneurs who got seduced by freelance copywriting for some reason. It absolutely boggles my mind why they would drop their regular businesses to do freelancing. Why they get so seduced by this. It's like the dark side of the force. It's quick, it's seductive. Oh, I could get a \$10,000 check! Then what? Well, now you've got to go out and get another one. It's no different than having a job, you're still hustling.

Personally I'd rather build my own thing. Now, I know that's not everyone's preference, but if you are a freelance copywriter, put some serious thought into selling your own stuff, too. Your own info product business. Especially informational. Even better is if you're selling to other marketers. Things to help them make more money. Copywriter related or not. They are already hiring copywriters, will see you demonstrate your skill, see you have your own line, are not needy, and be way more likely to want to hire you, in fact some may even pursue you. So, something to think about.

If you want help with building your own side business — especially for writers — I highly recommend my 10-Minute Work Day program with AWAI, they train copywriters there. But, they saw a huge need for this too in their ranks, which is why they approached me to do the program in the first place. It was the biggest launch they ever had at the time, they told me. There is a huge demand to know this information because I believe copywriters are waking up to the realities of client work. There are a lot of people that don't want to do client work. They want to be their own client. That's what it's for. But, it would also help you if you want to do client work. Build your own side thing, which makes getting clients much, much easier by default if that's what you want to do. That's at www.10MinuteWorkDay.com.

[END TRANSCRIPT]

Appendix Seven



How Newbies Can Be Booked With Paying Clients In 30-Days Or Less

BEN SETTLE: This is Ben Settle of bensettle.com and bensettleshows.com. We are on podcast episode 52. Jonathan, is there anything you'd like to say before we get started or can I just burl right into this one?

PRODUCER JONATHAN: I'm a little confused. Maybe you can help me understand. We're at episode 52. We do a weekly show, but we're not at our one year anniversary yet. How does that work?

BEN SETTLE: First of all, I don't do math. Take what I'm about to say with a grain of pepper, okay? I believe that we recorded two or three episodes and then we didn't get on iTunes for a few weeks. I think several of them went off around the same time maybe. That's all I got.

PRODUCER JONATHAN: You got it right. That's right. I was racking my brain and we talked a little bit about it before. I was like, "What the hell is going on here?" But in two weeks, we'll have our one year anniversary. I don't know how that's relevant. Maybe I'm just happy about it.

BEN SETTLE: Well, I'm happy about it too. Hopefully, they've been getting better over the last year, not worse. Last time we talked, I helped Josh Earl. I gave him some ideas that I've had on how to get good at copywriting really fast. The next step is for someone who wants to do freelancing at least is how do you get clients really fast and not have to screw around for years starving. I get it. I do understand this. I want everyone listening to this to know that everything I'm about to say can be applied to any service you do. It does not have to be copywriting. I know people here, "This is about copywriting. This isn't for me." It is for you, okay, if you want to get clients.

I don't care what the service is or what you do, this should apply to everything. If it doesn't directly apply, you can tweak and mess with it and it will. Here's the question I got from – I don't know who sent this. All I have is an email address. I'm not going to read it on the air and have him get a bunch of spam, so I'll just read his question. "I've read all the great books on copywriting, but I don't know how to get started. If you were starting out fresh and green today, what would be your advice to me?" What I'm about to say applies to everybody. It doesn't matter if you're just starting out. Maybe you're even a veteran in the game at whatever you do and you just want a better quality client. All this applies. The first thing, Jonathan, I know you're going to find this very shocking.

PRODUCER JONATHAN: I can't wait.

BEN SETTLE: Brace yourself. I've never talked about this before. This is brand new information, brand new: I want you to build a list and mail it daily.

Shocking? Build an email list and mail it daily. Why would you do this? For one thing, because it works. This is how I got all my clients for the most part. Let's get down to the nitty-gritty of why this works. First of all, if you're mailing every day to your list, you're building a list of people who are potential clients for you. You would want to obviously target them in your list building. To learn list building and all that, that's a whole other show. That's a whole other topic.

You also want to sell your own stuff to that list. There's many reasons why you want to do this. We mentioned this in the last episode where even if you don't have a client, you're still learning all this, you want to be selling your own stuff and implementing all the stuff you're learning. You also want to have cash flow coming in so you're not desperate. You're not needy. You don't need a client. They call this in the MLM world, they call it funded proposals. Let's say you're in MLM and you want to sponsor people and all that, you want to build a down line. While you're doing that, you want to actually sell stuff that shows people how to build down lines, marketing and all that. What happens is people who buy those products from you, they read what you're selling and all that and then they look at you as a leader because, wow, this person must know what they're doing. I'm going to join this guy's down line. I believe that's the whole mindset behind that. Maybe I'm wrong, but that's the way I understood it. It's exactly how it would work with getting clients. You go out there every day and you're sending a daily email out the way we talked about all the time on this show and you just demonstrate your knowledge.

Guess what, you're going to have clients, especially for copywriting but this does apply to everything. Clients who are reading this think, "Gosh, this person emails every day. He obviously knows how to write. He obviously is responsible. He must know how to meet a deadline because he's writing every day. He's not lazy." I'm hard on clients, Jonathan, and I admit it. I get the good ones and there's a lot of good ones out there too. I get where they're coming from. They have dealt with the flakiest people on the planet. Copywriters are really flaky as a whole. They know it. That's why they're copywriters. Why they are not doing other stuff for a living. When you send out a daily email every day to your list, just the way I teach, the way I... You can just watch me do it every day if you're at one of my sites, bensettle.com. Just watch how I do. You will attract clients to you. I get client request even though, Jonathan, I'd say on my site, I don't take client work.

Most of them are not serious people. Not that they're not serious people, but they're not going to want to pay what I would charge them anyway. I will often refer them elsewhere. Usually either to my copywriting apprentice or I'll tell my Email Players subscribers because that's one of the perks of being an Email Players subscriber, is when I get freelance copywriting gigs that people ask me about, I will tell them first. That's just part of it. Not to try to stealthily sell Email Players, but I'm just saying that's one of the perks. But if you happen to want to subscribe to Email Players, I would say don't do it just for that reason or you'll be very disappointed because it's not like it happens every day. Another thing that emailing to your list will do every day will give you ultimate positioning with these clients. Imagine you're a client, Jonathan, maybe you want to hire a copywriter or anything. It doesn't matter. Let's just use copywriting as example and you have some people to choose from. There's three or four people you're looking at, all right?

One of the people is mailing you every day demonstrating their knowledge, showing that they can meet the deadline, showing that they know how to write, which one are you really going to pick? Is there really a competition there? It's going to be the person you hear from all the time.

PRODUCER JONATHAN: I think you're right, man. As a matter of fact, I have a real life example. It's my buddy that I do one of the other shows with that's a subscriber. He's the one that turned me on to you, actually. He started emailing his list every day. He's a coach type fellow. Then people started actually approaching him looking for help with their emails and wondering if he sold auto responders and all

that just because he was demonstrating how he was able to do that every day. It wasn't even the customers he was looking for that were coming to him.

BEN SETTLE: That makes perfect sense. That's exactly how it works. It applies to anything. You know what? This applies even more if you're in a profession where people consider you a commodity. For example, design work. Now I don't think designers are commodity, personally.

I think design is so vital and important that I don't think most people understand it, or how important it is. A lot of people just look based on price, "Who's going to give me the best price?" They're looking as a commodity. But if you're the designer, like my friend Keith Commins, who's another Email Players subscriber and who I highly recommend to anybody. I don't know if he's in Thailand or Ireland, one of the two. He's the best designer I've ever worked with. I mean, he's not cheap. He's not for price shoppers. But man, he's good. He gets work done on time. He keeps you in the loop. You don't just feel like you've sent money down a black hole like you do with a lot of designers. Let's say you're Keith Commins, he doesn't have competition. He's just mailing every day. He stands out like a fart in study hall, Jonathan, in a good way, of course. Amongst all the other flaky ones out there who are just out there lobbying their pitches on Facebook or whatever. Build your list daily, demonstrate your knowledge, sell your own stuff on the side because that product will also sell people who want to hire you and you're good to go.

It's that simple. Next thing you can do. I believe I heard Dan Kennedy say this originally. I don't know if it's the exact percentage or not. Only talk to people who are 80% ready to hire you. You can waste a lot of time talking to people who are not qualified to hire you, don't have the money to hire you. They're not respectful enough of your time or your abilities, so you wouldn't want them hiring you anyway. They would treat you like crap or whatever. If they're not 80% there and they just kind of need to talk to you because they want to know you're a real person but basically they've already decided, I say don't even bother. Don't even waste your time. There's so many clients out there. This probably applies to any other profession. There's just way more out there. You don't have to worry about it. Just talk to the ones who already want to hire you. I'll give you some real life examples. One of my best clients I ever worked with, his name is Mike Dillard. He was big in the MLM world.

He had read a sales letter I wrote selling Paul Hartunian's publicity system because I bought the licensing rights to his system. I wanted to try my hand at selling it, so I

wrote my own ad for it. He read it and he bought it on the spot and he's like, "I got to know this copywriter. I need to know who this is." This is what he told me. He contacted me and he was already ready to buy because I had sold him an \$800 product with a letter. He'd never heard of me before that or anything as far as I know.

PRODUCER JONATHAN: Nice.

BEN SETTLE: My point is, he was 80% ready. I wouldn't have talked to him if he just said, "Hey, so someone told me you're pretty good and stuff. Would you like to maybe talk?"

PRODUCER JONATHAN: Let me pick your brain.

BEN SETTLE: Yeah, let me pick your brain is another. Another example, Captain Chris Pizzo, the world leader in self-defense at the time. I don't think he's in that niche anymore. Remember last week, Jonathan, when I talked about I wrote all those ezine articles when I had a dry spell? Well, I put all the better ones into an eBook.

I gave that eBook away to people who opted in to my website. He opted in to my website, read the eBook and he didn't even see a sales letter from me, man. This guy was running a \$30 million direct response business, maybe more than that. He's like, "I want to hire you." He already knew he wanted to hire me. There was no portfolio needed. There's no dance or any of that. He told me, "I want to hire you to do this." We talked about price and all that, but he was already 80% or 90% there. Those are the kind of people I want to talk to. Another great client I had. Actually, two clients, Jay Kubassek and Aaron Parkinson, they were partners in this business called Carbon Copy Pro. It was a direct selling type thing. Not MLM, but very related to it. They were referred to me by my friend Ferny. I know I got a bunch of Ferny fans here. Anyway, he's another guy big in the MLM world. Ferny referred them to me and they had already presold me on them. When they called me, it was just a simple matter of talking to Jay.

He even said, "Look, I have a budget, I can hire you." He just wanted to talk to me first, but he was 80% there. I would have really had to try hard to screw that deal up. Let's just put it that way. My point is, all the best clients I've ever had were 80% or 90% already sold on me. In the golf niche, the guy who hired me for that originally, he had been referred to me by Mike Dillard's partner at the time, business partner. So

I was already 80% in the door. Those are the guys that you should be talking to, or girls you should be talking to, the people who are already mostly sold on you. If somebody's not sold on you, there are other ways to warm them up. That's why you want them on your email list because they will get there on their own eventually. I don't think you should be wasting your time on them, having to educate them on why they should hire you. Another little thing I used early on in my copywriting career is what I call the leap frog method. Now I didn't make up the word leap frog or anything. People use this in other contexts.

Basically, what I would do or I try to do, and I did this in a couple instances, is if there was a guy with a big name, all right, just someone who has a big name. In fact, my friend John Anghelache first did this. This is how I thought about this. Let's use John's example, John Anghelache, great copywriter. He did some work for Gary Halbert and Yanik Silver and Michel Fortin, some really big names in the copywriting world he had worked for. Just having their names attached to him gave him automatic positioning and credibility. He probably did not have a hard time selling people. If you say you did work for Gary Halbert and Gary Halbert gave you a good testimonial, you're in for a lot of direct response clients. Just the way it is. Let's say somebody is not going to be able to get a paying job from any of these celebrities in their niche, right, which is probably going to be most people. You could offer to do something for free for them.

"Can I write your bullets for you? Can I write this capture page for you?" I don't even care if you use that and you can do whatever you want with it, right? Guess what? You do that for these people and you do a good job, they're probably going to use it. But even if they don't use it, you can say, "Look, I appreciate the opportunity. Did you like it?" Maybe they'll say something nice about you at least. But either way, you can say you legitimately did work for that person. Assuming that you get along with them, they didn't think you suck or anything, I'm sure it'd be okay to say, "I did work for that X, Y, Z guru." That gives you positioning and social proof and all that even if you didn't do a full project for them. Just doing something, anything. Jonathan, next month, I'm going to be flying into Baltimore. Now, I say next month, this is December I'm talking about.

PRODUCER JONATHAN: He gave away how far away we are.

BEN SETTLE: This time continuum thing we got going here kind of throws me off.

I'm going into Agora. They're going to have me teach them about email marketing and some infotainment and all that. Originally, I just offered to do this for free. I didn't ask them to pay me or anything. I said, "Look, I'd love to do this because I talked to this guy at Agora several times at our Oceans 4 meeting. He's been attending our last two or three Oceans 4 masterminds. I got to know the guy's name. His name is Joe. He's one of the heads of one of the departments over there at Agora. I said, "Joe, I'd love to just teach your copywriters what I know about email." I've seen their emails. I know they can do a lot better. That's why they go to Oceans 4. I gave them lots of advice. He said, "You know what, thanks, man. We'd love that. You know what? We'll fly you in and pay you and all that." Let's say they didn't do that, Jonathan. Let's say they just took my offer for the free advice. I would have just done it via Skype or webinar or something, probably Skype, something simple. I could have then said I've helped train Agora. Even if they didn't pay me, it doesn't matter. I've done the work. You can do the same thing. You can give advice to someone who's a celebrity in your niche.

Offer to do something for them. It doesn't have to be training. It could just be writing bullets. It could be writing a headline. It could be anything. Now, most of these guys are not going to want your help. You have to go in knowing that too. So you don't want to be a pest. You just want to make the offer. You want to make the best pitch you can. You want to make them know absolutely that there's no pressure if they never use anything you do for them. If they tell you to bug off, fine. You are perfectly cool with that. You don't get butt hurt. You just make the offer. If you can do that and you can get in there, you can leap frog over a lot of bull crap in this world. That's another thing. Fourth thing, Jonathan. I'm actually losing track. I told you I don't do math.

PRODUCER JONATHAN: Watch out.

BEN SETTLE: The next thing you want to do is you is sell to buyers. I don't know a single copywriter who has never made this mistake. I've made this mistake.

PRODUCER JONATHAN: Sure.

BEN SETTLE: Every copywriter I've ever met has made this mistake where we think we're going to go in to our local business and sell them on why they need copywriting.

There are people who apparently can do this and have made a system out of it and a business out of it and all the power to them, okay? I'm just saying for someone who doesn't know how to play that game. Don't even bother going after clients who aren't already hiring direct response copywriters. I can't sit there and educate a chiropractor on why he needs direct response copywriting. If he's not familiar with it, why would I waste my time? It makes no sense. Sell the buyers. Jonathan, this is good advice for anyone selling anything, sell to buyers. Don't educate people on why they need what you have. It is a waste of time. You're just going to get frustrated. It's just a waste of time. In the copywriting world, for example, I mentioned my friend John Anghelache. I don't know if he still does this or not. He would go to a list broker via the SRDS list book.

He would look at lists. And then you can send for the rate card, if you find a list you like. I'm not going to get too deep into this. There's lists of people who have bought stuff in direct response that you can buy or rent. You find the person in charge of that list and you ask for the rate card. And I believe what he says is the rate card will show you the owner of that list name. Now, you have the name of someone who hires direct response copywriters. That's how they built their list. That's a great way to go get clients. Go to the SRDS list book, find the names of people who are already building lists using copywriting, already hiring copywriters most likely, and maybe send them a letter selling them on why they should hire you because they're already hiring copywriters. You don't have to educate them. You don't have to say, "Here's why you need a copywriter." They already want a copywriter. All you have to do is show them why they should pick you. That's another thing you can do.

PRODUCER JONATHAN: Shotgun approach versus a laser, right? That's laser targeting.

BEN SETTLE: Absolutely. You're going after people already buying what you're selling.

This goes back to what we talked about. Jonathan, I love bringing up the dating niche because I know it bothers some people. It's like when I was giving advice to ladies and I was saying, "You can't sell what we're not buying." We're not buying your master's degree. We're not buying your travel itinerary. We're not buying that, so don't sell that to us. Or at least don't focus on it. You got to sell us what we're buying. Guys need to do the same thing. Guys are just as guilty of that in the dating world, don't get me wrong. It all is the same with getting clients and whatever you're doing. If

you're a designer and you know that your design work can help increase sales, don't go after people who don't know that it can increase sales. Go after people who are already hiring designers. It's the same thing, whatever it is. Next thing, make yourself a celebrity. This is another thing that almost nobody does, Jonathan. I am trying to educate people on why they should do this and they spurn me at this and that's why I barely ever teach it anymore. I'm tired of wasting my time on it.

PRODUCER JONATHAN: That's how you started this podcast, was to become a celebrity, isn't it?

BEN SETTLE: Absolutely. But even beyond that. Get any on real newspaper or radio show. I like radio, personally. I love radio. But a newspaper, a magazine, like an established mainstream article. I don't care if it's your local paper. Obviously, the bigger the paper, the better. When you get in a mainstream publication, now you can put that on your website, if it's a radio interview. I wrote this book about dogs, Jonathan, that did a whole bunch of radio interviews and that was all that was on the site, is radio interviews.

PRODUCER JONATHAN: Nice.

BEN SETTLE: That sold me more than anything I could say in an ad. When the media has endorsed you, when you got radio DJs or reporters saying, "Man, this was a great book or there's really good information that my readers really liked," you have just been knighted an expert and again can leap frog over all your competition. In the copywriting world, you have to be a little bit more strategic about this because most people have no idea what copywriting is. Put some thought into it. You can get in the media. Again, I use Paul Hartunian's system.

PRODUCER JONATHAN: Nice.

BEN SETTLE: In fact, if you went to my media page, BenSettle.com/media, you will see there are a lot of podcasts interviews on there, but there's also real broadcast radio interviews on there and that only helps. That sets me apart from everyone else. All right, next thing, I heard Ken McCarthy call it this. I don't know who invented it, but it's called the podium effect. When you go up and give talks and speeches about whatever it is you do, you suddenly now are instantly believed by everyone in that room. Even if you're spouting bullshit, they're all going to believe everything you say. That's not a license to do that. Don't spout bullshit. I'm just saying though, that

podium effect is very powerful when you're speaking. Jonathan last year, I finally did my first three public speaking gigs and it was a lot of fun. Believe me, those recordings are going to be worth a lot more money to me than if I hadn't done them. I can use those. In fact, my No Excuses Summit talk, a thousand people were there. That was great for my positioning.

PRODUCER JONATHAN: Oh yeah, I remember that. You got a spike on the show the day that you did, if I'm remembering the right one. It was one of those talks that gave us a big spike in traffic that day.

BEN SETTLE: That was the exact day. You're right. It was great because everyone had their laptops out and were taking notes. At the end, I said, "Okay, go to my site to opt in." I think I got like 100 opt ins that day.

PRODUCER JONATHAN: Wow!

BEN SETTLE: The reason the podcast got a spike is because there were some really cool people there. Diane Hochman is one of them. Diane, I hope I pronounced your name right, if you're listening. I remember, during the summit, she kept telling people to listen to my podcast. It's just really cool. They're really good. I got to say something here real quick, okay?

This is off topic, but whatever. I see a lot of people and I was guilty of this for a while myself for a long time. I was butt hurt about it. A lot of people giving MLM people a lot of hard time. The MLM niche has some of the best people I've ever met in my life, just good people, solid people, ethical people, people who are trying to help people and are trying to make a difference. I just got to give a shout out to the MLM people. It's not the business for me, personally. But the people in it, I think, get a bad rap when there's a lot of good people in it. I'm sure there's bad people too, but just everywhere. Every cart has bad apples. I just want to give a shout out to my MLM friends because they do a good job.

Moving on to the next thing, the last thing, I learned this by listening to an interview that Bob Bly did with Michael Senoff. Michael Senoff interviewed Bob Bly. The great Bob Bly has written like 80 books and been doing copywriting since before some of us were even conceived in the womb.

PRODUCER JONATHAN: Nice.

BEN SETTLE: He's big on writing books. Which is great, you should be writing books. We go back to the funded proposal thing, products. He's actually got books out there, in the bookstore and Amazon. Get your book there, at least on Amazon, which anybody can do. Let's say somebody says, "Why should I hire you?" Jonathan, why would I hire you? You seem like a good guy, but how do I know you're right for me? Bob Bly's answer, "Well, maybe I'm not right for you. I'll FedEx you my book," whatever his copywriting my book was, "And you make your decision." Yeah, you make your decision off that. You know what, it's up to you. That gives you so much positioning. It just gives you so much credibility. You're sending it to him.

I don't remember what he said, but I'm pretty sure he said it works more times than it doesn't. Anyway, those are some ways to get started in copywriting fast, Jonathan. But, again, I think we can all agree that these will all apply to any other freelance service business you're in. There's nothing here that's just copywriting client specific. I hope you all listening to this can grasp it, run with it and prosper from it.

Appendix Eight



Freelance Copywriting Secrets From elBenbo's Mastermind Pals

Many years ago, I was in a private, informal mastermind with some copywriter pals. Two of them were especially adept at getting clients, and used to even have courses on the subject that were extremely valuable and helpful. But, because they spend all their time doing what they teach (i.e. they are freelancers) about getting clients, they no longer (at the time of this writing) sell these courses.

That means, this appendix is one of the only ways you can learn from them.

These are short, powerful, and to the point.

And, while they are a tad “dated” in some cases (they were conducted back in 2006-2007...), they contain information I still have never seen anywhere else about getting booked with clients — including new copywriters, and sometimes very quickly.

elBenbo's Freelancing Mastermind Pals Interview #1 — John Anghelache

BEN SETTLE: Call about getting books with copywriting clients in 30 days or less. On the call with me is John Anghelache, who has been writing direct response copy for nearly a decade. He's been hired by some of the top marketers and copywriters in the world, including Gary Halbert, David Garfinkel, Joe Vitale, Yanik Silver, Michelle Fortin, and Peter Stone, among others. So you ready there, John.

JOHN ANGHELACHE: Hey, Ben. How you doing? I'm set here.

BEN SETTLE: These are questions I've actually gotten over the last several months from people on my list about freelance copywriting. Many of these questions have been asked multiple times. First email question I have here is, is it really possible for someone to earn six figured in freelance copywriting in their first year? Or is that just a bunch of hype?

JOHN ANGHELACHE: That's really a good question, because the fact of the matter is, is yes. You can earn six figures your first year. In fact, I know of several copywriters who have done it with literally no experience prior to coming into copywriting. But they did have one thing that is very helpful. And that is, they had business experience. So you can do it as long as you understand that in order to build any business, there's a marketing process that you have to go through. I'll tell you real quick, the three parts of that process. They apply to every business.

And as long as you master those, then it's really not difficult to earn money in any business. The first thing that you have to know, is you have to know how to attract a consistent stream of leads and prospects. And I think that kind of goes without saying. But it's important to understand that. That's the first thing you have to know how to do, because this entire process of earning money as a copywriter is, indeed, a numbers game. So that's the first thing you have to do.

The second thing you have to do is convert those leads to customers and clients. And then, finally, you have to be able to get repeat sales and referrals from them. And those three steps I just mentioned, Ben, every business has to do that.

BEN SETTLE: So maybe this is one of the problems people are having, is they think, "I learned all these great copywriting skills, but, you know, that's not even part of the process." [crosstalk 00:02:00]-

JOHN ANGHELACHE: Yeah, no. It's not part of the process at all. In fact, I'm going to say something here that's going to be shocking to a lot of copy writers. Your ability to write copy is nowhere near as important as your ability to market. Even if you can write really good copy, if you can't get clients, which is a marketing function, it's not a copywriting function, then it's sort of like a guy on an island who knows, uh, 101 pickup lines, but he's there by himself. He can't use it.

So, it- it's really important to understand that, yeah, you do have to know how to write copy. I mean that's critical, obviously. But it's nowhere near as important as your ability to market yourself and promote yourself, because that's how you end up getting clients. That's how you end up actually working. And also, there's another component to that. And that is, you have to know a little bit about selling as well, because that's how you solidify a relationship with a client. You have to sell yourself, and you have to be able to negotiate different aspects of the transaction you're going to create.

So marketing and sales really trump just having the ability to write copy. I know it sounds kind of odd, and- and crazy. But this principle applies to any business. I used to sell real estate. And I can tell you this. There were many realtors who were more educated than me in the industry, as far as technical education. They had letters behind their names, which I didn't have. But when it came right down to it, once I understood how important marketing was, I was making in the top 10% as far as income, in the Re Max organization. And I was, like, 24 years old.

JOHN ANGHELACHE: When it comes to making money, it's the marketing and the selling that'll make you the money.

BEN SETTLE: Okay, you're just starting out. You don't have a lot of contacts, no friends in high places. You didn't get to work in any guru's office or anything like that. You're just starting out. You have to make this work. How do you get that first freelance job?

JOHN ANGHELACHE: I'll tell you exactly what I actually ended up doing. I believe this would work for anybody. First of all, let's go back to attracting a consistent

stream of clients. You can do that in one of two ways. You can either lead generate to get people coming to you. Or you can find the ideal prospect who would hire a copywriter, and just simply go directly to them, so it can be done either way. Well, what I did at first is, I got a list of 20 direct marketer/copywriters. And the assumption that I made, and it was an assumption at the time, was that these guys are so busy, they probably have work that they want to farm out.

But, of course, they're not going to farm it out unless they have some evidence that you know what you're doing. So this is where understanding the technical side of the business is important, knowing how to write copy. So what I did was simple. I went to the local public library. I wasn't even on the internet at the time. I had no internet connection, nothing. I went to the public library and I sent a brief email to all 20 of them. It basically said, "My name is John Anghelache. I've written direct response copy."

And I had written direct response copy for my conventional businesses, so I was familiar with how to write copy. And I had samples because I had done that before for myself. And so I simply said, "I don't know if you farm out work, but if you do, I'm available, I've got samples. Let me know." I mean it was about two or three paragraphs long.

And I sent that email out, and I got a response back from Michael Fortin instantly. I got a response back from Joe Vitale. I got a response back from Yanik Silver. And that's how things started.

BEN SETTLE: You're not going out there trying to convince anyone that they need copy. You're finding people already spending money on copy saying, "Here I am." You're not begging them. You're just saying, "Here I am. I'm available." And then you leave it up to them to get back to you.

JOHN ANGHELACHE: Yeah, I would have followed up if I hadn't gotten any responses. But I did get responses. However, I want to say this. The worst thing you can do is go out there and try to convince people that they should hire you. And what I mean by that is, try to convince people who don't use direct response copy to hire you, because now you've got to go through this whole process of educating them about direct response. It's a losing battle. It doesn't make any sense when you consider that the direct marketing industry does over a trillion dollars a year. Why would you go outside of it? It doesn't make any sense.

BEN SETTLE: This brings you back to the first one. You're just using common sense marketing tactics, finding what people already are spending money on, and basically giving it to them.

JOHN ANGHELACHE: My contention is that most new copywriters really don't understand marketing. I guarantee you, if you don't understand marketing, you're not going to be able to write very good copy either. See, those two are kind of linked together. So it's critical that you understand the marketing process. Find a specific target market. Find out what they want, which in this case is copywriting, or they hire out copywriters, or maybe they farm out work to copywriters. Or maybe they just simply use direct response copy in their own business, and you can tell by looking at their advertising pieces.

And then you make them an offer for what they're already doing, for something else, in this case, your services, that are in line with what they're already doing. That's how you make things easy on yourself.

BEN SETTLE: What are the best sources of money for freelance copywriters?

JOHN ANGHELACHE: That's really a good question. I'll tell you a true story. I lurk around Michael Fortin's copywriters' board. And there was this one guy who was kind of smug about the fact that he felt confident he could go out and start working with small business owners. He was giving all these reasons why that's the way to go, and that's what he was going to do.

And I could tell he had no idea what he was talking about, because first of all, small business owners have no money. I mean that's just the way it is. If you're working with a company that doesn't make at least half a million dollars a year in revenue, they're going to have a very small budget for advertising. And they're going to have no budget for outside freelance work whatsoever.

So this guy goes out there and does whatever he does. He comes back three months later and says, "Oh, you know what? I had to get a real job, because things weren't working." And I had told him, "Don't waste your time with small business owners. They don't have the money. They don't understand what's going on. And what's going to end up happening is you're not going to make money. I mean you can't squeeze water out of a rock."

So, you should not go after small business owners, because they don't have the money and the budgets to hire out freelance copywriters. Now, I want to clarify this, because there are segments within the small business market that do make a lot of money. Like, for example, I would consider dentists to be a small business owner. Most of them make okay money. But there's a segment of them that make a lot of money.

That's who I would target, if I was going to go after them. Target that 10% who are making maybe 100,000 or 200,000 a month. That's who I would go after. Whereas, I think a lot of copywriters who don't understand the marketing process would go afreet any of them hoping somebody would hire them.

BEN SETTLE: They'll find, like, somebody will send them a postcard in the mail. Oh, he's advertising. I think I'll contact him.

JOHN ANGHELACHE: Right, maybe that's the only postcard he's sent in the last 10 years.

BEN SETTLE: Yeah.

JOHN ANGHELACHE: You know, um-

BEN SETTLE: Well, he's sending a postcard. He's probably not spending very much on advertising. You know?

JOHN ANGHELACHE: Yeah, that's true too. Now, the flip side of that is, I'll start at the top. The very best market to work in is the major direct mailers, who are selling subscriptions to newsletters. That is the highest paying form of copywriting there is. All the guys that boast about making a million dollars or more working as a direct response copywriter, they're working for companies like Philips Publishing, Agora, and any of their subsidiaries. And they're usually selling subscriptions or some sort of serial offers.

It's very tough to get in there. You're competing against the very best of the very best. They're not looking for fresh meat, so to speak. They're really not. I did some research through the major mailers to find out how successful are the top copywriters at writing winners. They all talk about their winners, and how they made 50 bazillion

dollars and all this. So I said, "You know what? I want to find out what the reality is." And here's the reality.

Out of 10 promotions that any major mailer puts out, one of them will be a major success. One of them will make money, but it's nothing to write home about. One of them will break even. And seven of them will lose money. And if you stop and think about that, we're talking about direct response companies who earn \$50 million and above, who hire the very best copywriters on the planet. And so what that means is, the very best copywriters on the planet are batting 20%, right? That's it. And that's the average.

Now, of course, there are the unique, small group of copywriters, maybe, like, two or three, who have, like a 50% hit ratio. But, I mean, literally, there's only, like, two, or three, or four that do that. I wanted to point that out, because although the most lucrative copywriting work you can get is working for the major direct mailers, the odds of you getting it are slim. I'm not saying don't try. I'm just saying, they're very, very slim. Now, let's get more practical and pragmatic about this.

There are direct response advertising agencies all over the country. And now with the internet and email, you don't have to be physically in the geographic area. Those companies are easy to work with. They typically pay between 1,000 and \$3,000 per project. And they always have work, because they usually have a lot of accounts. And what happens is, they get bogged down to such a degree. And in certain cases, and at certain times of the year, their in house copywriters can't handle all the work, so they need a freelancer. And then what they do is, they'll dish out this work to you. But usually, you've got crushing deadlines. That's the downside to it is, you've got to get stuff done really quickly.

The upside to it is they have work. They do farm it out to freelancers. All they really require is a few samples to see what you can do. And also, most of the projects are not long copy, spend 100 hours on research type projects. They're projects that will take anywhere from a day to a week. And it's usually a page, half a page. It's not major money. It's something, and it's very easy to contact them.

Like I said, they're looking for outside help. And sometimes what they'll do is they'll take your card and just put it in the Rolodex. And maybe they don't have work right now, but you never know when they will. So I think that's probably the easiest way to get business. The other way is, you can find internet marketers very easily, obviously,

by going into any niche online. You can type in golf, and you'll have all the golf sites come up. And you can very easily find the websites that have direct response copy on them. Do a search to find the owner of the website, sometimes they have the contact information. If they know what they're doing, they'll have their contact information there.

And you can go ahead and send them a letter. And then follow up by phone. You'll need to send at least 100 letters out. And then follow up with them. And out of 100, you'll land one, or two, or three clients.

BEN SETTLE: And from there, you do a good job, and they either hire you again. Maybe they pass your name around?

JOHN ANGHELACHE: That's a very good point. I think again, a lot of people getting into this business that are new, may not understand that you don't need 30 clients. You need, like, two or three clients. You don't have the right perspective. You're thinking to yourself that you've got to get all these clients. You really don't. You need two or three, or four clients who have a real business. And what that means is, they have multiple products. They have a lead generation machine that gets prospects into their system on a consistent basis.

So they're going to have more than one project for you.

BEN SETTLE: Let's say you contact someone on the internet, and they get back to you. And they ask that question that scares the hell out of everyone. "What do you charge?"

JOHN ANGHELACHE: First of all, I wouldn't talk about that on the initial call. I think that's important. What I would do on the initial call is just get some information from them, and ask them to send you either to the website, or send you physically whatever material it is that they may want you to work on. And then you schedule a call after you take a look at that material. And there's a reason for that, because it sets up a situation where whatever it is that you give them as a number now becomes more valuable. The process you went through to determine what you're going to charge them is validated by you taking the time to look at their marketing materials.

BEN SETTLE: More of a mental positioning type thing.

JOHN ANGHELACHE: Yeah, it is. Can you really give somebody a quote without looking at what they want you to do?

BEN SETTLE: And how much respect are they going to have for someone who does? That almost sounds like desperation.

JOHN ANGHELACHE: Yeah, it does. And also, you can certainly give them a range. You know, you can say, "Well, I charge between 2,500 and \$5,000, but you're still going to need to look at the project and see what's going on.

So, that's the first step, but the other part of it is, I would ask them, "What is your budget?" If they can't tell me what their budget is, that tells me they're not a real business, and I don't want to work with them. And every business owner that runs a real business knows their numbers. The other reason why it's important is because if their budget is \$300, but I charge \$5,000, there's no reason for us to continue talking. Sorry, I can't help you. That's not ... that's not how it's going to work.

And I'll qualify too. I'll say, "Look. I can quote you anything, but I don't know what you can do. I mean, I don't know what your budget is, so I really need to know, what is your budget? So I can take a look at your marketing piece and see if I can fall within that budget or not." And then the other thing that's important to ask them is to find out ahead of time before you quote, what does the entire project entail? I mean what do they want you to do?

Let's say it's a website. Do they want you to just write the website letter? Or do they want an opt in page? The website sales letter? The order page, and seven auto responders, and maybe the mini-course that goes ... See? That's a totally different project. And so it's important that up front, you find out what does the entire project entail? Find out what is their budget. And then you take a look at that project prior to giving them a quote. That's the way that I do it.

And I find very little resistance to what I charge, because of the fact that I'm setting up the situation where they understand I'm actually going to take time to give them a quote. I'm going to look at their stuff. I've taken time to ask them about the project. I'm not just shooting numbers off without knowing what's going on.

BEN SETTLE: How do you deal with problem clients who don't pay you when they say they will?

JOHN ANGHELACHE: The first thing that I would do is I would try to get 100% of my fee upfront. I don't understand why somebody would assume they couldn't get 100% upfront. You simply ask for it. One of the guys that I talk with quite a bit, and I've written for, is Peter Stone. And Peter's policy is, it's 100% upfront. And he won't even look at your project until the check clears. I don't understand why people have such a problem with that. And I'm talking about the copywriters, not the clients. The clients love it. It simplifies things for them.

On the other hand, you're going to have some clients who are not going to be comfortable paying you 100% upfront. So then you take whatever you can take incrementally less than 100%. If you can get 90% upfront, you get 90% upfront. Okay, however, in most cases, they're going to want to pay you 50%. So you take 50% and make sure that 50% is enough.

BEN SETTLE: For more information and valuable free lessons for getting books solid with copywriting clients, go to www.freelancecopycourse.com.

JOHN ANGHELACHE: To make you happy if they don't pay you the other 50%.

BEN SETTLE: What if you said, "Pay 100% up, it's X amount. But if you pay 50% off, it's going to be a little bit more overall, but you only have to pay less upfront." You see car ads like that all the time. Sure you can get it on payments, but it's going to be an extra 50, \$100 more.

JOHN ANGHELACHE: And that happens almost every time when you buy anything, uh, on an installment basis, doesn't it? The car costs more. The couch costs more. I mean everything else costs more if you pay on installment. Why shouldn't a copywriting service?

BEN SETTLE: So people shouldn't be shy about saying, "Okay. If they're only going to do payments, 50%, I'm going to charge an extra \$1,000 for my trouble." In case these guys end up freaking out on me or something.

JOHN ANGHELACHE: Absolutely.

BEN SETTLE: And do you find that their respect for you goes through the roof?

JOHN ANGHELACHE: You end up in a lot more cases than you think you end up getting it. You get less flack during the project. I mean there's a lot of different things that occur with that. But I think the important thing to understand here is that although you can get this a lot of the time. I'm not so hung up on it that I won't do business with somebody who doesn't pay me 100% upfront.

BEN SETTLE: I seem to lack the confidence to approach clients. What are some ways to get over this? This is probably a very common one too.

JOHN ANGHELACHE: Yeah, I'm going to probably burst a lot of people's bubble with what I'm about to say. But I'm going to be really straightforward about it. If you don't know how to write copy that produces sales, it is, in my opinion, unethical to go around telling people you write copy that produces sales.

So the confidence issue comes back to whether or not you've ever had any successes. So in other words, most people are not confident because they haven't had any successes. That's usually what it comes down to. If you've never had any promotion make any money before ... If you've never written one before. Write a promotion for an information product for yourself, or maybe for an affiliate product. Run that promotion, and if you make a profit after, let's say, a month, then you can go out and tell people you know how to write copy that makes money.

BEN SETTLE: There's so many crappy ads out there that are making money. How hard is it to write a better one for an affiliate product and generate some leads through articles, or just however, maybe ask a friend. You're going to make sales.

JOHN ANGHELACHE: Yeah, absolutely. And the thing is, it's going to set things up the correct way from the beginning. Number one, you now can legitimately say you know how to write copy that makes money. It doesn't matter that you only did it one time. That's not the point. The point is you did it.

BEN SETTLE: This kind of segues into another question. I'm brand new to copywriting. I'm looking for my first client. I did not have a lot of money. How do I approach potential clients without looking desperate or needy?

JOHN ANGHELACHE: If you're brand new, you have no samples, you have no track record, you have nothing, and you don't have the gumption to just go out there and do what I just mentioned, run your own promotion and do something to make

some money, but you just want to get clients, here's what you do. You put up a website, or it could just be even a lead generation piece that offers a free copy critique. Let's just take websites.

So you put up a website that offers free critiques for anybody. You promote that website however it is that you promote it. Obviously, if you don't have any money, maybe article writing or something like that. You let your leads come into the pipeline. You do a good job on your copy critique. First of all, if anybody requests a copy critique from you, they've already, so to speak, handed the baton over and admitted that you're the expert and they're not.

That positions you differently automatically. Then you demonstrate that expertise by providing a critique that's a good critique. And then what happens is, now you no longer come across as desperate. Part of your critique, of course, is going to be a sales pitch for your services.

BEN SETTLE: Right.

JOHN ANGHELACHE: And you can follow up by phone or all the rest of that stuff. But now you've positioned yourself distinctly different than being desperate. You're positioning yourself as an expert who offered helpful advice, and is available either for consultation on a fee basis, or to write copy.

One of the things that will also help some of your potential prospects to hire you is if you offer a consultation on a fee basis. So what that means is, let's say you do a free copy critique. The next step up might be, "Look, I'll offer you a one hour consultation for 150 bucks." See what I mean? So the people that take you up on that, and if they're happy to decide to hire you, now it makes it eas- even easier for them now to go to the next step and pay you several thousand dollars for a letter.

BEN SETTLE: And some people will say, "And if you hire me, I'll take off that \$150 from the fee."

JOHN ANGHELACHE: Yeah, good point. That's right. They'll go ahead and they'll, uh, subtract it from the fee.

BEN SETTLE: Before you were talking about people could find copy clients several different ways. It ... I think you covered two of them, the internet and direct response

agencies who are actually already looking for you. This other question kind of goes into that one. Do you have any other ways that you can find people who already understand direct marketing? Are there any additional ways besides those two?

JOHN ANGHELACHE: There is one way that I've never heard anybody discuss. And let me go over it, because I really think this is an ingenious way to get really good, targeted direct response prospects. And here's what you do. It's real simple.

You go to your biggest library in your county or the biggest city near you. And you may even want to call ahead of time, and ask the reference librarian if they have a publication called The SRDS, which stands for Standard Rate and Data Service. And if you're a direct marketing copywriter, especially if you do anything offline, you really need to get familiar with that book, because it consists of just about every commercially available mailing list on the market.

So the top mailers in the country use those lists to mail out their promotions to various markets. So what you do is, you go to a library. You pick this book up. You start looking through it, and you pick whatever niche you want to go after, because the book is actually segmented. And so you can have business opportunities. You can have health. You can have senior citizen. You can have golf, whatever.

So let's take golf for example. So let's say you want to work with direct mailers that sell projects, via direct mail, to the golf market. So what you do then is you jot down the name of every single list broker with the name of the list and their phone number, or their email address, whatever. And you give them a call, and you ask them for the data card for each of those lists. Now the data card consists of ... Essentially, it's a description, a summary of what that list is all about.

A couple of days later, you call the list broker back up, and you say, "Can I also get the usage report?" That's really what you want. But they're not going to give you the usage report unless you ask for the data card first.

BEN SETTLE: Okay, so you can't just call these guys and say, "I want the usage report." And they're going to think ... They're not going to go for that.

JOHN ANGHELACHE: No, because- because they're going to think something's up. Nobody does that. It doesn't make sense. If you're serious about mailing to that list, you want the data card first. Now the usage report consists of the names of the

companies who have used that list in usually the last six months or so. Now stop for a second and think what we've just done. We've just generated a targeted list of direct response mailers. These people use copywriters, and we know they use direct mail. And they probably have other facets to their business besides direct mail, space ads, internet, you know, everybody pretty much uses everything nowadays.

But we've got a targeted list of direct response marketers who use copywriters. That's who wrote that letter that got sent out to the 50 million people on the list. And the thing that's neat about this is, not only do you get a list that's very targeted. But you also know the product that they're working on. You also can get, if you ask for, sometimes a copy of the letter that generated that list, which also helps you to kind of pinpoint further the type of promotions that these people are putting out there.

I mean it gives you a wealth of information so you can customize and personalize whatever correspondence you send to them to let them know you're a copywriter for hire.

BEN SETTLE: So they can take something that they're already interested in, look through the SRDS, find lists that are selling things to that market. And they can just start with that then, and they will already be a leg up as far as [crosstalk 00:26:11]-

JOHN ANGHELACHE: Yeah, this probably be, like, about 5,000 miles up (laughs), at everybody else who's running around trying to get Joe the Plumber to let them write this flyer for [crosstalk 00:26:21]-

BEN SETTLE: Yeah, it just ... it makes so much sense. If you're into, let's say, martial arts, you're just starting out. And this could be any hobby or- or whatever. You can just find lists on that. And you can start out not only getting clients in a niche you like, but you're already going to be pretty passionate about it. You're not going to have to do a lot of research in the market probably.

JOHN ANGHELACHE: Exactly. I mean, you're going to know a lot about it. And also, it's important to note that working a niche is usually more profitable than being a general copywriter.

BEN SETTLE: People might ask when they hear that, well, isn't there more competition when you do that? I mean aren't you competing with the people in a

smaller pool there, but it's more crowded because there's more people concentrated in one little area? Or is that kind of a myth?

JOHN ANGHELACHE: It's actually pretty much the opposite. Take a look at the medical field. There's more general practitioners than, for example, people that are just foot doctors. As a general practitioner, you've got more competition.

BEN SETTLE: So you're almost better off going into and just pinpointing that one little area.

JOHN ANGHELACHE: Hm, yeah, you know, one, or two, or three different areas that you really like and want to work in. And if you do that, it's also critical to do your market research to see which niches are expanding, and which are contracting, so you don't end up in a niche that, uh, in a couple years you're not going to get anything out of.

BEN SETTLE: This is extremely useful advice here. I can't see how anyone could not take this stuff and just run with it, but especially that last one with the data card and all that. How do you do a joint venture with someone ... you know, you're offering copywriting, and you're not really taking an upfront fee. You're just doing it for commission. How do you do that without putting yourself in a position where you're ... to get screwed over very easily?

JOHN ANGHELACHE: First of all, let me clarify a couple of things. My contention is that you should work as a copywriter and get paid any way you can. However, I believe that the most profitable way to work as a copywriter, is in a situation where essentially you become a joint venture partner with a business owner.

I don't think there's a more profitable way. And in fact, I know there isn't a more profitable way.

BEN SETTLE: You're even hearing the bigger name people talking about doing this and not doing client work.

JOHN ANGHELACHE: You know what? They alr- they've been doing it for years and years. For example, any time you hear somebody taking a royalty, they've essentially, JVed, so they got paid 15,000 upfront, and 5% royalty. That royalty represents income on a joint venture partnership. Now, I'm not suggesting that you

necessarily work in a situation where you get a residual like that, because it's pretty tough to put those together.

And I know some people do, but it's actually kind of tough. I mean very few people get away with it. I'll tell you how- how I do it. And in fact, I have an entire section in my course that talks about this specific strategy. Here's something that should make everybody really excited. I don't know about the rest of the world, but in the US, I'm guesstimating about 90% of all small business owners does not do anything to create repeat sales for their existing customer base.

When I found that out, that was one of the most exciting sentences I ever heard anybody speak, because I'm thinking to myself, "My God. These people are sitting on the most responsive group of buyers that they could possibly have, satisfied customers." They've already spent money with them. But they're not doing anything with them.

I have a client right now who I'm doing this joint venture type deal with, who has 4,000 customers. He's only sent them one promotion in the last two years. We're going to change that. And what you have to understand is that the most responsive group of potential buyers are people who's already bought from you. The least responsive group are cold prospects who have never heard of you. And what happens is, most copywriters, when they get hired by somebody, they get hired to write a letter or whatever type of advertisement it is, to a cold market, almost exclusively. That's why even the top copywriters in the world only get, like, 20% of their promotions to make money.

On the other hand, existing customers usually are more than happy to hear from the business, especially if they're satisfied. So here's how I put these things together. I do my research. And I find potential JVs, if you want to call them that, who probably have a large list of buyers and a large list of prospects. And I know that, for example, online. I know that because I'll look at their site. I'll see if they have some way to capture leads. And then I'll do it, like, a quick Alexa search just to see where they rank, you know, just to have a rough idea.

And also, I'll take a look at their copyright. If they have a copyright, if they've been around for, like, 10 years, they've got a lot of people in their database. Then what I do is, I approach these people, typically with a- a offline sales letter letting them know I've got a way for them to make money in the next 30 days with absolutely no risk to

them whatsoever. They don't have to pay a copywriter. They don't have to pay a marketing consultant. They don't have to pay anybody.

And then I'll follow up by phone as well. And the way the deal goes down is like this. I'll find out if they have some other product that's selling pretty good, that they've never really promoted to their customers. And don't ... I try to find out if we can create some kind of information product that would be a good seller with their existing customer base. So what we then do is this. I set up a website specific to sell that product. I set up a landing page where now what's going to happen is the business owner ... it's going to send out an email and drive people from its customer list to that opt in page, where we're going to offer them some free information, creating a sub list of people who are interested in information pertaining to a product we're going to sell to them.

BEN SETTLE: You're going to be controlling that part of the list.

JOHN ANGHELACHE: Yeah, I control the marketing.

BEN SETTLE: That is huge. I wish I would known ... have known that a couple of years ago actually. That is so big.

JOHN ANGHELACHE: It's really important because other than bad copy, the other reason why a promotion fails is because the person who is controlling the marketing doesn't know what they're doing. So I don't want to leave it up to the business owner to control the marketing for a number of reasons. Number one, they have nothing at stake. They may send a promotion. They may not send a promotion. What we do is, I control the marketing. Also, it alleviates any work that they really have to do other than sending a couple of emails out to drive people to the opt in page.

Once we get people to the opt in page we offer them a free report or maybe a free audio or something like that, that talks about the topic that we're going to be selling to them. What I do next to make sure we're going to get sales, and I'll know, by the way, based on how many people are in their database, and how many people decided to opt in. What I do next, is I create a pre-publication promotion. A pre-publication promotion is one where you are offering a really good deal on a product that you're going to come out with, but it's not ready yet.

If the people who you're targeting besides who buy the product now, you're going to give them a substantial discount. What it does is it funds your project. And it's perfectly legal, because you're telling them that the product's not done yet.

I'm not going to go into detail on that. I'm just going to say this is how I do it, and there's other ways you can do it. You don't have to do a pre-publication offer. But this is how I do it because I set myself up for two paydays. And I'll explain what I mean by that. They opt in. They get the free report. The free report gives them really good information and it talks about a product we're coming out with, that we're going to offer to them as a substantial discount, because it's a pre-publication offer.

Then we put them into a product launch series over the course of usually seven to 10 days where we send them emails with good content driving them to a website selling that pre-publication offer. And what'll happen is, we'll get X number of sales. If it's done right five to 20% of the people on that list are going to buy. It sounds high, but keep in mind, these are customers.

BEN SETTLE: Most people would say that's unheard of, on direct response. But the way you're doing it, it's actually very realistic. If anything, you're toning it down.

JOHN ANGHELACHE: It is realistic. It's not unusual. And anybody who does mail to their own customer list knows that you can get a very high response rate from people that are your customers, especially if they're satisfied and if you give them a really good offer.

And that's what the pre-publication offer is. It's a great offer. Let's say we're selling a product for \$500. The pre-publication might be \$400, so they're saving 100 bucks by paying now and waiting for it to get to them in about a month, or a month and a half, depending upon what the timeframe is. The main reason I do it this way is not only to generate income, to- to generate cashflow. But to gauge how hot the market is for this. Because there's other things you can do with it. I'm not going to get into that. But I'm going to get into the point that you are going to make money doing this.

BEN SETTLE: What you've just revealed, I've read books on this. You've read books on this. And you've probably revealed more in this free audio than most people get in the paid publications.

JOHN ANGHELACHE: Probably. The number one problem that anybody coming into this industry is going to have is knowing how to get clients. And that's the number one biggest issue. Uh, and a lot of courses don't cover it. A lot of courses say they do cover it, but they don't. They back end you into another product that tells you that. I got some of those courses, and they're all good. I mean, I never say not to get education. But some of them are kind of outdated in what they teach, and don't really have some of the practical aspect ..

**You can learn more about John at
www.JohnAnghelache.com**

elBenbo's Freelancing Mastermind Pals

Interview #2 — Ryan Healy

BEN SETTLE: Hello. This is Ben Settle with bensettle.com. Today I'm interviewing Ryan Healy, the true expert when it comes to quickly and easily becoming a high-paid freelance copywriter. In fact, Ryan started literally from point zero just a couple years ago, and within 12 months was making a six figures per year actually writing for some pretty big names like Alex Mandossian and Marc Goldman. Today, I'm going to grill him on exactly how he did it and how you can do the same thing. Ryan, welcome to the call, and how are you?

RYAN HEALY: Thanks, Ben. I'm doing awesome. Glad to be here.

BEN SETTLE: Just this morning I've been getting emails from people, "How do I get into the freelance copywriting thing? Nothing's working for me. I've bought courses from people, but some of these courses," and I'm not going to name names or sling mud or anything, but some of them take, the people who write those courses, it's like they almost had a little leg up in some ways. Maybe they worked for someone with a big name or something like that, which is fine and good, but most of us don't really have that advantage.

What I want to do is I want to start by challenging you on something that you once said, and that is you say you can show people how to get their first paying client in 14 days. That's a pretty bold claim, especially since, like I said, we all know people who have bought very expensive courses on the subject and they're still struggling to find that first client. They want the lifestyle. They understand that. Maybe they want to get out of their job, but darn it, they just can't seem to make it work, at least not on a steady basis. What makes your methods better than all the other ones out there?

RYAN HEALY: That's a great question, Ben. I don't know that I'd say my techniques are necessarily better. They're just the techniques that I've personally used, and so I feel confident that they work. I place a lot of emphasis on taking action because there's no way you're just going to sit there and get clients. You can't just expect them to come to you if you want to get clients in 14 days. It happens for some people, but that's long term. That's only after they've been in the business for a long time and they've developed a solid reputation, and maybe then they can just sit back and let

clients come to them. But with my techniques, they're easy to do, they're cost effective, and there's a lot of emphasis on taking the action that you need to take to make things happen.

BEN SETTLE: That's interesting, because I remember you telling me you started just a couple years ago and you had to take action because of the circumstances that were surrounding you at the time.

RYAN HEALY: I quit my job. I mean, I was in a job where I had been writing copy, but it was little blurbs for books and things in a catalog. I had experience writing, but not writing direct response sales letters. That wasn't what I was doing. In fact, I had geared up to be a financial planner, and so I was neck-deep in series six questions and all this stuff about FT, I think whatever it is, F'IC, you know? All those government agencies that regulate financial planners. I quit my job to do that, and then it didn't work out. I wanted until I had about two weeks of money left, and then decided, "Well, let me try this freelance thing. I don't want to go get a job, so let me just make a go of it." Things happened so fast that I just stuck with it, and the clients kept coming, and so ...

BEN SETTLE: That's what we're going to talk about today is how you did that, how you started out. Most of the people listening to this have some copywriting experience, even if it's just book experience, but they just don't know how to get started.

RYAN HEALY: Right.

BEN SETTLE: One of the things that I thought was interesting, because you say people don't really need samples, and that goes against the grain of what everyone thinks.

RYAN HEALY: If you're working with small business owners and people with internet businesses, most of the time you don't need samples at all. In fact, if you write a promotional letter for yourself to sell your services, that is a sample. If somebody reads that, that's demonstrating your ability right there. If the letter that they read sells them, it's silly for them to ask for other samples. In my experience, samples don't close clients. It's your ability to talk to clients on the phone. You're going to close a client in a phone conversation. They're going to feel good about you, they're going to like you, and there's going to be a connection there. I mean, I'm not

talking about hard sales skills here. I'm just talking about being personable and sharing your expertise, giving them a sample, a virtual sample, of your knowledge over the phone.

RYAN HEALY: The other thing, I had a recent experience with this guy. He contacted me and he asked for samples. I gave him some samples, and had the worst experience ever with a prospect. This guy wrote back and he was criticizing me and everything. He didn't even read the copy. He was criticizing me because he didn't believe that the products were credible. He was just a skeptic from the very beginning, and I'm like, "Well, you're not the target market in the first place." Sometimes you get in trouble with samples and they can work against you. This guy had read my copy and he was ready to do business. And then I sent him my samples and he saw the products that I wrote copy for, and for some reason or other, I mean very strange experience, I never had this happen in two years, but the deal was over.

BEN SETTLE: What if someone does ask for samples? Should they just not bother with them?

RYAN HEALY: When somebody asks for a sample, I try to feel them out. I usually try to send them a sample that is related to their market. Sometimes I'll ask them, "Hey, would you like to see a sample about X?" If they say yes, then I feel like it gives me an advantage that they've already said, "Yeah, I'd like to read the copy about that." I also try to keep it three or fewer. Another method I haven't tried, but I may at some point, is only sending a screenshot of whatever copy appears above the fold. What I mean by that is what you see when you first land at the website. That's called the material that's above the fold because you have to scroll to go further down the letter. Well, you can take a screenshot of just the headline and the lead and stuff and use that. Sometimes that can be more effective because it's a tease. I mean, it literally is a sample. They don't get the whole letter.

BEN SETTLE: Later on we're going to talk about things like positioning and that sort of thing, which pre-sells them on you anyway, I would imagine.

RYAN HEALY: Yeah.

BEN SETTLE: So then, someone who maybe is just starting out, they don't have a lot of samples, this is not something they need to really be concerned about right now?

RYAN HEALY: I don't believe so. I mean, yes, with an eye to the longterm, I think it's important to have samples, but it's not a deal breaker.

BEN SETTLE: The funny thing is it's almost counterintuitive compared to what everyone's being taught, you know? Have this big portfolio ready and ...

RYAN HEALY: Right.

BEN SETTLE: ... and they never get started. They can never take the action because they're too busy trying to get the samples together.

RYAN HEALY: Right.

BEN SETTLE: Okay, well that's interesting. That's a really good tip. Now, I know another part of the sale when you're trying to get freelance copywriters, especially at first, should be testimonials. How do you collect testimonials if you haven't done any real copywriting jobs yet?

RYAN HEALY: A method that I used when I was getting started was I went to my previous employer, and I had a good relationship with him still. I asked the owner and the general manager if they'd be willing to write a testimonial for me. Obviously, it wasn't really related ... Well, in some ways it was related to my work, but it was character-based. "Ryan's a great guy. Ryan's a great worker," or something like that. That's a technique. I mean, you can get testimonials from just about anybody you know so long as you're on good terms with them. Say, "Hey, I'm starting a new business and I need some help. Would you mind just writing a few sentences about what you think about me? Can I use your name and your city and your state?" and most of them will agree. You don't want to use those testimonials longterm, but it gives you a starting point.

Just another idea, if you have a family member who has a small business or something, or a friend who has a small business, you might go in there and see if you can give them a few tips or something on how to improve their sales. Just something quick. If you could do that for them real quick, then that person, I'm sure, would give you a testimonial.

BEN SETTLE: With all the online businesses today, you could go to anybody who's selling anything. Help them out in some way then, and you can get yourself a good character testimonial.

RYAN HEALY: Mm-hmm (affirmative), yeah.

BEN SETTLE: Yeah, I mean that's ... Again, that's one of those things where, "Well, how do I get testimonials and who's going to trust me?" It's really no difference than if you're putting a reference down on a resume or something.

RYAN HEALY: It's just a matter of building trust.

BEN SETTLE: Do you recommend someone start a blog or something too on the side to help build that trust?

RYAN HEALY: Yeah, I do. I think it comes down to positioning yourself as an expert. If you have a blog and you're providing good education to people for free, it demonstrates that you're an expert and builds your reputation. I think that's important. Also, blogs are just a great way of getting traffic. It's a lot easier to get traffic with a blog versus a sales page. A sales page, most of the time, isn't going to rank very well at all. By the way, you do not want to try to optimize your sales page to rank well. Instead, if you start a blog, you can start attracting traffic to your blog, and then from your blog you push them to your sales page. That's a way to get some clients.

BEN SETTLE: And you use article marketing and things like that too, or?

RYAN HEALY: Yeah, I have. I've put some articles out there. I probably haven't done it to the degree I need to. I've done a press release and I've done, through prweb.com I've done 13 or 14 different articles. Not a lot, but it drove some good traffic. I think in fact one of those articles, for one reason or another, was really popular. It got 1500 reads on it just through ezinearticles.com.

BEN SETTLE: If somebody's written articles, then, let's say they've done some article writing before, or maybe they haven't done anything like that but they just want to get started, could they throw a couple articles up and use those as samples if someone really wanted to see a demonstration of their copywriting, or?

RYAN HEALY: Absolutely, yeah. A lot of times when somebody's looking for a sample, they just want to know that you have grammar skills and spelling skills. Sometimes it's not, they might not even be looking for the sales skills yet. They might just be like, "Can this guy write?"

BEN SETTLE: So it's really not as complicated as perhaps some people have led us all to believe.

RYAN HEALY: Mm-hmm (affirmative).

BEN SETTLE: Let's say someone's just starting out, maybe they have had a couple clients or they've had no clients and they're like, "Man, I just need a way to get started." What are some good places for them to find their first client?

RYAN HEALY: I'll mention two places, one is physical, the other one's virtual. Seminars, for me, have been a fantastic way of getting clients. You can build trust so much faster in a face-to-face situation. Over the phone, you can build trust with your voice, and that's better than just the internet alone. But trying to build trust simply over the internet is hard to do. That's why phone calls, voice, is so important, and also meeting people face-to-face is very important because each of those build more and more trust.

Marketing seminars in particular are very good because people at marketing seminars are usually already spending money on advertising, so you're not going out there and trying to persuade somebody that they need a copywriter, okay? That's not the idea. The idea is to find people who are already looking for copywriters or already hiring copywriters and persuade them why they should use you. You cannot educate a market into buying your services. You'll go broke trying to educate a market. The only thing they can do is tap the desire that is already there.

The next thing I'll mention, a good place to get clients in forums, in particular marketing forums or small business forums. The way that works is you go and respond to people's questions and just demonstrate your knowledge and your ability to sell and market with words. You should be able to drive some business that way. I'll mention one here that is very, very popular, and that's the Warrior Forum. Go to warriorforum.com/forum and a lot of marketers there. They even have a section on their website where you can make special offers.

BEN SETTLE: If you're going to these forums, and maybe not necessarily the copywriting forums because then you're just competing with everyone, but if you're going into the sections that don't deal with copywriting and helping people, I mean you're just demonstrating up a storm there. I can tell you this, I have hired people, not copywriters but other service providers, just because of what they've written in forums.

RYAN HEALY: Yeah.

BEN SETTLE: Anybody can do that.

RYAN HEALY: You don't have to take away that many clients for it to be worth your time.

BEN SETTLE: When we talk about clients here, a lot of people are saying, "Yeah, yeah, yeah. You're just talking about these little nickel and dime mom-and-pop, these people who live in their mom's basement. They just think they're playing business, and they're just hanging out on the internet, or whatever." How do you attract the ones who are actually going to pay you at least four figures, or eventually?

RYAN HEALY: This is just my belief because sometimes it's really hard to understand why people do what they do, or how they find you and why they hire you. It's my belief that you attract them by becoming an expert and demonstrating results. There are lots of different ways to become an expert. Some ways work faster than others. I'll just mention one that nobody will want to do, I already know that. I mean, I don't even want to do it, but I know it works, and that is public speaking. You get on stage, I mean you're an instant expert. People are going to be coming up to you wanting to find out how they can do business with you. I mean, that's just going to happen.

That's probably one of the fastest ways, but I know, I mean, I don't want to do it. I know most other people don't want to do it, so there are other ways like writing and demonstrating your knowledge. I mean, that's where the blog and article marketing may come in. You can try writing a book or going in on a project like I recently did with multiple other authors. Each author contributes a chapter and it's like a compilation, almost like a Chicken Soup for the Soul deal. I just did that with another group of writers, and Clayton Makepeace is in the book and so am I, and that's a huge credibility builder.

I mean, it runs the gamut. I mean, just ask yourself, "How can I demonstrate that I'm an expert?" or, "How can I make myself appear like I'm an expert?" and then just see what answers you come up with. As you gain in reputation and you become known as an expert, people will seek you out. As you get results from your copywriting and you collect those results-based testimonials, people will seek you out.

BEN SETTLE: That reminds me of something I heard Bob Bly say in an interview. He said it was at the point where somebody would ask him, "Well, why should I pick you? Why you?" He wouldn't send them any samples necessarily. Maybe he did, but he didn't say he did. He would just, "Okay, I'm going to send you a copy of my book." I guess in today's virtual marketplace you could say ebook, whatever. "You read it and if you don't think I'm the right person, then don't go with me."

RYAN HEALY: Right.

BEN SETTLE: That would just set his positioning up so strong, just that one simple, little thing.

RYAN HEALY: Yeah. Bob Bly, he's a great case study for building a career simply by becoming an expert. He specifically says that was his strategy from the get go. He was writing articles and I think a column for one of the direct mail magazines or something, one of the advertising magazines. And then, that spun off into books and speaking gigs and everything.

BEN SETTLE: It seems to me, from what you've been saying here, that two very powerful ways that just get you clients right off the bat would be A) public speaking, which could be as simple as speaking at your local library or something. It's not like you have to go in front of 500 people.

RYAN HEALY: No, you don't. Michael Fortin, he used to do these little seminars in his home town in Canada. He worked out some deal. I don't know the exact details of it, but it was with some other retail business there. He worked out a joint venture where he could do a little workshop in the back room. The benefit to the store was is that all these people would have to walk through the store to get to the room. He'd be increasing their traffic and stuff, so that way he wouldn't have to pay for their room. Well, he just ran a couple advertisements, and I mean just boom, instantly his little workshops were full. When I say full, I'm talking like 10 to 20 people or

something like that every time without fail. He just did these every week just based off a couple of little ads that he ran in the area, and before you know it, he was booked solid with clients just from people who owned businesses there.

BEN SETTLE: Once again, no samples required.

RYAN HEALY: Right, no samples required. Who would ask you for a sample if you're on stage speaking or if you're in front of a group of 10 or 15 people even? By virtue of standing up and speaking, you're automatically the expert.

BEN SETTLE: That's interesting. The other thing I was thinking is, you mentioned demonstrating through other writings. Just having a book on instruction of copywriting maybe that you've just learned and you're just parroting what you just read in a book in your own words, combined or by itself with the public speaking, I mean that's a really simple way to just dive in there. Libraries and that sort of thing, I know they'll let you put up fliers and whatever to attract people to it.

RYAN HEALY: My library even has a book for local businesses people to put their business cards in, just one more avenue.

BEN SETTLE: Even if you just invited 10 to 15 family members to sit there and listen to you and you just had it videotaped, there you go. You've got a DVD, something you can upload to the web or pass out. I mean, who's going to question your expertise at that point?

RYAN HEALY: Right.

BEN SETTLE: That's really good. I mean, these are things that I certainly never heard before, and I definitely was reading all the *How To Get Started in Freelancing*. One of the reasons I wanted to interview you is because you ... There's no theory to what you're doing here. It's like you had to jump in there and make it happen because your wife was pregnant, wasn't she, at the time? You had two weeks of money left. You did it under circumstances that most of us will never have to probably deal with.

RYAN HEALY: Yeah.

BEN SETTLE: That's good. One of the things that I know everyone probably in freelance copywriting at one time or another struggles with, and that's pricing. They

don't want to price themselves too low. They don't want to, like you said, price themselves too high and dig a hole that way. What tips do you have on pricing for somebody?

RYAN HEALY: One thing I would say is just establish a baseline, how much you will accept to write a long form sales letter. Establish how much you will accept to write an email, how much you'll accept to write a squeeze page or an opt-in page, how much you'll charge to write a one page space ad that might appear in a magazine or something like that. When I was getting started, my first project I quoted \$1000, and that was for a long form letter. I think I only wrote six pages or something like that. I mean, looking back on it I'm kind of embarrassed, but yeah I quoted \$1000 and he said, "Great," and off we went. \$1000 may be right for you, may be not, but that's what I did. Emails, I think I went way low on the emails. I think I asked for 35 bucks or something per email. I was writing an autoresponder, so I went, "Okay, 10, 10 times 35, that's 350 bucks. That seems reasonable." Well, since then I've increased my prices and I've heard ... It's all perspective, I guess. Terry Dean told me he thought \$250 per email was low, but I have a friend who charges \$350 an email, but he still does great business.

BEN SETTLE: It's all about how you set your business up. If you're going after people where price is an issue, then pricing's going to be an issue. If you go after people where pricing's not the big problem for them, then it probably won't be a big problem for you to ...

RYAN HEALY: That's really a function of how much money is built into the product. If somebody is selling a \$19 ebook in a really small market, he's not going to have the money to be able to pay your fees.

BEN SETTLE: It's almost more ethical just to tell them to do it himself and have it critiqued or something.

RYAN HEALY: Yeah, and I've done that before. I've said, "Hey, you want to write it and then I'll critique it, or something like that?" I mean, there are those options as well. I charged \$500 for critiques within four months of starting and just did real in depth critiques on letters.

BEN SETTLE: That's another way to demonstrate.

RYAN HEALY: Yeah, that's another way to demonstrate. You know what's funny is the couple times I have done critiques, they usually end up hiring me. It's hilarious when you come back to them and their letter's just hacked to pieces, comments everywhere, and this is wrong and that's wrong, because basically they've given you permission to tell them what they're doing wrong. So you tell them everything, and then they go, "Oh, man. How much would it cost for you to implement all this?"

BEN SETTLE: That is a really good point. You can tell someone how to do something all day long, but man, a lot of these people just don't want to do it themselves. They just want the [inaudible 00:20:21] to say you can do it.

RYAN HEALY: Here's a pricing tip if that happens to you and you want to close that business: credit them the cost of the critique. You said, "Well look, hey. You already paid me for the critique. My mind is already in the game. Why don't I just credit you the \$500 against my fee. Instead of \$3000, I'll only charge you \$2500 to implement this." Everybody wants to feel like they're getting a good deal. In pricing, I'm not necessarily in the group of guys who says, "Oh, you just name your fee and you never, ever, ever compromise," because in my experience, hey, I'm like anybody else. I want a deal. How do you make a client feel like he gets a deal?

BEN SETTLE: You just brought up closing. When it comes to selling, we all know that they close can make or break the whole thing. What's the biggest mistake that you see people making when it comes to closing a copywriting client?

RYAN HEALY: One is if you're desperate during the consultation when they're on the phone and you're talking to a potential client, you're going to have this urge to try to close the deal too fast, and you don't want to do that. If you try to close the client and you're thinking, "Oh, I'm going to close him. I'm going to do this deal," or something like that, you're going to try to rush it and it's like the awkward teenage boy trying to get a date or something. He's like, "Hey, you look pretty. You want to go to homecoming this weekend?" What you want to do is get the client talking about their problems, get the client talking about what they're trying to accomplish, and just ask the clients questions, and get them talking. And then, one way I transition it, after they've talked when they're running out of steam, often I'll say something like, "So, what questions do you have for me?" And then, I'll let them start questioning me, and then I have free rein to answer because now they're asking me to talk to them.

BEN SETTLE: Do you actually solve as many of those problems as you can, or do you just give indication that you can solve those problems that they have?

RYAN HEALY: Often I give them tips. I try to make them feel like even if they didn't hire me, they got something of value. The danger is is that if you give them too much information, they may think like, "Oh, well, I can just do this myself." You don't want to tell them everything, but I think it's good to give them a few tips or resources or whatever. I've actually had prospects refer clients to me, believe it or not. This one guy said he didn't have money and stuff. I'm like, "That's fine. Let me know when I can help you," and a few weeks later he referred a client to me. Don't ever rule out prospects from referring business to you.

Anyway, another mistake is cutting your fee too much or cutting your fee too quickly. That's a big mistake. You want to make your client feel, or your prospect feel like he's getting a deal, but you also don't want to self-sabotage and be like, "Oh, well, I charge \$5000," and then they say, "Well, that sounds like a lot." "Okay, 1000. 1000."

BEN SETTLE: Yeah, like you're bidding on something.

RYAN HEALY: "How about one? I'll cut it by 80%," or however much that is.

BEN SETTLE: What do you tell them if they start hemming and hawing a little bit?

RYAN HEALY: I usually just stay silent.

BEN SETTLE: Really? So that whole "silence is the best thing you can do," it really comes into play there?

RYAN HEALY: Yeah, I try to be silent, you know? Not always. I'm not perfect. But usually if there's silence they'll just keep talking.

BEN SETTLE: Let's say someone's just starting out and they think they can write an ad that's worth, let's say, 2500. They quote it to the guy and they're nervous and everything. "Well, okay, my fee is 2500." They should just maybe push the mute button or something and just wait to see what he says?

RYAN HEALY: Exactly. Sometimes you will get prospects who just flat out aren't going to hire you, and that's fine. You just really have to feel the unique situation with the prospect, and it just comes with experience, you know?

BEN SETTLE: Okay, so the more people that people talk to, the better they'll get at this just naturally.

RYAN HEALY: Right. But you'll sense when it's an absolute no versus a kinda, sorta no. But when somebody tells you no, oftentimes it's a good sign because that means they're willing to negotiate.

BEN SETTLE: So no doesn't necessarily mean no, never.

RYAN HEALY: Right, right. It could be no on those terms. I mean, one way is you could stick with your price. Say, "Hey, look, 2500 is my fee. I understand that it's a lot of money. But here's the thing, look at this as an investment. You're going to make your money back on this. And just to sweeten the deal, I'll throw in an order page for you. You're going to have an order page that people go to. I'll write the copy that goes there. It'll increase your conversions from people who land on the order page," you know? Or, you might throw in an extra email. Instead of cutting your price, build value.

BEN SETTLE: Just like you would write an ad, you throw some offers in there. Make it hard, almost impossible to refused on that, then.

RYAN HEALY: Exactly. There is a common phrasing trap that a lot of copywriters fall into just naturally. I talk about it in my special report about how to get your first client in 14 days. John Manley, when he read the report, he said that this one tip, for him, was worth the price of it because in just a few weeks after reading it he was able to close clients at higher prices, sometimes over \$1000 more than he would have closed because he realized he was making this mistake and corrected it immediately when he found out. It actually comes down to almost a single word.

BEN SETTLE: I'm going to switch over to something that we alluded to at the beginning of this call, and that's positioning. Because when it comes to just marketing in general, positioning can be 80% of the battle. How do you suggest freelancers, especially new people who are just getting started, maybe what's a good way for them to position themselves so that they aren't seen as begging or desperate?

RYAN HEALY: That's a good question. I would suggest doing free consultations or offering free consultations that you can persuade people to take advantage of it just by saying, "Hey, I'll do a consultation," implies that you can actually do consulting.

BEN SETTLE: That's really interesting because that doesn't cost you anything, maybe a little 15, 20 minutes of your time.

RYAN HEALY: Right, yeah. It costs you nothing and it turns the table so that instead of you chasing clients, hopefully clients will be coming after you.

BEN SETTLE: Couldn't you tape those consultations and then use that maybe as a lead generation tool that you could put on a website or send out on a CD to potential clients?

RYAN HEALY: Yeah, you could do that. It's a great idea. I have thought about doing that.

BEN SETTLE: Like you said, it's just a matter of taking action. Now, recently when we had our last mastermind call, you had mentioned maybe you were having a hard time with some clients or a certain client, and we were talking about contracts. You had learned some things about contracts that a lot of other freelancers either don't know about or they just haven't had the experience where they needed to know about it. What can you tell us about contracts that we absolutely must know?

RYAN HEALY: My original position was that, hey, if somebody isn't worth their word, they're not going to be worth their signature. For the last two years, honestly, I have not used contracts. I'm one of these guys who doesn't like taxes and doesn't like onerous forms, and I don't like accounting, and I don't like paperwork, and blah, blah, blah, so I mean it fits with my personality, I guess. I got into this situation where a client wanted to use a contract, so I agreed. I have no problem if a client wants to use a contract. The problem was is I ended up agreeing to terms, and even though we spoke about some things, it's kind of like I lost control of the project because of some of the things I agreed to in the contract.

My new position is that it is better to use a contract so that you can maintain control of the project. Not to say that you're going to take a client to court and sue them, but if you have something detailed in the contract, you can point to it and help them to

remember what you agreed to and what the terms were and so forth. I mean, in my unique situation, even though we're working within the letter of the contract, that the spirit of the contract has been violated.

Anyway, I'm in the process of developing a simple contract that I'm going to start using. In the past, I almost treated my invoices as the contract. Not that we signed anything, but to say, "Here's your price and here's what you're going to get." But now, I want to be very clear about how much editing is involved. There's got to be a limit. If you're not real clear on the definitions, you get stuck on interpretation of something, you know? John Angel sent me a contract that Gary Halbert used. I'm going to modify it, and I'm actually going to, within the next month actually, include that as part of the special report.

BEN SETTLE: Will that go to people who've already bought it too?

RYAN HEALY: Absolutely, yeah.

BEN SETTLE: Okay.

RYAN HEALY: Yeah, so long as they're on the email list. I have a buyers list and not everybody decides to opt-in. But anybody who decides to opt-in, I send them updates and additional resources.

BEN SETTLE: A contract like that that someone like Gary Halbert used, I mean that's got a lot of value to it just by itself. To bring everything together that we've been talking about, and maybe even some things we didn't talk about, I want to put you in a weird position here. Let's say you're just starting out, no contacts. You have no money, or maybe just a shoestring budget. Maybe you're working 60 hours a week and barely making ends meet, and you have no leads. But the clock is ticking and you have to get that paying client in two weeks or less. It's that gun to the head mindset. What do you do? What do you suggest someone do in a position like that?

RYAN HEALY: I would suggest a couple of things. I'm going to suggest something that's more of a principle, a broad-based kind of thing, and then I'll suggest something that's a little more specific, okay?

BEN SETTLE: Okay.

RYAN HEALY: My first recommendation is that you create a plan of the things that you will do to generate clients, and then you take massive action. You cannot sit there and try to do one thing a day or something. I mean, you have to get your butt in gear and go make something happen. The only way that's going to happen is by taking massive action. I mean, that's the broad thing that I would suggest. On a more tactical level, I'd recommend picking up the phone call and getting in touch with people. You might even call some copywriters and ask if they have work that they can refer out. You might try to get in touch with a company that comes into contact with businesses that routinely hire copywriters. I mean, there are companies out there that come into contact with people who hire copywriters. You want to get in touch with those people and see if you can get referrals. I mean, to this day, the easiest sales, the best sales, the best clients are all coming from referrals.

BEN SETTLE: Are you saying the direct response ad agencies and that sort of thing who are already hiring copywriters and they're probably starving for them in some cases?

RYAN HEALY: Yeah, you can ... Yeah, ad agencies are one avenue. I called a local ad agency when I was getting started. Here's just an idea off the top of my head, shopping cart companies. I mean, you might be able to get in touch with them and see if you get referrals out from them or somebody who specializes in setting up shopping carts because, okay, here's the thing. Somebody who's setting up a website, they're setting up their cart to sell something, what are they going to need next?

BEN SETTLE: That makes total sense. People who are using shopping carts are using copy.

RYAN HEALY: They have to.

BEN SETTLE: It's just the natural extension. They're already looking for someone to do that service for them.

RYAN HEALY: Right, or they might not be so clear on their intention that they're looking for a direct response copywriter, but chances are they are going to be clear on their intention to hire somebody to build a website for them. Then you can step in and be the hero and say, "Hey, you don't want to build it the traditional way because it's just going to cost you money."

BEN SETTLE: Basically, you could just go to everyone who does a service that's related to copywriting, web design or shopping carts or anything, and ask them for referrals because chances are they're going to know somebody. It's simple. There's nothing really complex about any of this.

RYAN HEALY: No. I mean, all it comes down to is a lot of different simple things that you can do, you put it all together, and there's synergy there.

BEN SETTLE: Like you were saying, once you get that base of clients in there, then all of a sudden they come to you again and it's repeat business, or they refer you to someone else, and it takes a life of its own.

RYAN HEALY: I've had multiple clients end up doing three or more projects with me.

BEN SETTLE: Ryan, I really appreciate you doing this call. I mean, there's just so many people wanting to get into this and the waters are so clouded out there with so many different programs and everyone's an expert on it. But very few people got in the way you did, and I really appreciate you sharing your story with us.

RYAN HEALY: Absolutely, Ben. Thanks for giving me this opportunity to do this interview with you. I really appreciate it.

**To learn more about Ryan Healy, go to:
www.RyanHealy.com**

Appendix Nine

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100% Copyright-Free Emails For Getting Clients

Following are 21 copyright-free emails designed to help anyone get new clients using the Email Client Horde system. **You can use them however you want, in any way you want, without any compensation, attribution, or extra permission from me. You can even use them “as is”, and lift whatever copy you want from them (story, subject lines, etc) verbatim, if you choose.** And I think you will find you can easily adapt or use them (with minimal changes) for most any kind of service — coaching, consulting, etc. Whatever the case, the way I see it, there is nothing like having some emails you can use however you want, ready to go at a moment's notice if you're tired, or feeling lazy, or just don't want to have to “think.”

They begin on the next page...

Subject line: The social-media-path next door

One frightening truth about the world is that there are really, really, REALLY bad people in it. In fact, Harvard psychologist Martha Stout in her book “The Sociopath Next Door” has documented that 1 out of 23 people in the world — or 4% of the population — are what’s called a “sociopath.”

But, what exactly is a sociopath?

A sociopath is simply someone who has no conscience. Someone who doesn’t have the ability to bond with another person or even know what it’s like to care about another human being.

It’s sort of like people who are color blind.

They know there’s a color called “red”, because people have told them there is. But they have never actually seen it and can’t even imagine what it looks like. And that’s how it is with sociopaths when it comes to caring about other people. Their minds simply aren’t “wired” to feel compassion.

Why am I telling you this?

Because I dealt with and studied many of these people — as a freelancer, coach, JV partner, and even as a client. And, many of my copywriting clients have, too, it turns out.

(It becomes a frequent topic of conversation with my clients for some reason.)

For example:

A few years ago, one of my clients was reading some posts from a copywriting guru who spent all his time on Facebook each day. The guy was charming, intelligent, and genuinely a useful resource about the subject. And so, my client, who needed a copywriter, messaged him.

He said the copywriter was the single most empathetic people he’d ever met.

The guy oozed warmth and, as he put it, “humanity.”

He also had a huge portfolio of winning sales letters.

Name-dropped all kinds of clients he'd worked for.

And, even offered to put my client in touch with any of them.

Anyway, long story short:

My client hired him, and handed the copywriter a \$10k check (50% of the copywriter's fee to write a single sales letter), and breathed a sigh of relief knowing his project was in the hands of a professional, so he could back to focusing on building his business while the copy was being written.

Only problem is... the copy never got written.

At least, not by the agreed-upon deadline.

Days went by, then weeks, and still nothing, with client's emails and phone calls ignored, and he being blocked on Facebook where this copywriting guru spent all his time.

Finally though, my client got a hold of him via a friend's Facebook.

Then that friend was blocked.

Somehow though, my client eventually got the copywriter on the phone (I don't remember how, but it took him weeks to do so).

And when he did get him on the phone?

The copywriter had all kinds of plausible deniability that were obviously lies. But, my client said he told them in such a convincing manner, he actually believed him. And, sure enough, the very next day he got some copy from the copywriter.

I say "some" copy because, yes, he got copy.

But, it was literally a copy & paste job of another sales letter my client's competitor uses, except this copywriting guru guy did a "search & replace", swapping out the original letter's info with my client's.

Obviously, my client couldn't use the copy.

And, he got the copywriter on the phone again.

This time, there were no excuses or anything, the copywriter simply started to cry (or pretend to cry). And then, after that he said that was the best he could do and good luck and that was the last my client ever heard of him.

He never got a real sales letter written.

And, he never got his \$10k back, either (the guy lived in another country).

That's what happens when you do business with a sociopath.

And, the reason I bring this up is because, I am hearing from all kinds of sources lately that these types abound on social media — especially on Facebook.

These are people who can charm the birds out of the trees.

And, for them, fleecing you, hurting you, and even ruining you is as routine and easy for them as ordering a cheeseburger and coke at McDonalds. They simply don't have the "writing" to care, and in many cases, they think the rest of us normies are suckers (and an argument can be made for that case for those foolish enough to hire copywriters off Facebook).

Now, there are some things my client could have done to protect himself.

For one thing, he could have verified the copywriter's portfolio.

He wasn't all that surprised to find out they were all search & replace jobs from other peoples' ads, too. Nor was he surprised to find out the list of clients the copywriter handed to him were out of business and, in some cases, long deceased.

Anyway, why am I bringing this up?

Because sociopaths are drawn to professions where persuasion is celebrated.

And, this is especially true with copywriting.

So before hiring one, do your homework.

I don't care if you're hiring your best friend, a "celebrity" copywriter, me (especially me, as sociopaths often write emails and social media posts — i.e. what I call "social-media-paths" — just like this to make it look like they aren't the very monster they are describing...), or anyone else.

This is why, for example, I insist on my clients talking to my other clients.

Not just email, but talk to them.

I also insist my clients post-date their checks to me. That way, if I don't get your copy to you by the deadline, you could literally screw me over (I have to trust you, you don't have to trust me).

If you are interested in hiring me, please do your homework.

And if after doing that you still want to discuss your project, then we can talk.

I'm booked up for the next few months currently.

But, if you want to discuss your project, then use the link below to get on my waiting list. As soon as a spot opens, I let people know. If at that time you still are interested in hiring me then, as soon as you can (there are about 30 or so other clients on the list now), email me back and we'll see if we're a good fit for each other.

We can both do our due diligence on each other.

And, after that, both profit from each other, too.

Here's the link:

Subject line: Copywriting lessons from a fraud

This might disturb some people.

(And I hope it does...)

Especially if you hire or follow so-called copywriting coaches.

Checky:

There's someone I know from the "scene" (sounds swanky...) who teaches copywriting as a coach but, admitted to me once (when I was going to do some business with him, and asked him to write some copy) that he's not that good a copywriter, but just really good at getting clients, and scared to death of being found he's a fraud.

Ouch.

On the one hand, this person is tops at getting clients.

On the other, it's a dangerous spot to be in.

Reminds me of a story I heard Dan Kennedy tell about when he first got into public speaking. He was so good at marketing that a respected long time speaker took him aside and said, "be careful with all this great marketing, all you're going to do is speed up the rate at which people realize you're no good."

Yikes.

Sobering thought.

Especially if you are someone who hires copywriters or are looking for a copywriting coach. There's a chance that smooth-talker everyone is so in love with on Twitter or Facebook doesn't really know what they're doing, except when it comes to getting hired by people they hope don't know the difference.

This is especially rampant on Facebook, btw, and you can see it all the time. All these so-called copywriting “experts” who have never really sold anything via copy other than their own services for selling themselves as copywriting coaches.

Yes, they mean well.

And, yes, they probably ARE great at teaching how to get clients.

But when it comes time to write an actual ad?

Well, as all the dorky Facebook clickbait links say to sucker mush cookies into clicking:

Tears! (heh)

Anyway, that’s the bad news.

The good news?

My **[FUNDED PROPOSAL PRODUCT]** — in a little more than 4 hours — can show you how to start knocking out ads that make lots of sales and convert like gangbusters even if you suck at writing ads now, are overwhelmed with the whole process, and are insecure with the whole thing. Or, if you’re a client, give you more than enough knowledge to know if someone’s copy really is any good or if they’re just good at seducing you on social media.

It’s not only “newbie proof.”

It’s also copywriter “fraud proof” too.

Here is where to get it, on sale for \$50 off today only:

Subject line: Great copywriters who have gone “darkside”

Once upon a time, I took it upon myself to coach and mentor a new copywriter. I saw a lot of potential in this person, he had shown a desire for and was a natural at direct marketing.

Thus, I thought I’d take them under my “wing.”

And, after several months of training them, I decided coaching and mentoring just wasn’t my thing.

Eventually, we stopped keeping in touch.

And, that was that.

Or so I thought.

Because, while this copywriter was average-level at best, he was going around dropping my name, saying I “endorsed” him (I never did), and it was getting him clients based on the social proof alone.

Normally, I wouldn’t mind all that much.

But, in this case I did.

And the reason why is, he was doing a crap job, apparently.

In fact, here is an email I got from a mutual friend one day not long after my former student and I went our respective ways:

===

Between me you and the wall....

I referred [copywriter’s name] to a good friend of mine to do copywriting work about 6-7 months ago..he was to write 3 months of emails (not sure how many that meant) for like \$3k or \$5k. He wrote a couple of weeks and then bailed, but had all the money. Never responded to him again. He is one of my best affiliates and a

completely stand up guy. I hadn't used [copywriter] yet, but said to him, "if I was going to hire a copywriter, after speaking to him, seeing his work samples and meeting him, he is who I would hire." So he hired him. And that's what happened.

I know there are two sides to every story. But I have referred others to him who have been working well with him long term. I have been working with him long term and he is awesome...so I know he is telling me the truth.

I say this, only so you know it happened. I don't know if he had a bad spell at the time and just didn't handle it right. Or if something happened and he became embarrassed to own it. But just FYI since he rides your coat tails a bit and you indirectly promote him sometimes through the stories.

I debated mentioning this to you for a while, but today decided to tell you. I wish him no ill will and I never heard his side of things, but something about how he handled the situation just isn't right.

===

The point of all this?

There are several.

The most important of which is to never hire anyone or buy anything just on social proof. Some people — especially copywriters, I have noticed over the years — are incredibly adept at using social proof to the max. That is, in some ways, what we are paid for and trained to do, after all.

But, this is how good clients get burned by bad people.

It's like investing \$10k in a stock just because it has a good story.

Anyway, do what you want with this info.

If you want to discuss your next copywriting project with me, to see if it's something I can help you with, hop on the waiting list at the link below.

When my schedule clears up, I'll shoot an email to it letting you know.

Subject line: My copywriting dance card status update

This email is only being seen by people on my waiting list.

If you are still interested in hiring me, either to write your ads or for coaching (or both), I have a spot opening up for a new client next month. Since this email is being seen by over 30 other potential clients, I suggest hitting me back by replying to this email as soon as possible if you want in.

Simply send me your contact info and we'll discuss your project.

I don't use pressure or any of that.

I'll ask you a few quick questions to determine if we're a good "fit" (and you can certainly do the same to me, if you want), and we can take it from there. If not, for any reason, I want you to know it's perfectly okay to tell me No.

In fact, I'll probably try to get you to tell me No.

It's how I make sure I only work with people I know I can help make money. And if that's the case, I probably will be able to refer you to someone more your speed from my network of copywriters.

Otherwise, reply to this email to get the ball rolling.

Subject line: I'm a complete total loser

I recently read about a man so devoid of confidence in himself, that he literally said he thought he was a waste of space in this world.

He has no job or girlfriend.

He is a high school drop out with no skills or prospects.

He has only one offline friend on the planet. (And, he said he's surprised his best friend even wants to be friends with him since he thinks he is not an interesting person at all. Everyone else he meets treats him like he's a loser, too, and have toyed with his emotions and made him feel worthless by acting like his friend and then ignoring him.)

But that's just for starters.

He beat himself up pretty badly.

In fact, his own words were:

"I'm a complete total loser"

Clearly, he is devoid of any confidence whatsoever.

And it's sad, too.

Because in the 13 years I've been a confidence coach, I've seen a LOT worse cases than his. I've seen people who were so low on confidence they thought they were afraid to even leave the house, and did everything in their power to repel loved ones away, and keep themselves in perpetual shackles.

But you know what?

I've also seen people like that do a complete "180."

For example:

I've helped people go from thinking they're the lowest form of life on the planet, afraid to talk to people, getting snubbed and ignored by society, and fearing being lonely the rest of their lives... to becoming successful, confident, and living amazing lives — emotionally, financially, and spiritually. I also have helped everyone from athletes who just need a little boost of confidence... to men who are afraid to ask girls out on dates... to women who want to ask for a raise or a promotion and just need the confidence to do it.

And you know what?

No matter what your confidence level is, I bet I can help you, too.

In fact, I won't even charge you for it.

All you have to do is this:

Go to the link below and get the next available spot on my Tuesday 15-minute special calendar. Every Tuesday I open my schedule to do multiple 15-minute warp-speed consults. Yes, I will have something to offer you to buy (i.e. my coaching). But, you will still get valuable out of it no matter what. All I ask is you write your question down in one sentence. Then, on the call, you tell it to me and I answer it.

It's the easiest thing in the world.

And, you can get your spot here:

Subject line: Dating sites depress me

I get a lot of people calling me for the free confidence coaching session I offer who are having trouble finding dates with the opposite sex.

Especially men.

And, especially men who use online dating.

In fact, I know of this guy who said he was getting seriously discouraged (even depressed) when browsing through online profiles of his “competition” and noticing all the other guys in his town, that are his age are more successful than him. He was getting tired of nobody messaging him back. And it was grating on him how he would get ignored, even though he offers everything the girls he’s messaging say they want.

He said it was like self torture.

And why does he do this to himself?

I see this ALL the time.

Men are struggling so much with having the confidence to talk to women they know in “real life” that they rely on the Internet only to get rejected there, too, and wonder if they’ll ever find a girlfriend or wife or have kids.

My advice to them?

Take advantage of my free confidence coaching call offer.

In the past few months alone I’ve helped dozens of men have the confidence to talk to women and get dates. At least one of my clients (who was even worse off than the man above — and who was seriously considering becoming a celibate monk before I talked to him) is now engaged to a beautiful woman and is living a very good life. (Not just his romantic life, but he’s gotten a couple promotions at work, too — all because of making a few “tweaks” to his mindset that I teach on my free confidence coaching calls.)

If you'd like to make an appointment, do this:

Go to the link below and get the next available spot on my Tuesday 15-minute special calendar. Every Tuesday I open my schedule to do multiple 15-minute warp-speed consults. Yes, I will have something to offer you to buy (i.e. my coaching). But, you will still get valuable out of it no matter what. All I ask is you write your question down in one sentence. Then, on the call, you tell it to me and I answer it.

It's the easiest thing in the world.

And, you can get your spot here:

Subject line: Sent from my gew-rew phone

It's kinda funny when this shows up in broadcast/auto-responder emails:

====

Sent from my iPhone

If you wish to stop receiving our emails or change your subscription options, please
Manage Your Subscription

====

Not that you asked for it.

But, I'll give my opinion anyway:

You'll make far more sales spending time learning how to write better emails than you will spending time thinking up tricks like inserting "sent from my iPhone" in your broadcast, auto-respondered emails to try to make them look personal.

(And not like broadcast/auto-respondered emails.)

I'm not sure what's more amusing:

That the iPhone thing might actually increase clicks.

(Depending on the market.)

Or there are people stoopid enough to fall for it...

This includes clients, too.

I once had a client tell me a horror story about how he hired a well-known copywriting guru type who knew all these little so-called tricks for goosing up response. And the iPhone trick was one of them. My client hired him and he said the results were so bad, and the sales so low, he could have done a better job himself, blindfolded, hunting and pecking with one arm behind his back.

And after showing me the “guru” email, my client was more literal than not about that...

Anyway, speaking of copywriting clients:

While I am not accepting new clients right now, I probably will be in the next month or so. Especially for email copywriting assignments.

Go here to hop on the waiting list and be notified when it happens:

Subject line: Seminar “bar fly” copy

I once heard a famous marketing guru talk about how he liked to hire copywriters he meets at his seminars — often at the bar — and how 9 out of 10 of these “bar fly” copywriters would be complete and utter disappointments.

He said most of them can talk a great game.

They know all the right people, and drop all the right names, too.

But, when it comes time to write the ads?

It’s amateur hour.

Anyway, I found the story rather amusing.

Especially since, to my knowledge, he’s still only hiring copywriters from the bars of his own seminars, and still being disappointed by it, and still complaining about it.

The lesson?

If you’re a copywriter, seminar bars are a great place to get clients. Apparently, you don’t even have to be very good to get hired at them.

And if you’re a client?

You might want to avoid the bar fly copywriters.

And, instead, look at copywriters who are actually doing the thing you are hiring them to do. Like, for example, writing. I was once hired by a well-known marketing teacher simply on the basis of being a copywriter who actually writes every day.

Another good litmus test is have they done work for anyone you know?

And, will that person vouch for the copywriter?

And finally, avoid shopping on price.

Email Client Horde

Yes, I am biased with this.

(Being a freelance copywriter who isn't cheap)

But, I have yet to ever talk to a price shopper copywriting client who wasn't constantly disappointed. It's far better to be a value shopper than a price shopper.

That is, if you want valuable copy, at least...

Anyway, on to business:

Today I'm having a 50% sale on my admittedly very pricey [FUNDED PROPOSAL].

If you're a new copywriter, it'll show you how to start writing ads clients not only love to read, but hire the writer who wrote it (i.e. you). And if you're a client, it can not only show you how to write your own copy, but be able to determine if a copywriter's work you are looking at hiring is any good or not.

Whatever the case, it's 50% off until tonight at midnight (EST).

Here is the link:

P.S. If you end up hiring me in the future, as either a copywriter or consultant, I'll deduct the price of the [FUNDED PROPOSAL] from your fee.

Subject line: The anti-consultant breaks his oath

Last year I did something I swore I'd never do:

I did some consulting.

Now, consulting, coaching, freelancing, etc wasn't really my bag.

I just never enjoyed it all that much, and preferred working on my own products — especially since launching my podcast, ramping up traffic to my main site using paid methods, creating more offers, and launching a new side business.

Like you, my time is valuable.

And, I prefer spending it on myself and keeping all the fruits of my labor instead of a pittance of it.

But, at the same time, there's a certain ego boost to consulting, too.

Here's what I mean:

One of my consulting clients in the **[INDUSTRY]**

I consulted him last week, and here's what happened:

[STORY ABOUT HELPING THE CLIENT, AND THE RESULTS]

Anyway, why am I bringing this up?

To brag?

Well, yes, a little self propping never hurt.

But also, because I've decided to take another client on for next month.

(I'm keeping this month for myself.)

However, it'll be expensive.

And, I reckon it'll be the last one I do for a while.

(If at all — it'll depend on demand and my time & interest).

More:

While I certainly can't guarantee you'll have the same off-the-wall results my client above did, if you're interested in partaking of the fruit of the tree of my knowledge, below is what it entails.

To even be considered, you have to have 4 things:

1. Be a customer for my **[FUNDED PROPOSAL]**

That way, you have been indoctrinated with my ways (or are in the process of it), and that will save us both a lot of time (and, for me, frustration) trying to get you up to snuff on my wicked ways.

Next...

2. Obedience

Want to “tweak” what I tell you to do and go your own way?

Afraid to leave your comfort zone?

Worried about what people think?

Think you can say, “yeah, yeah, I know, but I want to do it **this** way instead...”

Get ye behind me.

I can find you a half dozen other coaches who will charge you bargain basement prices to coach you and put up with your insubordination all day long.

Me?

I won't put up with even a minute of it.

(Ask anyone who's worked with me — literally, ask them, I'll give you their contact info upon request.)

3. Time

I expect implementation.

Not excuses.

I won't ask you to work crazy hours. But, you will need to have a good 2 hours per day (working time, not “busy” time) to implement what I command. If you don't have 2 hours per day (your FIRST two hours of the day, when you're at your best), you're out.

After all, even I can't turn water into wine.

Nor can I make money without time, either.

4. Money

This is not going to be cheap.

Or, even “affordable.”

The cost is \$20k for the month paid by check or wire transfer.

(No “slapping” it on credit).

This narrows it down to probably 17 people reading this. And, if you do everything I say, I reckon (no guarantees) you probably won't need more than a month of help anyway. My goal is to get you out of my hair, frankly. (While making you a ton of extra sales for the rest of your life, of course, my reputation is on the line...)

All that said, here's what I'm going to commit to:

First, you get three 1-hour long calls with me each week.

That's a lot of time.

And, fact is, you probably will only need 30 minutes.

Ask [**CLIENT NAME**] (one of the few people I ever coached). He paid me for hour long calls **ONCE** per month. I don't think any of them lasted more than 20-minutes, yet he says [**RESULTS CLIENT GOT**].

How is that possible?

Because the "what" to do is relatively simple.

Most of it is a matter of you doing what works already.

I know you aren't hearing this from the stage at all the internet marketing summits, seminars, and masterminds you attend — but making sales is relatively simple. It's **DOING** the work that separates the dogs from the puppies.

More:

I'll also review your ads and emails line by line.

I'll tell you how to improve them, help you come up with ideas and themes for ads and emails, help you get clients (if that's your thing, although I cannot guarantee you anything — a lot of it depends on you), help you with your funnels and offers, and you are eligible for **ONE** full day with me, in person at my office, **OR** where we can work on your stuff the entire day (probably at the local pub or coffe shop, or both, whatever you prefer), if you want. You'll have to pay your own airfare and hotel, but you'll basically have access to me for 30-days with questions, advice, tips, and ideas for your business, marketing, selling, copywriting, emails, and campaigns.

And, before you even ask:

I won't hand you a pile of books to read or ads to write out by hand, etc.

That's why only **[FUNDED PROPOSAL]** customers are eligible.

I don't want to have to teach you the basics. You should already know the basics. You should already have a working offer/funnel that already makes you 6-figure per year. And, you should be ready to add another "0" to your profits. I can't create sales for you, but I **can** help you multiply your current sales. If you don't have an offer and back end in place, or if you can't make your \$20k back relatively easily (even without my help) then don't bother. Don't even think about it if \$20k is going to put you in financial jeopardy.

One more thing:

I make NO guarantees or promises of success or results.

If you need a safety net... or if you don't think I can help you... simply skip out on this. Plenty of conventional coaches/consultants out there (you can see them all over Facebook especially) to pick from who will promise you the moon and hand you a pile of fluff, theory, or stuff you can learn in a \$10 book on Amazon (or free on Google).

You'd be better off with one of them.

On the other hand:

If you're ready to go, reply to this email ASAP.

The first person to have a check in my hands (I recommend FedEx overnight) is in for February.

Subject line: The \$45k social media post trick

Last year, I consulted a client where the nature of what he sells meant he usually got \$0 sales in December. No matter how hard he marketed, or how big his list got, or how much he emailed his lists... for the past several years he got few or no sales in December.

That is, until I got my filthy meat hooks on him.

The very first time I talked with him... and in about 10 minutes (give or take)... I gave him a secret “formula” for doing his social media campaigns I had never taught to anyone else. In fact, it was something I’d merely been toying with before talking to him and I thought he’d make a great “guinea pig” for it.

The result?

He did over \$45k in December.

(Again, when he usually got \$0 in Decembers.)

And, he did some \$75k in January — probably a lot more.

Including banking almost \$19k in a single day (from two posts to his various social media pages).

In fact, here is what he told me:

[TESTIMONIAL]

(Note: He obviously sells a high ticket product and has a huge social media audience.)

Anyway, what was this social media trick I taught him?

And, when can YOU start using it?

Survey says:

I’m saving this exclusively for my clients.

Specifically, clients who hire me by the deadline below, will be told this social media secret, along with me personally implementing it for you.

And by “hiring” me, I am referring to copywriting services or coaching.

Either way, as soon as I feel the warmth of your check in my hand (and clears), I will hop on the phone with you and explain what it is, and then even implement it for you.

My fees aren't cheap, though.

And, my schedule will fill fast.

(This is being seen by both my main list and my special client waiting list.)

Once my time is filled to capacity — which will likely happen by the end of today — this offer ends, and only the lucky few clients I get hired by will know and be able to start using my social media trick.

Your next step?

Reply back to this email with the details of your project, or request a link to my coaching program info.

I'll get back to you as soon as I can.

And then, we can take it from there.

Subject line: Disturbing Facebook ads

True story:

Once upon a time, I was at an event speaking, and got together with a certain Facebook guru to teach some of the attendees tips on making their Facebook ads better. One of the Facebook ads I analyzed went like this:

- * Picture of a baby
- * Asks if the reader wants more reps (for MLM)
- * Call to action

My Facebook guru friend and I called nah on that one.

The advertiser needed to go darker.

More disturbing.

And, more *scary*.

My advice?

Change the copy to “why does this creepy man smile every time you drop your child off at daycare?” (For some reason that guy didn’t want to have dinner with us that night when we invited him... heh.)

Anyway, the point?

I don’t know if that ad would be eligible to run on the platform today.

But, I’m a firm believer in disturbing people onto a list when it makes sense.

Yes, I know a lot of people don’t have the stomach for it.

But, you know what?

Don’t knock it til you try it.

I mean, who knows?

You might even *like* it...

But, to be fair, I doubt that ad would even be allowed on Facebook today. Probably too controversial and probably breaks a lot of rules.

Frankly, I wouldn't know, I'm not a Facebook ad expert.

But, my friend above is.

And, his Facebook magic has been creating all kinds of new business for me — including several new customers for [FUNDED PROPOSAL], hundreds of new opt-ins per week, and some of the best clients I could ever ask for.

In fact, I've gotten so many clients, I'm booked the rest of the year.

Just can't handle any more.

And yes, this is even if one or two drop out, I have several more waiting for me on my waiting list.

But, here's the thing:

My Facebook guy and I are a helluva team.

And so, I have decided anyone who is a current copywriting client or who becomes a consulting client by the end of today (I do have a few of those spots open) will also get a free hour consult with him, too (on my dime). Plus, I have got him to agree to not only consult my clients, but also do an analysis of your market and write, run, and test a Facebook ad — with his account, so you are not at any risk of anything whatsoever — sending leads to your business.

He's doing this because he knows it's the best way to get new business.

He knows when he makes you money, you'd be crazy not to hire him.

Smart strategy, if you ask me...

Again, this is free to any current clients or anyone I take on a client I hear from today.

After that, you can still hire him if you want.

But, you'll have to pay for it...

To get more info on being one of my clients simply reply back with your contact info. I'll get back to you as soon as possible. And, if I accept you as a client, I'll get you in touch with my Facebook guy so he can start helping you as soon as possible, too.

Subject line: Don't read this unless you make at least \$1 million per year

This email is for bigger companies.

When I say “bigger” I mean, you're doing at least \$1 million in revenue per year. And, also, you have working offers already in place, but know those offers could be doing 2, 3, 4, even 5 (or more) fold more sales in a reasonably short period of time if you had Yours Unruly's more “hands on” assistance with your email and copy.

I've toyed with this idea in the past.

And, since then, I've done it on a less hands-on scale to test the waters.

Like, for example:

My ___ Mastermind coaching 7, 8, and 9 figure companies on their emails and copy... flying in to 9-figure companies to teach their writers and editors some of my villainous email and copywriting strategies... advising industry leaders in the MLM industry (who train mlm leaders doing as much as \$50 million per year) and speaking at their private masterminds... being invited to be an instructor at other elite master classes and masterminds... and the list goes on — including teaching some of my sneaky ways speaking at prestigious direct marketing companies in the health niche this year.

Anyway, the point?

I figure it's time to stop diddling around and kick it up a notch.

By that I mean this:

If you qualify, me getting off my rump and traveling (gasp!) to your place of business. And then, analyzing, dissecting, and ripping apart your emails and copy, and helping you and your team “on site” recreate everything, showing y'all anything you need me to show you, and then helping you fix that copy up and get it running. If you qualify (you must be doing at *least* a million per year, my fees are going to be astronomically expensive for this — so if you're a price shopper who cowers in your safe place every time your spouse or accountant glares at you for investing in your business, you don't qualify), and if you're interested in this, reply to this email.

In that email:

1. Tell me what your business is, who your market is, what your goals are, etc
2. What your main challenges, goals, etc are you would want my help with
3. Anything else you want me to know, or questions you have

And that's all there is to it.

Subject line: How to draw out secrets from people

Few years ago, I was hanging out with this chick I was dating and we got into a bit of a, er, snafu.

Here's what happened:

This chick might just get the reward for *least* dramatic girl ever to have lived.

It takes a LOT for even me (Mr. Instigator) to get her riled up.

But, eventually, I started asking her questions that got her admitting all kinds of dirty details on her life. Stuff she never shared with anyone else. Stuff that, frankly, disqualified her to receive my precious (and ever elusive) commitment.

Anyway, at the end of the discussion she angrily says:

“You’re exhausting.
We could have had a good thing.
Why did you have to ruin it with all your probing???”

To which I replied:

“Get out.”

Just kidding, just kidding.

Sheesh.

Even I’m not *that* mean.

Anyway, here’s the point:

I was recently looking at the exact same market analysis questions I use to write ads when I take on new copywriting clients. And, it was astonishing how similar the intent of the questions I asked her were to what is in those questions.

Not the exact same, of course.

But, very similar.

And it occurred to me, my client market intel skills can be used by guys to get info out of girls they are dating (or vice versa). You just have to adapt them to the situation. But the spirit of the questioning, probing, and unearthing the truth is all the same.

I can draw out what someone really is very quickly these days.

And, I believe it's because of my market research training.

This is the exact same info I will use to learn your market should I accept you as a new client and should you even want to hire me as a copywriter (if you can handle my obnoxiousness...)

My clients have included everyone from **[CLIENTS]**

And, if you want to make sure I am the “real deal” I’ll send you their contact info.

To get on my client waiting list for when a spot in my schedule opens up, go here:

Subject line: Dumb ass diets for men that work

Following is the first of several emails I'll be sending over the next few days about dumb ass diets that actually work.

I don't recommend doing any of these programs.

Some of them could actually kill you.

But, they work fast — in some cases within just seconds.

Anyway, dumb ass diet #1:

The Cocaine Diet

This is a diet where you stop eating anything, and spend all your money (including your rent money and money for your kids) on copious amounts of cocaine. That cocaine will speed up your metabolism extremely fast, and you will lose weight faster than you ever experienced before.

You'll also lose your family, too.

And your job.

And, eventually, your life.

But, at least you'll "lose weight."

Of course, if you want to keep your job, life, and family... as well as be healthy, buzz with energy (natural energy, that is), and still be able to eat so-called "forbidden" foods (like cakes, cookies, burgers, etc), then I suggest signing up for your free 15-minute coaching session where I show you exactly how to lose weight without losing your dignity or your life.

The method I will teach you won't work as fast as snorting cocaine all day.

But it'll be a lot cheaper.

A lot healthier.

And, a lot more fun, too.

There are only a few time slots left.

Here's where to secure yours:

Subject line: The beer fasting diet

Yesterday I told you about the cocaine diet.

That was part one of this dumb ass diets that work series. And, I really hope you didn't try it or even consider it. If you did, then you are truly a dumb ass yourself and should leave this list and never return.

What?

You didn't try it?

Good!

Here's another one that will help you "lose weight" but have some awful side effects:

"The beer fasting diet"

This isn't nearly as devastating as the cocaine diet.

(Unless you're an alcoholic, I suppose, then it is just as bad.)

And, it is just as it sounds: You consume nothing but beer for a day or two. I know someone who recently did this. He said, sure, he lost weight, but he felt like crap most of the time, kept having the shakes, and, when he started eating again (even though he was eating "healthy") he gained not only the 4 or so pounds he lost, but his belly was more bloated and he weighed more than when he started.

So yes, you'll lose weight on the beer fast diet.

But, only for a day or two.

After that, you'll gain it all back and more regardless of what you eat.

(Thus, it'd be dumb assery to do it just to jump start any weight loss.)

A much better option is what I am teaching people during the free 15-minute consulting sessions I'm offering.

It costs less than a case of beer to follow the advice I will give you.

Works just as fast as the beer fasting diet (without fasting or starving yourself — in fact, you can even eat “bad” foods).

And, comes with a guarantee nobody else in this industry is willing to match:

You either look noticeably fit in the next 15 days after following what I will teach you in your free 15-minute consult, or I'll pay you \$100 out of my own pocket as penalty for wasting your time.

I have exactly 5 spots left.

Go here to get one of them while you still can:

Subject line: The cut off your arm (or leg) diet

Below is part 3 of this “dumb ass diets that work” series.

The first was the cocaine diet and the second was the beer fasting diet. Both will help you “lose weight” but they will destroy your body, your family, and possibly even your life.

What’s the third dumb ass diet?

What I call:

“The Cut Off Your Arm Or Leg Diet”

Again, if just losing pounds is your goal (and not living and being healthy) there is no faster way than cutting off a limb. Depending on how much you weigh and how big your are and how thick your bones are, you could lose several pounds in mere seconds simply by cutting a limb off.

Yikes.

A truly dumb ass diet (to say the least).

And I recommend you do NOT do it (or any of the dumb ass diets mentioned so far). Instead, I recommend getting one of the last two time slots left for the free 15-minute consults I’m offering. By following the advice in this free call, you can get healthy and lose lots of fat fairly quickly (not as fast as cutting your leg off, but still...) even if you “cheat” and eat bad foods sometimes.

Plus, it comes with the industry’s most powerful guarantee:

The call is free, and if you follow what I say and don’t see results in 15-days or less, I will pay you \$100.00 out of my own pocket.

I don’t know how to make this any easier.

Details and instructions to get one of these last two slots here:

Subject line: St. Patrick's ___ secret [fill in the blank with something related to your product]

Do you know the “for real” history of St. Patrick’s Day?

And, do you further know how it can make your _____ [fill in blank with a hot pain felt by your market] vanish almost overnight?

I bet you don’t.

In fact, not only will this email show you how to eliminate _____ but make sure you never have to worry about it ever again.

Here’s the story:

St. Patrick was a patron saint of Ireland who was known for “banishing all the snakes” from Ireland. Of course, no one man could do such a thing. And, all the experts say post glacial Ireland had no snakes anyway. However, what all the talking heads fail to realize was, the legend had nothing to do with actual “snakes.” No, it was talking about driving out the pagan druids who infested Ireland at the time.

So what does this have to do with your _____?

The answer is simple: Our industry has a lot of “druids” too.

Shysters and charlatans that are ripping you off, bombarding you with exaggerated claims and promises, and taking your money in exchange for giving you a worthless solution to your _____ that (as you know, if you’ve tried any of them) don’t work.

Unacceptable.

This industry needs a better class of business man.

And, to further that goal, I am offering my _____ coaching at a fraction of what it usually costs (my services are unapologetically expensive, because they work...)

You can get more info at:

Subject Line: **X%** off “April Fools’ day” sale on ____ [Fill in blank with your product and the **X%** with an outrageously generous discount]

Well, today is April Fools’ day.

Yipee.

Now you get to see nothing but an endless string of fake news reports, satire, hoax stories and the like.

But you know what?

I’m going to do the opposite today.

I’m going to give you something that may SEEM like a hoax and fake at first, but is real — at least, until midnight tonight.

Here is what I mean:

Until the stroke of midnight you can sign up for my _____ coaching for **X%** off.

No fooling, my friend.

This sale is real.

It’s happening today.

But, this offer ends at midnight tonight — which ain’t no joke. So if you want in on this ridiculously “foolish” offer (on my part — I’m practically losing money on the deal) you can’t dawdle.

Close out the fake news articles.

Ignore the hoaxsters.

And, go to this link lickety-split to sign up for my _____ coaching at a fraction of what it usually costs:

Subject Line: How my mom cured her ____ [Fill in blank with a problem your product solves]

Believe it or not, my mom had problems with _____.

It's actually one of the reasons I got into this business in the first place. When you see loved ones struggling with _____ it hits home. And, you want to do everything in your power to help them.

In her case she couldn't _____.

Every day she obsessed over _____.

And, she couldn't even _____ because of her problems with _____.

[NOTE: Fill in the blanks with common "symptoms" your market experiences. If your mom hasn't actually had the problem your product solves, then tell the story about someone else's mom, even if it's a parable.]

This is why I decided to create _____.

It helps with _____.

Gets rid of _____.

And, can help you never have to worry about _____ ever again.

More:

In honor of my mom, I'm going to even have a special Mothers Day sale on my _____ consulting services. If I hear from you before midnight tonight, you can get a full 90-minute (usually **PRICE**) it for **X%** off, and get these bonuses, too:

- * **Bonus #1**
- * **Bonus #2**
- * **Bonus #3**

But time is short, get your Mothers Day 90-minute _____ consult discount here:

Subject line: How doing squats can cripple you

Recently, I was reading about a guy who was big into doing squats.

He is (or, rather, was) a physical trainer.

Did his squats with perfect form.

And, his legs were powerful and strong looking — like tree trunks.

He had taught hundreds of guys how to do squats properly, with the correct form, and was a big fan of the exercise, and how it floods your body with testosterone, revs up your sex drive, and makes the rest of your body stronger.

Then one day, while doing his squats (yes, with perfect form)...

He got a herniated disc!

What happened was, he was coming up when it happened and, luckily for him, momentum allowed him to come up far enough to drop the bar on the rack before collapsing to the floor. He described the pain as “knife-like sharpness” shooting out his lower back and down his right leg. It was so bad, he said he was all but crippled — and temporarily paralyzed from it.

Long story short:

It took months for him to be able to walk without pain.

And, he now is afraid to exercise at all.

Anyway, why am I telling you this?

To get you to stop doing the squat?

No!

I still think it is one of the best exercises you can do. But, the problem is, even if you do it with perfect form, there are other pitfalls to watch out for. And, even trainers

with decades of experience (like the guy above) are putting themselves at risk because they aren't aware of how the body works when putting that kind of pressure on your body.

Enter my _____ coaching service:

One of the many things I teach my clients — which include physical trainers who have been studying exercise for decades — on the very first day is how to squat properly.

We do it via video — live — so I can watch and instruct you.

And, I've had professional body builders tell me this was well worth my (admittedly very large) hourly fee, and are amazed they never learned this before.

In fact, here is what a few recent clients said:

*** TESTIMONIAL #1**

*** TESTIMONIAL #2**

*** TESTIMONIAL #3**

But, here's the thing:

My time is limited these days, as I am spending more and more time writing books, speaking, and appearing at gyms around the U.S. teaching my methods.

Thus, I only have 3 time slots left for the rest of the year.

And, starting next year, I am phasing out of doing these virtual one-on-one consults altogether.

So if you want in, there's no time to lose.

Grab your spot at the link below:

Subject line: Popular vegan recipe causes violent diarrhea

Recently, one of my coaching clients sent me a video about how to make vegan cheese cake on YouTube.

It was a decent enough recipe.

Except, for one thing:

The person who made the video forgot about one crucial thing you are supposed to do to the crust. And, because of that, I can guarantee you, several people who use that recipe are very likely going to get a hot, violent case of diarrhea (maybe even the kind with blood in it) if they follow it.

In fact, I know a family who it happened to who saw that exact video.

This is why I cautioned people to not blindly follow freebie wizards on YouTube.

The people who make these videos mean well.

But, the ones I've seen have a lot of missing information that can make people sick. In a lot of cases, they get the ingredients right, but they get the brands wrong. I've seen it over and over and over again... how just the wrong brand of ingredient can often mean the difference between a delicious treat or a painful retreat — to the bathroom!

There is so much more to making top quality vegan meals than tips and recipes.

There's context.

And biology.

And even hormones and chemistry at work.

That is why my _____ coaching program is not just me giving you a collection of recipes. I give you the ingredient brands, the food science, and the biological applications to what you're making, too. Plus, I take a lot of time to learn your unique

biological attributes, background, goals, and other assorted unique peculiarities about you that you can't get a free YouTube video.

More:

If you sign up for my one-on-one coaching (which is done via Skype) today, I will give you a free [SOMETHING VALUABLE] right after our first call.

However, my time and availability are extremely limited.

And, I only have three spots left for new clients.

After they are filled, everyone goes on a waiting list.

To learn more go here:

P.S. If you are shunted to a waiting list, that means you were too late. Usually, it takes a few months for a spot to open up, at which time I mail the mailing list, and that spot goes fast. So if you want in, I wouldn't recommend putting this off.

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