

First Client

Time to get paid

- Fastest, most effective sales tactics
- Need to be brave and work hard regardless of AI cheats

Sales

- Isn't scary
- Is just about helping someone get something they want
- You're not taking from them, you're helping them
- You get paid to solve their problems and the bigger the problem they solve, the more money you make

Steps to get paid

1. Connect with business owners. Reach out to as many as possible . The more connections the better.
2. Discover their problems. Use the sales call to ask smart questions and uncover the marketing challenges they need help solving.
3. Pick the perfect project. Choose a project that directly addresses their needs AND makes them a lot of money.
4. Lock in the deal. Get their agreement to work with you - show them why you're the right person to solve their problems.
5. Deliver results & Get paid. Run the project, deliver amazing results, and collect your payments with confidence.

Biggest challenge: You're a risk

- Understand the perspective. Their business is their baby and they can't afford to mess up. As an unproven beginner, they see hiring you as a gamble, no matter how confident you are.
- It's a chicken-and-egg problem. You need clients to build experience and trust. But without experience, clients hesitate to hire you.
- What's the solution?

How to win as an unproven beginner

1. Start where you already have trust
 - Warm outreach: One method is to rely on the trust you already have built with your family, friends and acquaintances to find your first client
 - Local companies: Another method is to reach out to local companies in your area who will feel an affinity to you because you are part of the local "tribe" to get your first client.
2. Remove risk for them
 - "Student Approach": Offer to work for free (or on commission) initially, making it an easy "yes"
 - Prove your worth: Use the TRW cheatcodes to deliver results that blow them away - this builds trust and open doors for future paid deals

1. Research - "I'm going to do some deeper research into your target market and their preferences. I'm going to send over some more detailed questions about your customers, I'll look online and talk to people in your target market"
2. Drafts - "Then I'm going to put together some drafts of [marketing project]"
3. Review Call - "Then we'll have a quick call to make any refinements until we are on the same page and are ready to test."
"I know you're probably a busy person so let's go ahead and book out some time on your calendar on [3 days later] to go over these drafts"
4. Launch - Then when we've got everything polished and ready we'll get [marketing p] launched and start measuring results

Handle any questions or objections

1. What if they don't like my idea for their business?
 - If you learn new info on the call that changes the situation, take their feedback and use it to create a new strategy
 - If not, show them the funnel from their customers perspective again
 - Show them how other successful businesses are using the same strategy
 - Frame working together as a quick risk free test to make sure it works before scaling up
2. What if they don't think I can do it?
 - Agree with them that you are new to the game
 - Remind them that they don't have to use your marketing strategy if they don't like it
 - Remind them that before the marketing assets are launched, there will be a revision call to make sure everything has their approval
3. What If I find out they're broke or bad business?
 - If you discover that customers don't actually like their business, or that there isn't really a way to help them earn 10k+ with a project, consider moving on. There are lots of businesses out there and it's best for you
4. What if they already have a marketing team?
 - Remind them of the unsolved problem that you discovered during the call
 - Frame your work together as an add-on and just a test to see if the strategy will work for them

Ensure success

1. See it from THEIR perspective
 - Engage in active listening
 - See the project through their eyes to align with their needs and expectations
2. Focus on creating massive success for THEM
 - The bigger the value you create the bigger the pay day (
 - And the better your credibility for future projects
 - Only pick projects that will generate \$10k+ for them
3. Work with legitimate trustworthy businesses
 - Only work with businesses that already have product market fit that customers love
4. Sell the DREAM
 - Point to the future, and what you could help them with AFTER this first project is finished successfully

Bootcamp

How do businesses earn money?

- You're gonna help businesses sell more products/services to their market. Out-sell the competition.

For a business to make a sale, they need to:

1. Get people in the market to pay attention to you (instead of other businesses)
2. Then persuade them to buy your product or service (instead of those from other businesses)

How to get other people's attention

- People try to find solutions to their needs and desires in different ways
 1. Active - High intent
 - Some people wake up and actively look for solutions to their problems or ways to meet their desires
 2. Passive - Low intent
 - Some people just go about their business as normal and get interrupted by a business meeting

Active - High intent

- They basically already want to buy
- You just need to find how where they're looking and stand out from all of the options

Passive - Low intent

- They're just going about their day, not thinking about specific problems or desires
- You need to "snap them out of it" and dangle something interesting in front of them

What makes someone decide to buy?

- They need to be able to answer these 3 questions positively
 1. Is the value I'm going to get worth the cost?
 2. Do I believe the product will work?
 3. Do I trust the person/company selling me this product?

Think of these questions as levels

- Is the value I'm going to get worth the cost?

Humans have undying need to figure things out

- We are naturally inquisitive beings
- It's what has allowed us to find valuable breakthroughs in the past
- We find a lot of hidden threats and opportunities this way

We add curiosity to every stage of the sales process to drive action

1. Social media ad
 - Tease info that can only be answered by reading the linked page
2. Product page
 - Tease info/experience that can only be answered by ordering the product
3. Actual product

You can also add curiosity to get people to consume your entire content

1. Headline that teases something interesting
 - You get the promised reward as you continue to read on
2. New curiosity inducing statement teasing new interesting info
 - You get the promised reward as you continue to read on
3. The process then continues for the whole page

Using curiosity basically hijacks the dopamine reward cycle

1. Promise/tease new interesting information
2. Desired action
3. You give them the promised info (dopamine reward)
4. Curiosity is sated, trust increases
5. (Process repeats)

The basic ingredients that create curiosity

1. Something they care about
2. A tiny amount of specific information to tease about the promised reward - so they know it's real
3. Allude to the rest of the information and action they need to take
 - Ideas for growing your business → I have 6 design tweaks for your landing page to help you get more leads

Curiosity recipe

- Also known as hooks, fascinations, or curiosity bullets
- How to: How to become a \$10k/month copywriter as quickly as possible
- Secret to: The secret to writing killer fascinations every time you sit down at your computer
- Why: Why most billionaires start their day in the exact same way
- What: What to do if you want to land your first copywriting client in less than 30 days
- What NEVER: what NEVER to say on a first date if you actually like the girl
- PLUS: PLUS the exact phrase that will make her blush, smile, then fall deeply in love with you
- Number: 7 steps that guarantee you will reach your pushups goal each day
- ...right? WRONG!: Working smart is what will guarantee your success, right? WRONG! Why working "smart" will never be enough and what you need to do instead.

- "I don't have time"
- "I can't afford this"
- Lack of belief in themselves
- Afraid of change

Move #1 - acknowledge → reframe → target

- Acknowledge, soften, validate
 - Bring it out to the front where you can control it. Reduce the scariness and embarrassment around objection
- Reframe
 - Point them in a direction you can address favourably
- Target
 - Tell them to look at X to answer the new question/objection

Example Move #1

- (Acknowledge) You might be thinking, "Andrew, this is a lot of work I don't know if I'm going to have time for this" No sweat my friend, I remember thinking the same kind of thoughts before I got started with copywriting (Reframe) until I realised that at the heart of it I just needed to ask myself if this system would work well enough to justify sacrificing a bit of fun. (Target) As you look at some of the big wins in the same campus, I want you to see if any of them look more fun than scrolling on IG for 30 min

Move #2 - agree - redefine - target

- Agree
 - Say yes they are right about whatever objection they have
- Redefine what you agreed to
 - Change what you're agreeing on
- Target
 - Tell them to look at X to answer the objection

Example Move #2

- (Agree) Sure at some point AI will replace human copywriters (Redefine) But they day it can write as well as me we'll have worse problems. The world will be full Skynet/Terminator mode and we'll be in the streets fighting those sons of bitches (Target) If AI ever gets good enough to replace human creativity and connection then there won't be an economy at all. Until that happens let's stack some money and get ready for the war!

Move #3 - exclusion

- Call out objection
- Tell them if that's the kind of person they are, then the offer isn't for them
- Pick the kind of people that aren't really gonna buy anyway
- Combine with a positive identity play if possible
- Not a good fit for some markets

Example Move #3

- (Call out objection) “You might be thinking, “ I don't know this workout program looks hard I don't know if I can do this” (Exclude) Then I recommend you simply leave now. You were never gonna have the dedication to finish the program. But if you are so committed to having the physique that turns heads wherever you go, stay on the webinar and I'll show you how to get started

The power of “story”

- Stories are how humans have encoded and shared information since the dawn of time
- We are now hard wired to learn and change via stories

The hero's journey - The hidden plot to all stories

- Call to adventure → supernatural aid → threshold guardian(s) → threshold (beginning of transformation) → challenges and temptations (mentor) → revelation: abyss - death & rebirth → transformation → atonement → return (gift of goddess)
- The hero's journey is unknown

What makes a good story

- Relatable
 - Characters start where they are now
- Conflict & tension
 - Challenges and obstacles to overcome
- Connected to their desires
 - Hero gets what they want
- Regular “twists”
 - Zig, zag, zag!
- Immersive
 - Sensory details create vivid images in the audience's mind

The hook: how you intro your story matters

- Curiosity inducing
- Relevance
- Drama/conflict
- Hint of value

Sympathetic emotional responses

- Makes them associate with the character
- Show the internal experience of the character
- Use sensory language and emotions to trigger a sympathetic response

Shifting beliefs

- Show them how the mechanism worked for them
- Show the character starting with their same current beliefs
- Show the experiences that led to them changing their beliefs
- Show how the new beliefs lead to new results

Building Authority and trust

- Make them identify and relate with the character

Preview from Notesale.co.uk
Page 35 of 51

Strategic partners

- Strategic partners are not perceived the same way as freelance copywriters who are typically paid hourly; they position themselves as essential, high-value collaborators in a business.
- Instead of just writing, strategic partners communicate and align with businesses at a substantial level, focusing on strategic development and comprehensive problem-solving.
- Offering more than copy, strategic partners place themselves as crucial problem solvers in the business, aiming to drive remarkable results by contributing to strategic marketing and decision-making processes.

Market & Niches

- Health, wealth, and relationships are considered the core niches, each containing various sub-niches, providing a range of possibilities.
- Selecting a market isn't a firm commitment but an exploration; until a prospect pays, exploring various niches and markets can bring forward the most fitting options.
- Considering personal interests or market potential can guide the selection, and with basic research, one should be prepared to embark on projects in any chosen market, finding a sub-niche that reveals a lucrative sweet spot.

What makes a good niche

- A thriving niche is grounded on a predominant human desire, such as the aspiration for health or physical development, prompting businesses to cater to these needs.
- Niches where businesses are actively addressing specific desires indicate potential. Your role is to carve a space and make an impact within this niche.
- To affirm a niche's viability, ensure it resolves a substantial human desire and possesses economic sustainability. Avoid niches that don't secure these essentials or are on a decline, like newspapers.

Is the market "saturated"

- A market with plentiful competition (a "red ocean") indicates a robust desire in that niche, while a "blue ocean" signifies an uncontested market space.
- Most businesses do not innovate sufficiently. Entering even a saturated market with a unique and creative approach can carve out a distinctive position.
- Ensuring a potent and unique positioning can help ascend in market standings, regardless of the competition, making your offerings distinct and attractive.

Global vs local markets

- Global markets allow businesses to scale massively by selling anywhere using the internet, while local markets involve in-person selling to nearby customers.

Implementing guarantees or certain assurances in your pricing model can add confidence and security to the client, fortifying the business relationship and aligning incentives.

How to handle objections

Effectively handling objections often involves identifying their root cause, which typically falls into one of three categories: lack of trust, disagreement with the idea, or financial constraints.

Addressing objections might involve offering reassurances and risk reversals to build trust, reiterating the potential benefits and logic behind proposed solutions, or recognizing when to disengage from a prospect due to financial misalignments.

Implementing SPIN (Situation, Problem, Implication, Need/Payoff) questioning effectively and conducting a thorough discovery project should ideally minimize the occurrence of objections by addressing concerns proactively.

Manage your emotions

- Stay calm throughout, you know all the answers

What to do when they say yes

- Let them know of the entire process

Sales call prep mission

- 1 - Set up your back drop for a video call and decide how to improve your dress and grooming
- 2 - Write out 2-3 questions you can use to build rapport with another person on a sales call
- 3 - Write out example Situation, Problem, Implication, and Needs Payoff Questions you can use on a sales call

Manage the relationship

A well-managed partner-to-client relationship, especially one that consistently delivers and even over delivers value, can be extremely lucrative, potentially reaching 6/7 figures.

Ensuring timely delivery of value and continually exceeding expectations are key to scaling and enriching the relationship.

Constant innovation and the consistent introduction of new ideas to aid the client's progress and success are paramount.

The pivotal moment