

**American Writers & Artists Inc.**

**Ten-Step Formula For Autoresponder Success**

**Speakers:** Jay White; Rebecca Matter

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DENISE: Hello everyone. Welcome back to AWAI's teleconference series. Today, we're going to talk about a ten-step formula for auto-responder success, with the master of auto-responders, Jay White.

For those of you who are joining us for the first time, welcome, we're delighted that you're here. Let me say a few brief words about Jay and turn this over.

Mr. White honed his copywriting skills in the radio and catalog market, and skills that were very useful when he discovered email auto-responders. Jay knows how to craft short, hard-hitting copy that immediately gets the attention of its audience and

quickly makes a connection, delivering results both to the reader and to the client.

In his stellar, albeit quiet rise through the copywriting ranks, Jay had the pleasure of working with some great marketing and copywriting gurus including Alex Mandossian and Rick Sheffren. Alex Mandossian, calls Jay, "the best auto-responder copywriter I've ever seen," and Rick Sheffren has recruited him to be, "an exclusive copywriter with his team."

Today, Jay is going to share his secrets of writing this kind of email copy, and I turn the mike happily over to you, Mr White.

JAY: Well, thank you so much Denise. I always blush a little bit when she introduces me because she uses words like "master" and all this. I'll be honest with you guys. To everybody who is listening, first of all, welcome. I appreciate you joining me on this Tuesday; and we're going to have a lot of fun today and we're going to jump right into it. But when she uses terms like that, I always get a little bit embarrassed because I honestly don't feel like I am any more talented or any more of a guru-type of a guy than anybody I've ever met that's also a copywriter.

Honestly, I've been to the boot camp, the web intensive, I've met a lot of other AWAI copywriters and I tell them the same thing: "you are no different than me". I'm just a guy who found something that he could do very well and kept improving on it and got some good clients. And now, I'm in a place where I can teach others how to do it too.

And there's no reason why you can't be where I am in a year, in two years, in three years. I mean, you could be teaching something of your own very soon and doing it very well. There's nothing special about me. I don't have a Harvard education, I don't have a huge line of marketing background. I'm just a normal guy who grew up in the mid-West and found something that he liked to do and is now blessed enough to be able to teach it.

With that out of the way, I want to again thank you for joining me today. It is a glorious spring day here in Southwest Missouri. And I'll be honest with you. I was just telling Denise this: my golf instincts are crying out as I look outside on the sun and the beauty of springtime here. So, after I get off this call, I might have to sneak out and hit a few balls, I don't know. But anyway, if you have never heard of me, that's okay, a lot of other

people haven't. But let me tell you a little bit about me.

I've been writing copy for about 10 or 12 years now. I didn't come up through the sales letter ranks. I didn't write for boardroom or Agora or anything like that. In fact, I couldn't even tell you what a sales letter was until a few years ago.

I was an in-house guy that wrote copy for radio stations and places like that; catalog companies, these types of places. This is what I thought a copywriter did. You write these funny little things and these short little blurbs that sell things to people, and then you moved on to the next thing.

I did that for quite a while and then I discovered this huge market for direct response products online. I didn't even know this existed. So, I'm looking at this and I'm checking it out and I'm thinking, "Wow! These people are making a ton of money doing what I've been doing for years and they're writing something called a sales letter." Well, and the more I looked at it, the more I thought, "You know what, I could write these sales letters. This is basically just extending what I already do."

So, I hung my shingle in January of 2006, declared myself a freelance copywriter and went off to make my mark in sales-letter writing. And to be honest, I had some success with it. I was not doing too badly at it but I didn't enjoy it. I did not enjoy it as much as what I had been doing, which was writing the short copy—the radio spots, the catalog spots, the ads, these kinds of things.

So, I'm thinking, "This is a highly lucrative market and I can see where I can make a lot of money in it, and I do it pretty well; but boy, it's like pulling teeth to write these sales letters." I don't know about the rest of you but when I sit down to write a sales letter, it's almost a grueling experience because you sit there, day after day, after day, after day and you struggle over words and headlines and sub-heads and, "Do I go in this direction and that direction," and it seems like it never, ever gets done. And by the time you actually get finished with it, you're almost exhausted.

So, I thought this is great but there's got to be a better way. And that's when I met a guy named Alex Mandozian. Alex was a big time internet marketing guru who happened to be looking for somebody to write auto-responders and emails for

him. And when he and I met in a very interesting manner—which I wish I had more time to tell you about it now, but possibly later—he saw that I had a lot of experience in the short copy field especially catalogs.

When he heard that I was a catalog writer, he basically offered me a job to write some emails and auto-responders for him on the spot. So, I was just ecstatic of course because this guy was a big time internet marketing guru and I was a nobody at the time. So, I went and did these for him and he was completely blown away. I wrote ten emails for him for a product launch that he was having and he was completely bowled over by my copy. And he told me, “You need to focus on this. This is where you need to establish your niche.” And since then, that’s what I’ve been doing. I’ve been branding myself as the email and auto-responder copywriter to these internet marketing guru crowd. And that’s how I’ve been able to get clients like Jeff Walker and Rick Schefferin and Stephen Pearse, and a whole host of other people who have used my services in the past.

So as you can see, I’ve been able to launch a very lucrative career out of writing short copy. But the real reason that all happened is because I had

come up in an area where short copy was king—when I was writing for radio, when I was writing for catalogs, when I was writing TV spots and billboard copy and these kind of things. I had cut my teeth as a copywriter in these areas, so when it came time to write emails and auto-responders, I was basically applying what I already knew to a different format. And that has been what has made me such a proficient email copywriter.

Now, let me tell you a little bit about short copy. Like I said, if you've ever struggled over a sales letter, then you know just what I was talking about a few minutes ago: how grueling of a process it can be. Now, what's great about short copy is it's so much easier to write and it's so much more fun to write because it's quicker. You can crank it out a lot quicker than a sales letter. With an email, you're talking about something that's maybe 500, 600 words, as opposed to 5000 or 6000 words.

So, now you can put an idea down in an email, get your idea across—get your sales message across, or whatever you're trying to do for your client. You end it up and you go to the next email. You don't have to ponder over the same things—the same track of thought like you do with a sales letter. You get

to take one idea and you write an email or an auto-responder for it and finish it up, and then you can move into a completely different idea—a fresh idea, a different approach. And that’s what makes email and auto-responder copywriting so much fun guys; because you get to write about a lot of different things in a lot of different ways, and you don’t get bogged down in the whole sales letter mindset. So, you just move thing to thing to thing to thing, and everything is fresh and it’s always fun and it happens so much faster. Plus when you write faster, obviously you can make a lot of money faster.

Now, let me kind of show you a little example of that here. This is what I like to call my fuzzy map.

DENISE: Jay?

JAY: But actually it makes a lot of sense.

DENISE: Jay, I’m sorry to interrupt you.

JAY: Yeah.

DENISE: I just wanted to let you know that Rachel, the special guest has joined us.

JAY: Oh good!

DENISE: And special guest, I want you to mute yourself. We hear you typing please. So, that

star 6 would be lovely. And you could check your email if you have any questions.

I'm sorry to interrupt you, Jay..

JAY: No, that's fine.

DENISE: All right, carry on.

JAY: I'm glad you reminded me because that's another thing about this call, which is so cool. And here I go off talking about myself and I totally forgot to tell you: we do have a special guest coming up in a few minutes. I'm going to bring her on, she's a copywriter too and she just went through my auto-responder apprentice program and she has some amazing results that she wants to share with you today. I'm going to bring her on in a few minutes but first, let me get back to what I was talking about.

We were talking about how much money you can make as an email and auto-responder copywriter. For example, I charge—well, I did charge for most of my career—I charge a lot more for them now but I did charge \$500 per email that I wrote for clients. And I could sit down and write an email in about—I've done it in as quick as ten to fifteen minutes and I've done it in as long as two hours; but for the most part, about 30, 40 minutes maybe on an email.

So, let's say a client comes to me and they want a seven-email series—a follow-up series for somebody who has opted in for some kind of freebie online and seen the sales page but they haven't bought it yet. So, my task was to write a follow-up email series for the prospects who have not bought yet. So, let's say there's seven emails in that series. Now, if it takes me 30, 40 minutes—let's just say an hour—let's say it takes an hour for me to write one of those emails, well that's about seven hours of work. And to me, I don't want to sit down and do seven hours of work in one day. I want to sit down and do maybe three hours, and then I want to go play golf or I want to come out here and play Beatle's Rock Band with my kids, or I want to take my wife to lunch, or do some of the cool stuff that a copywriter's lifestyle allows you to do.

So, let's just say that this series takes me two days to write. If I've got seven emails at five hundred bucks a piece, that's \$3500 for about seven hours of work. Now, compare that to a sales letter. Compare that to how much time, sweat, research, effort, blood, tears—you, I mean insert another word here. Compare that to what you go through writing a

sales letter. And to be honest with you, if you're a copywriter who's just starting out, you're probably not getting \$3500 for a sales letter yet. But for me, I can sit down and crank out seven emails in a couple of days and make \$3500 just like that.

Now, how would you like to sit down and make \$3500 a week? I mean, do the math. That's the kind of math that happens in my office all the time because this is what I do. So there's no reason why you can't do it too, and I'm going to show you how to get there in just a few minutes.

Now, when we're talking about copywriting fees—let's just say you're already a copywriter, which is great. Congratulations, let me pat you on the back. You are in the greatest field ever, if you ask me. I love what I do, I love the lifestyle that it allows me to lead and I love teaching other people about it. So, if you're a copywriter, let's say that you have already contacted a client or they have contacted you and you've worked out a deal for a sales letter. Now, here's how you can add up to 50% or even more, to your copywriting fee without hardly doing anything.

This is how this works. When they ask for a sales letter, you don't just want to stop there. If

they ask you for a quote on a sales letter or whatever say, "Fine, let's get on the phone, let's talk about it." But you are not going to sell them just a sales letter. You don't want to be just the copywriter to your clients. You don't want to be the person that writes the cool marketing stuff. You want to be a cherished, marketing consultant: somebody that they come to, to talk about entire campaigns and themes and ideas and brainstorming. You want to be a valued piece of the marketing puzzle. When you achieve that status in a client's eyes, it's... Let's just say that it's a lot harder for them to let you go, as opposed to just a guy who freelances and writes for me every once in a while, and you'll say, "Oh, I got to cut the budget. This guy has got to go." But no, when you're a part of the team and you are an integral piece of the marketing process, then it's going to be a lot harder for them to cut you loose if they're doing some cuts or whatever. So, that's where you want to get.

You don't ever want to stop just being the copywriter. So, when they start talking about sales letters, you want to say, "Hey, wait a minute. Let me look at all your promotional materials and see

how everything works together. We want to make sure that the whole process leading up to the sales letter is working for you because if there's a hiccup somewhere along the way, obviously a sales letter isn't going to do the job that it's supposed to be doing." So, take a look at their landing pages. Take a look at their "Thank You" pages. And especially—ding, ding, ding, ding—follow-up emails.

What you want to do is you want to sell them on how a good follow-up email series can bring literally, waves of visitors back to their website and to their sales letter because we all know that the first visitor rarely, is going to buy. Most of the time, 98-99, out of 100 people are going to visit a sales letter and go, "Huh, no thanks" for some reason or other. So, how do we get those people back to the sales letter, to take a look at it again and see it in an entirely different way? That's where you come in with the follow-up email series.

So, what you want to do is these follow-ups will bring them back in a different state of mind in a more buying mind-set. And that's what you're going to set up for them in your email series. So, this is how you can add a follow-up email series to a package.

Let's say you're charging \$2000 for a sales letter, and you charge \$100 a piece for emails, which is a very fair price to charge for emails when you're starting out and trying to establish your reputation as an email and auto-responder copywriter.

Now, if you got that \$2000 sales letter and you say, "Mr. Client, there's a great way that I know of that's proven that you can follow up with your customers and bring many of those people who said no the first time back to your sales letter, and to give it another look. I can craft a seven-series email for you that goes back to these people and positions your product in a different way in each different email, so that they'll come back to that sales letter in a completely different frame of mind and have a better chance of buying." So, if you say that, I mean, what's your client going to say? They're going to say no? No, no, no, they're going to say, "Wow! That would be great!" Okay, now you've just sold them another \$700 worth of your services on top of that \$2000 sales letter, which is basically a 30% increase in your profit for just what is going to entail maybe two more days of work. And it goes up from there.

Let's say you charge \$150 for each email, now we're up to \$1050 for a seven-email series or what comes out to more than 50% increase in your initial \$2000 price. So all of a sudden, you just added another \$1000 to your fees for what's going to constitute to be just a little bit more work; and your client is ecstatic about you've told them and how you're going to help them do this to bring customers back. So, they're not worried about spending more money, and you're going to make more money in the process. This is very easy. What you do is you just position the additional expense with numbers. I mean, you're talking about numbers, so position the additional expense with numbers.

Let's say that they have 5000 people who have opted in for a product and seen your sales letter but only 2% have converted. Let's say it's a \$97 product, so if 5000 people came and 2% converted, that means there was 100 buyers; they made \$9700. Now, what you can do is you can say, "I can craft a follow-up series that can bring another 2% back to your sales letter and double your conversions." And that's very conservative numbers. We're talking very conservative numbers here. But that's the kind of things that gets a client wheels turning.

So, if your follow-up series brings 2% more buyers into the fold, that's an additional \$9700 profit and all of a sudden, that \$700, \$1000, \$1500, whatever they just spent on emails, doesn't seem like that much money, especially when you say the words, "double your profit." And like I said, that is really, really conservative numbers. I mean, one well written email for a client, can generate literally tens of thousand dollars in profit.

I mean, I've written emails—let's see, I wrote one for somebody that generated about \$45,500, one email for a client; another one has produced over \$100,000 just from one mailing. The right message, the right offer, from the right client and it all worked together and the next thing you know there's six figures in somebody's pocket. Now, do you think your clients would dig that? Do you think your clients would like to be able to hire you to write emails that brings in tens of thousands of dollars into their wallets? I mean, that's really a no-brainer.

Now, one of these emails... and just a real quick story here is how I got the call from Jay Abraham. I had written an email, promoting one of his products for... it was actually an affiliate

email... but promoted one of his products: and I'd written it, sent it off to the client, left the house for some reason, came back later that afternoon and my wife said, "I think you're going to be interested in the message on the machine." And I was like go and I hit Play, and out comes Jay Abraham's voice. And he says, "Hey Jay, I just wanted to let you know I'm really, really happy with the email copy that you wrote. It generated this many thousands of dollars in sales just from that one email. Thanks so much. You did a great job and looking forward to doing more with you soon." So I mean, the guy called me personally, in my little house here in the Missouri Ozarks to thank me for the email copy. And Jay Abraham is one of the biggest marketing gurus around.

So I mean, that's the kind of stuff that happens though. These are the kind of results I'm talking about, and these are the kind of things that can make a client go, "Wow! This is amazing. What can we do next?"

Now, I told you earlier about the ten essential elements of a good email. And I'm going to give those to you right now. And I'm going to fire

these off, pretty quick, so just kind of scribble them down as we go.

The ten essential elements to a good email or auto-responder:

First of all, establish some parameters. Before you start writing, make sure you know who you're writing to, make sure you know what you want to accomplish with the email, make sure you know how you're going to get them (meaning the reader) to click on the link and go to the actual sales message. You're not trying to sell them anything in an email. All you're trying to do is get them interested enough, so that they click on a link then go back to a sales piece. So, establish some parameters.

Number 2: you want a compelling, interesting subject line. And we could talk for hours on subject lines. And I devote quite a bit of time in my auto-responder apprentice program to subject lines, because they're that important. However, we don't have time today, so what I will tell you is that you want a subject line that sticks out from everything else in the whole Inbox. You want something that's compelling, interesting, something that just says, "Hmm, I want to open this and I want to make sure I

see what's going on here." And again like I said, we go into a lot more detail inside my program, but compelling, interesting subject line is essential because if it doesn't get open, it doesn't get read.

Now, once it does get opened, you want an opener that sucks people in. That's number 3: an opener that sucks people in. An opening statement is your first couple of lines. Now, if you got them to click on the email, that's great but if they don't read the email, then everything you've done is basically lost.

So, what you want is an opener that sucks people in. you want a statement that says, "Keep on reading." And that's the third element of a good email. What you want them to keep on reading is the story. You want a good story that brings people into an email and makes them keep on reading. So, what you want is something that is relevant, something that is interesting, something that really draws them into the story and makes them keep on reading.

Once you are through with the story, we move on to number 5, which is the transition. Now, after your story, you want to transition into what I call, the specific want, need, desire or problem that your prospect is experiencing at that point. We're going

to focus on one thing. We're not going to focus on a bunch of things. We're going to focus on one particular need, want, desire or problem, and your story will transition into that problem. And what will happen is there'll be a little tie-in from your story to your transition: something that kind of ties these things together and relates them in some way, shape or form. And we talk a lot about this in the program but that is number 5: the transition into a want, need, desire or problem that your prospect is experiencing.

Once you do that, we move on to number 6, which is bringing the pain front and center. This is an old sales-letter tactic that a lot of people use and I'm sure a lot of you have used as well, of making the person really feel the ugliness of their problem; bringing the pain up, showing them how much they need the product that you're trying to sell them; and basically just saying: "Look, you have an issue here and I have the answer to that issue." We do the same thing in an email.

Once we do that, we position the product as the savior, and that's number 7. Number 7 of the ten essential elements is positioning your product as a savior. You go in, you say, "Da-da-da-da. The

product is great, super product has come to save the day." And then you back it up with features and benefits that support your promise that you're making, as far as: this product will solve this particular want, need, desire, problem that you're experiencing. So, we position the product as a savior, we back it up with some features and benefits that support this promise.

And then number 9, we wrap it up with a close and a call to action. A good close is essential to a good email, kind of like when people read a story, they want a nice, tidy ending at the end or if they watch a movie or something like that. Same deal in an email: you can wrap it up and have a nice, tidy little ending and a good call to action there, that's going to do wonders for driving people to the links inside the email and to the sales message in which they're intended to go.

And number 10: we always have a P.S. We always have a P.S. at the end of our sales message and in the P.S. we want to hit on the high points again. What I like to do in a P.S. is include something about the guarantee, or maybe something about a special bonus that's going on, or maybe something about a limited time offer, these kinds of things.

This is your last chance in an email, to really push them off the fence and get them to go back and visit the sales page. So, you want to hit a high point in your P.S, whenever you can and give them that last opportunity to go. So, that's kind of how I write an email right there. And I know that's quick and I know I kind of blew through it, but those are the ten essential elements of a good email that I use when I'm writing. So, there's lots more to it obviously, like how to structure each element, so it flows smoothly into the next, and where to put the links so they're most likely to get clicked, and how to come up with killer story ideas; secrets to a good transition, and lots more.

Now again, I cover all that in the course and I'll tell you more about that in a minute. But right now, I want to go ahead and bring in our special guest. This person is following the same formula and making big money, writing emails and auto-responders, I mean literally, right out of the gate. And Denise, I think you have an introduction for us, don't you?

DENISE: I do.

JAY: Okay.

DENISE: First, I want to make sure our special guest is still there. If you are Rachel, just say "hi". And you can press \*6 if you muted yourself.

RACHEL: Hi.

DENISE: Thank you. Ladies and gentlemen, this is Rachel Carroll and she is a copywriter just like you. But Rebecca describes her slightly differently. She says she's also a copywriter who has solid writing and is able to deliver what she promises on time. That's the first goal for all of us if you are interested in becoming a go-to copywriter. Rachel Carroll has been a member of AWAI since April 2009, not that long ago. And she got the Six Figure Copywriting program. She looked around at different niche areas and she discovered Jay White's Auto-responder Apprentice program and as she says, she "hasn't looked back since".

In two short months after finishing Jay's program, Rachel landed four retainer clients, one of whom was so happy with these emails that he referred Rachel to five other people. Rachel lives in Oregon with her husband and her three children and she is joining Jay on the call today. Welcome, Rachel.

RACHEL: Thank you. I'm so sorry for all the typing before. I was a little bit nervous so I was typing some of what I was going to say today. I'm new to being on this side of the call.

DENISE: No, I just thought that that's what a copywriter does: work all the time. So, we're delighted you're here and taking time out of what is now a busy schedule.

RACHEL: Yeah. Well, thank you. I am honored to be here.

JAY: Thank you so much Rachel. I know this is the first time you and I have got to speak. We've talked a little bit via email. And I got to tell you, I have been so excited about talking to you today because you are... I mean, you should have seen this email we got from her guys. It was amazing. I was reading this thing, my jaw was on the floor like, "Wow! This gal is really... She gets it and she's going out and she's getting the business, and I can't wait to talk more about what she's doing. So again, thank you so much for joining us today. I've got a few questions for you if that's okay.

RACHEL: Absolutely.

JAY: Okay. Now, you joined AWAI in April of 2009, is that right?

RACHEL: That's right.

JAY: Okay. What were you doing before then? Were you writing copy at all or was this something you just kind of jumped into?

RACHEL: Well, I've been an on again, off again copywriter just out of necessity because my parents had their own business and needed somebody to do their newsletters and their promotions for them growing up as a kid, and then I became a teacher for six years and didn't really have anything to do with copywriting. So really only full time for the last year.

JAY: Okay. Okay. And now, were you writing sales letters, that kind of thing and promotions up until the time you bought Auto-responder Apprentice?

RACHEL: I was, yeah. Right after I did the Six Figure Copywriting course last April, I got a client that I did a lot of work for last year and I had a few other just one-project clients as well. So yeah, I was doing some things like that.

JAY: Okay. Okay. So, you see this program in the AWAI stable of wonderful programs that they

have. And what were you thinking? I mean, what was it that made you to jump in and see what this auto-responder thing was all about?

RACHEL: Well, it was really when you said... I was listening to your teleconference a few months ago and it was really, when you said writing those sales letter and long copy sales letters is like pulling teeth, it's exactly like that for me. I just had such a hard time dragging that kind of copy out of myself. But I had so much fun writing email promotions just to promote my own business. And I didn't even realize that it was an area that you could actually make money doing.

JAY: Oh absolutely. And you know that's so funny is I meet more and more copywriters who'd say the same thing you do. They'll say, "I'm so glad that you came up with this program because I hate writing sales letters". It is. It's like pulling teeth.

RACHEL: Yeah.

JAY: I think there's a lot of copywriters out there right now, that are probably listening to this and nodding their heads, because they feel the same way that you and I do about the struggle with sales letters. So, what were your impressions of the

Auto-responder Apprentice program? I mean, did you have a favorite part or was there something that really jumped out as an "Aha" moment for you?

RACHEL: Well, right from the get go, I think it was from the very first module just where you talk about some of your ninja tactics, like what you talked about today: the ten steps that you do. Just asking the question: this want, need, desire or problem is a lot like blah. And that to me, put such a light bulb on for me, as being able to write the email in such a way where you position it with something that is totally unrelated and you just tie it in and it's so beautiful. So, that was kind of my favorite part.

JAY: That's beautiful. That's a term I haven't heard for my system. Well, thank you.

RACHEL: I think I liked it so much because I love writing stories—little short stories. So you can write a little short story and it's really creative. And you feel like you're doing creative non-fiction or something like that; and so I thought that was really fun.

JAY: Yeah. And that's really an important piece of what I teach. The he email writing system that I teach is something that's a little bit

different from what a lot of other people are teaching; because it's more story-based, it's more personality-based, it's more relationship-based and it's a lot more fun to write because you get to put a lot of your heart and your soul into it, as opposed to just thinking, "Well, I got to sell this product" or, "Well, I've got to move these people from A to B". You get to really inject yourself into the personality of who you're writing for. And that makes it so much more fulfilling and so much more fun for writing.

RACHEL: Absolutely.

JAY: So now, you've went through the program and tell us about—I know this is the part that everybody is waiting for—tell us about how you got your first client?

RACHEL: Okay. Well, I have to admit I took one of your emails that you use with AWAI to promote the auto-responder program: it was entitled "Vrrm, vrrm". And I said, "Oh man, I love that email." So, I used it as kind of my little swipe file email. And I contacted this guy who is an up and coming internet marketer and I used it as kind of my formula to write an email to him. But it wasn't really like I was trying to sell myself. I actually

used one of his programs that he sells to people and I took that email and I sold his program to him.

JAY: Oh, what a great idea!

RACHEL: Yeah, it was. I was just talking to somebody else yesterday who was asking me, "So, what did you do?" And I said that and she goes, "Wow! I've never thought about that before," So, I kind of sold his program to him and he said, "Well, your blah-de-blah product is a lot like that," the way I positioned the whole story and then said, "Guess what, your product is a lot like that and I'd like to write promotions for you, so contact me and I'll give you some references, I can show you samples of my work, blah, blah, blah."

The email was probably about between 600 and 700 words long. He emailed me back right away and he said, "I don't need to see any samples. I don't need any references. I can tell you're a solid writer and I'd like you to actually handle all of my email promotions for me.

JAY: Holy smoke! So, you're saying he not only hired you on the spot, he hired you to basically do everything for him from that moment on?

RACHEL: Right.

JAY: From that one email contact that you made?

RACHEL: Yeah. That's right. And so we just negotiated...

JAY: That is remarkable!

RACHEL: I know! I was dancing around the house. It was funny because he actually...

JAY: How awesome is that!

RACHEL: He told me he gets hundreds of emails every single day that he has to read. They're not just junk mail or little things he's signed up for but he has to read them. And he said, "Normally, I'll read the first line of the email and if I don't like it I'll delete it or if I like it, I'll forward it on to one of my other people that handle it for me." And he said, "But I read the first line and then I read the second line and then I read the third line and before I knew it I was at the bottom of your email."

JAY: Yeah, see? And that is my main goal in every email that I write. And everyone that I teach I say, "You got to get them to read the next line," because if they don't keep going through the email, then they're not going to take the desired response. So, you pulled it off. Oh, that is so

awesome! Okay. So, you got him and you got that job. Now, what happened after that?

RACHEL: Well, I kind of used the same formula to contact—basically what’s worked for me is just directly contacting people that I say, “Oh you know, it would be kind of interesting to work for that person.” And I’ll send them an email using a similar formula and then I’ve gotten several other clients from that. I got two other clients three other clients on a retainer basis as well. One is handling all her email promotions. Also, I do other things for her on top of the email promotions that I was able to expand the project from there. But my favorite part is definitely the email promotion. So yeah, so I just kind of promoted to several other people and got them.

JAY: That is so awesome! And you’ve got more retainer clients now, is that correct?

RACHEL: Yeah. Two of them are smaller. They just have me do a monthly email for them—just one email a month out to their clients. And then I have two that are larger, that I do a lot more for. And then I have several other kind of project by project people that I’ve been able to get too.

JAY: Sure. So, it's not just the four retainer clients but you've also got other clients in the fold as well. And let me just make sure I'm right here. You took the course in February, right?

RACHEL: Yeah.

JAY: And you started marketing yourself shortly after that, so it's been maybe eight weeks, six weeks?

RACHEL: Yeah. Yes. In fact, the first client I got, I started marketing after I took the first three modules of your program and that's the one I landed, that big one I told you about. And then the rest of them I got after...

JAY: So, you landed a big client before you even finished with the program?

RACHEL: That's right.

JAY: That is awesome! That is so cool!

RACHEL: I know. I'm still pinching myself. I can't believe it, so it's pretty cool.

JAY: That is really cool. Okay. So now, what's in the future for Rachel Carroll. I mean, what is your goal now? Are you looking to get more clients, or are you looking to establish yourself as the email auto-responder person for your niche? How

has this changed the way that you look at your future career?

RACHEL:     okay, that's a big question. Let's see. Yeah, I would definitely like to get more clients. I think I would love to try to just get a hold of more clients and just do a seven- to ten-part email series for them, maybe a couple times a month, get a couple more people doing stuff like that. I mean, that will be fun. I love it when I can actually see the results of the email that I'm sending out for them. Like the one guy that I handle all his promotions for, I actually handle everything, every aspect of that; so I can see all the statistics—all the clicks—all the opens and the clicks, even some of that. I know how much money I'm helping him make off the promotions that I'm writing so that's so rewarding, just seeing that right there.

JAY:         Yeah. And what's cool about that is that you can look at some of the emails that have worked really well as opposed to the emails that are just doing so-so and you can say, "Okay, these particular approaches are good for his audience, so I'm going to expand on those or use similar approaches in the future to maximize your efforts."

RACHEL: Right.

JAY: Yeah. That's really cool.

RACHEL: Exactly. And just to answer the part about what this means to me, it means freedom really. Freedom to spend time with my family, I can take off in the middle of the day to go have lunch with some friends, which I've done several times and I love that. You know, just being able to work anywhere I want also is awesome. So, I guess yeah, freedom is what it really means to me as a copywriter, and security. It's nice having the regular guys coming back again and again, where you're not constantly scrambling to get clients.

JAY: Yeah. Freedom and security, I mean two things that we all want and two reasons why we all became copywriters really.

RACHEL: That's right.

JAY: And that's like I said before, this is the greatest way to make a living that I know of. Okay, I know you're busy and I know you probably want to get back to clicking and clacking on your keyboard there, so I'm going to ask you one last question here and then we'll let you go. Do you feel like the Auto-responder Apprentice program has paid off for you?

RACHEL: Oh, of course, many times over.

JAY: That is amazing. I'm so happy to talk with you today, Rachel and I appreciate your time. Like I said, I know you're busy and we'll let you get back to it. But thanks so much for taking your time today to talk to us and good luck to you! Keep on cranking up those smoking hot emails.

RACHEL: Thank you. And thank you for writing this program. I love it!

JAY: Oh! No, I didn't pay her to say that guys. Okay, I didn't pay her to say that. Thanks Rachel. Take care.

RACHEL: Okay. Bye.

JAY: Bye-bye. Now, you heard it guys. I mean, she took the course in February. She's already got a handful of clients. She's got people sending her money every month and work coming in all the time. And she even took my course in a different direction. Inside my Auto-responder Apprentice course, I give you email templates to send to clients for prospective business, but she just took something that I had sent as a follow-up to promoting my course to the copywriting community. She took one of those emails and molded it and

shaped it into something for her client, and that's what, boom! got her the job right off the bat.

So I mean, she was just applying what she had learned and took something that I had already written—all the work was pretty much done—all she had to do was swap out a different want, need, desire, problem; some different features and benefits; things that you can pull right from a sales letter and bam! she's got an email that works right away.

So, I mean, this is just one story too. This is just one story of people that are making a tremendous impact on their copywriting career with emails and auto-responders. And I got to tell you, this market is huge and it's only getting bigger. I have people calling me and emailing me all the time, wanting to know about my rates and availability. It's ripe for the picking—this market is ripe for the picking. And talented copywriters who want to add a whole new dimension to their copywriting portfolio, not to mention another zero to their fees, are in place here. These types of copywriters can really jump in and take advantage of this “ripe for the picking” market. There's just too much money out there being left on the table and I want to help

you grab it, just like I helped Rachel. So, here's the deal and listen close because this is important. You've got to have the chops to write this stuff. You got to know how to do it. You've got to know how to do it so it gets results, and you got to know how to turn around projects fast and make every one of your emails sizzle. And you've got to know how to get in front of the big time clients.

I mean, you can write for the little guys all you want but the big money is in the big clients. So, you've got to know the ways to get in front of the biggest names in the business and the niches that you want to go into; because those are the people who have the biggest checkbooks. So, that's why right now, we're offering a very special, limited time deal on Auto-responder Apprentice. So, listen up. If you're serious about learning how to write killer emails, the kind of emails that drive sales figures through the roof and bring tons of clients pounding on your door, that kind of thing, and you want to make six figures a year writing this type of copy, which again is fun, it's exhilarating, it's fulfilling, and it doesn't take pulling teeth out of your head to put down on paper, here's what you'll get inside of Auto-responder Apprentice.

This is an eight-module training program that I put together for you. It's an audio course, about close to nine hours so it's real easy to consume. You can listen to these things on the computer, you can download them to your iPod, put them on CDs and listen to them in the car, whatever you want to do. And what happens is, I'll basically walk you through the step-by-step process of writing an irresistible email from the subject line all the way to the P.S.

I will give you tons of examples of things that I've written and things that other people have written and I'll show you what works inside these emails and what doesn't. I'll not only give you the theory on "here's how to do it," I will give you examples that say, "Here's how to apply it and here's how it is applied and here's why it works." And this is stuff that you can swipe. You see that Rachel has selected one of my emails and used it to propel her career into the next level. All this stuff I'm giving you, you can use as well. Use the same ideas if they work; use the same themes; use the same types of stories. It's okay, I'm handing these all to you.

I'm going to give you insider secrets, I'm going to give you shortcuts to becoming an in demand

email and auto-responder copywriter and get you that healthy six figure income and the freedom that you want.

But that's not all. That's not all you get with the Auto-responder Apprentice program. You get a bunch of advanced training materials as well and this is where you really start to heat up and take things to the next level. You'll get transcripts to everything. All the audios, everything inside, you'll get transcripts so you can take notes and highlight things.

I know a lot of you are more readers than listeners. This is right up your alley because you'll get transcripts to every module. You'll get cheat sheets: little things you can print out and put on your desk that will give you quick reference to certain things in my process that you could look at quickly and get ideas from.

You'll get unannounced bonus calls. We're always doing these little calls based on questions that students have for me or issues that have come up. So, you'll have some of those coming along, really cool stuff that help to make you a better email and auto-responder writer and to help you market yourself better. And this is one of my

favorite parts and a lot of other people have said the same thing: I've got over a dozen of these, what I call "over-the-shoulder critique videos".

What I've done, is I've recorded these little 10-12 minute videos, where I'm basically critiquing an email on a screen and recording it via screen cam. And some of these are my emails, some of these are other people's emails, some of them are student emails. And I'm basically walking you through it and saying, "This is really good here because of this and this and this"; "This could use some work and if I was writing this, I would change it in this way, shape or form." I'm basically teaching you through the video, how to write a better email by showing you what works and what doesn't in the present emails.

I'll even show you some of my stuff that I wrote early on and basically cringe as I walk you through it because there's things in there that I look at now, and I go, "Oh! Yikes!" But I'll show you how I would have made it better if I had written it now. There's over a dozen of those. You get access to all that stuff as a part of the Auto-responder Apprentice program. We'll also have a private members only forum, where everyone can chat,

get to know each other, ask me questions if you like, that kind of thing. It's a great community to be a part of, that's part of the program. Many, many more surprises, many more surprises.

Now, when we were first putting this thing together, I asked a few people, I said, "What do you think this is worth?" And they were like, "Oh man, \$1500 easily." I had a couple people who said \$2000, no problem. That's not what we're charging for this. That's not what the investment in Auto-responder Apprentice is. A lot of people told me I was crazy to put it out there at the price that we agreed on with AWAI. And it is a steal. It is literally a steal at the price we're offering it now.

And what's even crazier, is that for the rest of this week, up until midnight on Friday night, we're going to knock \$100 off of the price, just for those who were listening to this call. So as of right now, all the way up to midnight Eastern time on Friday night, you can take \$100 off of the Auto-responder Apprentice program. And that's not all! "But wait, there's more!" If you grab your copy before midnight Eastern, on Friday April 16<sup>th</sup>, that's this Friday, we'll not only knock \$100 extra off the top but we'll throw in an extra bonus

webinar, exclusively for those who are taking action immediately and starting their auto-responder and email copywriting career. That webinar is going to be held in a couple weeks and that is going to be a critiquing type of webinar where students can send me emails and I will critique them live during the webinar.

So, you can not only be a part of the program, you can not only save \$100 right off the bat, but you can also have me critique one of your emails possibly in this upcoming webinar in a couple weeks. So, I mean, we're giving you a whole lot here guys and this is a great way to get into this market just like Rachel did and start actually making money as a copywriter, and good money, good money. The market is huge.

Now, I told you what you get inside the Auto-responder Apprentice program and I told you about the special deals that you get. Now Denise, can you tell them where to get it?

DENISE: Yes, I can, Jay.

JAY: All right.

DENISE: It's very easy folks. You're going to go to our website—and everyone knows it I hope: [awaionline.com/autoresponder](http://awaionline.com/autoresponder). I mean, could it be

easier? Autoresponder, A~U~T~O~R~E~S~P~O~N~D~E~R.  
when you click on that link, it'll take you to the  
order device. And good through Friday. Like Jay  
said, April 16<sup>th</sup>, \$100 off and the special webinar.  
And the webinar alone Jay, I mean it's really great  
of you to do this because those sessions, they're  
audio/video, we get to see you looking at the  
emails, taking them apart. I mean, it's really a  
terrific experience, not just of your material, not  
just of the chance to meet you, which is also pretty  
cool, but to get to see what this whole world of  
auto-responder copy is all about.

JAY: Right. Right. And we're going to  
have a lot of people submitting sample emails for  
inclusion and to critique, and we're going to do as  
many as we can, but if you get yours to me and  
there's a good possibility that I might be  
critiquing yours, live in front of everybody and  
telling you exactly what works and what doesn't and  
how I would improve it.

And I'm not a cruel and mean person. I will be  
brutally honest with you and I will tell you what is  
good about it. So, it's a great, great program and I  
just love hearing stories like Rachel's. And  
Rachel's story could be your story. It could

honestly be your story too. There's no reason why you can't have a ton of auto-responder and email business in just a few weeks of taking this course. And I hope you take advantage of this because it's huge, tremendous opportunity and I'd love to see you become a part of it.

DENISE: And it's very inspiring. I mean, she's so real and so excited about what's happening in her life, and it happened with this program. It's really great, Jay.

JAY: Yes.

DENISE: I'm very pleased. Thank you so much for arranging this interview. It was great talking with you today.

JAY: Well thank you, Denise. It was good to hear from you again, and I appreciate everyone out there taking time out of their day, I know you're busy, to listen to me, and I hope to see you inside our Auto-responder Apprentice soon. I love helping people, and I will help you in any way, shape or form that I can, to become a better copywriter, and to reach the goals that you've set for yourself. So, thank you so much.

DENISE: Thank you, Jay. Bye everybody. And jump on over to [awaionline.com/autoresponder](http://awaionline.com/autoresponder).