



# The AR Attractor: How to Get More Gigs Using Autoresponders

With Jay White [www.GetCopywritingClients.com](http://www.GetCopywritingClients.com)

Session 5:

Running Your Own E-letter:

From Building Your List to Making Sales



# Today We'll Discover...

- *A Great Way to Get More Clients Fast...*
- *3 Simple Methods for Getting a Prospective Client Interested Quickly...*
- *How to Sell Without Being Salesy...*
- *5 Plug-and-Play Email Content Themes That Work Like Gangbusters...*
- *Plus LOTS More!*



# Who is Jay White?

- Copywriter and Marketer for Nearly 20 Years...
- Started Out in Radio Then Moved to Catalog (Bass Pro Shops)...
- Launched My Freelance Business in 2006 and Quickly Became a Top-Tier Email and Autoresponder Copywriter...
- Created *Autoresponder Apprentice* (now known as *Email Copy Made Easy*); Consistently One of AWAI's Best Selling Products...
- These Days I Spend Most of My Time Coaching Copywriters on How to Get More Copywriting Clients...



# A Great Way to Get Clients Fast...

- If you're a copywriter of any length of time, you know it can be a challenge to get clients.
- There are people out there who need what we do, but how do we find them?
- I'm a big believer in 2 methods—the Proactive (reaching out to those who are the best fit for our knowledge, experience, or passion for a niche) and the Reactive (answering ads for jobs listed).
- But here's another KILLER way that works really well...



# Proven-to-Work Time and Time Again...

- One of the most tried-and-true methods for getting clients is by using the funnel attraction system...
- A funnel is basically a method for leading a potential client through a series of steps to take a particular action.
- We “pour” leads into the “spout”, then they funnel down to the place where we want them to go—hopefully in our case, a potential client contacting us for work!
- The basic premise is very simple...



# The Funnel System Made Simple

- 1) Prospect lands on a squeeze page and opts in for something of value that you offer.
- 2) You deliver that value piece and make a pitch for your services at the end.
- 3) Client either contacts you or passes.
- 4) If they pass, you follow up with an autoresponder series that continues to market to them and sell your services.
- Let's look at each of these pieces quickly...



# The Landing Page

- This is a page that's geared towards doing one thing and one thing only—getting an opt in with an email address.
- This is vital to the campaign, because no email means no value piece delivery, and no selling of your services.
- Don't over think this—there's a ton of great info out there on how to write a great landing page (including some very good stuff from AWAI).
- Once you get an email, you need to deliver the value piece.



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**Jay White**

Jay is a 20-year copywriting veteran, producing multi-million dollar campaigns for A-list online marketing clients such as Jeff Walker, Jay Abraham, Rich Schefren, Alex Mandossian and many more...

His how-to program for email copywriting, *Email Copy Made Easy*, is consistently one of AWAI's top sellers.

With a wicked sense of humor and a laid-back, friendly style, Jay has coached dozens of copywriters to success using his foolproof method for getting as many clients as you want in just a few minutes a day.

Time left until webinar starts...



**FREE Training--Inside You'll Discover...**

- ✓ **How To** Actually Pull in High Paying Clients, Month after Month, Just Like Clockwork...
- ✓ **Why** "Niche Yourself" May be KILLING Your Business Before You Even Get Started...
- ✓ **Where to Find** the "Low Hanging Fruit" That 99% of Writers Don't Know About or Ignore...
- ✓ **The #1 Thing** Your Clients Desperately Want (It's Not What You Think)...
- ✓ **Plus LOTS More--Don't Miss Out!**





# The Value Piece

- This is what you deliver for free in exchange for the email...
- Could be a report, an eBook, an annual newsletter, a video, a webinar (very popular), just to name a few.
- MUST deliver significant value!
- Towards the end, make a simple pitch for your services with a free limited time consult. You're not selling anything yet.
- A few of your opt-ins will contact you right away, but most will either pass or decide to wait until later.



# 10 Copywriting Job Resources You Should Check Every Day (and 3 to Avoid Like the Plague)

By

**Jay White**

**GetCopywritingClients.com**



Hi there--it's Jay White and I want to thank you for downloading this free special report today...

Because I'm about to hand you 10 solid, dependable resources for getting copywriting jobs in the fastest possible time. These web sites are the same places I search on a regular basis to find job opportunities for my own copywriting coaching students.

*In fact, as I was writing this report, I added up all the job listings that fell under the search term "copywriter" for these 10 websites. And the total?*

**19,755!**

That's right—19,755 job listings for the word "copywriter". That's 19,755 potential clients that are actively looking for YOU and



# The Autoresponder Series

- Remember that email address we got? Time to start utilizing it to the full potential!
- We set up a 5 email autoresponder series in advance that starts literally as soon as they opt in.
- This fosters the relationship, builds the know/like/trust factor, and helps to sell you as an authority in the niche.
- Email one is delivered immediately upon opt in, thanking them for taking that step and instructing them on how to get and consume the value piece.



SUBJECT: Download My New Report Here...

Hi FIRSTNAME,

First of all, thanks for optin in to receive a copy of my newest special report. You can download it right here:

[LINK](#)

Read this one carefully, because inside I reveal 8 new rules of marketing that shatter conventional thinking and put you in the driver's seat for what's to come in our business.

With this report, you'll have an instant head-start on everyone else...and you'll be raking in the profits while they're still scrambling to figure why the "old ways" don't work anymore.

So print yourself a copy, sit down with your favorite beverage, and study the content. Highlight anything that stands out to you, or gives you the "ah-ha" moment you've been searching for.

And when you're finished, come back to the blog and tell me what you thought about it in the comments section.

Is it a deal?

[LINK](#)

Great--I'll see you there. And thanks again for checking out my latest report.

I know I'm biased, but I think it's the best one yet. Hope you do too.

[LINK](#)

To Higher Profits,

Rich

P.S. When I released the Manifesto a few years back, it shook the internet marketing world to the core.

Everyone was talking about the cutting edge strategies and breakthrough tactics inside, and many still attribute their success to these same principles.

And now, it's all about to happen once again.

Be one of the first to get your hands on my latest report NOW.

[LINK](#)



# The Autoresponder Series (cont.)

- Email Two is delivered shortly thereafter, giving them enough time to consume what you offered.
- This should focus again on thanking them, then move into a Q and A approach, asking if there's any questions about the content they've just seen/heard/read.
- Encourage them to get in touch with you. Don't say anything about the free consult yet. Just try and generate a conversation.



SUBJECT: Did you see it?

Just a quick email to check something...

Yesterday you should have received access to Module 2 of the Email Copy

Made Easy Video Training Series. And on the replay page was a link to

a short video I produced just for you.

Did you have a chance to check that out?

I can understand if you may have missed it, so here's that link again:

LINK

It's only a few minutes long, so it won't take much of your time.

And try not to laugh too much--this whole Web 2.0 thing is new to me

and I fumble and stumble like a nervous wreck.

So go easy, okay?

LINK

Thanks, and we'll talk again soon...

JW

P.S. Any questions or comments? Shoot me an email. Love to chat more with you...!



# The Autoresponder Series (cont.)

- Email Three is when we get the email copywriting ball rolling...
- This one should focus mainly on the biggest want/need/desire/problem that your prospect is experiencing, and how you can help them.
- Think about what business owners struggle with most. This may be general in sense or specific to the niche you're marketing to.
- Build up the pain, then make yourself the solution!



# The Autoresponder Series (cont.)

- Here's some common wants/needs/desires/problems you can address in Email Three:
- "I'm so busy, I don't have time to market."
- "There's too many choices, which one to pick?"
- "I don't know where to start."
- "I tried it, and advertising doesn't work for my market."
- "I don't have any money to advertise."





# The Autoresponder Series (cont.)

- Email Four needs a testimonial of some sort...
- You can go 2 ways here—if you have one or more of your own that touts your services, use those (but they have to be GOOD).
- By “good” I mean it shows a specific outcome from using you. (I was destitute, I hired Joe, now things are better).
- If you don’t have any, find some case studies about email marketing that are eye-openers (Google is your friend here).
- Hint: If you can find something in the exact niche you’re targeting, that’s best!



# The Autoresponder Series (cont.)

- Email Five closes the series up with a stronger call to action...
- Your free consult offer is limited time, and this is the last chance to get it before it expires.
- Make sure you attach a value to it.
- Keep coming back to the “last chance” mantra. Most email marketers will tell you that 50% or more of their sales are made during these last chance type offers.



# A Few More Tips to Help Get More Clients

- Starting with Email 3, always make sure you have a call-to-action in each email.
- A link, an email address, a phone number, whatever. But make it clear. This is how they will contact you!
- You'll need to get a landing page and autoresponder marketing software set up first. But there are free options out there.
- For your value piece, think “7 Ways to...” or “3 Mistakes...” Don't reinvent the wheel--model what others are doing.



# Wrapping Up...

- Once this is all set up, the only thing you need is traffic.
- The entire process is automated. All you have to do is answer the “let’s talk” emails that come in!
- Of course, we’re only scratching the surface of what goes into a powerful email. But in *Email Copy Made Easy*, I walk you through it, step-by-step, and show you the secrets behind the magical attraction of an autoresponder.
- Heck, I even give you fill-in-the-blank templates for most of them!





Want More? Check Out  
**Email Copy Made Easy**  
Today!





Thank You!  
Questions?