

Trevor Crook:

The next speaker is a guy that probably contacted me in 2009 through Facebook to be mentored one-on-one with me and a few years later that happened,

Brian flew to Vancouver in Canada, when I was living there for a private mentoring over five days and he finally got his act together, probably he'll agree to that admission that it took him a while to put his finger out and apply the skills that he has now mastered so well.

Trevor Crook:

But he's gone from that to, he was senior copywriter for MindValley, if you don't know who MindValley is, look it up.

And then he was writing emails for AdSkills and he knows how to land big fish clients and he's a fucking good copywriter so, Brian coming up now.

Brian Cassingena:

Thanks for that Trevor, I appreciate the cool intro because you're one of my main copywriting mentor and it's awesome the event you put here together, got everyone together as well, so I know we talked about this a bit earlier in the event, but who's the guys here who's looking for clients on a freelance basis or whatever, you've got an agency or company, you're looking for clients and you want to get a better level of client than what you've currently got.

Brian Cassingena:

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And let me ask you this question, before I really get started, who wants more freedom in their lifestyle?

Who wants to travel more and not have that travel impact, have the total cracker lifestyle, at least some elements of it.

So this is what I set out to do when I started really nailing this copyrighting game.

The other name that I have for this presentation is how to get big name gurus to give you money while you travel the world righting copy, or running your agency or writing content.

Brian Cassingena:

Whatever it happens you do, if you can do it remotely with an internet connection, then this is for you.

You can do it from the Coliseum in Rome, or you can do it from your apartment in Bangkok, that's the view from the 35th floor in the middle of Bangkok.

Or you can do it from the house that you've built in Birmingham, or you can do it while your taking two weeks to travel across the United States by train, or you can do it when people fly you out to Club Med on Bintan Island and you can sit at the bar with yet another Margherita or soda water.

Brian Cassingena:

Whatever you want and do it that way. So I'm going to go through three parts of this training, you guys are going to get a lot out of this, because I'm going to go through the whole thing, I'm going to do it as quick as I can and then you can get that framework for yourself, because that's the important part, the framework.

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I'll go into some detail with the copy stuff as well, how I landed these big fish clients, mostly using social media but you want to get to the framework for this first.

Brian Cassingena:

So start writing some notes and we'll get into this.

The first part is the targeting, because you really want to define exactly who your target market is, who the best person is for your business and you want to start reeling them in, there's a whole process over that, we'll go over that whole thing, of how you actually cast your net, how you cast your line out and then you get them back in.

Brian Cassingena:

But one of the most important parts of all is closing the detail and there's some self mentorship in that, I'll go through a lot of that stuff, some ideas for that so you need to close that deal, land that client.

And that's this is really all about.

So let me go through a few of my big fish just to show you what's possible here. Trevor mentioned a couple... One, right now I'm talking to Bob proctor, not literally, he does his marketing agency to hire out his team but this is a post that I was tagged in with the guys who are running that.

Brian Cassingena:

And for the last few months I've been writing emails and sales pages to Bob Proctor.

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Marisa Peer is another big name, who here is from the U. K. and knows who Marisa Peer is?

Now I first found her through MindValley, we'll go into her stuff in a bit...

AdSkills, who knows who AdSkills is?

AdSkills as you know is one of the biggest names in paid traffic and media buying that there is online so...

Who knows who the Daily Edge, their newsletter there?

I was writing the Daily Edge for about six months, so that was good.

Brian Cassingena:

And even Justin was boasting about me on Facebook, Justin Brooks the CEO, he said, let me just cut this short,

"Transforming short emails into hundreds of thousands of dollars..."

And that's when I was copy chief at AdSkills.

This is what we actually did, just to show you what's possible. We did so well in September and October last year, that we actually took the end of the year off.

Brian Cassingena:

So that's a good way of just doing a little bit of work for a short time and then, with this type of client, this is what's possible...

This is an interesting story, I'm going to come back to Vicion,

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because I actually spent three years on the team, writing seven figure campaigns for MindValley, and it was one of those things, while I was in the office a lot but you still have a lot of freedom, and MindValley hires both their core teams employees and also a lot of copywriters they hire, which is not general knowledge, people actually work remotely all around the world as copywriters for MindValley.

Brian Cassingena:

What we did during those three years, so we actually tripled automated revenue, and MindValley was in trouble but we had a few issues with cashflow, we actually put in place a number of funnels, and we actually tripled the revenue there.

Not sure what happened during September, I think everyone was on vacation, but that's what we managed to achieve.

This an actual screenshot from one of our actual revenue reports. One of the funnels, which I've been talking to Caleb about is the one that's making 1.2 million dollars a year.

Brian Cassingena:

And that's again, once you get this kind of client, this is the kind of thing that's possible.

Not because I'm such an awesome copywriter but, it's the caliber of people that you work with.

So I'll give you a mercifully brief introduction...

Trevor Crook:

Is this the Winking Judge in Vancouver?

Brian Cassingena:

Yeah. This is the Winking Judge in Vancouver.

Now, I've been making money online since 2003, so I'm an old school Dinosaur, well not as experienced as John Carlton, but fairly close.

I was selling stuff on Ebay and the customers saw my Ebay ads doing so well, that they started to get me to write their copy for them, and then I got one of them to run a, what I call 50 grand challenge, and that was a fitness center.

And they actually had a competition where they would... People who enter into competition and the winner of whoever lost the most weight actually won 50000 dollars.

Brian Cassingena:

Which is a pretty scary price to offer, but you had to buy into the competition for two grand so it actually ended up making about 300 000 dollars in total revenue so giving away 50 to make 300, a no brainer.

In MindValley my first campaign, was another one with Marisa Peer, she's in the U. K.

She's a very well known hypnotherapist but she had come along to MindValley and she wanted to launch a course there because she'd been doing a lot of hypnotherapy sessions and that wasn't the leverage, she had courses and home study courses and all of that but she didn't have the audience that MindValley had.

Brian Cassingena:

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This is the beauty of what I'm going to show you guys here because when you get access to these audiences you really get these big numbers.

So we did a 10 day launch for her, it's funny because I actually started at MindValley about a month or so beforehand and then the copywriter who was on this actually got called away on family business and then I sat down with about two days notice to write a bunch of sales emails and they actually did about 1.4 million dollars on her first launch.

Brian Cassingena:

And then three years later, because what MindValley does is they take that one launch and they use it over and over, it's evergreen.

In July 2018. It's still doing high seven figures in revenue and it's pretty much the same format,

the same sales copy,

the same offer,

very little gets updated, because it doesn't need to.

And other launches that I was doing these three years, all these six figure launch, 200, 100, another 200...

But what you need to realise is you don't need these big results behind you.

You don't need to close these big results to get these big fish clients. This is not necessary.

Brian Cassingena:

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I'm just showing you what I've done in the past.

It does help, and once you get the clients, that's when you can really get these big numbers, but you guys don't need it just yet to do what I'm going to show you.

So you want to start by targeting your big fish, and this is one of the most important parts of all because if you don't define exactly who you want to target, who you want to actually aim your campaigns at, if you don't know who they are and what they are, with a lot of stuff that with research comes in really important.

Brian Cassingena:

The first thing I do is I have three criteria for any client that I want to land.

So write this down, these are my examples and may be different from yours in general, they'll be pretty much the same, but you're going to take these and adjust them to whatever your needs are.

So the first one, at least to me, they must be established, so if I take home a copywriting client, I don't want them to have a list of 23 people and they've got their first product half done and they've sent out 0 emails, because it's very hard for me to use those resources to make them a lot of money.

Brian Cassingena:

The first thing that I want to do when I land any client is I must get them a win, I never want to be a cost to their business, and this is a writing downer as well, you never want to be a cost to your client's business, it's always an investment so if I charge five grand for a sales page, it must make a bare minimum five grand, preferably 10 or 20 as an absolute minimum.

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So that's why when I target somebody, they must be established and it'll almost certainly be the same when you come to make your own criteria.

Brian Cassingena:

Number two is they must be cool with their list.

So if they're established they have a list and we need to now establish that they're cool with their list, they have a good relationship with their list.

Who here has heard that it's not the list that makes you money, it's the relationship with the list.

That's very true, a lot of people forget that stuff and they think it's just...

MindValley have a two million list and that's why they're successful.

It's not, it's because they have a good relationship with their list.

That's the secret that they have.

So number two criteria for me is they must have a good relationship with their list.

And that's one of the most important things as well.

Brian Cassingena:

Number three is more of a personal one and it really depends on who you are and what kind of people you want to work with and that's the core of this principle.

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I want to work with people that I want to work with, and this is what Samuel was saying about the ability to turn down business, the ability to turn down copywriting jobs and be able to pick and choose, because I don't want to work with someone just for the dollar.

I want to work with someone who I'm going to enjoy that working relationship with.

So based on those three criteria now we want to make a hit list.

Brian Cassingena:

This is the next stage in your formula that you want to use. You want to make your hit list.

Level one and level two clients.

This is something that's pretty flexible but it's actually pretty important because there's different ways...

Let me try it up here, because I want to show you how I map this out, and now bear in mind that I have a doctor's handwriting, so I can translate this later on for you.

But I'll try and keep it as simple as I can. I actually do this, and I map this out in a pyramid shape.

So what I'm saying is we're going to do a pyramid scheme here.

Brian Cassingena:

I'm glad you all got that, that was a joke, because we don't want that...

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Here is how I do this, I draw a number one here, anyone guess what I'm going to draw here? Anyone want to be courageous enough to answer?

Speaker 3:

Two?

Brian Cassingena:

You're a very smart gentleman. Two, so there are other levels, this is flawed and really, it's up to you, but I use this framework to make it really simple, because I really like to keep things simple.

Level one clients are in general, they can afford to pay you more.

So it varies by niche but someone like MindValley, is a level one client because they're the biggest name in personal development, whereas other companies, I guess in personal development niche, it's hard to rise about level two because MindValley is so good at marketing.

But in the internet marketing, somebody like AdSkills, is a good solid level one as well.

Brian Cassingena:

Bob Proctor is somebody who is a level one as well, but I have a number of level two clients, that I've had over there years which can still pay me well, don't get me wrong, this is always very well paying, they probably can't do what an AdSkills would do, I mean, Justin was paying me six figures a year just for some part time work writing his emails.

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There's a lot of level two companies where, if I asked you guys who they were, you wouldn't know but in their niche they are somebody and they can afford to pay you.

Brian Cassingena:

It seems like a no brainer to always go for the level one companies, right?

Does that sound about right?

The issue is, comes back to where you set your criteria that we just covered.

Then this is level one and level two clients tend to have different attributes which you may or may not want, for instance somebody like, a Justin Brooke of AdSkills is going to be very particular about exactly what he wants, he going to be quite hands on, he's going to be very demanding of results.

He's still a cool dude to work with, don't get me wrong, I'm not saying that at all, but he's very particular.

Brian Cassingena:

You have to do everything along the lines of what he wants, a level two client is a lot more flexible a lot of the time where you can call the shots a bit more.

So you're not going to come to an AdSkills and tell Justin how to run his campaigns, but a smaller company who doesn't have the experience of an AdSkills or the clout, you get to call the shots a lot more, this can offer a lot more freedom in many cases.

A lot of the times a level one company, sometimes they may not want to have remote employees or remote contractors, they may

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want you to be in that city, Agora is one of those companies, whereas the smaller ones tend to specialise in remote teams these days.

Brian Cassingena:

The only thing that is really fluid in this whole thing is whether you're going for a level one or a level two, there's nothing wrong with going for level two clients, and again, it's all fluid, it's just my way of keeping it simple and straightforward in my head without having to think too much about it.

Because like I showed you the pictures, this is a lifestyle business, and this is what a lot of you guys are having and what a lot of you guys are working towards, it's a lifestyle business.

You don't want to be working 80 hours a week and hustling and chasing the money and ending up a millionaire at 70 years old and losing your health because of it.

Brian Cassingena:

So getting attention, now getting attention of your level one or level two clients is really an interesting practice.

I was talking to someone before about using Facebook ads for looking for copywriting work and the problem with that is it's such a bad position, you can't be prospecting for copywriting work because it lowers your position, your perceived value in the marketplace.

The thing is if I'm so good at copywriting, why am I looking for clients?

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Do I haven't actually prospected for a copywriting client in the normal way for at least five or six years.

Brian Cassingena:

But there's ways to get their attention in other ways, one of them is actually to join teams, now some of them may want you to be an employee and if that's what you want to do then there's nothing wrong with that.

We are all entrepreneurs, we want to be in business for ourselves eventually but one of the things that I did on the MindValley team is I committed myself to actually working closely with the guys there, just like a real job so that I could get that leg up in my career and get that name, because the name MindValley on my resume has opened a lot of doors, but that's what I did about it.

This is a post from Ryan Laveck, he's the guy with the Ask method, which is a stupid, basic version of what Nick talked about.

Brian Cassingena:

And he's hiring, you can often see posts like this, and they often hire remote copywriters and it's often on a contract basis, so you'll get five, 10, 20 grand from some copy based on posts like this.

When I moved from Australia, because we've been actually traveling since May 10, 2015. And we've been traveling full time ever since then.

We've been back to Australia once, we've been on the road ever since.

And soon after we left Australia I saw that MindValley was looking

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for copywriters, and I had actually barged into Vicion's office, he's office is in Kuala Lumpur, Malaysia.

Brian Cassingena:

Very nice city to live in, if you ever go. And I went in there and I told him how much a freelance copywriter like this actually makes and he quoted to me a figure which wasn't very much and I said,

"If you want me to actually write for you this is what it costs to work with me."

I didn't quite get that but I knew that MindValley was such a big advantage in my career.

The percentage that the average full time copywriter started making at MindValley, I believe it went up by 50 percent the day I started there.

Brian Cassingena:

But it's a funny story because Vicion is one of those CEOs who wants the core marketing team in the office working full time roles, so I was able to make some change there at least.

So I have a three pronged approach to this, and you want to write this down, it's based in three prongs.

I hope that you do a better job than my high resolution prong graphic, which I probably stole from Google somewhere.

So number one is their favourite media. Let me show you this.

Justin Brook is a Facebook guy, and I knew that, and I knew that if I was to send him an email through his system, that might not get attention.

Brian Cassingena:

He's growing slowly on Instagram, but he's a Facebook guy.

Who's connected to Justin Brooke on Facebook, because you can see some of the posts that he makes on Facebook are really quite valuable. So he's a Facebook guy so I knew that's where I would go after him.

But let's say you wanted to target Gary V as a client.

Gary V apparently interacts quite a bit on his Instagram, so if you comment on there...

I guess it's an extreme example because it's hard to probably get on Gary V's team by commenting on his Instagram,

but it is an example of using the media where they're strongest to actually contact them.

Brian Cassingena:

Guys like Matt Furey and Caleb, they have their own groups and they're very present in their own groups, so if you're in these groups, which you should totally join, by the way, Matt Furey, which is Caleb, if you post in here, they're active and it's a chance.

You don't want to post in there, I'm looking for a job, that'll get you kicked out of the group pretty quick, but it's a way to get noticed by them.

I interviewed, Michael Ford, who is an old school copywriter and some would know, and he's French-Canadian, so it's Michael.

Brian Cassingena:

But he is not much on Facebook, he's on LinkedIn.
So when he posts, like he posted...

I interviewed him recently for my podcast and he posted It on LinkedIn, not on Facebook.

So if I'm going to go after him to get copy work, I'm going to go on LinkedIn.

So this is the kind of thing that you've got to study, this is the kind of thing that you've got to look through.

Use the media they use, use the media where they're strongest.

If you're looking for CEOs of Fortune 500 companies, they probably won't answer a Facebook message, but they will respond to an email, if you get the right email address.

Brian Cassingena:

Now, prong number two is to be seen. And this is one of the more fun parts of this whole process.

It can be a little bit more work, it can be a little bit more effort, but it's actually a lot more fun.

You guys are all doing this right now here in this room.

So TNC 2019, Edison's actually flew me out from Bangkok to San Diego for this.

Where I got to hang out with Mr Ed Dall here. Who I wish he was here now, and I got to hang out with a lot of the biggest names who are in copywriting.

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Obviously we know this guy here, Rich Heffron, we've already spoken to, John Benson, I think somebody's mentioned as well.

Brian Cassingena:

This guy is Fernando Cruz, who tends to do webinars that make 25 million dollars, for one of the businesses of Agora.

So these guys are the sort of guys that you get to hang out with and get to network with when you go you these events.

This is why I'm so happy that all of you guys are sitting here in this room.

It's the networking, it's the caliber of the people you are associating with, who knows what kind of deals that the people might make in this room.

Now it's not just because you're hanging out and being mates or friends, it's actually because you're currently performing right now in this room a high cost activity.

Brian Cassingena:

Now I'm not talking about plane tickets, I'm not talking about hotel rooms, I'm not talking about seminar tickets or expensive travel costs and that.

I'm talking about high costs in terms of effort and mental effort and physical effort.

So a low cost activity in this example is running webinar, sending out an email, there's not much financial cost involved, it's pretty easy to do, it's something that everyone does do.

But a high cost activity is, in terms of high cost of effort and stress and all of that it's traveling to these events, it's investing in

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tickets like this.

It's investing in products and working with people...

Brian Cassingena:

At the services I pitch, that's the high cost activities that sets you apart from everybody else, because 99 percent of your competition is just doing webinars, they're just sending out an email a week, or an email a month.

I mean, a high cost activity could be sending out an email every day.

Who's on a bunch of email lists here?

How many of those email lists do you get an email from every single day?

Could anyone name one?

Brian Cassingena:

So there's a handful of exceptions. MindValley for example, has multiple segments where they send out multiple different emails every single day of the entire year.

But they practice high cost activities.

Most people only send an email when they feel like it and that's part of the reason why I got the job at AdSkills, because Justin is so busy, he needed somebody to write those emails.

This is what sets you apart from the competition, if you go through a little bit more effort, if you do the things that you know

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work, that's one of the crucial things that will set you apart from every single other person in your niche.

Brian Cassingena:

Number three is speak.

And this is the extra part which some of you may want to do, some people don't want to put themselves out there, they'd rather be behind the scenes, there's nothing wrong with that.

If you want to be more of a behind the scenes person, I mean, Rich Heffron is really behind the scenes and doesn't do a great deal of speaking but you can get on stage, if you can get on stage, if you can get up here and do what most people are afraid to do, that's another thing that sets you apart and it can really show you out to these different clients.

Brian Cassingena:

How you're different from everybody else. There's a lot of studies that show that public speaking is the number two fear in the world. Does anyone know what's the number one fear.

Brian Cassingena:

Public speaking is the number one, yeah. Got that wrong, so number two, anyone know a number two?

Brian Cassingena:

So basically, if you're at a funeral you're better off in the casket than doing the eulogy, basically.

That's why public speaking sets you apart from everyone else because you can do that.

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And you just look at me for example, you don't need to be good at it, you just need to say some stuff and provide some information and that sets you apart when people are looking to hire you for copywriting.

When I say speak it doesn't have to be getting up on stage and speaking, it can be in a webinar, it can be on a video training.

Brian Cassingena:

This is on MindValley's learning platform, well spoken at Mastermind in Los Angeles and this is an example that I can show to a Justin Brooke or somebody, that would increase my credibility with them, it could be getting PR and getting and getting on TV, getting on radio.

There's ways to do that in different... This is actually from the Philippines, while I actually went to an event where we all got on TV and stuff, so that was manufactured, but it's a great example that I can show somebody if they're potential clients.

Brian Cassingena:

So that's the framework that I wanted to share with you guys, the way I've put this together so that I can land any kind of big fish client that I want pretty much, now I want to show you exactly how you can do it and so you can start taking some photos of these slides as well, because there's going to be more information.

There's going to be more infos there's some copy on there as well, which I want to take you through.

Now I want to get to the nuts and bolts of exactly how we do it and this is not really meant to be social media copywriting that I'm talking about but it just happens that social media is a great

way to get these guys' attention.

Brian Cassingena:

So what we want to do is have it land big fish guys' scale. Because it's all well and good going in events and networking to get a client here or there but if you want multiple clients, and if you want to have that big money coming in then you need to scale up this stuff.

This is how I eventually got Justin Brooke to contact me because here's the thing, I didn't contact Justin Brooke, not in the first instance.

He actually contacted me and he said, "I want to be in the secret five."

And I'm going to show you what the secret five is in just a moment.

Brian Cassingena:

But he actually initiated that conversation.

Brad Sugars is an Aussie couch who has a big business, Jack Delosa, you guys in the crowd will know these guys, Marisa Peer we've talked about.

John Davie is her husband, and he's the guy who works behind the scenes, he's the stand of that business, he is the one who runs the business behind the scenes, manages the team and everything and I met John at TNC in San Diego earlier this year and we ended up working together after that, but it's only because I flew over to that event that I actually got to work with him and on Marisa Peer's copy.

Brian Cassingena:

Bob Proctor is another guy who, like I said, I worked with his marketing agency but I'm writing for him and negotiating at the moment, so this is basically the campaign.

Now, this is my record sheet that I kept with the topic of each post, these little Facebook posts and I kept track of the likes comments and shares, let me get out of your way so...

This was crucial in seeing what kind of reactions that I was getting.

So the first thing you want to do is when your putting together a campaign is actually keep track of everything, so that you know what's going on, you've got records of everything, this is the more boring part of project management that you've got to do, which is important.

Brian Cassingena:

So what I did, was I actually wrote all these out, I wrote all these Facebook posts out, and I actually put together a 30 day campaign, so one tip that you can use right now is if you commit to a 30 day campaign on social media, that in itself, that's a high cost activity, that in itself gives you that credibility.

So like I said, I kept track of all the likes and comments, this is just for performance tracking and everything.

I took these followers into the bank and they wouldn't exchange them for any cash so they're not really worth much but it's a great way to track how your campaign's performing.

Brian Cassingena:

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So here's basically the graph, which is the likes based on each post.

This is a 30 day campaign, so you'll notice that they really went down, even despite the fact that this worked, remember, this created a six figures campaign just for some part time work.

But the likes started off high and let me show you why.

This is a graphic that I used, I don't know if anyone is connected to me at this time but this is the graphic that I used for each of those 30 posts.

What I learnt about using this graphic for every post is that using the same image over and over again is good for branding.

For in this example I wanted to brand this as an email resurrection campaign, that's where the book came from, but I wanted to brand this as

"Email is not dead, it's alive and well."

Kind of thing, so I used this picture for every single post, which is good for branding but if you want to maintain engagement over multiple social media posts you need to use different images because people see that same image and they assume it's the same post.

Brian Cassingena:

At least that's a theory anyway. But when I started running this thing... This is on the first post, people saying,

"Oh shoot, it's began. Part one of 30",

you can see by these comments here that people are really

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excited about the fact that you're going to do 30 days of posts, you're going to do 30 days of content, you're going to do a whole month of breakthrough ideas that they can really benefit from.

That's why this is really powerful. And this is the first post.

So I've got the... And this is just the first time that I ran it, so it's back in... It's just about a year ago now.

Now let me break down all these parts for you, because this is some interesting copy that you can use.

Brian Cassingena:

So the first thing I do is to use these little double chevron things to attract attention, you can use emojis as well.

I gave it title, which the title was Email Resurrection and I listed the parts so as soon as they see part one of three they know that there's going to be obviously 30 of these posts that they can look forward to, that's how I was able to get them sticking around through that whole campaign, even though it was a month long.

And the post is an education in itself but the important line is that second line,

Email marketing is dead, because you want to say something that breaks through the clutter that is a pattern interrupt.

You want to say something that gets people's attention.

Brian Cassingena:

Because if I said email marketing is alive and well, that wouldn't work nearly as well.

So that's the first one, and then there's part two, you just

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continue on with the story.

So yesterday we talked about the goldmine in your backyard, that's continuing on from the story, and this is one of the key things to remember about all these post, you want to have a story, I mean, who's watched Breaking Bad or shows like that? Breaking Bad is always the example I use, because I think they're the best at it.

They've got that story narrative going over multiple episodes, even over the whole season, they're very good at it.

Brian Cassingena:

But these are not isolated posts, part two is not a different subject, it's not a post on it's on, it's continuation of that.

Same with part three, again I'm sticking with the format, this is the standard thing that I'm using, so that people recognise that it's a continuation of the series and getting some great feedback on this as well, getting some really great feedback,

"This series is making me aroused."

This is what I was hoping that somebody would say.

Part four, some more positive feedback.

Let me get to the important part here, because I want to show how I actually reeled in the client. And this is the reeling in part, the posts that I've just shown you are part of the getting the attention, now I'm reeling them in.

Brian Cassingena:

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And this is part seven, so basically I've gone six days of content and I want the call to action right here.

So let me go through this real quickly, because we're running out of time.

"Read this carefully.",

so again I'm sticking with the same format, so take the photos of this slide too guys,

"Read this carefully."

So I want them to stop and read it carefully, that's why I said that.

"For five smart entrepreneurs...",

this is where the secret five comes in to it.

Because I was looking for five clients to write emails for, that's what the campaign was about and I want them to know that if they sign up they're going to be five smart entrepreneurs, not just five entrepreneurs, five smart entrepreneurs.

Brian Cassingena:

Then the benefit of hundreds of thousands of millions of dollars to bottom line, then some credibility stuff here and then this goes into the call to action.

"This Sunday you get an email from me for the Google Doc, it has your daily broadcast emails for the rest of the week"

and that's very important, I'll cover it in a minute.

"If we're a feat..."

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again, I'm doing take away selling, I'm saying only if you're called to work with, you're getting up to seven emails a week, bla, bla, bla.

Two basic reasons why I'm doing this now...

And then again, my criteria, you have a successful business, your email list has at least 10 thousand names on it...

These are my criteria, which I want to specify to people, spell it out, so they know exactly what's going on.

Brian Cassingena:

Again, the take away selling,

"If you think email is dead and buried, if you're not interested in email marketing, then you don't need to read any further..."

So what happened with that sequence is that I continued on for 30 days, but the reality was that I actually had enough prospects to talk to and AdSkills was just one of them, that after seven days, I actually had filled the secret five, as you can see there, these ones are all the content and the secret five was the call to action.

Brian Cassingena:

So that's how I did it, and the copy will vary to your business and what you do and what you want to do, but it's important to have that call to action, I didn't want to wait till day 30 to actually call them to action, because they'd be ignoring me by then, I made sure it was on day seven.

So getting paid is a mindset thing.

I'll very quickly go through this, like I said, you don't need seven

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and eight figures results to quote to a prospect, to actually land that person.

Here's one of Justin Brooke's favourite sayings, I heard him say this a couple of times,

"Are you allergic to money."

This means, are you not valuing yourself, do you not have confidence in your value that you can ask for the fees that you're worth.

Brian Cassingena:

That's something that you want to get in, you want to make sure that you're not at all allergic to money.

The great Dan Kennedy always said,

"The highest fee that you can quote to a prospect is the highest amount that you can say with a straight face."

And that simply means, be comfortable with your value and know that you're worth it.

What's your value proposition?

I mean if I say,

"Mr Guru, if I can write you a bunch of emails that makes you 50 k a month, isn't that worth five k a month?"

Remember, you don't want to be an expense for anybody's business, you want to be an investment in the revenue that they can make.

Brian Cassingena:

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One of the things that I really like to use, especially if you're on people's list and you know they're not emailing enough...

Since you're not sending out these emails, you're actually losing probably this much money, assuming this conversion rate and this product price and all of that and you can make up your own figure, what you think it would be, estimate it and say that to them.

How to leverage your gig into fame and fortune?

I like to do it tastefully, it's up to you how it works with your personality, I just like to be seldom modest and not be too much out there, but it just happens to be my personality.

Brian Cassingena:

You might be more outgoing and want to take it further, I find it happens organically, when you update your Facebook and LinkedIn to these things and people notice that.

I have on my Facebook senior Copywriter Bob Proctor, copy chief at AdSkills, copywriter at MindValley, so this is the kind of thing that I update on my Facebook profile so that people know what kind of track or record I've got.

And that's just basic project management and I've shown you that sheet before.

Here's the most important thing that you want to remember in this whole thing: they all go lame.

Brian Cassingena:

It does not matter who they are or what you do or how awesome you are or how good a match you are, they all go lame, all of them.

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The secret is to set the right expectations from the start, because people's needs change and you don't want to be caught in situation where if you're a copywriter, you probably don't want to be sitting at the order responder lining up the emails and scheduling them out.

You want to write that copy on a doc and send it to their tech guy.

The most important thing is your role, you want to define whether you'll be showing up to the weekly Zoom meetings or whether that would be a complete violation of the freedom based business you're running.

That's what you want to define, this is some of the most crucial parts because, while they all do go lame, you can enjoy these big fish clients for longer if your roles are clearly defined.

Brian Cassingena:

And it's not some sexy technique or salesmanship thing, it's just common sense that you do this.

Again, are you just writing or will you be expected to line up those auto-responders or create those webpages?

Here's an important one, and this is very important for people who travel the world, like I do, working remotely, because a lot of my clients are in U. S. based businesses and depending on what time zone I'm in I may not be online when their main team is online so that's very important.

Brian Cassingena:

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The bottom line is that money is secondary of most of these people, they'll pay for results.

Rule number one is to get it clear from the start and get it in writing, and remember this line here,

"This Sunday, you'll get an email from me with a link to a private Google Doc, that's where the copy is."

I'm not going to be opening your auto-responder and lining up these emails.

How would that change your lifestyle if, just another six figures how would that change your lifestyle?

Think about that. How would you leverage that into respect and authority?

Now when I travel to the states people know who I am and it's not because I'm some kind of celebrity but they just know that I'm the former MindValley copywriter who's now working freelance.

Brian Cassingena:

But how you're going to execute this campaign, because it's all well and good to see the examples that I've shown you, but you've got to make up your own stuff, because what I've written here, may not, and it's almost certainly not, directly applicable to your particular business.

I will be around to answer any questions and yeah, thanks very much guys.

Brian Cassingena:

Yeah, go ahead.

Crowd:

Do you have to have a track record in order to get up and just speak at events?

Brian Cassingena:

To speak at events?

No, there's people who are looking for speakers. Trevor is a lot better expert on running events than I am but I've been speaking on and off at different events over the course of a few years now, and you don't have to... You have to have some... You can just be a newbie who's discovered internet marketing yesterday, so I mean, everyone is here is fine on that.

I don't know anyone who would be in this room that couldn't speak on some kind of stage. If you absolutely think you can't, run webinars.

Trevor Crook:

It depends on the event as well, because I was talking to a guy that runs Expert Empires Nick James, and he does those three or four times a year and gets three to 400 people a pop, and with him it depends on how many people I can put in a room, how many sales I can get in and how much I can close.

Okay? Obviously you have to deliver content but he just wants to see a speaker and I'll probably speak at his event in November but there's different criteria.

But you definitely need to have something to offer the audience that's relevant.

Brian Cassingena:

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Yeah, that's the terms you want to think in terms of, what you can offer rather than the track record that you've got.

Because I've done a lot of stuff in the last 15 years and I've shown you some of these results but if you can offer something to an audience, that's a general marketing principle that always works.

Crowd:

Okay.

Crowd:

Can I just make a comment there as well. I've never had someone come to me as organised as the way you've outlined here for the copywriters, I find most service providers, they're incredibly not organised, they don't set anything down...

If someone came to me with the way you had it lined up, just running by a list, I'd happily work with them because they're actually telling me all I have to be aware of and stuff.

Because sometimes I found in the past you have to run after people to make sure this and that is done, sometimes you get rid of them.

Brian Cassingena:

Yeah, I appreciate that, thanks for that.

Brian Cassingena:

I appreciate that, and what I didn't show you was, I also have an asset sheet which lists all the copy that I do that a client gets, yeah so I have each one for...

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Crowd:

Yeah no, so I anyways always got rid of [crosstalk 00:48:24]

Brian Cassingena:

Yeah, yeah. You should definitely model that, yeah.