



**CHARM
OFFENSIVE.**

CHARM ZINE

Issue 05

**How To Build An
Adoring Following
Using Facebook
Groups including:**

- + What Makes For A Successful Facebook Group?
- + How Do I Decide What My Theme Is?
- + What Has Made The Charm Offensive Group Successful?

Tactics

- + Content Theming
- + Growing Your Group
- + Using LinkedIn To Grow Your Audience
- + Using Your Personal Facebook Profile
- + Getting Their Attention While Having A Little Fun
- + How To Know What Products To Build
- + How To Build Enough Products To Have A Subscription

How To Build An Adoring Following Using Facebook Groups

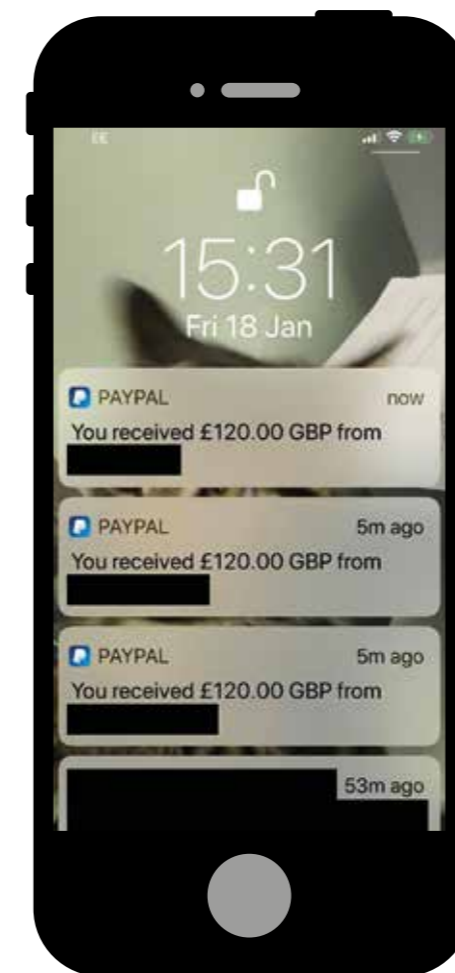
Editor's Note

This is an important issue for me, and I hope it will be for you, too.

Deciding to build an audience is the best business decision I've ever made. The rules change when you have a loyal and devoted following. Facebook's platform is perfect because so many people are on it, and the technology allows you to grow quickly without spending money on ads.

However, there are many Facebook Groups out there that have died a slow and boring death. This issue aims to ensure this circumstance never awaits your audience-building efforts. Instead, you'll be in a position where you can always generate revenue by pitching a product to your audience.

In short, you can make your phone beep with joy, like this:



Nice :-)

If you have an idea for a new Facebook Group, and would like my opinion on whether I think it could take off, send me an email to: jon@charm-offensive.co.uk and I'll give you my honest feedback.

Thank you,

Jon

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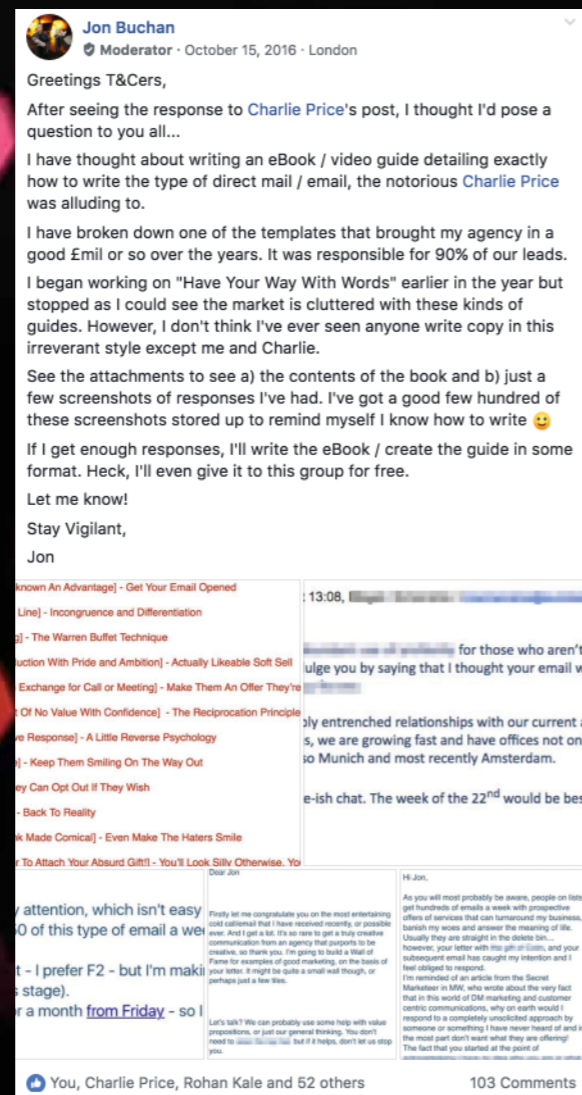
How To Build An Adoring Following Using Facebook Groups

By Jon Buchan

I remember writing the draft of my first ebook, *Win With Words*. I released a version of it on the Traffic And Copy Group. It taught people how to write disarming cold emails. It was just thirty-five pages long. It was received well. People emailed me thanking me after taking my advice and seeing success.

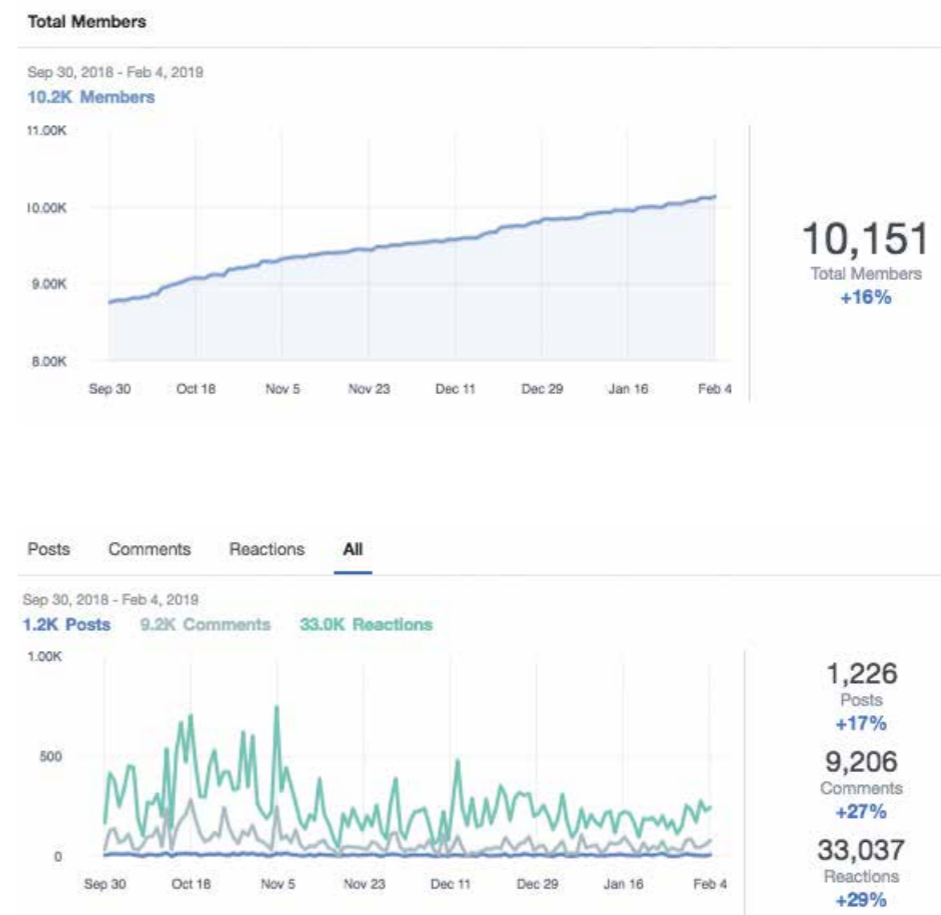
It was based on this that I started the Charm Offensive Facebook Group six months later.

It's going well indeed.



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My group's membership and engagement is always growing:



Fast forward to nearly two years later, and I have an entirely new career. I'm now an "influencer"... and my inbox is filled with payment notifications:

From: Stripe >
To: jon@charm-offensive... > Hide

Payment of \$547.00
Today at 21:04

Congratulations! You have just received a payment of \$547.00. You can view the full details of this payment in your dashboard:

The phrases "thought leader" and "influencer" are much mocked. Even by me. I run a satirical news website called **The Influential**. It seems a

little arrogant to self identify as one of those terms. It makes me uncomfortable to do it even with the benefit of quotation marks. However, there is an important distinction between someone who leads a community, tribe or movement, and someone who is a follower, fan or participant.

Starting my Facebook Group, and my email list, has been one of the best business decisions I've made in my 18-year career. It has completely changed how I see business.

I no longer have to take on private clients and when I do, I can charge more for my time.

I maintain that cold pitching is an incredible way for anyone to be able to generate

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opportunities for themselves. You can start immediately and see results just as quickly. I am proud of all the results my students have had in following my unorthodox advice. There is a point where you become so adept at cold pitching, you develop an awareness that you're always going to be OK. You're always going to be able to book sales meetings. You send the right words in the right order to the right people and you receive compliments and sales opportunities in your inbox. It's been great helping people get to that place.

I've now learned how to do something else. In the last six months, I've built a Facebook Group that has over 10,000 people in it and grows daily. I have an engaged email list. I have a suite of digital products. I sell something every day. When I launch something, or do a flash sale, I love looking at my inbox to see all the payment notifications arrive. This is a great place to be. I would like to help you to be in the same position.

When a 'famous' marketer offers advice, it may seem impossible to get where they are. To get where I am is within reach.

If I did it in 6/7 months by hard work and trial and error, you can do it too.

Especially as I'm giving you the blueprint. You need not make the mistakes I did. You can only make the right moves. I also believe I have a unique approach to building a following, owing to the fact I didn't take any courses on the topic myself. I learned by doing and I've created something unique and interesting.

Like my 'drunk cold email', I've accidentally been clever again, and I've been able to reverse engineer the whole process. I know the tactics that worked, and the ones that didn't work, or weren't enjoyable.

I've spent the last few days reviewing the first 90 days of the Charm Offensive Facebook Group. This has been an interesting and useful experience. I'm better able to understand what I did and why it worked. This issue goes through some of the key reasons why the Charm Offensive was able to grow and earn the credibility quickly. It also provides some specific tactics for growing your group.

First off, here are some things to stop caring about:

- + What people will think of your content
- + If people will say you are wrong
- + If people will say mean things
- + How many likes your posts get
- + How engagement has gone up and down
- + How many group members have joined or left
- + How other groups have grown and have more members
- + If someone else has written copy similar to yours
- + Whether the image you've chosen is suitable
- + Whether you come across as a "professional" or not
- + Whether you are the number one expert on your chosen topic

I don't always stick to this. I'm not totally uninterested, of course. But you cannot get wrapped up in your own head, thinking and not doing.

In boxing, there are great technical fighters with fancy footwork and feints and other technical tricks that seek to wrongfoot their opponents, causing them to make a mistake, and providing an opening for them to land a punch or three.

Such tactics often mesmerise opponents, making them second-guess everything they do, and effectively hypnotising them continually into several milliseconds of hesitation at a time. They become reactive, defensive, and overly cautious. They don't throw as many punches because they don't make as many decisions. It's an effective tactic, because it preys on the mind's natural instincts for self-preservation. Flood the opponent's mind with possibilities, so decision-making is made more mentally taxing.

The same is true when faced with doing other complex things, but we do it to ourselves too. There's a lot to do. A lot to think about.

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But not everything deserves your thinking. And time spent thinking about unimportant stuff eats up into your precious "doing" time.

You're never going to be able to predict the future, especially as many of the assumptions we make prove to be wrong.

Stop thinking so much. Don't be hypnotised by complexity. Don't spend countless hours constructing the most masterful of gameplans.

If you are dreaming of a perfect funnel of labyrinthian complexity - one which promotes the most irresistible of offers, is emblazoned with professional looking photography and slick branding, and contains copy that both converts and earns praise from your peers - please cease your search with immediate effect.

Instead, focus your energy on doing.

Show up every day. Never stop showing up. It will come.

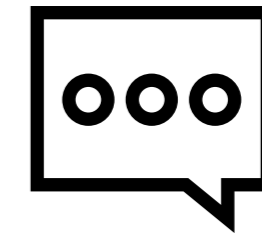
- + You don't need a designer
- + You don't need a VA
- + You don't need a copywriter
- + You might need a techie person

You need, in order of difficulty, the following:

- + Awakeness
- + Electricity
- + Competence in your field
- + A computer with a keyboard
- + Google Docs
- + A theme for your group (we are going to get to that)
- + Unconditional desire
- + Patience
- + Optional: your choice of vice or guilty-pleasure

Now that I've given you an unsolicited pep-talk while I made all kinds of assumptions about what you're thinking, it's only fair I give you some prescriptive guidance on what you should think about.

I will do my best to do that now.



Why Did I Start My Facebook Group?

I felt I could help people. Nobody was teaching my particular method of writing cold emails. I knew my style was effective and I could prove it. I liked Colin Theriot's "**The Cult of Copy**" group. It had this fantastic atmosphere. It is cult-ish. I loved the branding. It seemed like it would be a lot of fun to lead something like that. I paid for a one hour consultancy call (at \$250, which also got my attention. I wanted to be able to charge that for a call!) with Colin. I showed Colin my approach to cold email and direct mail and he said I had something unique enough that it would work. I asked him "**should I call it Charm Offensive, or Brilliant Deviants?**". I'm glad I asked him. I wasn't sure which to go with. I think I made the right decision.

Why Do You Think The Group's Message Resonated And Grew So Quickly?

I didn't start the group with any revenue projections or goals or grand ambitions. I felt like I could help people. It wasn't long before the group took off. My pinned post told the story of "**the drunk cold email that changed my life**" which turned out to be an irresistible hook.

I've used this story to appear on podcasts, get PR coverage and to promote my group on Reddit. I got the top of four subreddits. Most importantly, **r/entrepreneur**, without any shady tricks. You can find the post here: http://bit.ly/reddit_drunk_email

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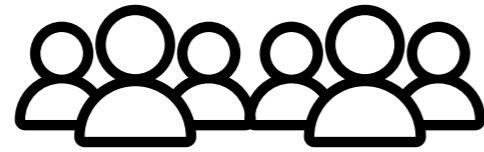
There is one little trick I used to great effect. My pinned post shows people the incredibly positive responses my cold emails were generating but when I first started the group, I didn't show the copy I'd sent to elicit those responses.

This, when combined with the posts I'd made detailing the methodology and theory beyond my approach, engendered an enormous amount of intrigue. This would not have worked if I hadn't made my theory content actionable and useful.

Eventually, I had to show my copy. This was hard for me, as I knew a lot of people could swipe it and benefit from it without paying me a dime. It turns out giving away the magic was the best thing I did. If you help other people succeed, they will say nice things about you. Social media means those nice sentiments get heard by a lot of people. It all adds up.

Before long, I was getting messages from people asking for my help. In the beginning, I helped most people for free. When those people saw success, they posted their results. This built a culture where posting these screenshots was normal behaviour. I had created a system that generated frequent social proof. This meant I didn't have to engage in 'hypey' marketing activities to the same degree as others.

I don't want you to think you have to replicate everything I did. In some regards, I've been lucky. I was gifted a hook. You shouldn't try to artificially create something that isn't there. However, there is a basic framework that may help you when you're designing your own tribe.



What Makes For A Successful Facebook Group?

You have to stand out in some way. One way is to defy convention.

In my case, it was telling people using humour in business shouldn't just be avoided, it should be encouraged. Colin has a similar thing where he goes against some of the 'golden rules' of learning copywriting. He tells people the process of handwriting sales letters isn't needed. This goes against the gospel. It stands out by default.

Above all, you must try to teach people in a way that's entertaining, or at least easily digestible. Your primary goal is to help people become competent in a useful skill, and make the process as enjoyable as possible.

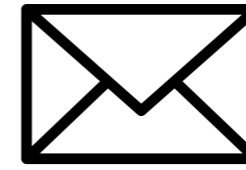
People talk about 'authenticity' a lot. I find this weird as, for me, I know of no other way. However, there is value in authenticity. If only because the world of marketing is filled with charlatans. Just being honest and a good person has value.

I can imagine people were wondering **"just what the fuck is this guy is sending to people?"** Perhaps cruelly, I would even censor parts of my response screenshots that would give some clues into what I was doing.

Showing up every day is important, especially to begin with. All the other little tricks and nuances don't work unless you're putting out good, unique, interesting content regularly. This becomes easier.

I was worried I would struggle for content ideas. At a certain point, everything becomes inspiration for content. You can also mix it up.

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Is Having An Email List Important?

Absolutely. I love Facebook Groups. However, Mr Zuckerberg could reduce their reach, or remove them completely. This isn't likely, but it's an externality you must consider. You own your email list. It can't be taken away from you. You can also target Facebook ads to those on your email list, create lookalike audiences and other nerdy fun which I won't go into here.



How Do I Decide What My Theme Is?

The first thing you need to do is figure out what your tribe should be about.

I've provided a handy set of questions you can answer to help figure this out.

The answers I have provided are based on if I were to do this process myself, before I started Charm Offensive in March this year. I didn't do this process, but I feel it may help people who wish to start their own group, but don't know where to start.

What is your primary area of expertise?

Cold pitching - cold email, direct mail, social media.

What is your secondary area of expertise?

Digital marketing. Running an agency. Sales pitches.

How can you help people?

I can show people how to write in a way that gets positive responses when cold pitching.

Who can you help?

Company founders. Freelancers. Consultants. Sales professionals. Any geographic location. All levels of expertise and experience.

What problems can you help people avoid?

From sending boring cold emails that nobody wants to read. Saving them time.

What experience do you have?

I've been sending cold emails for sales purposes since 2012, when I wrote my first cold email, admittedly whilst desperate and drunk. This led to meetings with Red Bull, Pepsi, Symantec, Hewlett Packard and countless other global brands, corporations, startups and SMEs.

I used this same style of cold email to get journalists to respond to me, leading to coverage in national and international publications; to get my friends as many job interviews as they wanted; to successfully invite senior IT professionals to an event for Hewlett Packard; to book experts onto my podcast; to get onto big podcasts and to get the attention of influential people I wanted to collaborate with.

Do you have a story that will hook people in?

Indeed, as above, 'the drunk cold email that changed my life' - http://bit.ly/reddit_drunk_email

Do other groups exist like the one you're thinking of creating?

Yes

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How can you differentiate your group?

My approach is completely different. I combine humour and cold pitching. Nobody else teaches my style of writing.

What would your first 10 posts be about?

Impact - Communication - Persuasion

How Dave Trott's teachings about successful television advertising apply to cold pitching.

The Warren Buffett Technique

How a persuasive technique used by Warren Buffet in his stock presentations can be used in cold pitching.

Disarming Candour

The common mistakes people make when writing cold emails

How To Not Suck At Writing To Potential Clients

An introduction to the 'Charm Offensive' style of writing cold pitches

Playing It Safe Sucks

Why not being daring is a recipe for lacklustre results

Data - Copy - Offer

The three key variables to review when sending cold emails

How To Be Somewhat Funny > The Reverse

The joke formula for the reverse explained

How To Be Somewhat Funny > Triples / Power of 3

The joke formula for the comic triple explained

How To Be Somewhat Funny > The Triple Reverse

The joke formula for the triple reverse explained

Will This Approach Work On [X]?

A humorous post dealing with the most common objection to my approach

What would your first lead magnet be?

A 'magic email cheat sheet' detailing the key components of the Charm Offensive style of cold email.

What three questions will you ask new members as they join?

What do you do? (E.g. company founder)

What is your biggest pain point? (E.g. winning new clients)

Would you like a magic email cheat sheet? If so, put your email below. If not, leave it blank. I won't be too offended.

What would your five group 'tags' be? (Keywords to describe the group)

Cold email
Copywriting
Email marketing
Lead generation
B2B marketing

What content themes do you want in the group?

Uses of humour in business communications
Persuasive copywriting
How to attract / win new clients
Examples of 'pattern interruption' in business communications (including Facebook ads)
People showing their cold pitching efforts

Here is a copy of these questions - http://bit.ly/tribe_questions


Make a copy of this document (**file > make a copy**) and fill out your own answers.

This will help you piece together a theme for your own group.


Why should you build a captivating tribe?


You'll become an authority in your niche. Word spreads fast...

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 **Emma Saldanha** ▶ The Copywriter Club
September 1 at 6:17pm · London · [🌐](#)

Does anyone have a good example of a cold pitch email / letter they would be willing to share with me?

 **Micah Horner** Google "Charm Offensive email"


 **Diana Phillips** ▶ The Copywriter Club
Yesterday at 12:31am · [🌐](#)


So, the one thing that never fails to give me writer's block is my own damn cover letter. The more I noodle on it, the worse my inner critic gets: "Too clever by half!" "Boring!!" It's been several day...

 **Rachael Bueckert** Take the Charm Offensive approach and get a little tipsy before writing your proposal haha


 **Rachael Pilcher** ▶ The Copywriter Club
September 12 at 6:48am · [🌐](#)


I swear, the more ridiculous my pitches to job boards get, the more follow-ups I have. In case anyone is hating the world of the boards as much as me, I recommend drinking half a bottle of wine, not an...

 **Matthew Donovan** Sounds a lot like Charm Offensive - Effective Cold Email, Direct Mail and Ad Copy


 **Kiera Dailey** ▶ The Copywriter Club
September 5 at 8:21pm · [🌐](#)

Please help. I've been tasked with cold emailing for new clients and, though I know it's a 1 in 100 kind of thing, we've hardly gotten any response. At this point, even a "No, thank you." would be welcome. I modified the original email my boss was sending out a... [❤️😊👉 See more](#)

 **Nina Etc** And...if you want to be wild and crazy check out [Jon Buchan](#) - his formula gets responses.

 **Vicky Styles** ▶ The Copywriter Club
July 22 at 5:42pm · [🌐](#)

Any tips for cold-emailing agencies? This is my template pitch: Hi (name) I'm Vicky and I'm a freelance copywriter specialising in web page copy, sales pages and landing pages. I'm getting in touch to...

 **Lee A. Clements** [Jon Buchan](#) Could you PM me a link. I remember you from Kevin's podcast last month.

Leads come to you...

Oct 19

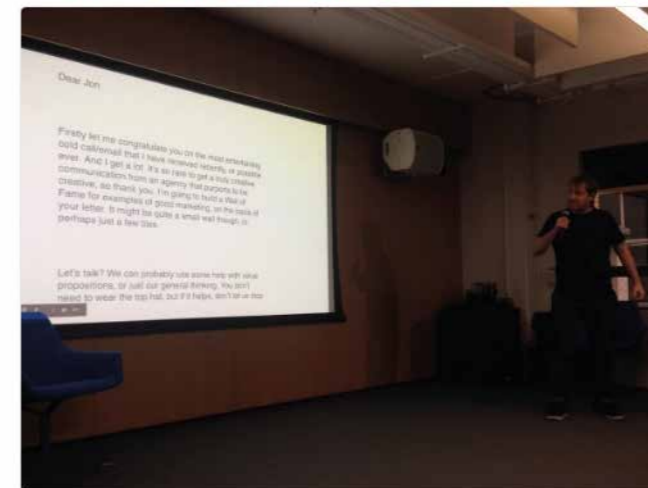


Just saw your presentation on Cold Email Success Summit. Just drooling thinking about finding an opportunity to employ your tactics. Even better would be finding a project on which I can employ your cat saving abilities to work for me.

You get invited to speak: in real life...

 Ashleigh Camm and 1 other liked

 **Secret Sauce 2017** @secretsauceconf · Jun 15
GH live: now [Jon Buchan](#) @jonbuchan speaking about using humour in cold email #EmailMarketing #growthhacking #startup @campuslondon #humour



at virtual events...



Jon Buchan

Founder, Charm Offensive

"An unfair advantage with humor"

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on podcasts...

City A.M. Unregulated podcast: How to be an email hero

Share     



Emma Haslett
I am City A.M.'s digital editor. Having previously worked at Property Week and M [...] [Show more](#)

Stories get written about you (free positive PR)...

http://bit.ly/maitre_reddit

http://bit.ly/norbert_cold_email

http://bit.ly/target_internet_B2B

and most importantly, you make a lot more money!

Some Theme Ideas...

I thought these up when creating my tribe-building course, **Inspiring Influence**.

You can probably reverse engineer the list below to figure out your own ideas for unique groups.

- + **Effective Pinterest B2B Marketers** [Postive Adjective] [Platform] [Sector] [Job Type]
- + **Entrepreneur Health Hacks** [Job Type] + [Complimentary Knowledge]
- + **London Side Hustle Community** [Location] + [Niche Topic]
- + **Founders Who Fight** [Job Type] + [Other Interest]
- + **Creative Writing For Copywriters** [New Skill] for [Job Type]
- + **Project Management Tips For Disorganised Creatives** [New Skill] for [Type of Person] [Job Type]
- + **Entrepreneurs Mindset And Productivity Hub** [Type of Person] [Complimentary Skills]
- + **PR For Advertising Specialists** [New Skill] for [Job Type]

- + **Canadian Copywriters Unit** [Location] [Job Type]
- + **Coders Who Design / Designers Who Code** [Job Type] who can also [Complimentary Skill]
- + **Advanced Real Estate Copywriting Crew** [Skill Level] [Sector] [Skill]
- + **Digital Marketing For Real Estate Agents** [New Skill] for [Sector] + [Job Type]
- + **Innovative Legal Marketers** [Positive Adjective] [Sector] [Job Type]
- + **Just Left The Rat Race - A Support Group For New Entrepreneurs** [Live Event] [Job Type]

What Has Made The Charm Offensive Facebook Group Successful?

A New Way That Defies Convention

I had a unique methodology for getting strangers to reply to my emails that nobody else teaches. This method defied convention.

Efficacy

My methods work. The first posts in my group were merely screenshots of responses to my messages. It's important you have something that works, of course.

Speed

My approach is quick to deliver results. Sometimes instant. Near immediate gratification.

Multipurpose

This approach can be used to successfully get the attention of anyone. The most popular usage is for booking sales calls. However, one can also use this approach to invite yourself onto podcasts, invite guests onto your own podcast, get journalists to cover you / your client, invite people to events, and tons of other uses.

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Evidence

I have the screenshots of positive responses. And I have a mass of testimonials from customers - including screenshots of their successes, and video testimonials.

Credibility

The evidence provides this. More recently, my mention in Harvard Business Review, my appearance on Entrepreneurs on Fire, my recent template pack sale to Ben Settle's list. (Ben doesn't do joint ventures often.) My agency background also helped.

Consistency

Show up often. Teach people stuff. Make them laugh. I also pitch often. This is important. People get used to buying from you.

Liking

I've given a lot of information out for free. I'm also, for the majority of the time, if I do say so myself, not an outright dickhead.

Reciprocity

I go out of my way to help people who need it. I'll sometimes even give away products if I think it will help people. This is probably bad form in the short term, but it's an excellent long term strategy. This builds true advocates.

The most clear example of this is when I first started the group, and offered one-to-one mentoring for FREE. I knew that posting my own screenshots only holds so much weight. However, I knew it would be persuasive if other group members started achieving results. That's exactly what happened.

Goodwill

As I've given out a ton of information for free, and even helped people one to one for free, I've built up a significant amount of goodwill.

This means I can ask my audience for favours from time to time. For example, asking people to like/comment on a LinkedIn post of mine to increase its reach. I try my best not to take liberties with this.

Curiosity

When I first started the group, I didn't show people the actual copy of my drunk cold email. This engendered a sense of curiosity as people wondered, "What the hell is this guy sending to get these responses?"

Moved Into New Areas Didn't Get Stale

I'm primarily known for my fresh approach to cold pitching.

However, I know about a lot of other stuff. When I learned how to run an engaged Facebook Group, I started writing about it.

I've written on content marketing, PR, viral content, rhetoric, persuasion, humour writing, link building, and a whole host of other topics.

These topics likely interest my existing audience. The credibility I've built up from my efforts teaching people my weird approach to cold pitching means people are willing to entertain my thoughts on other, tangential topics.

Regular Pitching - Consistency

I pitch often. Most people don't. You must. You need to build up your customer base. You'll have some customers who will, as long as your offers are solid, buy everything you put out.

This is how you figure out what your audience wants and what they are willing to pay.

The only way to get good at pitches, and their more portly sibling, launches, is to do them frequently.

Your detailed planning and plotting, unless guided by real world results and experience, will likely be filled with assumptions. Many of those assumptions will be wrong, meaning your launch might flop.

Of course, upon launching your group, you shouldn't pitch immediately. I didn't pitch anything until the group had been running over 30 days.



Tactics

Content Theming

When you first start your group, it's likely you'll be the only one posting content. This is good. You must decide the content themes that are the norm in your group.

At the time of writing, the current content themes in the Charm Offensive Facebook Group are:

- + Cold pitching
- + Screenshots of successful cold pitching efforts
- + Funny / charming / persuasive copywriting
- + Funny / creative ads or PR campaigns
- + Persuasion
- + Sales / marketing / entrepreneur-related humour

These are all themes that I introduced. I started contributing or curating content on these topics with such sufficient regularity that when group members see similar content elsewhere on the web, for example, a funny Facebook ad, they think "that's perfect for Charm Offensive" and post it.

Whatever you post regularly becomes another content theme for the group. It is this unique combination of relevant but perhaps somewhat disparate topics that make your group unique.

When I first started the group, I offered to mentor people for free. When these people implemented my advice relating to cold email and they received their first positive responses, I asked them to post these on the group. They were more than happy to do this. This provided

me with a regular flow of social proof that further engendered the curiosity of other group members. I solicited such testimonials with enough frequency that other members would follow suit without any such solicitation. It became "the done thing" to post screenshots of beaming responses to charming cold pitches.

I do have the benefit that screenshots showing glowing responses to cold pitches is somewhat novel. The conventional wisdom is that cold pitches are tolerated at best - so examples of the contrary are something to be proud of.

You can replicate this somewhat. You need to find a quick win for your audience - something they can do that will lead to a demonstrable result. Write a small guide that takes people through how to achieve this result. You can turn this into an ebook you charge \$19 for.

It's important you charge for this ebook. If you just provide it for free to everyone, there's no mystique, and it has no value.

Why is this important?

Because you can give that ebook to members of your group that comment and contribute to your group.

You can send them a direct message that thanks them for their contributions and provides them a link for your ebook.

For instance, I would send something like this:

"Hey Jeff, Thanks for your post the other day. I've got a present for you, if you'd like it. I've just released my new ebook, "Win With Words" and I'd be happy to send it you for free. It'll show you how to write a charming cold pitch that gets the kinds of positive responses I've been posting. If not of interest, no worries of course. Let me know. Thanks again! Cheers, Jon."

Most people will respond and say 'yes.'

When they do, tell them, **"If you need any help or have any questions implementing the suggestions, let me know. Happy to help any time."**

If you are sitting there thinking, **"help people for free?! THAT'LL DEVALUE MY TIME. This is awful advice"**, I understand. Usually, you would be right. You shouldn't work for free. I'm not suggesting you do anything other than help people on messenger should people need it. It shouldn't be time-consuming. You should not be doing the work for them. You provide the 'assist'. You

help them to achieve the quick win they need to get the demonstrable result they need to get results, and more importantly for you, the digital evidence that this result has been achieved.

What form could this evidence take?

- + Screenshots of responses to cold pitches. (Duh...)
- + Screenshots of Google Analytics showing traffic or conversions increasing
- + Screenshots of Google Analytics showing bounce rate decreasing
- + Screenshots of Google Analytics showing 'time on site' increasing
- + Screenshots showing social media statistics improving over time
- + Any other digital evidence that shows improvement in whatever Key Performance Indicators are pertinent to your chosen discipline(s)

Content Curation

While you should be writing unique, useful, entertaining content of your own, this doesn't mean you can't post content from elsewhere on the web.

You should post anything that helps your audience think in the way you want them to think, or think about things you want them to think about.

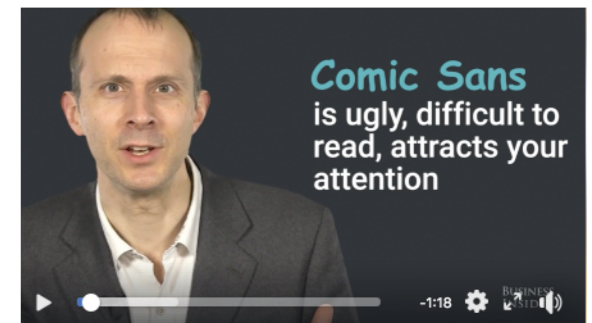
Here is an example (right)

See post: http://bit.ly/fbgroup_comic_sans

I shared this because I wanted people to think about stylistic choices.

I had written about the substance (the copy).


 **Jon Buchan** shared a video.
Admin · May 2, 2017
[PLEASE DON'T TAKE THIS ADVICE VERBATIM]
>> Comic Sans still sucks...
... but perhaps you *could* experiment with other fonts?
I personally use a very antiquated "typewriter" looking font.
Just this week it helped me get on a podcast.
"I couldn't *not* look at your email with that font!" he said.



8,620,402 Views
Business Insider
March 20, 2017
Like Page
If you want people to pay attention, use an ugly font like Comic Sans.

This video presented me with the opportunity to show people an interesting story, but also plant seeds in their mind. It's likely some of my audience had never considered using an unusual font in their sales and marketing efforts. Notice how I didn't tell them they SHOULD do this, merely that it had worked for me previously, and perhaps they should consider experimenting with it.

If I see an example of a brand doing something intriguing or impressive, I'll post about it. Here's an example:

 **Jon Buchan**
Admin · May 19, 2017
[GRAMMARLY CHARM...] 😄😄😄
>> Clever... 📧📊📈
Grammarly sends you an email with stats like this one.
They give you 3 different stats.
Naturally, most people will share the one that says the nicest things about them.
This is a clever move by Grammarly.
They get a ton of free exposure on social media by charming their users!
They know people can't resist the urge to 'humble brag'.
"I'm not saying my vocabulary is great... I'm just reporting what Grammarly told me!"
I'm suspect I'm also more inclined to say nice things about Grammarly now.
It helps it's a great little tool... 🤖

VOCABULARY



4025 unique words used

You have a larger vocabulary than 99% of Grammarly users.

Share with friends:   

IN-DEPTH BREAKDOWN

It also provides concrete, real world examples for people to learn from. It also makes creating new content far easier. Everything becomes inspiration for content after a while. You'll start to notice content in your own social media feeds that you can use to educate your audience and further your message.

I differ from some folks who say only promote your own content. I don't agree with this. I don't have all the answers.

If someone else's content can help my audience, I'll tell people about it. While I try to avoid posting too many external links, I don't ban them outright.

Curation enables you to educate your audience and further your agenda. Take for example, this post:



This aligns well with what my group is about, using humour and lateral thinking in business. By showing people this example, I'm helping influence people's thinking. They'll likely remember it was me that showed it to them. This also helps further cement the theme of the group, as other people will begin to post similar content.

Lastly, you should talk about your members. I promote people using my "Charm Offensive Spotlight" feature. This is where I ask for 3-5 posts or videos, and then we follow up with a Facebook Live interview. This creates a sense of community. You can't make it all about you.

Engagement Posts

Facebook doesn't like engagement-bait anymore.

You know, when people ask you to "Comment below with 'I want the ebook' and I'll send it you."

Facebook can detect this. If a post has loads of comments with identical text, it might automatically penalise that post.

This is different to just asking for comments, where people are free to write whatever they want.

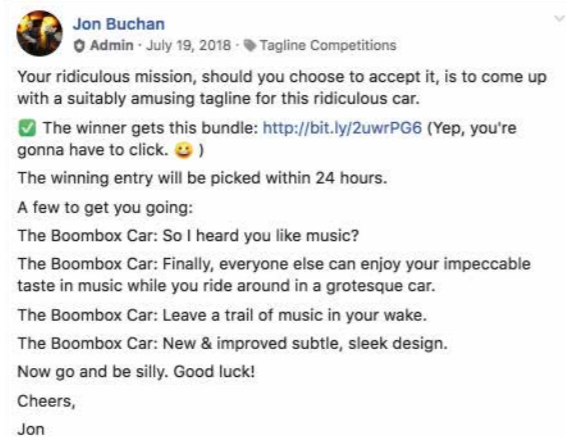
I've seen this tactic still work, but it's definitely something Facebook frown upon, and if they do detect it, they'll likely try to reduce the post's reach.

However, Facebook does love engagement. They want people to comment. That keeps people on the platform, and that means they can make more money from serving ads.

The key is to ask people to be creative, and announce there will be prizes for the best submissions.

People enjoy being creative, especially if it involves humour.

Here is an example:



Gary Buchan, Trish McGirr and 6 others 107 Comments

IN-DEPTH BREAKDOWN

I've asked people to come up with funny taglines for a ridiculous product.

I've provided a few examples of the format, to get people started.

And I've included a prize. I've added a link with no description, ensuring people must click it to see what the prize is, thus taking advantage of our natural tendency for curiosity, and the mind's need for closure.

People are incentivised mostly because the contest is fun, but the addition of a prize yet further cajoles people into taking part.

Because the post gets a ton of engagement, Facebook will reward it with more reach, even though it includes an external link.

The end result?

You get a ton of funny comments that your audience will enjoy.

Because of this engagement, Facebook has no choice but to reward the post with more reach.

And that means more people see the link to your prize, and are taken to a page about a product they might like, and even if they don't win it and can't afford it, they might still buy it anyway - especially if it's new, or on offer, and has a charmingly persuasive sales page.

Sure, this is an example of a technique I've used in my Facebook group many times to great success, but I do already have a Facebook group which is engaged and growing.

That doesn't mean you can't take this idea and apply it to Twitter, or Instagram, or even LinkedIn, or whatever the latest social network is.

The core idea is to give people a creative task that is intrinsically steeped in humour as part of a competition. As more people contribute humour creatively, more people laugh, contribute, and see your offer. And the networks approve.

Growing Your Group

How I pre-launched Charm Offensive with a draft, typo-ridden eBook

We hit 10k members on Christmas Day. That's a cool milestone. I've had some big moments this year.

But this whole crazy and lovely business started with that drunk cold email I sent way back in 2011.

There's another integral part of the story I haven't really spoken about much.

For some reason, I decided to write a 35-page typo-ridden plain text draft ebook about my bizarre approach to new business prospecting.

And I used that ebook to build a mini-audience half a year before I started the Charm Offensive Facebook Group or this email list.

I knew Charlie Price from a Facebook Group, and after some chatting, we met up in person when he visited my agency. We hit it off, and I told him about my weird approach to cold pitching.

At this point, I hadn't got an audience. My charming approach to cold pitching was a closely guarded secret.

Heck, when I began to send out direct mail pieces, I didn't even like it when happy, impressed prospects posted photographs of my letters on Twitter. (Now I love it that people did this. It's great historical social proof. :D)

However, that all changed when Charlie co-launched a Facebook Group, **Traffic and Copy**, and it took off. It grew to 20,000 members in a mere 6 months.

Charlie began to win new clients, and later, use it to launch information products. That got my attention.

I started to ponder, "Would anyone be interested in what I've got to say?"

I decided to test the waters. With Charlie's permission, I posted in Traffic and Copy, asking people if they would be interested in learning my weird ways. They were...

IN-DEPTH BREAKDOWN

Jon Buchan Moderator · October 15, 2016 · London

Greetings T&Cers,

After seeing the response to [Charlie Price's](#) post, I thought I'd pose a question to you all...

I have thought about writing an eBook / video guide detailing exactly how to write the type of direct mail / email, the notorious [Charlie Price](#) was alluding to.

I have broken down one of the templates that brought my agency in a good £mil or so over the years. It was responsible for 90% of our leads.

I began working on "Have Your Way With Words" earlier in the year but stopped as I could see the market is cluttered with these kinds of guides. However, I don't think I've ever seen anyone write copy in this irreverent style except me and Charlie.

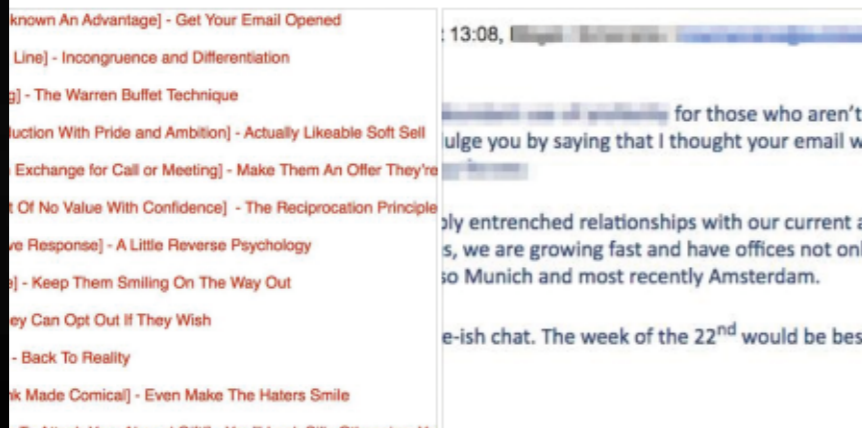

See the attachments to see a) the contents of the book and b) just a few screenshots of responses I've had. I've got a good few hundred of these screenshots stored up to remind myself I know how to write 😊

If I get enough responses, I'll write the eBook / create the guide in some format. Heck, I'll even give it to this group for free.

Let me know!

Stay Vigilant,

Jon

You, Charlie Price, Rohan Kale and 52 others · 103 Comments

Like Comment Share

IN-DEPTH BREAKDOWN

By the end of November of 2016, I must have sent a copy of my draft ebook to at least 150 people.

It wasn't long before I received emails not only praising how unique the content was, but informing me they had given my weird ways a shot, and to their astonishment, their efforts had paid off.

Often, they would attach screenshots of the gushing, positive responses they had received.

I, of course, can't deny that I enjoyed this. I loved getting such responses myself, but this was better.

This way round, I get to enjoy the warm fuzzy feeling that comes from getting the responses and sales calls, but without having to take on any of the work. I could have my self-aggrandising cake and eat it too.

I'm glad I took the shot. If I hadn't, I wouldn't have the wonderful job I have now. When I did launch this group, I had an initial 150 or so people who I could invite.

And some of those were already big advocates, because they'd taken my advice and it had helped them win new clients.

I made some other posts on Traffic and Copy like this one:

Jon Buchan Moderator · November 28, 2016 · London

THIS GROUP SUCKS!!!
YOU BUNCH OF LOSERS!!!
OK MAYBE NOT!!!

OK... Reading that vulgar introduction, you're probably thinking "He's getting banned!" or "What is up with Jon this morning?" BUT - you're now reading this post instead of doing fun Monday morning activities...

It was a very crude form of 'pattern interruption'. Not the words I'd normally use, but it works in this context (I hope.)

I didn't know this had a name until I saw Dan Meredith speak at Vincent's Harambe event. He said "Learn pattern interruption" a good few times. I suspected from the name I knew what it was. I Googled it. It turns out, I'd been doing this without knowing it was 'a thing' for a good few years.

I used to run a digital marketing agency. A good 5 or so years ago, sales had dried up. Word of mouth was unpredictable. We didn't do any outbound sales - I don't have a thick enough skin for cold calling. One night I got drunk and starting writing an email to be sent to marketing directors. I woke up in the morning and still liked what I'd typed up. It was completely absurd and made me laugh. I started sending it - and I got 2 very positive replies from 6 messages. I started sending it more people, and before I knew it, my calendar was filled up. I'd struck gold. I'd been clever by accident!

I'll go through one of the first bits of this email.

"You've never heard of me. (Hi, I'm Jon.) I got your data from a list. *gasp!* But hey, at least you're list worthy. That's gotta be worth something, right?"

Seems really informal and unprofessional, right?

Maybe... But that's better than boring.

This works for a few reasons...

Full post: http://bit.ly/tc_pattern_interruptions

Sometimes Charlie or Vin will see a post like they like on Charm Offensive, and ask me to post it in TAC. Like this one:

Jon Buchan Moderator · August 14, 2017

Stephen Curry shoots 3 point shots from much longer distances than his peers.

Why?
Because nobody else takes them.
Why does nobody take them?
Because they're low % (Shoot/Score)
Why are they low %?
Because you can't hit them well from that far away.
That means nobody was defending these shots.
Curry trained and trained and trained until he got great at hitting these shots.
That disrupted the game.
Many players and analysts have called Curry the greatest shooter in NBA history.
The lesson here:
- Find a gap, a chink in the armor. What is nobody else doing?
- Why is nobody else doing it?
- Would it be beneficial to get good at it?
- If so, try it.

When everyone else was focusing on writing the short, functional cold emails, I wrote longer, funny cold emails.

When everyone else wrote copy that directly mentioned customer pain points, I made light of them with satirical copy or imagery.

When everyone else said "Don't talk about yourself", I wrote my story but in a captivating way.

I wish all of this was more deliberate on my part. Alas, I was clever by accident! 😊

I am going to start doing this more deliberately.
I shall post the results of such experiments here.
Happy Sunday folks!



Aaron Campbell, Milton George and 42 others · 9 Comments 1 Share

Full post: http://bit.ly/tc_disrupt_the_game

Using LinkedIn To Grow Your Audience

LinkedIn, and in particular, its granular search functionality, is incredibly useful for growing your group.

You will need a LinkedIn Sales Navigator subscription for this.

Here are a few examples...

IN-DEPTH BREAKDOWN

1. Finding people with niche skills or interests

I had a client who wanted to find people who had an interest in “**kubernetes**” - don’t ask me to explain what this term means - I’m no developer :)

817 Total results

56 Changed jobs in past 90 days

4 Mentioned in the news in past 30 days

236 Posted on LinkedIn in past 30 days

Selected filters (2): kubernetes, CXO [View all filters](#)

Russell Sellers · 3rd | Citi
Sr. Vice President - Containers & **Kubernetes**
2 months in role and company
Austin, Texas Area
Related Leads [Preview Message](#) [Save as lead](#) ...

Michele Sciabarrà · 2nd | Sciabarra.com
CEO
3 years in role and company
London, United Kingdom
Shared Connections (2) | Related Leads [Preview Message](#) [Save as lead](#) ...

Stéphane H. M... · 2nd | OpenStack Foundat...
Member
5 years 8 months in role and company
San Francisco Bay Area
Shared Connections (1) | Related Leads [Preview Message](#) [Save as lead](#) ...

The keyword search can be used to find people who have this term in their bio.

The ‘**keywords in posted content**’ search can be used to find people who have posted content on LinkedIn containing this keyword.

This will often find engaged LinkedIn users, so you can get their attention by commenting on their content.

It’s also useful for researching content ideas.

2. Finding people with specific traits

Use keyword search to search for ‘enthusiastic’, ‘ambitious’ or some other trait you are looking for.

This will return people who self-identify with that term (which may sometimes not be

accurate!), and/or people have added a recommendation to their profile with this term.

You can craftily use this when cold messaging them.

Combined with the other search filters like location, job title, time in role, these functions allow you to narrow your search.

Bonus:

- + You can use ‘**AND**’ & ‘**OR**’ & ‘**NOT**’ search operators with both of these keyword search filters to expand or narrow your search further.
- + E.g. Job title: **CEO NOT Assistant NOT PA**
- + E.g. Keywords: **Marketing AND Advertising NOT B2B**

IN-DEPTH BREAKDOWN

Why is this useful?

If you know the type of person you want in your group, you can find them on LinkedIn.

And then send them a connection request. Most people accept them, and many will browse your profile to learn more about you.

Make sure your LinkedIn profile mentions, and links to, your group, and some of those people browsing your profile will click and join.

Keep sending your ideal group members connection requests, and more people will see your profile, learn of your group, and join it.

You should post a promo to your LinkedIn newsfeed promoting your group once a week.

3. LinkedIn reach hack

LinkedIn shows your posts to more people if they get likes and comments not long after you’ve posted.

If you have a Facebook group, an email list or other social profiles with a decent following, simply politely ask people to like / comment on your LI post and provide a link to it.

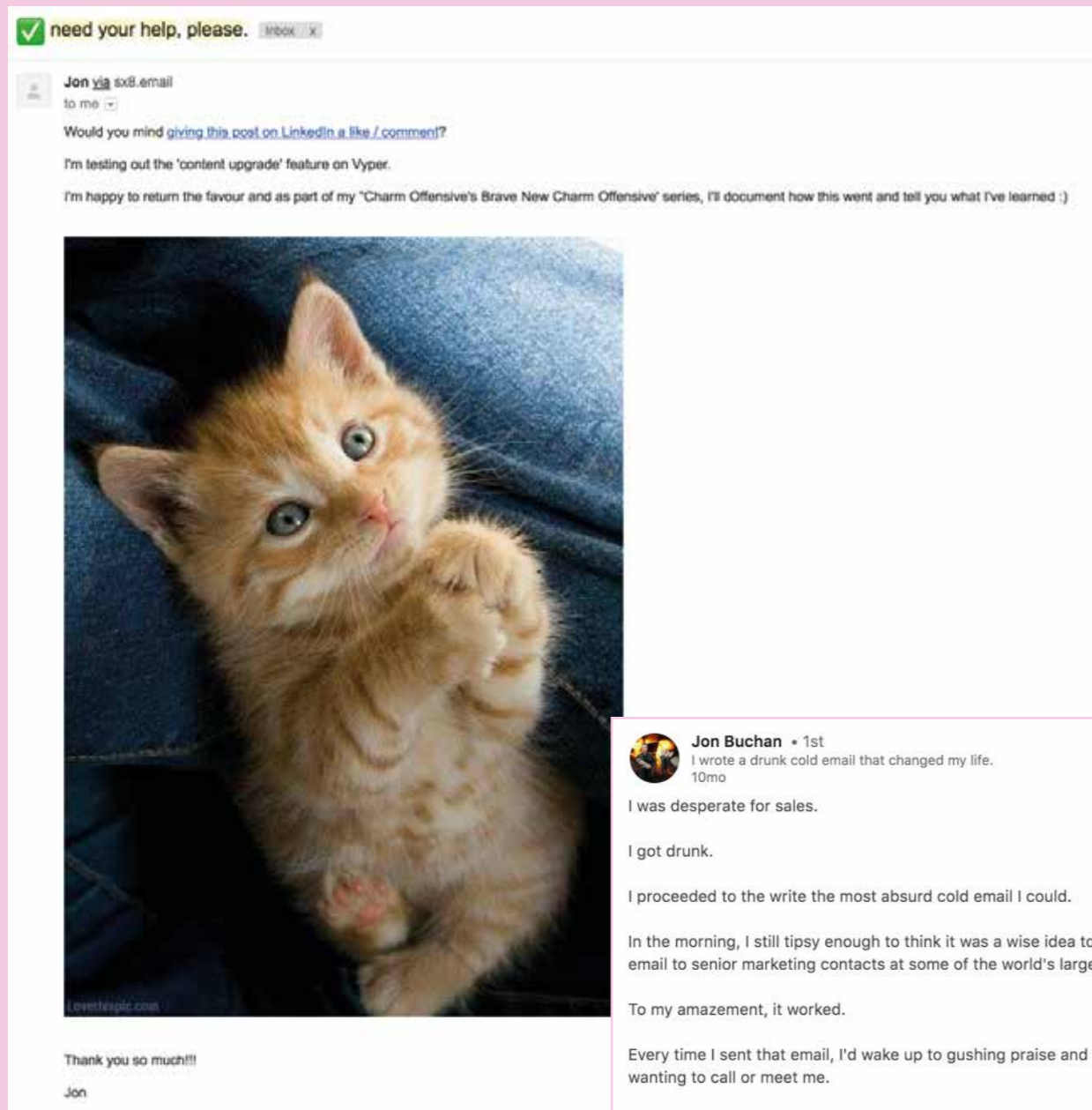
Jon Buchan shared a link.
August 4 at 6:10pm

Charrmmrrrs,
If I could get some likes and comments on LinkedIn, I would really appreciate it. 😊
Thank you so much!
Happy Friday,
Jon

Posted on LinkedIn

Jon Buchan 🏅 on LinkedIn: "The drunk cold email that..."
The drunk cold email that changed my life. I never learned how I was 'meant' to write copy, so I interrupted the pattern by default. From the age ...
LINKEDIN.COM

IN-DEPTH BREAKDOWN



This works especially well if you've built up goodwill, e.g. you have a Facebook Group that frequently delivers useful content.

It also helps to add a dash of charming copy to your requests. :)

You can use this to your advantage when you want to generate new opt-ins to your list.

- + **Step 1** - Post a link to your opt-in page.
- + **Step 2** - Ask your Facebook Group members, email list subscribers and other social media followers to like/comment.

Full post:
http://bit.ly/linkedin_drunk_email

IN-DEPTH BREAKDOWN

Using Your Personal Facebook Profile

Upon clicking my cover art, people are shown a link to my FB group.

I also heavily promote my group in my 'Intro' section:

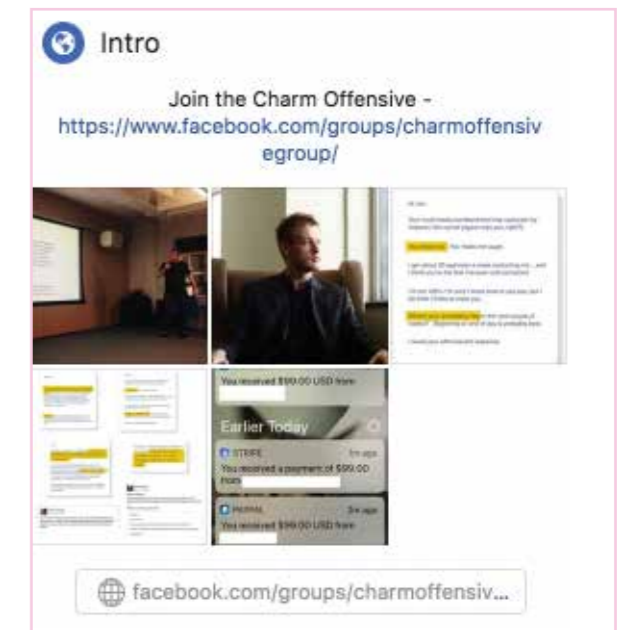


When I was starting out, I would make other 'value' posts in other groups.

Anyone that would engage positively, I would add as a friend.

Some of these people would look at my profile, see the link to my group, and join it.

When starting out, post a link to your group once a week.



Full post: http://bit.ly/fbgroup_personal_post

IN-DEPTH BREAKDOWN

Network With Other Group Admins

If you build relationships with other Group admins, you can ask them if it's OK to post in their group. This is a judgement call. I never go into these things thinking about what I'm going to get out of it.

Here is a post I made in **SAAS Growth Hacks** - made with Aaron (Group admin)'s permission.

Jon Buchan April 17, 2017

[How to NOT SUCK at writing cold email approaches/pitches]

Hello all,
Aaron said I should make a post here. So here I am!
Take a peek at the attachments on this post.

You'll see some responses from my cold emails and direct mail campaigns. There's also some screenshots of people who have taken my advice 😊

This is what I do for a living. I've met with senior decision makers at RedBull, Pepsi, Symantec, Hewlett-Packard, HSBC, Barclays and countless other global brands - and plucky and innovative start-ups and yes - just regular small businesses.

I've used this same style to get senior editors at large publications to respond to me and publish my clients content. I've used it to help people get as many job interviews as they want - and to meet people I really look up to. I've recently used it to get booked on some podcasts too.

Jon Buchan shared a link. June 9, 2017

I got to the top spot of 4 business subreddits recently. /r/entrepreneur, /r/sales, /r/startups and /r/smallbusiness

I had 35,000 combined views. 26k coming from /r/entrepreneur. This led to about 700 new group members and opt-ins to my email list.

I was quietly confident my posts would be successful.

I didn't cross promote.

I didn't ask anyone for an upvote.

And the story I posted is completely true.

However, I could have told it badly.

Luckily for me, I didn't.

I've put together a breakdown of my post and why it worked.

Enjoy!



DOCS.GOOGLE.COM

To The Top of Reddit With You!

👍👍👍 Luke Nevill, Jia Li and 54 others 26 Comments 1 Share

Full post: http://bit.ly/bamf_reddit

Another guide I posted on BAMF.

Jon Buchan is 🥰 feeling grateful. December 14, 2017

🔥 How To Be Somewhat Funny - Free Mini Guide 🔥

Do you want to learn how to write funnier copy?

"yeah ok i guess" I hear you SCREAM!

I've pieced together this suspiciously generous little guide to help you weaponise disarming copy that elicits smirks, smiles, and haha-emojis. It contains:

- ✔️ 12 easy to use joke formulas to add humour (or 'humor' for my American friends) to your copy.
- ✔️ 5 writing exercises to help you 'find your funny' and practice while nobody is watching (unless you're into that kinda thing, you kinkster!)
- ✔️ An analysis of the hilarious viral ad for Dollar Shave Club, some viral Facebook posts and some of my own attempts at satire.
- ✔️ Other dastardly things that I can't easily summarise in one line. I'll let your mind work overtime thinking about what delectable treats I may or may not have in store for you...

You'll never have to worry about people laughing at your attempts at funny copy again.

Please use irresponsibly.

Have a wonderful day,

Jon

P.S. Thanks as ever to the wicked smart **Josh Fechter** for raising the bar and making all of us other FB group owners look like rank amateurs in comparison! Thank you, Josh... 😊

DOCS.GOOGLE.COM

BAMF: How To Be Somewhat Funny

How To Be Somewhat Funny This suspiciously generous free guide wil...

👍👍👍 Luke Nevill, Luka Zuparic and 41 others 20 Comments

Full post: http://bit.ly/bamf_somewhat_funny

I've put together this monster of a post. If you'd like to be able to write cold emails, or direct mail that cut-through the noise and get responses like these, have a read...

It's a combination of a few of the 'starter' posts on my new Facebook group - "Charm Offensive"

<https://www.facebook.com/groups/charmoffensivegroup/> (Thanks for letting me post this, Aaron!)

Here goes nothing...

[MAKING IMPACT]

>> Impact -> Communication -> Persuasion

So many cold approaches such because they go straight to persuasion. The very first line starts with something like ... "We're the best people in the world at X... We've worked with X client and are ground-breaking X technology is a world's first..."

YUCK! Of course, that gets deleted!

Your job is to sell the idea that a call or meeting with you is not a bad idea. Not to give every little detail - or to sell your entire offering in one go. Those steps come later...

Dave Trott talks about this when talking about effective advertising.

Full post: http://bit.ly/saas_cold_email

Josh Fechter's "**Badass Marketers & Founders**" Group is excellent. It's filled with awesome guides and resources - and none of them are behind an opt-in.

I always used to ask Josh on Messenger if it was OK to post stuff. This may have been going a step too far, but I always err on the side of being overly polite and respectful rather than not enough.

IN-DEPTH BREAKDOWN

Get Their Attention While Having A Little Fun

A post about lead generation I repurposed for The Cult of Copy.

Jon Buchan The Cult of Copy December 2, 2017

✔️ SEARCHING LINKEDIN TO FIND FREELANCE WORK

Find leads using the "search posts" option on LinkedIn. Sort your search by date.

Send personalised invites & follow up messages to the opportunities that interest you.

The screenshot shows the first results when searching for "looking for a freelance copywriter".

There's an absolute ton of requests.

You could also try "know any copywriters?" or other variations.

This works on Twitter and Facebook too.

The process:

- 🔍 Do a little research. Find out about the prospect and their business / who they work for.
- 🗣️ Make your approach distinct and interesting. Make sure to stand out from the crowd.
- 📞 Book a phone call / meeting.
- 🤝 Close the deal.
- 🎉 Celebrate

I hope this was useful. A simple tip but it works.

Have fun,
Jon — thinking about quick wins.

in looking for a freelance copywriter

All People Jobs Content Companies Groups Schools

Funding From 7.2% APR - Borrow When You Need It From 7.2% APR. No Early Repayment F

Try searching for

- Head Writer jobs
- New connections at Charm Offensive
- Director jobs

Jenny Famularcano Designer at Column Five. Studying type design with Type@Cooper West. We're looking for Copywriters :)

Marketing Copywriters - Freelance - Column Five columnfivemedia.com Location: Preferably based in the continental U.S. Type: Full-time Minimum experience: Mid-level W/e

Michaela Nelson Head of Communications for EMEA at Ashland Inc. 22h Looking for a freelance copywriter based in the UK for varied and smaller random jobs! Do you have a contact to share? 2 Likes - 10 Comments

Sarah Moharram-Mosallam Talent Manager at J. Walter Thompson MEA. 5d We are looking for a freelance senior digital copywriter who is available to start asap! Drop me a note. 23 Likes - 22 Comments

Hannah Stover Project Manager, Ten Gun Design. 1d Looking for a freelance copywriter with experience working with insurance companies. Send me a message if you're interested! 3 Likes - 2 Comments

Brian Scott Editor-in-Chief at WritingCareer.com. 5d Quovo is Seeking a P/T Freelance FinTech Copywriter (NYC)

Quovo is Seeking a P/T Freelance FinTech Copywriter (NYC) online-writing-jobs.com 1 Like - 1 Comment

👍👍👍 Luka Zuparic and 33 others 11 Comments

Full post: http://bit.ly/cultcopy_linkedin

Jon Buchan June 8, 2017

The biggest thing I've learned from this group is not to be afraid to give your best knowledge away.

When I started my group, I gave information out that was unique and helpful, but I was holding back. I knew I was.

Seeing Josh's (and others) example, I've now changed this.

As a result, I've been able to help far more people in a very real way. More people succeed in their endeavors because of it.

That gives me a nice feeling every time I see or hear about these successes.

It's also brought me more advocates, opportunities, and yes, \$revenue. My advice to anyone is to do the same.

Vague posts can only help people so much.

It's a step up motivational quotes, but you're still not helping the best you can.

Give out your best knowledge.

You will help more people.

And more opportunities will come your way because of it.

I'm aware of the irony that this post is a bit of platitude itself, but I suspect some people may be in the same position I was in. As such, I think it gets a pass.

Well, you guys can be the judge of that.

P.S. Please vote for Josh Fechter for "President of the Internet" 😊



👍👍👍 You, Jon Buchan, Vin Clancy and 108 others 13 Comments

I had this image made by Jessica Draws, the designer I mention in the blueprint document.

I wrote this post and it got accepted. I knew Josh had a big following, and needed to do

IN-DEPTH BREAKDOWN

something so he would remember me. This was what I came up with. When I messaged Josh, I got a reply. Whether or not this was because of this post, I don't know. It can't have hurt, though.

Go On Podcasts



Full post: http://bit.ly/se_interview

This was my first ever podcast appearance.

I found **The Sales Evangelist** podcast by scouring Ben Settle's media page.

I suspected from what Ben taught that our audiences had some crossover. From this, I thought trying to appear on at least some of the podcasts Ben had appeared on would help grow my audience. It did.

When you've started your group, research the podcasts that other people with complementary messages to yours have been on. Then send them a charming cold pitch. (I have a podcast invite template in one of my template packs. It's the exact template I used myself...)

By *The Sales Evangelist* Posted May 13, 2017 In *Creative Prospecting*



Emailing is a huge factor in the whole sales process but a lot of people are not seeing success with it. The trick is in creating unconventional emails to make you stand out from the pack. Even direct emails can be done through

unconventional means as well. My guest today, Jon Buchan did just that! And he's going to share with us some strategies on how you too can wow your prospects with the way you send emails.

Jon is the owner of the company, **Charm Offensive**, where they focus on direct mail and email campaigns. He is simply the best at getting the attention of busy people.

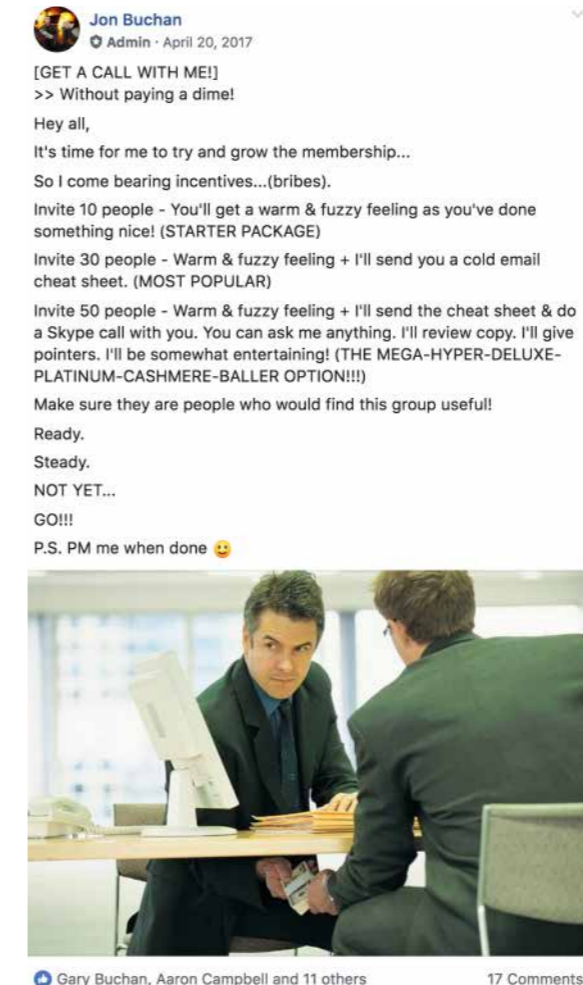
IN-DEPTH BREAKDOWN

Kevin Rogers is a well known figure in the copywriting industry. When I successfully invited myself onto his podcast, I made sure to tell my group of my good fortune.

Full post: http://bit.ly/copy_chief_interview



Ask Your Audience



This is a tactic I used to help grow the group. You can swipe this if you want. Change it a little. Make it your own. You might want to tell people they should ask people's permission to invite them. People get irked about being added to groups without permission. You want engaged members, not unwilling, confused ones.

How To Know What Products To Build

- + Think of a product idea
- + Write a sales page with a pre-sale offer deadline
- + Pitch it to your audience

If you get good at writing fast, this system is efficient.

The market will tell you if they want your product or not.

Don't go overboard with the sales page. At most, spend four hours on it.

Try and sell a low end product - \$49 / \$99.

See post: http://bit.ly/fbgroup_ask_audience

If it does well, make the product and consider making higher end products.

If it doesn't, it's up to you whether you decide to make the product or not. If you don't, of course, you must refund those who did buy it.

How To Build Products Quickly

If you have good information, it doesn't have to be perfect.

Heck, a lot of my products, especially when first starting out, were not the most aesthetically pleasing.

That's not to say you shouldn't work on making your products look good, but if it's stopping you from releasing stuff, you need to let go. Don't get caught up on perfectionism. You can always improve this later.

Of course, this is only possible if you are imparting useful wisdom.

The most important thing is you have techniques that work reliably.

Don't make anything without selling a copy. Pre-sell everything.

Pitch new things frequently. It's the only way you'll get good at creating offers and writing copy that converts.

The way I create products is to write an ebook like this one, and then record an audio training where I elaborate further.

When you practice writing every day, you get better at being able to write fast.

Generating Inbound Leads

You will find prospects contact you just because you run an engaged Facebook Group.

I've been focused on moving away from client work. However, if I wanted to generate leads, all I would do is start changing my pitches from selling products to selling one-to-one client work.

It's that simple. You could even do special offers using scarcity for set pieces of work. Or simply charge \$250 for a consultancy call.

Generating Fast Cash

If you need to generate fast cash, run a flash sale for an offer that always does well and be honest for the reason of your flash sale.

People are forever on the receiving end of flash sales that marketers claim to create for virtuous reasons. This may sometimes be true. But more often than not, they're created because they know they generate sales.

Some of my best-performing offers have blatantly stated my self-interested reasons for putting them together.

For example, last year, I ran a sale entitled **"The Jon is moving and needs money for a deposit flash sale."**

This was true. I needed the money. I was desperate even. Time was short. And London living ain't cheap baby.

This honesty is as amusing as it is surprising. And it's more believable that I'd create an offer for this purpose, than it is to say **"I just felt like lowering my prices because I love you guys. I lose out by doing this."**

This honest approach is endearing to everyone, no matter their level of understanding or cynicism.

And if your audience likes you, they will often be happy that their purchase is helping you. People like to do other people favours. They won't buy purely for this reason. As ever, the offer needs to be good, the pricing right, and the copy persuasive.

However, the customer gets an additional benefit: they get a warm fuzzy feeling from knowing they've helped someone that they like and want to see do well. And all they had to do was purchase something they were strongly considering purchasing anyway.

It's not only a bargain, but it's a bargain they won't find anywhere else.

The second way to generate fast cash is to pre-sell a new product you haven't made yet. Offer it to your audience for a 'pre-sale' price that's much lower than the eventual final price of the product.

How To Build Enough Products To Have A Subscription

Keep pitching new products.

Ebooks. Template packs. Webinars. Training videos. Courses. Everything.

I knew I wanted to move from doing client work to selling information products full time.

This gave the motivation I needed to keep making new products and to keep pitching them to my audience.

Every month set out to pitch and create at least one new product.

You can do this if you don't get hooked on making everything perfect.

Focus on making products that help people achieve a specific result. If you can do that, they don't need to be pretty.

LIKE THE DESIGN OF THIS SEXY ZINE?

Want your lead magnets, ebooks, and printed newsletters to be as beautiful as this publication?

"Yeah I guess so m8," I hear you scream!

Well I have good news for you.

I know who made them. It was one of the nicest people I've ever met, Louise Carrier.

She is responsible for making this newsletter so sexy and easy... (to read, pervert!)

I implore you to stop what you are doing and email her at louise@louisecarrier.co.uk immediately, begging her for the opportunity to work together.

Do it!



Tactics: Recap

Content Theming

- + Decide the content themes that are the norm in your group.
- + Contribute or curate content on these topics with regularity. This will help make your group unique. It will keep your content theme alive in members minds, which in turn will inspire them to share content they find around your themes.
- + Find a quick win for your audience - something they can do that will lead to a demonstrable result.
- + Write a small guide that takes people through how to achieve this result. You can turn this into an ebook you charge \$19 for.
- + You can give that ebook to members of your group that comment and contribute to your group.
- + Provide the 'assist' to help them to achieve the quick win they need, to get the demonstrable result they need, to get results.
- + Collect the digital evidence that this result has been achieved.

Example DM: "Hey Jeff, Thanks for your post the other day. I've got a present for you, if you'd like it. I've just released my new ebook, "Win With Words" and I'd be happy to send it you for free. It'll show you how to write a charming cold pitch that gets the kinds of positive responses I've been posting. If not of interest, no worries of course. Let me know. Thanks again! Cheers, Jon."

Pro Tip: Most people will respond and say 'yes.' When they do, tell them, "If you need any help or have any questions implementing the suggestions, let me know. Happy to help any time."

Content Curation

- + Post anything that helps your audience think in the way you want them to think, or think about things you want them to think about.
- + Carefully curated content enables you to educate your audience and further your agenda. This also helps further cement the theme of the group.

Example: http://bit.ly/fbgroup_comic_sans

Pro Tip: Talk about your members. This creates a sense of community. You can't make it all about you.

Engagement Posts

- + Facebook does love engagement. They want people to comment.
- + Set people a creative task that is intrinsically steeped in humour as part of a competition.

Example: I've asked people to come up with funny taglines for a ridiculous product.

Pro Tip: Facebook doesn't like engagement-bait anymore. If a post has loads of comments with identical text, it might automatically penalise that post.

Growing Your Group

- + Build a mini-audience before you start your group or email list.
Example: I used a a 35-page typo-ridden plain text draft ebook to build a mini-audience half a year before I started the Charm Offensive Facebook Group.
Pro Tip: With the Admin's permission, is there another group you could post in? When you do launch you will already have some big advocates to invite.

Using LinkedIn To Grow Your Audience

- + Use LinkedIn Sales Navigator and in particular its granular search functionality to grow your group
Examples: Use the 'keywords in posted content' search to find people who have posted content on LinkedIn containing your keywords. Use **keyword search** to search for traits you are looking for e.g. 'enthusiastic', or 'ambitious'.
Pro Tip: You can use 'AND' & 'OR' & 'NOT' search operators with both of these keyword search filters to expand or narrow your search further.
- + Send your ideal group members connection requests. Make sure your LinkedIn profile mentions, and links to, your group.
- + Politely ask your Facebook group, an email list or other social profiles to like / comment on your LinkedIn posts and provide links.
Example: Post a link to your opt-in page. Ask your Facebook group members, email list subscribers and other social media followers to like/comment.
http://bit.ly/linkedin_drunk_email
Pro Tip: It also helps to add a dash of charming copy to your requests. :)

Using Your Personal Facebook Profile

- + Upon clicking your cover art, show people a link to your FB group.
- + Promote your group in your 'Intro' section.
- + Make other 'value' posts in other groups.
- + When starting out, post a link to your group once a week.
Example: http://bit.ly/fbgroup_personal_post
Pro Tip: Anyone that engages positively to your 'value' posts, add as a friend.

Network With Other Group Admins

- + Build relationships with other group admins, then you can ask them if it's OK to post in their group.
- + Never go into these things thinking about what you're going to get out of it.
Example: http://bit.ly/bamf_reddit
Pro Tip: Always err on the side of being overly polite and respectful rather than not enough.

Get Their Attention While Having A Little Fun

- + If you're writing a post for another group with a big following, think about how you can do something a little different so you're memorable.



IN-DEPTH BREAKDOWN

Example: Josh Fechter for "President of the Internet".

Pro Tip: Don't forget you can stand out visually as well as with your copy.

Go On Podcasts

- + When you've started your group, research the podcasts other people with complementary messages to you have been on.
- + Send them a charming cold pitch.

Example DM: http://bit.ly/copy_chief_interview

Pro Tip: I have a podcast invite template in one of my template packs. It's the exact template I used myself...

Ask Your Audience

- + Incentivise existing group members to invite new members from their network who will find your group and content useful.

Example: http://bit.ly/fbgroup_ask_audience

Pro Tip: Tell people they should ask people's permission to invite them. People get irked being added to groups without permission.

How To Know What Products To Build

- + Pre-sell everything.
- + Think of a product idea. Write a sales page with a pre-sale offer deadline. Pitch it to your audience.
- + Don't go overboard with the sales page. At most, spend four hours on it.
- + Try and sell a low end product - \$49 / \$99.
- + If it does well, make the product and consider making higher end products.

Pro Tip: If your product doesn't do well, it's up to you whether you decide to make the product or not. If you don't, of course, you must refund those who did buy it.

How To Build Products Quickly

- + If you have good information, it doesn't have to be perfect.
- + Don't get caught up on perfectionism. You can always improve on the aesthetics later.
- + The most important thing is you have techniques that work reliably.
- + Don't make anything without selling a copy.
- + Pitch new things frequently.

Pro Tip: I write an ebook like this one, and then record an audio training where I elaborate further.

Generating Inbound Leads

- + Prospects will contact you just because you run an engaged Facebook Group.

IN-DEPTH BREAKDOWN

- + To generate leads, simply start posting pitches in your group offering your wares. Better still, post testimonials and video case studies.

Pro Tip: You could even do special offers using scarcity for set pieces of work. Or simply charge \$250 for a consultancy call.

Generating Fast Cash

- + Run a flash sale for an offer that always does well and be honest for the reason of your flash sale.
- + Pitch a new product you haven't made yet. Make it available for a special 'pre-sale offer' price that's much lower than the eventual final price of the product.

Example: "The Jon is moving and needs money for a deposit flash sale."

Pro Tip: This honest approach is endearing to everyone, no matter their level of understanding or cynicism. As ever, the offer needs to be good, the pricing right, and the copy persuasive.

How To Build Enough Products To Have A Subscription

- + Keep pitching new products. Ebooks. Template packs. Webinars. Training videos. Courses. Everything.
- + Every month set out to pitch and create at least one new product.
- + You can do this if you don't get hooked on making everything perfect.

Pro Tip: Focus on making products that help people achieve a specific result. If you can do that, they don't need to be pretty.

Remember...

Showing up every day is important, especially to begin with. All the other little tricks and nuances don't work unless you're putting out good, unique, interesting content regularly. This becomes easier.





CHARM
OFFENSIVE.