

# The Charming Self Funding Funnel

## Technology

You need platforms for:

- Email marketing
- Opt-ins
- Sales pages

When I started selling information products, I used ClickFunnels. It did everything I needed. It's still a valid option, especially if you are not the most technically proficient.

However, I moved away from ClickFunnels a few years ago. The main reason was I was worried about outages. I didn't like the idea of being at the mercy of ClickFunnels' support team should I encounter a problem. I moved to hosting funnels on my website, [charm-offensive.co.uk](http://charm-offensive.co.uk), using a variety of different platforms.

Charm-offensive.co.uk uses WordPress as its content management system.

We use Gmail for business to host our Charm Offensive email accounts, e.g., [jon@charm-offensive.co.uk](mailto:jon@charm-offensive.co.uk)

We use Thrive themes to create and manage our funnel pages, e.g., Opt-in pages & Sales pages.

For our email marketing and opt-in forms, we use ConvertKit.


For taking payments, we use Stripe and Paypal.

We use AutomateWoo for sending cart abandonment emails and other automated email flows.

To create limited-time offers that expire and to create those gigantic obnoxious countdown timers, we use DeadlineFunnel.

For Order Bumps, we use WooFunnels. Order Bumps are a special offer you present at checkout.

Here's an example of an Order Bump:

<input type="checkbox"/>	<b>Yes! Add Magic Cold Email Training to my order</b>	<del>£199.00</del> £19.90
		
<p>In this 50 minute training video I run through one of my most successful ever cold email templates line-by-line, explaining the humour formulas and persuasive devices that made it so effective in getting prospects to reply positively and agree to a sales call or meeting.</p> <p>Get it today for an absolutely scandalous discount!</p>		

To manage our subscription offering, Charm Offensive Professional, we use Woo Subscriptions.

## My Self-Funding Funnel

When I first started looking into selling information products, I encountered Russell Brunson's videos about creating sales funnels.

I remember early on learning that you needed to create a self-funding funnel. This is a sales funnel that generates new email subscribers using paid traffic and breaks even in the process.

Here's the ideal customer journey:

1. User sees FB ad
2. User clicks FB ad
3. User reads opt-in page and signs up
4. User is redirected to a Thank You page that contains a limited-time offer.
5. User is subscribed to an email sequence that provides value while promoting the limited-time offer.
6. User purchases the limited-time offer.

The goal is to get as many users from point 1 (never heard of you) to point 6 (they become a customer).

The vast majority of people are not going to bite on your limited time offer. That's fine. We don't need a majority. We need enough that our ad spend is covered, and we can keep our ad campaign, which adds new subscribers to our email list every day, running indefinitely.

I shall now analyse each part of my self-funding funnel, starting with the Facebook Ad.

# Facebook Ad Analysis

## Ad Type

When creating a campaign, choose the “Conversions” option.

### Choose a Campaign Objective

[Learn More](#)

#### Awareness

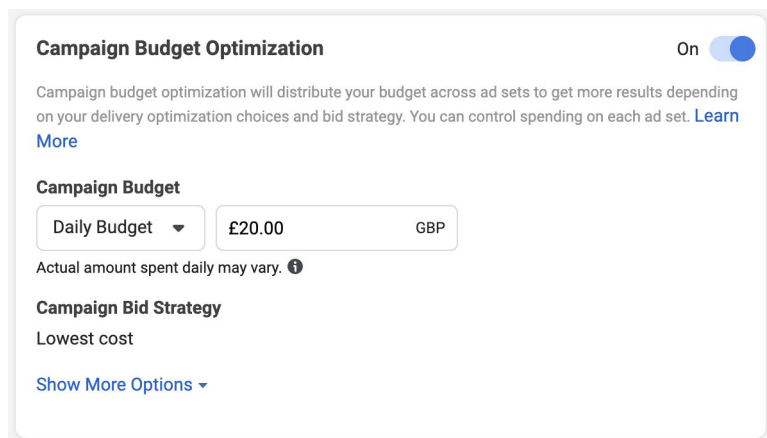
- ☐ Brand awareness
- ☐ Reach

#### Consideration

- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

#### Conversion

- ☒ Conversions
- ☐ Catalog sales
- ☐ Store traffic



**Campaign Budget Optimization** On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

**Campaign Budget**

Daily Budget  GBP

Actual amount spent daily may vary. ⓘ

**Campaign Bid Strategy**

Lowest cost

[Show More Options](#) ▾

I use Campaign Budget Optimisation.

There are plenty of advocates for Ad Set Optimisation. However, this option is being withdrawn soon. I figured there wasn't much point experimenting with Ad Set Optimisation if the option will soon no longer exist.

Don't worry about this too much. Just press the "On" button in the top right-hand corner and set a daily budget you can afford. Start small. I generally advise you to test £5 per Ad Set per day.

Each Ad Set will target a different interest or lookalike audience. I'll get into that later in this document, though.

**Ad Set Name**
[Create Name Template](#)

USA - 1% Lookalike - M&F - AdSet

**Conversion**

**Conversion Event Location**

☒ Website

☐ App

☐ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp

Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

**Pixel**

**Charm Offensive Website**
Pixel ID: 328282631542060

**Conversion Event**

Lead

Give your Ad Set a descriptive name. The format I usually use is:

[Location Targeting] - [Interest/Lookalike Targeting Option] - [Gender Targeting] - Ad Set


I don't often do split gender Ad Sets anymore. From now on, I'll only add this information if the Ad Set specifically targets only men or women.

Choose "Website" and pick the "Lead" option from the Conversion Events dropdown menu.

**Budget & Schedule**

**Start Date**

Dec 3, 2020

 1:37 PM

London Time

**End · Optional**

☐ Set an end date

---

[Hide Options ^](#)

**Ad Set Spend Limits · Optional**

None added

I don't set an end date to my campaigns, generally.

## Targeting Strategies: Lookalike Audiences

### Audience

[Create New Audience](#)
[Use Saved Audience ▾](#)

Custom Audiences ⓘ

Create New ▾

INCLUDE people who are in at least ONE of the following

Lookalike

Lookalike (US, 1%) - All Charm Offensive Customers - 231120

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Customer List

All Charm Offensive Customers - 231120

All Charm Offensive Email Subscribers - Auto-Syncs

Evergreen Funnel (CPSP) Customers - Auto-Syncs

Website

Purchase in the past 180 days.

If you have an email list and/or customer list, you should upload this to Facebook to create a custom audience. You can then target these people with retargeting ads.

In addition, you can create lookalike audiences. Facebook will analyse your uploaded lists and build an audience of similar people to those you have uploaded.

I've uploaded my customer database. I've included "Lifetime Value" - the total spent by each customer in the spreadsheet. This information helps Facebook show your ads to the most relevant people it can find.

**Important: Only target one custom audience per AdSet. You want to see if the audience works. Including multiple lookalike audiences will make this impossible.**

## Exclusions

You need to tell Facebook who they shouldn't show your ad to.

My exclusion targeting includes:

- My customer database
- My email list subscribers
- Customers of my evergreen funnel
- Anyone who has landed on the "thank you for your purchase" page in the past 180 days.

My email list subscriber list and customers' list from my evergreen funnel are automatically updated using a ConvertKit integration.

I don't have my entire customer database auto-sync because this isn't possible with the functionality of the integration at present. (Or perhaps more accurately, I haven't figured out a hack to sort it yet.)

I also exclude anyone that has landed on the "order received" page in the past 180 days. I don't have to add this - but it makes my exclusions watertight.

How do you create the “purchased in the last 180 days” custom audience?

Head to the Audiences section and click “Create Audience.”

Then select “Website”

### Create a Custom Audience

#### Use your sources



Website



Customer list



App activity



Offline activity

Select “Purchase” from the list of conversion events. (You’ll need to have set your Facebook Pixel up. I talk about this later in this document.)

Create a Website Custom Audience

×

1 Add People to Your Audience

Show Tips

Include people who meet ANY of the following criteria:

Charm Offensive Website

Purchase

in the past 180 days

Refine by

Include More People

Exclude People

2 Name Your Audience

Landed on “Order Received” page in past 180 days

2

×

Add Description

Cancel

Back

Create Audience

Then change the number of days to 180 (that’s the largest number of days Facebook allows you to select.), give the custom audience a descriptive name, and click “Create Audience.”

## Targeting Strategies: Interest Based Audiences

**Age**

18 - 65+

**Gender**

All genders

**Detailed Targeting**

Include people who match ⓘ

[Interests](#) > [Additional Interests](#) > [MailChimp](#)

MailChimp



Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

Exclude

Narrow Audience

If you've not got an email list or customer list, never fear. We shall target people using interest targeting.

One thing to note is that if you target generic interests like "Digital Marketing", this doesn't mean that you are only targeting people who've liked "Digital Marketing," as an interest on their profile.

It also targets anyone that posts about digital marketing, shares digital marketing content, likes various digital marketing related Facebook Pages, and is friends with other people who engage with digital marketing content.

## How To Test Your Targeting

Think about your ideal customer. What interests might they have?

For my audience, it's stuff like:

- Email marketing platforms
- Opt-in marketing platforms
- Cold email platforms
- Digital marketing platforms
- Influencers and experts
- Generic interests like "Digital Marketing"

**Important: Choose one interest to target per Ad Set. This enables us to see which interests convert - and which don't. You can run as many Ad Sets as your budget will permit.**

## Location Targeting

### Locations

People living in or recently in this location

United States

✓ United States

✓ Include

Search Locations

Browse

Choose one location per Ad Set. You want to test one variable at a time. To start with, that's your interest and/or lookalike targeting.

I find the USA and UK are my highest converting audiences, followed by Australia and Canada. However, I've yet to target a lot of countries specifically. I shall be expanding my campaigns to test as many countries as I can over time.

## Audience Narrowing

Another thing you can test is “Audience Narrowing.”

This is where you tell Facebook only to target people who like multiple interests together.

I had success with this technique when creating a Facebook ad for my favourite local rock bar, Project Orange. (The swipe of this ad is included as a bonus at the end of this document. Hoorah!)

Initially, the targeting was simple. I included several bands whose music is played frequently in the bar as my targeted interests.

While the ad got plenty of engagement (the type of campaign I was running), the people engaging with the ad didn't, well, look a lot like stereotypical Project Orange customers.

To remedy this, I amended my targeting.

I brainstormed as many bands, artists, albums, and songs relevant to Project Orange as possible.

I split these into two lists within Facebook and told Facebook only to target people who like at least one interest from list 1 and at least one interest from list 2.

This interest narrowing strategy makes it far more likely the person is a big fan of rock music instead of someone who may have clicked “Like” on some rock-related fan page one time.

This amendment to my targeting options worked. With this change, the engagement levels increased, and the people engaging with the ad looked far more like huge rock/metal fans. Their profile photos often included them wearing rock/metal attire, with bright coloured hair, holding guitars, having tattoos, and all of the other trademarks one might expect from a fan of loud guitar music.

This is a screenshot of the interest targeting I used for that campaign:

#### Detailed Targeting

People Who Match:

[Edit](#)

- Interests: List of songs recorded by Guns N' Roses, Alice Cooper (band), Judas Priest, Nevermind, Beastie Boys, The Dark Side of the Moon, Teutonic thrash metal, The Doors, Led Zeppelin III, Led Zeppelin II, Linkin Park, AC/DC, Linkin Park discography, Megadeth discography, Rage Against the Machine, Led Zeppelin IV, The Metallica Collection, Pink Floyd discography, The Doors (album), Megadeth, Linkin Park, Lemmy, Green Day, Nirvana (band), The Smashing Pumpkins discography, Metallica discography, Metallica, Motörhead, Guns N' Roses discography, Soundgarden, Guns N' Roses, Ronnie James Dio, Red Hot Chili Peppers, Black Sabbath, Let There Be Rock, Pink Floyd: Live at Pompeii, Alice in Chains (album), Wolfmother, Are You Ready (AC/DC song), Load (album), Animals (Pink Floyd album), Pink Floyd – The Wall, Hole (band), Led Zeppelin, Nine Inch Nails discography, The Smashing Pumpkins, Anthrax (American band), Metallica (album), Nine Inch Nails, Alice in Chains, Led Zeppelin North American Tour 1973, Nirvana discography, Wish You Were Here (Pink Floyd album), The Doors discography, Pink Floyd, Iron Maiden (album), Rock & metal, The Best of Led Zeppelin, Led Zeppelin discography, Led Zeppelin DVD, Lemmy Kilmister Motörhead, Guns N' Roses Brasil or List of songs recorded by Led Zeppelin

And Must Also Match:

- Interests: The End (The Doors song), Breathe (Pink Floyd song), Wish (Nine Inch Nails song), The Distillers, Ronnie James Dio discography, All My Love (Led Zeppelin song), Phil Campbell (musician), Linkin Park Fans, Pink Floyd music, The Doors (film), Linkin Park Forever, Hey You (Pink Floyd song), Touch Me (The Doors song), Californication (album), High Voltage (1975 album), Warning (Green Day album), Time (Pink Floyd song), Echoes: The Best of Pink Floyd, T.N.T. (album), Lithium (Nirvana song), RAGE AGAINST THE MACHINE ★ CHRISTMAS NO.1 2009, Adore (The Smashing Pumpkins album), Heaven and Hell (Black Sabbath album), Led Zeppelin (album), One (Metallica song), Killer (Alice Cooper album), Green Day discography, Boulevard of Broken Dreams (Green Day song), Camden Market, By the Way, AC-DC fans, Money (Pink Floyd song), Paranoid (album), Wake Up (Rage Against the Machine song), Bleach (Nirvana album), New Wave of British Heavy Metal, Iron Maiden Tour, The Metallica Club, The Underworld Camden, Motorhead Fan Page, Nirvana (Nirvana album), Burn It Down (Linkin Park song), Reload (Metallica album), The Pink Floyd Dimension, AC/DC Brasil, ONE - Metallica Tribute Band, Zoso - The Ultimate Led Zeppelin Experience, Soundgarden.no or Led Zeppelin ~ Ultimate Fan Page

I confess I've not, as yet, tested audience narrowing properly for my current evergreen funnel. I will be testing this in the near future.

## Placements

**Placements**[Learn More](#)

☒ **Automatic Placements (Recommended)**  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ **Manual Placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show More Options](#) ▾

Select “Automatic Placements.”

Originally, I selected “Manual Placements” and only opted to include my ads promoting my free mini-course in the Mobile Newsfeed and Desktop Newsfeed.

This was a mistake. Facebook’s algorithms are powerful. Give them as many options as possible. They will figure out the best possible ad types for your campaign - and your costs will be lower for allowing Facebook to work its magic.

## Optimisation & Delivery

**Optimization & Delivery**

**Optimization for Ad Delivery**

Conversions

**Cost Control**

Facebook will aim to spend your entire budget and get the most purchases using the lowest cost bid strategy.

[Hide Options ^](#)

**Conversion Window**

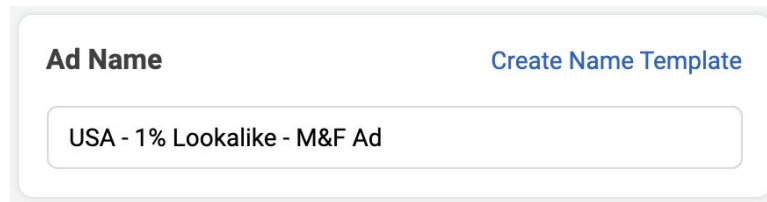
7 days after clicking or 1 day after viewing

**When You Get Charged**

Impression

Choose “Conversions”, “7 days after clicking or 1 day after viewing”, and “Impression.”

## Creating The Ad



The screenshot shows a user interface for creating an advertisement. It features a light gray rounded rectangle containing the text 'Ad Name' in bold. To the right of this text is a blue link that says 'Create Name Template'. Below these elements is a white rounded rectangle with a thin gray border, which contains the text 'USA - 1% Lookalike - M&F Ad'.

Give it a descriptive name.


The format I use is:

[Location Targeting] - [Audience/Interest Targeting] - [Gender Targeting] - Ad


## Identity

**Identity**

**Facebook Page**

 Charm Offensive ▼

**Instagram Account**

 charloffensiveuncut ▼

Select the most relevant Facebook Page, and if you have one, Instagram Account.

## Ad Setup

**Ad Setup**

Create Ad ▼

**Format**

Choose how you'd like to structure your ad.

☒ **Single Image or Video**  
One image or video, or a slideshow with multiple images

☐ **Carousel**  
2 or more scrollable images or videos


☐ **Collection**  
Group of items that opens into a fullscreen mobile experience


Select “Create Ad” and “Single Image or Video.”


## Ad Creative

**Ad Creative**  
Select the media, text, and destination for your ad. You can also customize your media and text for each placement.  
[Learn More](#)

**Media**

 Add Media ▼

 Add Image

 Add Video

Create Video

Click “Add Media” and then “Add Image”.

You can experiment with video ads but at present, my self-funding funnel only uses image ads.

## Primary Text

### Primary Text

#### The Drunk Cold Email That Changed My Life

A good few years ago, I was desperate for sales after my word of mouth work dried up.

I got hellishly drunk one night and wrote a completely absurd cold email. I was still tipsy the next morning and decided it was still a good idea to send it to pretty senior Marketing Directors at global brands.

To my astonishment, it worked. I got the most amazing complimentary responses and requests for calls/meetings. One of them succinctly read, "My colleague forwarded me your spam email and we would like to meet you to discuss opportunities." 🤔

I've met with senior decision-makers at RedBull, Pepsi, Symantec, Hewlett-Packard, and countless other global brands, exciting startups, and regular ol' SMEs.

I've used this same irreverent, charming copy style to get senior editors at large publications to respond to me and publish my clients' content, to invite myself onto podcasts, help my friends get as many job interviews as they want, and a whole range of other useful stuff.

If you'd like to grab my free mini-course that explains how to send cold pitches that get gushing, positive responses from your ideal clients, click the link below with as much gusto as you can muster.

Thank you for your time.

Have an absolutely wonderful day,

Jon

Type out your ad copy.

I provide some thoughts on how to write your copy later in this document.

## Headline

### Headline · Optional

✅ Get Your Foot In The Door With Your Ideal Clients

Enter a headline. I like to use the green tick emoji 🟢 to make this stand out more.

## Description



### Description · Optional

Download My \*Free\* Charming Cold Pitch Mini-Course

Write your description.


## Destination

### Destination

- ☒  Website
- ☐  Facebook Event

### Website URL

`https://www.charm-offensive.co.uk/drunke/`

 Preview URL

[Build a URL Parameter](#)

### Display Link · Optional

`https://charm-offensive.co.uk`

### Call to Action

Learn More

Choose “Website.”

For your website URL, make sure it’s the full link to the specific landing page you want to send people to.

Don’t use the URL Parameter functionality here. We will be adding URL Parameters in a different section a little further down in this document.

For Display Link, put `https://` followed by your domain name.

## Tracking

### Tracking

#### Conversion Tracking



Facebook Pixel



**Charm Offensive Website**

ID:328282631542060

Make sure you choose the correct FB pixel.

## URL Parameters

### URL Parameters · Optional

```
utm_source=facebook&utm_medium=paidsocial&utm_campaign=CharmingColdPitchStarterPack&utm_content=fba-usa-1pc-sym-minicourse
```

[Build a URL Parameter](#)

Click “Build a URL Parameter”

## Build A URL Parameter

Build a URL Parameter

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as id={{ad.id}}. [Learn More](#)

Campaign Source

facebook

To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

Campaign Medium

paidsocial

To identify the advertising medium. For example: banner, email, Facebook\_Feed or Instagram\_Story.

Campaign Name

CharmingColdPitchStarterPack

To identify a specific promotion or strategic campaign. For example: summer\_sale.

Campaign Content

fba-usa-1pc-sym-minicourse

To differentiate ads or links that point to the same URL. For example: white\_logo, black\_logo.

Add Parameter

Parameter Preview

utm\_source=facebook&utm\_medium=paidsocial&utm\_campaign=CharmingColdPitchStarterPack&utm\_content=fba-usa-1pc-sym-minicourse

Cancel

Apply

Fill out the variables and click “Apply.”

Don't worry, an explanation of UTM Tracking and what each of these fields mean is on the next page.

## UTM Tracking Explained

Here is an explanation of each field:

<b>Campaign Source</b> <code>utm_source</code>	<b>Required.</b> Use <code>utm_source</code> to identify a search engine, newsletter name, or other source. <i>Example:</i> <code>google</code>
<b>Campaign Medium</b> <code>utm_medium</code>	<b>Required.</b> Use <code>utm_medium</code> to identify a medium such as email or cost-per-click. <i>Example:</i> <code>cpc</code>
<b>Campaign Name</b> <code>utm_campaign</code>	<b>Required.</b> Used for keyword analysis. Use <code>utm_campaign</code> to identify a specific product promotion or strategic campaign. <i>Example:</i> <code>utm_campaign=spring_sale</code>
<b>Campaign Term</b> <code>utm_term</code>	Used for paid search. Use <code>utm_term</code> to note the keywords for this ad. <i>Example:</i> <code>running+shoes</code>
<b>Campaign Content</b> <code>utm_content</code>	Used for A/B testing and content-targeted ads. Use <code>utm_content</code> to differentiate ads or links that point to the same URL. <i>Examples:</i> <code>logolink</code> or <code>textlink</code>

You'll notice we haven't used "Campaign Term" in our example as it was not a paid Google AdWords PPC campaign.

## URL Builder

Use [Google's Campaign URL Builder](#) to create links that enable you to track the success of specific emails, posts, ads, and other campaigns.

Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

https://www.charm-offensive.co.uk/charming-self-funding-funnel-pack/

The full website URL (e.g. `https://www.example.com`)

\* Campaign Source

facebook

The referrer: (e.g. `google`, `newsletter`)

\* Campaign Medium

paysocial

Marketing medium: (e.g. `cpc`, `banner`, `email`)

\* Campaign Name

CharmingColdPitchStarterPack

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

fba-usa-1pc-sym-minicourse

Use to differentiate ads

For “Campaign Content”, I use the following format:

[Traffic Source] - [Location] - [Audience/Interest Targeting] - [Ad Variable 1] - [Ad Variable 2]

My Traffic Source is Facebook Ads = fba

My Location Targeting is USA = usa

My Audience/Interest Targeting is 1% Lookalike Audience = 1pc

By “Ad Variable”, I mean some variable that is unique to that particular ad, so I can track its success in Google Analytics.

In this case, I've put "sym" and "minicourse."

The "sym" denotes this ad uses the Symantec Screenshot as the ad image, and "minicourse" denotes this ad is promoting my free Charming Cold Pitch Mini Course.

I confess I don't stick to this format religiously. However, I make sure every one of my ads uses a unique Campaign Content Parameter to track the traffic quality in Google Analytics.


You can easily copy your full trackable URL using the "Copy URL" button:


### Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

`https://www.charm-offensive.co.uk/charming-self-funding-funnel-pack/?utm_source=facebook&utm_medium=paidsocial&utm_campaign=CharmingColdPitchStarterPack&utm_content=fba-usa-1pc-sym-minicourse`

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link (authorization required)

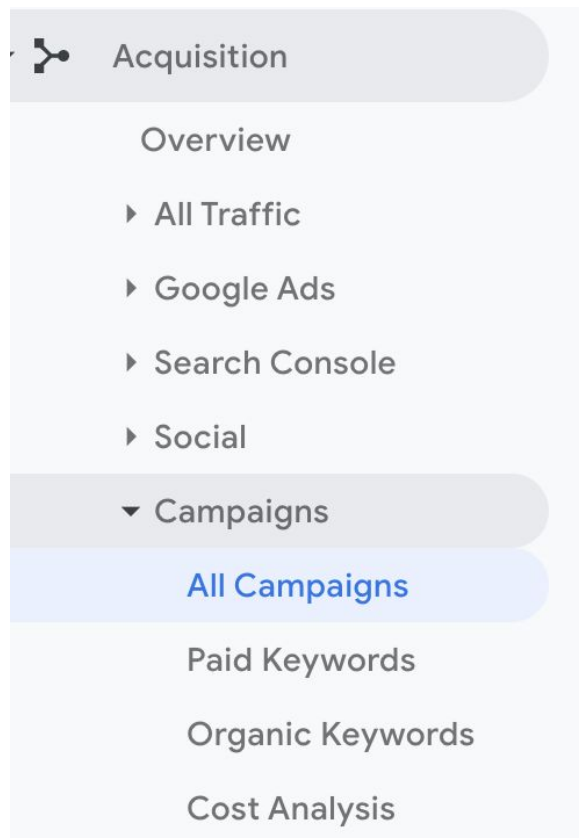
Tip: Test your long URL before using it in a campaign by pasting it into your web browser.

This will make sure you don't do what I've done many times before, and forgot to change the URL variable, sending my audience to the wrong webpage and forcing me to send a humiliating "Sorry, I messed up!" email.

## Google Analytics

Using UTM links will enable you to track the success of any campaigns where you've used trackable UTM URLs in Google Analytics.

You can find this section by heading to Acquisition > Campaigns > All Campaigns:



You can then drill down to specific emails / social posts by selecting “Secondary dimension: Campaign, and then selecting “Ad Content”.

Primary Dimension: **Source / Medium** **Other** ▼

Plot Rows

Secondary dimension: Campaign ▼ Sort Type

<input type="checkbox"/>	Source
<input type="checkbox"/>	
<input type="checkbox"/>	1. cor
<input type="checkbox"/>	2. fac
<input type="checkbox"/>	3. link

☐ Display as alphabetical list

Search: content

**Recommended**

**More dimensions**

▼ **Advertising**

**Ad Content** ⓘ

Piv

Piv

Piv

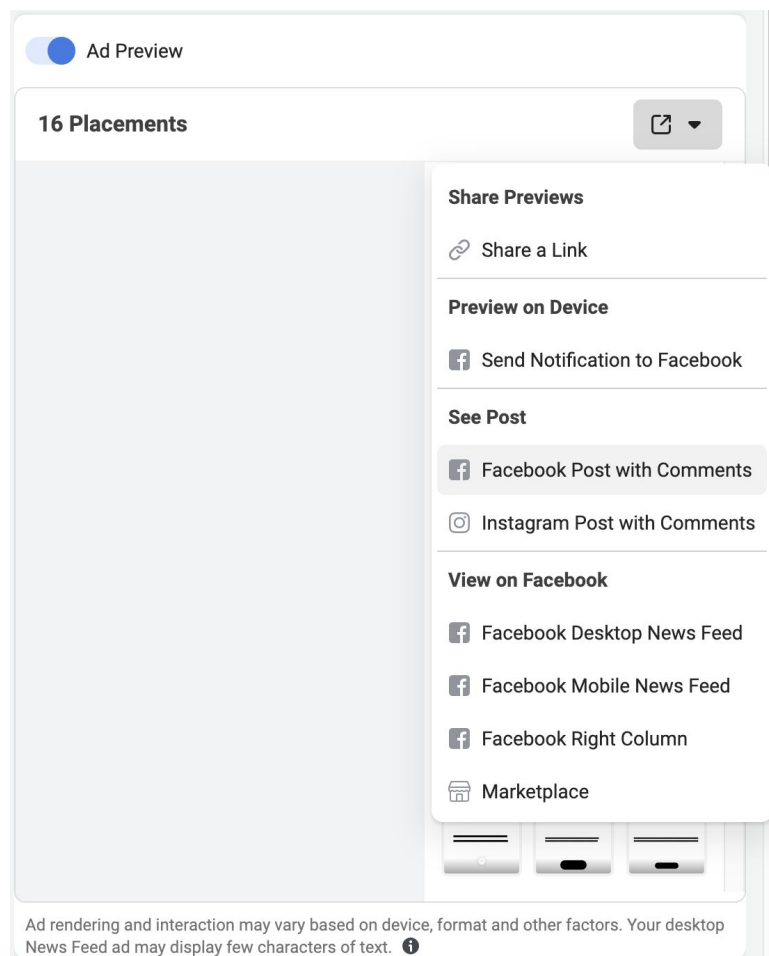
This will show you the performance of your individual ads and emails.

<input type="checkbox"/>	Source / Medium ?	Ad Content ? ✕
<input type="checkbox"/>	1. facebook / paidsocial	drunkcoldemail-sym-minicourse
<input type="checkbox"/>	2. facebook / paidsocial	drunkcoldemail-sym-minicourse-uk
<input type="checkbox"/>	3. facebook / paidsocial	drunkcoldemail-sym-minicourse-hub
<input type="checkbox"/>	4. facebook / paidsocial	drunkcoldemail-sym-minicourse-can

<input type="checkbox"/>	Source / Medium ?	Ad Content ? ✕
<input type="checkbox"/>	1. convertkit / email	minicourse-email1
<input type="checkbox"/>	2. convertkit / email	minicourse-email2
<input type="checkbox"/>	3. convertkit / email	minicourse-email5
<input type="checkbox"/>	4. convertkit / email	minicourse-email4
<input type="checkbox"/>	5. convertkit / email	minicourse-email3

You will need to set up [conversion tracking in Google Analytics](#) to see how much revenue has been generated by your campaigns.

## Previewing Your Ad



You can preview your ad by clicking the drop down button shown in the top right corner of the “Placements” window as shown above.

## Expanding Into Other Locations

When creating an Ad Set targeting a new location, there is one change you should make to your URL Parameters.

Amend the Content Parameter to mention the country you are targeting.

In the example below, I have appended “aus” to denote this ad is targeting Australia.


### URL Parameters · Optional

```
utm_source=facebook&utm_medium=paidsocial&utm_campaign  
=CharmingColdPitchStarterPack&utm_content=drunkcoldemail-  
sym-minicourse-aus
```

This means I can now track this ad in Google Analytics and look at variables such as bounce rate, time on site, pages per visit, and of course, conversions.

## Creative

This is my ad:


**Charm Offensive**  
 Sponsored (demo) ·

The Drunk Cold Email That Changed My Life

A good few years ago, I was desperate for sales after my word of mouth work dried up.

I got hellishly drunk one night and wrote a completely absurd cold email. I was still tipsy the next morning and decided it was still a good idea to send it to pretty senior Marketing Directors at global brands.

To my astonishment, it worked. I got the most amazing complimentary responses and requests for calls/meetings. One of them succinctly read, "My colleague forwarded me your spam email and we would like to meet you to discuss opportunities." 🤪

I've met with senior decision-makers at RedBull, Pepsi, Symantec, Hewlett-Packard, and countless other global brands, exciting startups, and regular ol' SMEs.

I've used this same irreverent, charming copy style to get senior editors at large publications to respond to me and publish my clients' content, to invite myself onto podcasts, help my friends get as many job interviews as they want, and a whole range of other useful stuff.

If you'd like to grab my free mini-course that explains how to send cold pitches that get gushing, positive responses from your ideal clients, click the link below with as much gusto as you can muster.

Thank you for your time.

Have an absolutely wonderful day,

Jon

---

On \_\_\_\_\_@symantec.com> wrote:

Hi Jon

Sarah forwarded me your email – it was the ferret that did it ;-) It would be great if you'd like to come and meet us in person and talk to us a bit more about what you guys do, perhaps the morning of Friday 15<sup>th</sup>?


Thanks

**R**  
 Head of Digital Marketing, EMEA  
 Symantec Corporation  
[www.symantec.com](http://www.symantec.com)

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Office: +44 (0)1189  
 Mobile: +44 (0)752  
 r \_\_\_\_\_@symantec.com


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 **Symantec.**

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**We protect the world's people and information.**

[HTTPS://CHARM-OFFENSIVE.CO.UK](https://charm-offensive.co.uk)  
 **Get Your Foot In The Door With Your Ideal Clients**  
 Download My \*Free\* Charming Cold Pitch Mini-Course

Learn More

In October, I changed my ad to use a screenshot of the response I got from Symantec as the image for my Facebook Ad.

This is because [Facebook finally got rid of its rule that restricted the amount of text on images](#).

This restriction always infuriated me because my best marketing assets are a) screenshots showing responses to my charming cold pitches and b) testimonials from customers that include screenshots of the responses they generated using my templates and teachings.

When this rule change was announced, I was ecstatic and immediately tested ads that used the Symantec screenshot.

### **Why does the Symantec Screenshot perform well?**

When I first started the Charm Offensive Facebook Group, I would post screenshots of responses to my drunk cold email. This was before I'd shown people the drunk cold email copy itself. It made people so curious, as such enthusiastically positive responses are not expected from cold emails. It inherently generates curiosity.


At the time of writing, ads using the Symantec screenshot have an average clickthrough rate of 10%, with one Ad Set having a clickthrough rate of 13.82%.

It's worth considering if you could do something similar. Can you show screenshots showing some impressive results?

Some ideas:

- Google Analytics screenshots demonstrating some improvement in some important metric, e.g., Traffic & sales increasing.
- If you offer SEO, show a screenshot showing an improvement in search positions for a client.
- Your most impressive client testimonials as a carousel ad.

Before Facebook's "text in ad" rule change, I used an ad that depicted me putting my foot through a door:


**Charm Offensive**
Written by AdEspresso [?] · September 5 ·

**The Drunk Cold Email That Changed My Life**

A good few years ago, I was desperate for sales after my word of mouth work dried up.

I got hellishly drunk one night and wrote a completely absurd cold email. I was still tipsy the next morning and decided it was still a good idea to send it to pretty senior Marketing Directors at global brands.

To my astonishment, it worked. I got the most amazing complimentary responses and requests for calls/meetings. One of them succinctly read, "My colleague forwarded me your spam email and we would like to meet you to discuss opportunities." 🤪

I've met with senior decision-makers at RedBull, Pepsi, Symantec, Hewlett-Packard, and countless other global brands, exciting startups, and regular ol' SMEs.

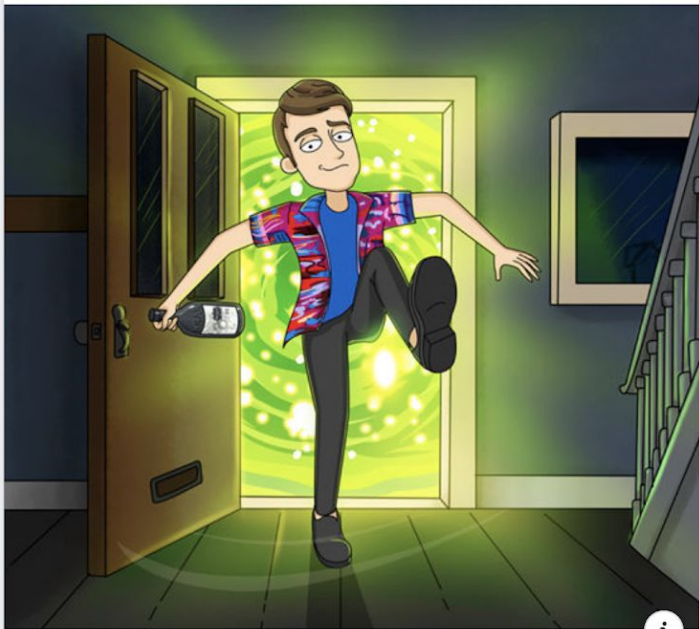
I've used this same irreverent, charming copy style to get senior editors at large publications to respond to me and publish my clients' content, to invite myself onto podcasts, help my friends get as many job interviews as they want, and a whole range of other useful stuff.

If you'd like to see the exact email I used to generate gushing, positive responses from my ideal clients, click the link below with as much gusto as you can muster.

Thank you for your time.

Have an absolutely wonderful day,

Jon



[HTTPS://CHARM-OFFENSIVE.CO.UK](https://charm-offensive.co.uk)

✓ **Get Your Foot In The Door With Your Ideal Clients**

[Learn More](#)

**How did it perform?**

It performed well. In one Ad Set, it achieved click-through rates of 10%+. It's overall average clickthrough rate was 8.4%

This vibrant illustration is done in the style of Rick & Morty. Vibrant illustrations perform well.

You should think about what illustrations you can commission to test in your campaigns.

# Facebook Ad Copy Analysis

## Primary Copy

The Drunk Cold Email That Changed My Life

A good few years ago, I was desperate for sales after my word of mouth work dried up.

I got hellishly drunk one night and wrote a completely absurd cold email. I was still tipsy the next morning and decided it was still a good idea to send it to pretty senior Marketing Directors at global brands.

To my astonishment, it worked. I got the most amazing complimentary responses and requests for calls/meetings. One of them succinctly read, "My colleague forwarded me your spam email and we would like to meet you to discuss opportunities." 😂

I've met with senior decision-makers at RedBull, Pepsi, Symantec, Hewlett-Packard, and countless other global brands, exciting startups, and regular ol' SMEs.

I've used this same irreverent, charming copy style to get senior editors at large publications to respond to me and publish my clients' content, to invite myself onto podcasts, help my friends get as many job interviews as they want, and a whole range of other useful stuff.

If you'd like to grab my free mini-course that explains how to send cold pitches that get gushing, positive responses from your ideal clients, click the link below with as much gusto as you can muster.

Thank you for your time.

Have an absolutely wonderful day,

Jon

The first line of copy summarizes my story and is inherently curiosity engendering. I'm lucky in that respect.

However, don't worry if you don't have a naturally interesting story.

The main focus of your Facebook ad is to offer your lead magnet.

Frank Kern recommends going with the most simple, direct copy possible.

Using the Symantec screenshot as the ad's image, the copy could be as simple as:

"Click here if you want to learn how to get responses like this to your cold pitches."

I'm going to test an ad with this simplistic copy soon.

Focus on the result that your lead magnet can help people achieve.

## Lead Magnet

My ad uses a screenshot of the response Symantec sent me in response to my irreverent cold email.

I get their attention using this screenshot and copy. If the reader can benefit from being able to generate responses to cold pitches, they will likely be intrigued by my unusual results. People don't expect such glowing responses from cold emails, meaning the Symantec response will be surprising and intriguing to many.

Originally, I offered a copy of the drunk cold email as my lead magnet. For generating opt-ins, this worked. The ad campaign broke even using this as the lead magnet.

However, when reviewing the autoresponder sequence's performance, I noticed that most people opened the first email while most people didn't open any of the subsequent emails in the sequence.

I was also worried that people would be less inclined to purchase if given my original drunk cold email template for free. By providing the template for free, I'm not capitalising on peoples' curiosity. I suspected such curiosity would drive more sales.

I amended my Facebook Ad and opt-in page to offer a "Charming Cold Pitch Mini-Course". I created a new autoresponder sequence that delivered the mini-course over four emails (one per day) with a fifth and final "Last chance" email sent on the fifth day.

These amendments were successful. The majority of sales still come from the first email in the sequence. However, far more people open every email in the sequence.

I strongly recommend copying this tactic. Instead of creating a PDF or video, or another piece of media that people can download in the first email, spread your lead magnet over multiple emails. Those on a budget will be happy, as using a drip-fed email mini-course is that you don't need to hire a designer to make your lead magnet look pretty. Bonus!

If you've already created a lead magnet, you can always take the content and repurpose it for use in a mini-course.

The Charming Cold Pitch Mini-Course provides value to those who have signed up for it. However, it doesn't provide the drunk cold email template. However, each email informs subscribers that they can get the drunk cold email template, alongside other effective templates, for a special price for a limited time.

## Headline

✓ Get Your Foot In The Door With Your Ideal Clients

For my headline, I summarise the result. I usually use the green tick emoji to help make it stand out.

Some other headlines I've used:

✓ Make Prospects Smile & Message You Back

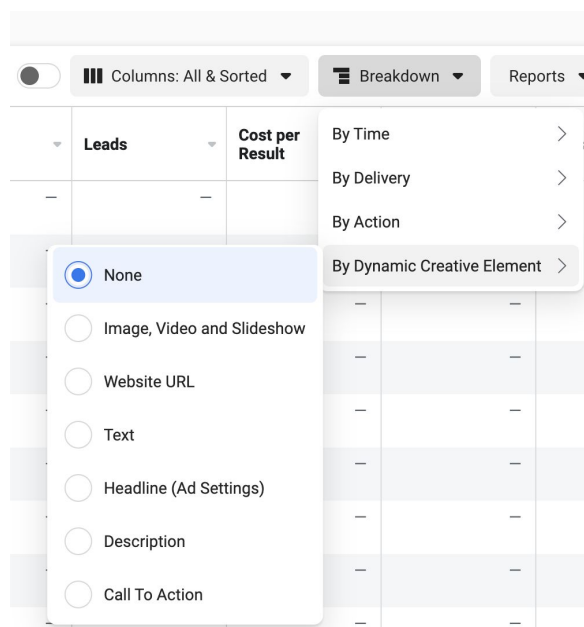
✓ Get Warm Responses To Your Cold Pitches

✓ Talk To Dream Prospects With Charm & Moxie

✓ Start Conversations With Your Dream Clients

Think about the positive result that your lead magnet / tripwire offer can help people achieve. Then write this result out in one sentence, as succinctly as you can. Write out 25 of these - and then pick one to use initially.

You can split-test each headline against each other later down the line. Using Dynamic Ads, you can test up to 5 different images/videos, primary texts, headlines, descriptions, and calls to action against each other.



You can then review which elements of your ad perform best by clicking “Breakdown” and then “By Dynamic Creative Element,” and then choosing which variable you wish to review.

## Description

Download My \*Free\* Charming Cold Pitch Mini-Course

Some others I have used:

✓ download: unorthodox & irreverent cold pitch course

☐ Free Download: Charming Cold Pitch Mini-Course

❤️ Free Download ❤️

\* Learn the secrets of Charming Cold Pitching \*

Download: \*Free\* Charming Cold Pitch Mini-Course

Once again, write out as many descriptions as possible, and then pick one to use initially. You can split test different descriptions using Dynamic Ads, as mentioned above.

## Call To Action

### Call to Action

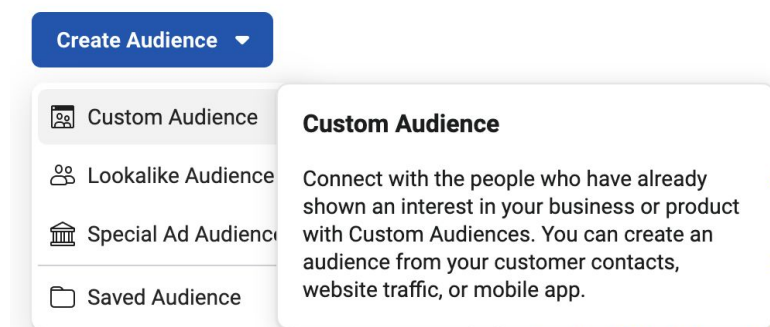
Learn More



I confess, I've only ever used "Learn More". Of all the split-tests I could do, this one is far down the list.

## Retargeting Campaigns - Custom Audiences

For retargeting campaigns, you need to set up a Custom Audience.



You can upload a list of your email subscribers and your customer list. If you upload a list of your customers that contains their lifetime value (the total amount they've spent with you), this will help Facebook better prioritise who to show your ads to.

ConvertKit Pro has an excellent integration that allows you to auto-update your custom audiences.

ConvertKit Pro also has functionality that shows you how engaged your email subscribers are.

5\* engagement means they've opened your emails in the last 30 days.

4\* engagement means they've opened your emails in the last 90 days.

3\* engagement means they've opened your emails in the last 6 months.

2\* engagement means they've opened your emails in the last 9 months.

1\* engagement means they've not opened your emails in the last 9 months.

I use this functionality. I've created 4 segments:

- 3\* Engagement Score
- 4\* Engagement Score
- 5\* Engagement Score
- All Subscribers Segment (Contains subscribers with all engagement scores 1-5)

This is how I created the segments in ConvertKit. There's an option to select "Engagement Score":

## Edit Segment

Segment name

All Subscribers Segment

## Select your subscribers

Matching any of the following:



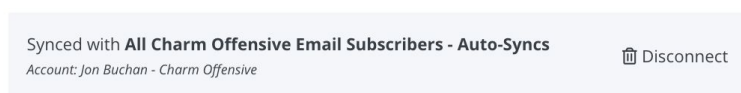
I then export the segment's subscribers to .csv and upload this to Facebook in the Audiences section.



You only need to do this once.

Once the Audience has been created, head to your segment in ConvertKit, click "edit segment", and then select the Audience:

Sync with Facebook Custom Audiences

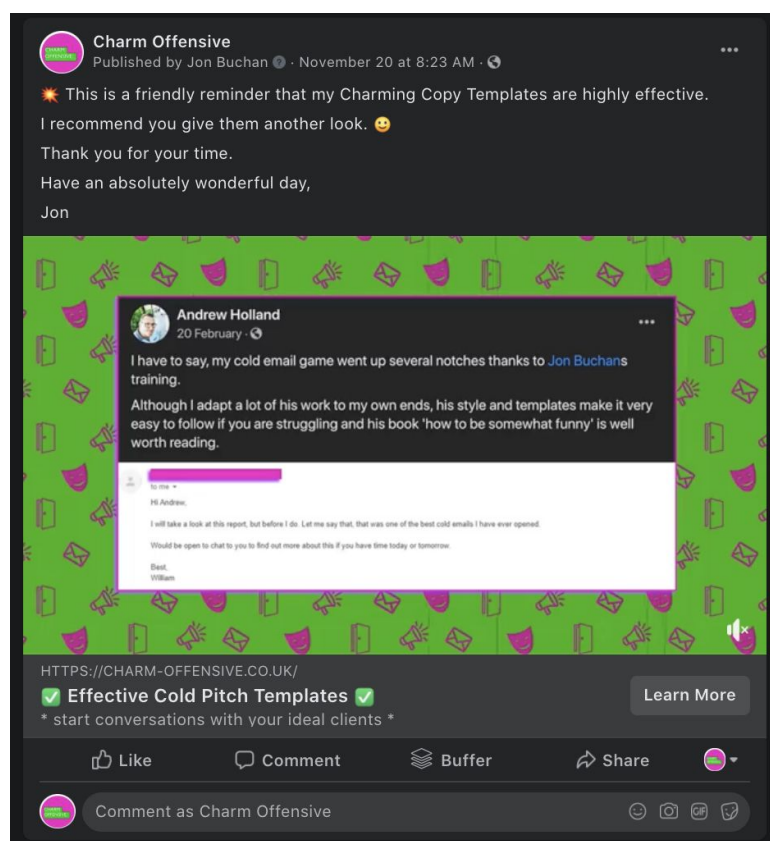


Boom! You no longer have to upload a new version of your email list as ConvertKit automatically syncs with Facebook.

## Retargeting Campaigns: Ad Creative

I currently use an animated ad that shows a few different customer testimonials.

I also have a similar ad that scrolls through several screenshots of my drunk cold email responses.



<https://www.facebook.com/1133098360131227/posts/3415601835214190>

I will confess, I don't have a huge amount of experience using retargeting ads for my evergreen funnel as yet. My audience numbers are just not high enough. I only have 5 days from when someone opts in to target them with an ad.

I've had more success using retargeting campaigns to promote pre-sale offers and flash sales.

## Opt-In Page Analysis

The opt-in page starts with the headline “Thank you for clicking my ad...” and then immediately says that if the visitor wants the free Charming Cold Pitch Mini-Course, they should put their email address below.

### Thank you for clicking my ad...

If you'd like my free Charming Cold Pitch Mini Course, enter your email address below and it shall magically arrive in your inbox in the next few minutes.

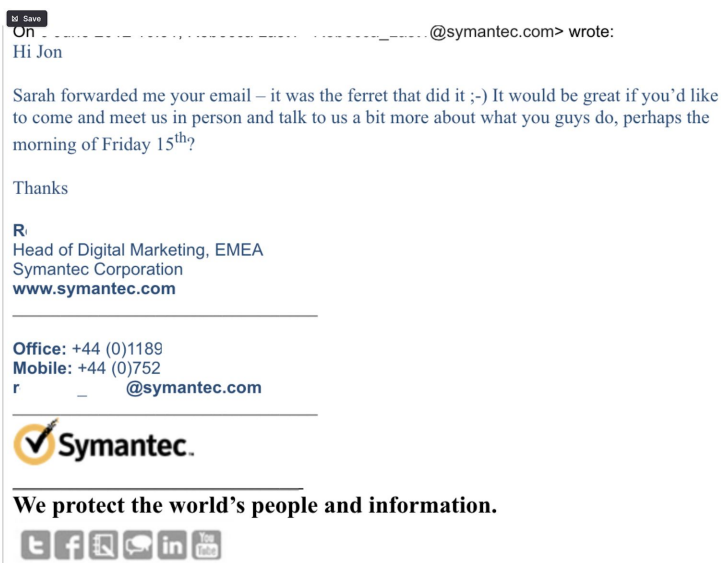
<input type="text" value="Your email address"/>	<a href="#">SEND ME THE CHARMING COLD PITCH COURSE</a>
---	--

I've made sure to have an opt-in box above the fold to maximise opt-ins.

I've then provided 2 screenshots of my responses to my unorthodox cold emails to intrigue the reader further.

To further entice you, I've included some screenshots below of actual responses to my unorthodox cold pitches. And yes - these led to sales opportunities and new clients.

Like this response from Symantec:



And this one from the Senior Marketing Director at Hewlett Packard Enterprise:

From: [redacted] <[redacted]@hp.com>  
 Date: 7 February 2013 09:31  
 Subject: RE: Apologies in advance  
 To: "jon@renderpositive.com" <jon@renderpositive.com>, [redacted] <[redacted]@hp.com>, [redacted] <[redacted]@hp.com>  
 Cc: "

Well done you win the prize – Colin did the trick and at least he wasn't a mere cat .. or did I get the joke. I almost never respond to speculative approaches for which I get hundreds. I like your tone and style and given HP had gone through a rebranding exercise over the last 12 months , we need to inject some new life into our roster of agencies.

I'd like to invite you in to brief the team on what you've done.. and trust me we are tough lot to please. I assume you're not just online?

Oh and the bedroom tidying appeals ...

Please contact my PA. [redacted] to book a meeting at our offices in Wood Street.

Regards

The page finishes by repeating that if the reader wants the free mini-course, they should enter their email address and click the big magenta button.

If you'd like to learn how I got these responses - type out your email address in the box below, and hit the garish magenta button that reads "SEND ME THE CHARMING COLD PITCH COURSE".

Your email address	SEND ME THE CHARMING COLD PITCH COURSE
--------------------	--

**If the email hasn't arrived in the next 10 minutes, check your promotions folder, and failing that, your spam folder. Alas, sometimes my emails can be lurking there.**

I end the page by telling people that if the email doesn't arrive shortly, they should check their promotions or spam folders.

## Sales Page Analysis

**Thank you! The first part of the Charming Cold Pitch Mini Course is on the way to your inbox right now :-)**

*If you can't find it, check the promotions / spam folder. It might be lurking in there.*

While I have your attention, I have something else that might interest you...

**Do you want the exact cold pitch copy I used to generate incredibly positive responses and book an avalanche of sales calls?**

I immediately reference the fact the reader needs to head to their inbox to get the first part of the mini-course and then mention again that if they can't find it, to check their promotions or spam folders.

The main sales page headline, "Do you want the exact cold pitch copy I used to generate incredible positive responses and book an avalanche of sales calls?", immediately references that if you want to see the exact copy I sent, to read on.

The copy then starts by succinctly retelling the drunk cold email story, and screenshots of responses to my cold emails are embedded throughout.

I'm not going to include every part of the sales page here. I'll go over the most important parts. To view the full sales page, head here:

<https://www.charm-offensive.co.uk/thank-you-drunkemailoffer/>

I've used it to get people to my clients' events and seminars.

I've used it to help my friends get as many job interviews as they need.

Back in March last year, I started my Facebook Group, Charm Offensive, and started showing people my weird way of generating opportunities whenever I wanted.

Here's a few more screenshots for you.

This time let's show some results from people who took my advice...

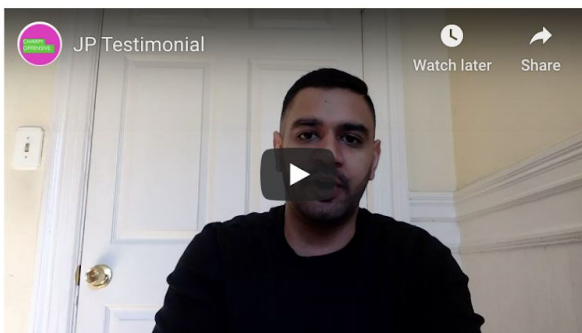
I then transition to mention starting Charm Offensive, and include lots of screenshots of testimonials.



This is just one of them. There's a further 8 image testimonials before we arrive at the video success stories section.

## Please, do enjoy some success stories:

(Click to watch)



Then there are 4 video testimonials that people can watch. All glowing!

You can get results like these.

And you can get them immediately.

Just grab my templates.

Start using them.

Start waking up to an inbox full of compliments and new opportunities.

This copy transitions the reader from the social proof to learning about the special limited-time offer.

## Introducing My Charming Cold Pitch Starter Pack

The right words in the right order to the right people can get you anywhere in life

In business, we have to make a lot of asks.

My Charming Cold Pitch Template Pack can help you make those asks in the most effective way possible.

The product is announced.

In business, we have to make a lot of asks.

My Charming Cold Pitch Template Pack can help you make those asks in the most effective way possible.

This pack includes the following effective templates:

- **The original drunk cold email that generated gushing, positive responses from senior decision makers at some of the world's largest brands - including Symantec, Hewlett Packard, and many more.**
- The Direct Mail version of my drunk cold email template - and the irreverent follow-up email I would send a few days later - to prospects who didn't reply to my unorthodox letter.
- **The variation of the drunk cold email that led to the editor of VentureBeat covering our client, Symantec. (And later, aided us getting coverage in places like Time Magazine, The Guardian, The Independent, and many other gigantic publications.)**
- The disarming outreach email that generated positive responses from authoritative podcasts - helping me grow the Charm Offensive Facebook Group and email list when I was just getting started building an audience.
- **A refreshing and irreverent email to book as many informal job interview meetings with companies as you wish - even if you've never worked in their sector before. (This can be used for full-time, part-time, or freelance work.)**
- The LinkedIn Invite / Follow Up Message Combo - A template to use for sending entertaining LinkedIn connection requests that a follow up disarming direct message.

This template pack is worth \$400 on its own.

However, you can get it today - for the special *"I just learned about Charm Offensive and I want in"* price of just \$39!

DANG!

Then I mention exactly what is in the template pack, using bullet points deliberately written to intrigue the reader.

The \$400 price tag anchors the reader's expectations. I then light-heartedly describe the special \$39 price as the "I just learned about Charm Offensive and I want in" price.

## Download My Effective, Proven Charming Templates

**BUY NOW**

The first BUY NOW button.

## You get 4 awesome bonuses too!

### **Bonus 1: Creative & Daring Marketing Swipe File (Value: \$40)**

My swipe file of awesome, daring, disruptive website copy, emails, guerrilla marketing, direct mail campaigns, pr campaigns and content marketing.

### **Bonus 2: How To Be Somewhat Funny. (Value: \$130)**

This 51-page guide shows you how to write more entertaining copy, providing you with joke formulas, rhetorical devices, and writing exercises.

### **Bonus 3: Promote Yourself Playbook mini training session. (Value: \$130)**

This training video runs through 10 quick and easy tactics to generate leads immediately.

### **Bonus 4: B2B Sales Mini Guide (Value: \$160)**

I provide prescriptive recommendations on exactly what activity you should be pursuing every day to generate leads.

Let's look at what's in this pack:

- The Charming Cold Pitch Templates: \$400
- Creative & Daring Marketing Swipe File: \$40
- How To Be Somewhat Funny: \$130
- Promote Yourself Playbook: \$130
- B2B Sales Mini Guide: \$160
- Total Value: \$860

**Get it today for just \$39!**

**BUY NOW**

The bonuses I've included are all relevant to the pack. All of these items are of potential value to someone who purchases my templates.

I then "Value Stack", listing the bonuses and their value, including a total value of the pack, before restating the special limited time offer price of \$39.

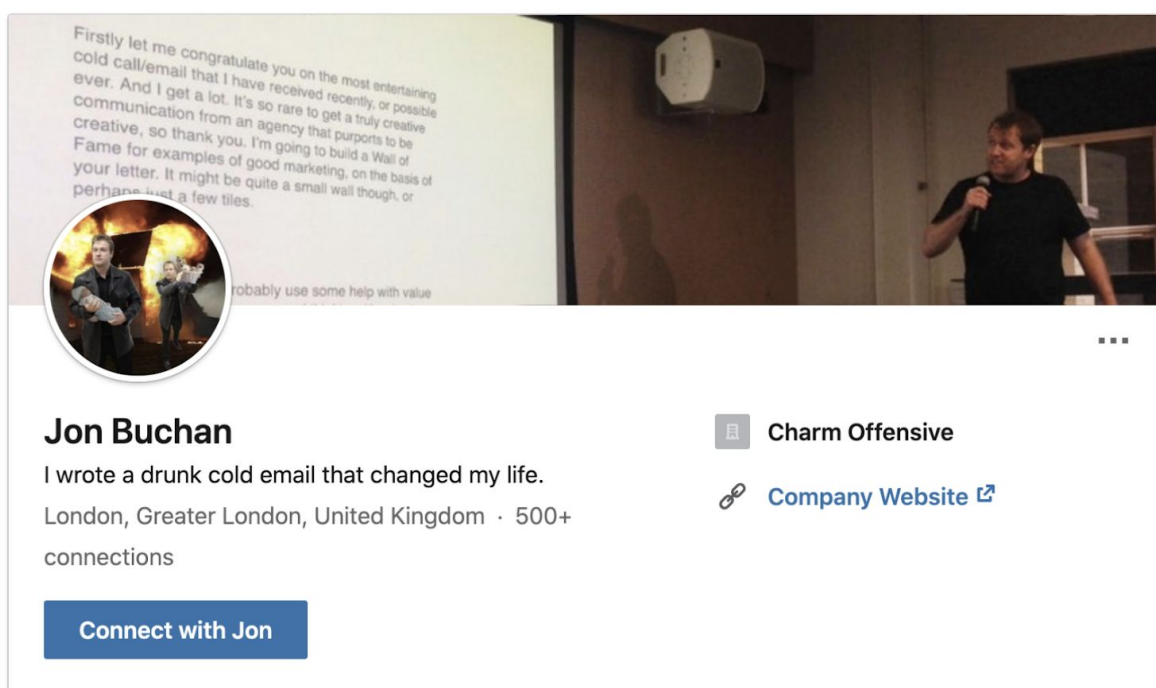
## Frequently Asked Questions (and helpfully, answers!)

### How can I trust you? How do I know this is legit?

First of all, you are right to be cautious. The internet harbours many a charlatan. However, I am no such cowboy.

I think the most compelling evidence I have is my LinkedIn Recommendations. To take a look at these, search for "Jon Buchan" on LinkedIn. You'll know you've found the right profile when it looks like the screenshot below.

(Yes, my profile picture shows me rescuing a baby and a basket of kittens from a burning building...)



If you scroll down to my recommendations, you'll notice these date all the way back to 2007 and provide some evidence of my character, work ethic, and other non-charlatan tendencies.

Then comes the Frequently Asked Questions. As I've been running Charm Offensive for 3 years, I'm aware of the most common questions people have about me and my templates. I've dealt with all of the common questions and objections in this section.

The first question references the fact that they've only just learned about me. To build my credibility, I've mentioned my LinkedIn Recommendations, which anyone can see. As my LinkedIn Recommendations date back to 2008, I thought this was pretty persuasive proof that I'm a decent guy and not someone likely to scam them out of their \$39.

**Is there a money back guarantee?**

Yep. You get a 30-day "no questions asked" money back guarantee. There's no risk whatsoever for you. That's how confident I am with my templates.

**BUY NOW**

**I'm out of questions and objections - but I'm still not willing to dust the cobwebs off my wallet / purse / pocket-sized safe.**

You are very hard to persuade. Kudos!

These templates work. You only need to win one client to pay this investment back many times over.

I am biased of course, but to me, this does seem like a no-brainer.

And to top it all off, there's a 30 day, no questions asked money back guarantee.

You have absolutely nothing to lose - and everything to gain.

For the more cynical folks reading this, who perhaps have a penchant for the conspiratorial, I attach further digital evidence of my weird ways working below.

Please use these to sway yourself into making the prudent decision to take advantage of this scandalous special offer.

I generally don't offer money-back guarantees. However, for the tripwire offer on my evergreen funnel, I do. As I'm spending money on paid traffic, I want to do as much as possible to increase conversions. As I'm trying to get people to purchase my limited time offer despite only recently having learned about me, a money-back guarantee will make it easier for someone to make the sage decision of investing \$39 in my templates.

You get the idea... :D

I had to stop myself including more testimonial screenshots...

I hope this deluge of evidence has aided you in persuading yourself to make the financially prudent decision to invest in my Charming Cold Pitch Template Pack.

There's only one thing left to do... ;)

Cheers,

Jon

**BUY NOW**



I then include the final buy now button and insert a “100% Money Back Guarantee” image to cajole anyone who’s read the sales page to the end into clicking the “BUY NOW” button.

## Duplicate Sales Page - The “No Thank You” Version

I created a duplicate version of the sales page that's identical except the page starts with the “Do you want the exact cold pitch copy I used to generate incredibly positive responses and book an avalanche of sales calls?” headline.











This is the page that's linked to when the Charming Cold Pitch Starter Pack product is promoted in my autoresponder sequence.

You can see this page here: <https://www.charm-offensive.co.uk/drunkemailtemplateoffer/>

## Autoresponder Email Sequence

I've included swipes of my Autoresponder Email Sequence below.

There are 5 emails in total. The first email is sent immediately.

 Your Charming Cold Pitch ...	
 Immediately	
 Why You Must Stand Out -...	
 24 hours 	
 The Warren Buffett Persua...	
 24 hours 	
 Common Cold Pitch Mista...	
 24 hours 	
 Last call on the Charming ...	
 4 hours 	

Each subsequent email is sent 24 hours after the previous email with the exception of the final “last call” email, which is sent 4 hours after the 4th email.



In ConvertKit, make sure the Published button is on, and you have “When to send” set to “Immediately.”

## Deadline Funnel

I use DeadlineFunnel for my time-limited offers.

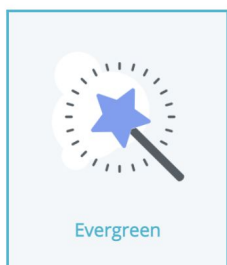
It's a great platform that enables you to create countdown timers and to make offers time-limited by redirecting readers to a "Limited Time Offer" expired page when the timer runs out.

You need to learn how to use Deadline Funnel - and evergreen deadlines. They use special unique links to use in your email sequences. Deadline Funnel has an integration with ConvertKit and many of the more popular email marketing platforms.

For my self-funding funnel, I've set the deadline length to 77 hours.

### Deadline

There are [three different types of deadlines](#):



Hybrid



Fixed

Deadline length ?

77




Type of deadline ?

hours

This is because our deadline is 3 days / 72 hours long.

I've set it to 77 hours so on the final day, a last call email is sent 1 hour before the deadline expires.

## Excluding Customers From Sequence Emails

Published ☒ When to send After 24 hours   

Subject ☒ Why You Must Stand Out -

Content ☒ I'm very proud of you!

You remembered me. You


Give yourself a pat on the

Exclude subscribers from this email

97 SUBSCRIBERS

Matching  of the following:

SUBSCRIBED TO

 Charming Cold Pitch Starter Pack \*\*\*SPECIAL LIMITED TIME OFFER\*\*\*

— AND —

Add Filter

Add Filter Group

From the 2nd email onwards, you should exclude any customers of your evergreen offer from receiving any subsequent emails from the sequence.

This means that if someone clicks a link in any of your emails and purchases your offer, they won't then get another email the next day that tries to sell them the product they just bought the day prior.

## Autoresponder Email Sequence Swipe

### Email 1

Subject: ✓ Your Charming Cold Pitch Mini-Course: Part #1

✓ I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this email instead.

I thought I would open with this picture of me rescuing a baby and a basket of kittens from a burning building.



Nobody who rescues babies and kittens from a burning building can be a bad person, right?

This email contains part one of the mini-course I promised. First, I thought it wise to introduce myself.

### **Who am I?**

As the from: section of this email alludes, my name is Jon Buchan.

I hail from London, England. It's lovely to make your virtual acquaintance. Thank you for having me in your inbox. I love what you've done with the place! :D

My story: A good few years ago, I was desperate for sales for my agency after my word of mouth work dried up and I lost a few clients. To make matters more urgent, by this point, I had staff to pay. I was stressed. I realised that while I knew how to close deals - I didn't know how to open them. I had previously worked at companies with great salespeople who would do that bit. It was a blindspot. Oops.

## How did I overcome this obstacle?

I got hellishly drunk one night and wrote a completely absurd cold email. I was still tipsy the next morning and decided it was still a good idea to send it to pretty senior Marketing Directors at big brands.

To my astonishment, it worked. I can't attach hundreds of images to this email, but I got the most amazing complimentary responses and requests for calls & meetings.

My favourite one succinctly said, *"My colleague forwarded me your spam email, and we would like to meet you to discuss opportunities."* :D

I've met with senior decision-makers at RedBull, Pepsi, Symantec, Hewlett-Packard, HSBC, Barclays, and countless other global brands, exciting start-ups, and hardworking SMEs.

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.

I confess that I cannot recall the exact particulars of the night I wrote the original drunk cold email. I do recall:

- I was drinking rum with the eagerness of a pirate who had just discovered this fine, delicious, inhibition-vanquishing beverage.
- I wanted to write an email to my prospects that was the antithesis of all other boring dross other companies were sending them.
- I used to get a lot of cold emails myself - so I knew what I shouldn't send.

If you're thinking, *"JON!!! I JUST WANNA SEE THE EMAIL YOU SENT TO EARN THOSE GUSHING, POSITIVE RESPONSES"*, you should head here:

<https://www.charm-offensive.co.uk/drunkemailtemplateoffer/>

*"What is to come in this mini-course?"* I hear some of you ask as you dutifully skim-read this email.

Here is the itinerary:

**Day #1 - Charming opening gambit - \*\*\*YOU ARE HERE\*\*\***

This is the start of our exciting journey together. And by *'the start of our exciting journey together,'* I mean suspiciously honest autoresponder email sequence. If you scroll down, you'll see a headline that conveniently signposts the first part of this mini-course.

**Day #2 - 24 hours later, or as close as my email marketing software can manage, you shall receive the part #2 of this mini-course.**

This shall use the subject line, ✓ Why You Must Stand Out - Mini-Course Part #2

This email will reveal why it's so critical your cold pitch copy doesn't blend in with all of the other messages your prospects receive, and why humour is such a potent weapon when making a great first impression.

**Day #3 - The following day, I will send part #3 of this mini-course.**

This email shall cover:

- The Warren Buffet persuasion technique
- Why differentiation matters everywhere
- Why your story is important

**Day #4 - Once you have devoured that, you shall be sent part #4, the following day.**

This email shall reveal some common mistakes people make when it comes to cold pitching, and announce that [it's the final day you can get your hands on my Charming Cold Pitch Starter Pack, which includes the exact copy of my original drunk cold email, and a selection of other effective templates - and other delightfully useful bonuses, for good measure.](#)

With the formalities over, it's time to move on to the first part of the free mini-course I promised you.

## Mini-Course Lesson #1: Why Most Pitches Suck

So many cold approaches fail 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 our 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.

He brings it down to a level anyone can understand.

Imagine for a moment that you wanted your other half to make you a cup of tea or coffee.

You need to first make an impact.

*“CATH!”*

That gets her attention.

The communication is next...

*“Cath, will you make me a cup of tea?”*

However, that's not very persuasive.

*“If you make me a cup of tea, I'll take the trash out.”*

The same rule applies to direct mail or cold email or any form of effective advertising.

You need to make an impact first.

Then communicate.

Then persuade.

You need to stand out.

Your prospect likely gets a ton of other letters and emails (and cold calls) – and they all look and read the same.

You need to make IMPACT.

It's the single most important thing you should focus on.

Without that, it doesn't matter how good your communication is. It doesn't matter how persuasive you are. It doesn't matter how good your product or service is.

Most people think persuasion is the most important.

They focus on using specific words and formulas and forget you're writing to a human.

You're not trying to beat a machine at chess.

You need to get a reaction. A bite. A nod. A smile. A laugh.

You need people to see and read and listen before you can communicate and persuade.

Being able to get cut-through - especially if it's done in a unique or clever way - is persuasive in itself.

Think about that.

--

Ok. That's part #1 done and dusted.

I hope that's given you some pause for thought.

In 24 hours, give or take, I shall be sending you a 2nd email with the subject line: ✓ Why You Must Stand Out.

Until then, please, stay out of trouble.

Cheers,

Jon

P.S. If you'd prefer to download a copy of my original drunk cold email, and other charming, effective templates of mine, head here:

<https://www.charm-offensive.co.uk/drunkemailtemplateoffer/>

FYI: Once the garish magenta countdown clock ticks down to zero, it shall disband this offer forever. Despite its flamboyant appearance, it's a callous, uncaring countdown clock! It will not resist the opportunity to snatch this special offer away from you.



## Email 2

Subject: ✓ Why You Must Stand Out - Mini-Course Part #2

✓ I'm very proud of you!

You remembered me. You remembered the mini-course you signed up for.

Give yourself a pat on the back, my friend. You are doing better than most. :D

\*\*\*\*\*

Before I delve into the 2nd part of this mini-course, I need to remind you of the special offer that's funding the promotion of this free mini-course, my [Charming Cold Pitch Starter Pack](#). This includes a copy of my drunk cold email - and some other superb templates and bonus materials.

\*\*\*\*\*

Pathetic attempts at rapport-building and clunky promotional messaging over with (for now! :D), let's move on to lesson #2.

## Mini-Course Lesson #2: Why You Must Stand Out

The brain recognises patterns.

If your prospect has 50 sales emails in their inbox, you need to do something special, clever, funny or unusual to get their attention.

You have to be different to everyone else.

This is why a lot of sales emails don't work.

Everyone writes the same thing.

Even professional copywriters are guilty of this.

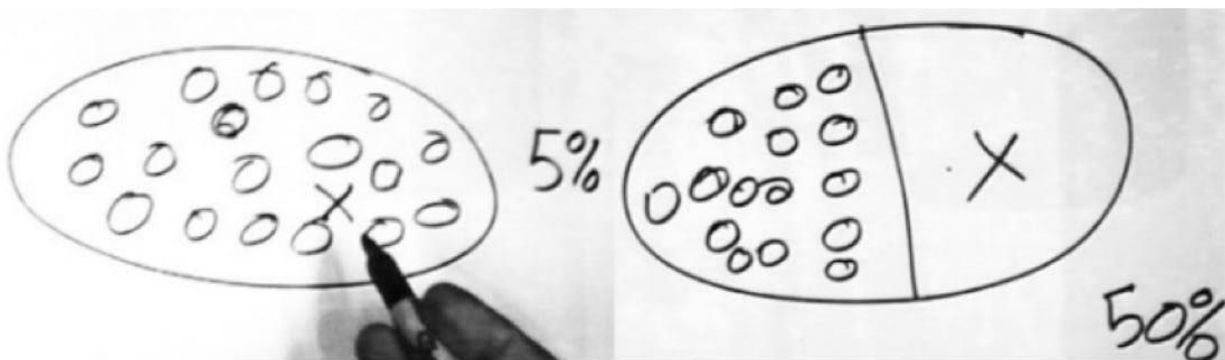
Even the most persuasive copy won't be read if your approach is bland.

By blending in – your share of mind is the same as everyone else's.

Being different means you have to risk being disliked.

To be remembered, you have to take chances.

Not everyone will like you.



By standing out – you occupy a different part of the brain to all the other messages that are bland and similar.

When you position yourself, you reposition everybody else.

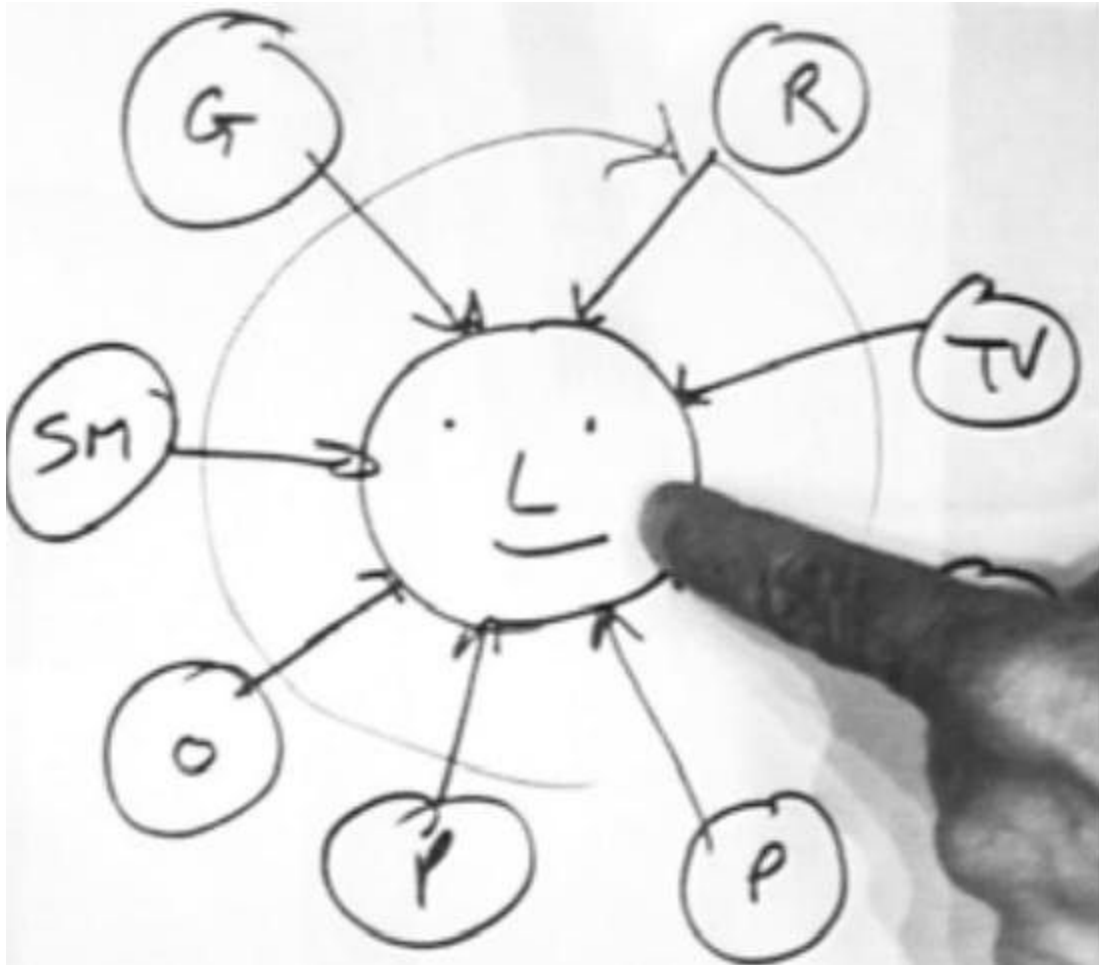
This is important. It also means you're much more likely to get a reply.

You are novel. Original. Unique. Funny. Clever.

These are all good qualities.

Some people find this impossible to deal with – and those people don't have much success with direct mail, cold email, creating adverts or anything like that.

Trott's teachings apply to all media. From direct mail to radio, to television, to display advertising, to social media.



One thing doesn't change – the person.

The customer.

The human.

Everything else is just a device to reach that person.

**Why Humour Works When Cold Pitching** I thought it would be a wise idea to run through some of the advantages of using humour when cold pitching.

**1. It makes a great first impression.**

If you can make someone chuckle, laugh, or even winningly smirk then due to the primacy effect your prospects will ascribe other positive characteristics to you - such as being creative, resourceful, and intelligent.

This frames you as someone who is likely worth talking to, making it easier to persuade prospects your proposed ideas are worth considering (and paying for.)

## **2. It makes people like you.**

Charming cold pitching enables you to give prospects a nice feeling when they look at your cold email / letter / message.

Making prospects smile and laugh will naturally ingratiate yourself to them.

People like to do business with people they like! (Earth-shattering insight, I know... :D )

## **3. Prospects are more likely to reply positively if you've improved their mood, even temporarily.**

"People who are in a good mood are less likely to disagree with a persuasive message."~ Study: Freedman, Sears, and Smith, 1978.

## **4. It makes your message memorable.**

This is a message I received from a prospect, a year after I originally emailed him:

Hello Jon,

Well I have kept this rather humorous note from you for almost a year and though it is time to get in touch to see if we can have a talk.

To set expectations specifically I am looking to have a chat around some ideas around guerilla and challenger brand marketing ideas for a trade show in February – is this something you may be able to help with?

Some of the wider brand team may also be interested in the offer of Tequila at some point...

Feel free to give me a call on the mobile to talk further.

caption for image

## **5. It attracts clients with a sense of humour.**

You'll generate responses from prospects you're far more likely to get on with. (That is assuming you're the type of person who enjoys the exciting taboo of occasionally smiling at work.)

It's good doing business with other good people. I know, another not-exactly-game-changing insight - but this isn't a trivial matter. One smarmy client can ruin your day and your team's motivation. Avoid them at all costs.

Instead, you can do deals with vibrant, enthusiastic prospects who you are EXCITED to do great work for.

## **6. It disqualifies self-important, stern, angry-jobsworth prospects.**

This is probably as important as point 5.

You don't want to deal with these kinds of clients. Having to interact with toxic people will make you hate work.

Do you honestly think people who reply to a friendly, happy prospecting email with *"YOU SHOULD BE MORE PROFESSIONAL!!!!1!"* are the type of client who will pay your invoices on time and without undue aggravation?

Of course not.

Thankfully, the minority of stern, self-important, smarmy prospects are more than happy to do you the huge favour of revealing themselves in all of their condescending, miserable glory.

In short, Charm Offensive style cold pitches will help you disqualify these types. Niiiiiice!

**7. Your prospects reply using a friendly human tone, rather than the 'corporate veneer' tone they adopt when corresponding with other potential suppliers.**

This is a huge advantage.

The relationship with a prospect starts off with a candid conversation, and this attitude continues throughout the relationship.

Oh my, does it make things easier when everyone drops the "I'M A VERY VERY SERIOUS AND IMPORTANT BUSINESS PERSON WITH LOTS OF BIG IMPRESSIVE WORDS" schtick.

You can be yourself, as can the prospect. This benefits everyone.

**8. It works across all industries, locations, and levels of seniority - whatever your request might be.**

I've used this style to book meetings with CEOs of giant brands, get journalists and editors at prestigious international publications to feature my clients, invite myself onto authoritative podcasts, and tons of other stuff. (Check the [Charming Cold Pitch Starter Pack page](#) to see a list of templates for all kinds of requests you'll need to make to grow your business.)

I've used it to successfully generate responses and win new clients in the UK, USA, Australia and likely some other countries I'm forgetting.

Existing customers have told me of their success in translating the templates into Italian, Dutch, German, and many other languages.

## 9. Your cold pitch may get shared across an organisation.

Prospects will often forward your email to colleagues.

Sarah was the more senior person in the example below, who shared it with one of her team who would be in more immediate need of our services. (Spoiler alert: We won the deal.)

On [REDACTED]@symantec.com> wrote:

Hi Jon

Sarah forwarded me your email – it was the ferret that did it ;-) It would be great if you'd like to come and meet us in person and talk to us a bit more about what you guys do, perhaps the morning of Friday 15<sup>th</sup>?

Thanks

**R [REDACTED]**  
Head of Digital Marketing, EMEA  
Symantec Corporation  
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**r [REDACTED]**@symantec.com




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**We protect the world's people and information.**

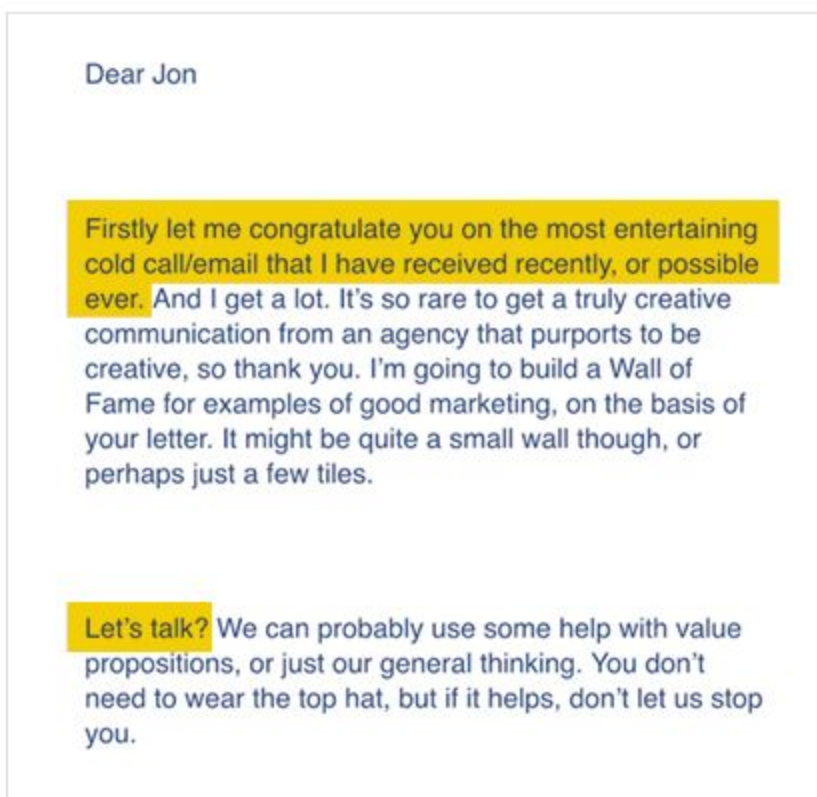


caption for image

If you become the talk of the office, you're more likely to close deals.

The person you contact has already given you their tacit endorsement by forwarding your email on, often with a positive message such as "I thought this cold pitch was creative and clever. Let's meet them, shall we?" BONUS!

**10. It generates enthusiastic, complimentary responses like this one:**



caption for image

I have hundreds of these screenshots saved... I have a bit of a problem. :D

I have countless testimonials too:



**Ian Jackson**

August 25 at 9:57am

...

This response came with a GIF & a 5kUSD SALE 😊 My emails are now hitting with laser precision and am consistently seeing the response rates rise. The best part is I love crafting these emails now 😊



caption for image

That's today's lesson done.

It would be uncouth of me not to remind you that, should you be so inclined, [you can easily grab the exact email copy](#) I used to generate responses like this one from:

Hi Jon

You have got my attention, which isn't easy as I probably received 40 or 50 of this type of email a week...

Let's have a chat - I prefer F2 - but I'm making no promises (at this stage).

I'm on holiday for a month from Friday - so I suggest w/c 25/1?

Regards

Just head here: <https://www.charm-offensive.co.uk/drunkeemailtemplateoffer/> - before the gaudy, evil, irksome countdown clock below ticks its last tock...



Ok.

Lesson over.

Ever-so-gentle-pitch delivered.

I think we are done here for the day. Good hustle, email subscriber. Good hustle!

Tomorrow's email will contain part #3 of this mini-course.

Look out for an email with the subject line, ✓ The Warren Buffett Persuasion Technique & Other Important Tactics - Mini-Course Part #3

Stay splendid,

Jon

## Email 3

Subject: ✓ The Warren Buffett Persuasion Technique & Other Important Tactics - Mini-Course Part #3

✓ Oh my goodness gracious me. You made it to Part #3. Kudos, email subscriber, kudos! I knew you could do it. Even when everyone else was cussin' you out! :D

Before I get started, I need to gently remind you that you can get a copy of my drunk cold email, and a selection of some of my other effective templates as part of my Charming Cold Pitch Starter Pack.

If that sounds like the shortcut to success you've been looking for, head here:

<https://www.charm-offensive.co.uk/drunkemailtemplateoffer/>

You can get this pack as long as you buy before the evil, conniving countdown clock ticks down to zero. Right, it's about time we moved onto Part #3 of the mini-course. So, we shall.

## The Warren Buffett Technique

Warren Buffett starts his presentations with bad news.

Why is it a good idea to do this? 1. It's good to get this over with first.

2. It also gives everything else you say more credibility.

Think about the context of your cold approach.

What is the most honest thing you can say?

How do you say that in the first line?

## Differentiation Matters

Every part of your email should be different to what everyone else is sending. Not just the start. Not just the subject line. The tone. The rhythm.

The style. The size. The pitch. The Call To Action (or should you use one at all...?) What is everyone else sending? How can you be different in every single way? Even in parts that you may think are insignificant?

## What's Your Story?

Here are some common mistakes I've seen when reviewing cold pitch copy:

1. They are full of ego
2. They try to impress with design or persuade with jargon
3. The rhythm and cadence is not an enjoyable read
4. They make presumptions - This is common with 'problem-solving' type emails
5. They play it safe! (This is huge!)

You need to write captivating copy. From the subject line to the last line.

All of my successful approaches - from the absurd to the serious - have one thing in common.

They tell a story.

This is going to sound like pretentious fluff... but there is truth in here.

Why is a story important?

Think about it.

People very rarely say *"I saw a great PowerPoint presentation the other day!"*


People often say, *"S/he told this great story!"* Do you have a compelling story that your prospect can be part of? Or are you just going to write them a boring advertisement. Are you writing as if you are speaking to one person individually? Or are you rehashing key statistics, industry trends, and speaking in bullshit jargon? One is compelling and interesting and entertaining.

The other is dull and boring and what everyone else is doing. One of my key 'stories' I call "The Ambitious Underdog." What's your story? That's it! These are the key principles I use. When combined in the right way - they are incredibly effective.

Hopefully, this has given you some useful food for thought. -

That's part #3 done.

The 4th and final part of this mini-course shall be delivered to you in approximately 24 hours.

Be on the lookout for an email with the subject line,  Common Cold Pitch Mistakes & An-Ever-So-Friendly Reminder - Mini-Course Part #4

Cheers,

Jon

P.S. You really should check out my Charming Cold Pitch Starter Pack:

<https://www.charm-offensive.co.uk/drunkemailtemplateoffer/>



## Email 4

Subject: ✓ Common Cold Pitch Mistakes & An-Ever-So-Friendly Reminder - Mini-Course Part #4

✓ Yeeeeeee-Haaaaaaa! 🎵 It's the final-part-of-the-mini-courrrrrse! 🎵 (Please sing this to yourself to the tune of "The Final Countdown" by Europe.)

In today's email, I'm going to run through the most common cold pitch mistakes.

\*\*\*\*\*

Obligatory clunky pitch If you want to start conversations with your ideal clients and make a startling, impressive first impression, you should take a look at my [Charming Cold Pitch Starter Pack](#). You know, the pack that contains a copy of my original drunk cold email and an assortment of other effective copy templates. :D



It's the final day you can get this pack. It's on offer for a ridiculous price. Why the special offer?

- Virtuous reason: I want to convince as many of you as possible to buy it and start conversations with your ideal clients.
- Self-interested reason: I need to ensure I sell enough units to fund my Facebook ad spend. :D
- The link to learn out more: <https://www.charm-offensive.co.uk/drunkemailtemplateoffer/>

\*\*\*\*\*

Right, onto the final part of this mini-course...

## Common Cold Pitch Mistakes

People ask me what the biggest mistakes people make are.

Business mistakes that is.

The single biggest 'mistake' is being too hesitant.

Acting as if they only have limited shots. "I'll contact 30 prospects and see how it goes."

They get to 13 or so and without seeing any replies, they abandon their efforts.

Or worse still (and unforgivable) is when they have some positive responses but having received one negative response, they cease sending further messages. Don't get upset at words on the internet.

Newsflash: You are not going to run out of prospects to contact. Unless you're selling something incredibly niche, you're going to have a never-ending supply of prospects from across the globe.

The second mistake I see is perfectionism. I'm not suggesting you don't review your work, and ensure quality. You absolutely should. However, delaying a campaign or project because you're not happy with the particular shades of beige you've used is not acceptable. (This does remind me of the client that requested I move a logo by 'half a pixel'. I didn't move it but told him I did. He was happy with the results.)

Your perfectionist mind isn't all it thinks it is. Even if you fix all the mistakes (imaginary or otherwise), you may be making a whole lot of errors you aren't aware of. Don't be sloppy, but don't be the reverse of it. (Yppols?)

My funnels, emails, and posts are littered with mistakes, broken links, and all sorts of errors. Take imperfect action every day. Be comfortable with a degree of unfinished business. There's always the edit button.

## **What are the other key things that people get wrong?**

There are three key controllable elements to any cold outreach campaign. (For sales purposes, at least)

Targeting: You have to make sure you're targeting the right people - and that the contact details you have are up to date.

Copy: If your copy is boring... you will be ignored. If your copy is really bad, you may even get some mean words as a response. Most cold approaches fall into this category.

Offer: This is a little more complicated. Will what you're selling interest your target prospects? Do you have a good reputation and case studies? Have you given them a good reason to think a call or meeting with you isn't an awful use of their time?

Then there are the elements outside of your control. The externalities. E.g. Some prospects may be under contract with other suppliers. Some may have been in a bad mood when they get your message.

You get around externalities with scale.

In short, you need to contact a lot of people!

Even with the best data and the most amazing approach, you will often have a lot of competition.

Both from other suppliers but also for your prospects' time and attention.


In short:

- You need good data that's up to date and accurate.
- You need compelling copy that stands out.
- You need an offering that your prospect will likely be interested in.
- You need to contact a lot of prospects.

## How can someone make their copy less boring?

I'll give you one example. Let's look at how to start your email/letter/message.

My advice is to think about what the reader will see.

Put yourself in their shoes - even if they may be wearing flippers or high heels. 

Most people see the following before opening your email:

- Your name
- Subject line
- First line or so - depending on the device used.

That first line...

You could start with "Dear Mr Buchan".

If you were a doctor writing to me about an upcoming medical appointment, this would be the most appropriate greeting. I don't want anything unusual in this context.

Assuming you're not a doctor writing to me about a serious medical issue, you could start with "Hello Jon" or "Hey Jon."

That would be fine...

Or you could open up a thesaurus.

Look up the other ways of saying "Hello."

Some will be refreshing and unusual.

Some will come off a little weird.

All of them are less boring and obvious.

It may seem a tiny detail, but an email only contains a relatively small amount of copy.

Make sure everything you write is at least a little different, even unusual.

--

It's all over.

You made it to the end and lived to tell the tale.

I hope you've learned some useful principles that will help you write cold pitches that get noticed, and responded to positively.

If you'd like a shortcut, you should grab my [Charming Cold Pitch Starter Pack](#) while it's still available.



Heads up: I will send one final email to remind you that the offer is about to expire. Please don't be too angry. I'm merely trying to be helpful, you understand? :D

To the more sane readers: Happy Cold Pitching!

Cheers,

Jon

## Email 5

Subject: ✓ Last call on the Charming Cold Pitch Starter Pack

✓ As promised, here is your reminder that the deadline to grab my Charming Cold Pitch Starter Pack is coming to an end.

If you'd to get a copy of my drunk cold email, and a selection of other effective templates and bonus materials, head to the link below forthwith:

<https://www.charm-offensive.co.uk/drunkemailtemplateoffer/>



Just a reminder... This stuff works.

A testimonial from a happy customer:



This is the response I got from Hewlett Packard Enterprise. (Yes, we won them as a client. We ended up working with divisions of HP in the UK, the USA, and Germany.)

Well done you win the prize – Colin did the trick and at least he wasn't a mere cat .. or did I get the joke. I almost never respond to speculative approaches for which I get hundreds. I like your tone and style and given HP had gone through a rebranding exercise over the last 12 months , we need to inject some new life into our roster of agencies.

I'd like to invite you in to brief the team on what you've done.. and trust me we are tough lot to please. I assume you're not just online?

Oh and the bedroom tidying appeals ...

Please contact my PA. to book a meeting at our offices in Wood Street.

Regards

Cheers,

Jon

## Email Sequence Strategy

These emails provide value throughout, giving people a reason to open the emails.

I even point out exactly what the subscriber receives in each email in the first email they get immediately upon signing up.

I repurposed content from previous lead magnets, Facebook Group posts, and broadcast emails for the content.

For your email sequence, think about how you can educate your audience.

What can you teach them? What principles can you show them that run counter to what they might expect?

For me, I talk about:

- Why most cold pitches suck
- Why you must stand out
- Why humour works in cold pitching
- A persuasive tactic of Warren Buffett
- Why differentiation matters
- Why storytelling matters
- Common cold pitch mistakes
- How to make copy less boring

There's plenty of value - which is what makes people open each subsequent email.

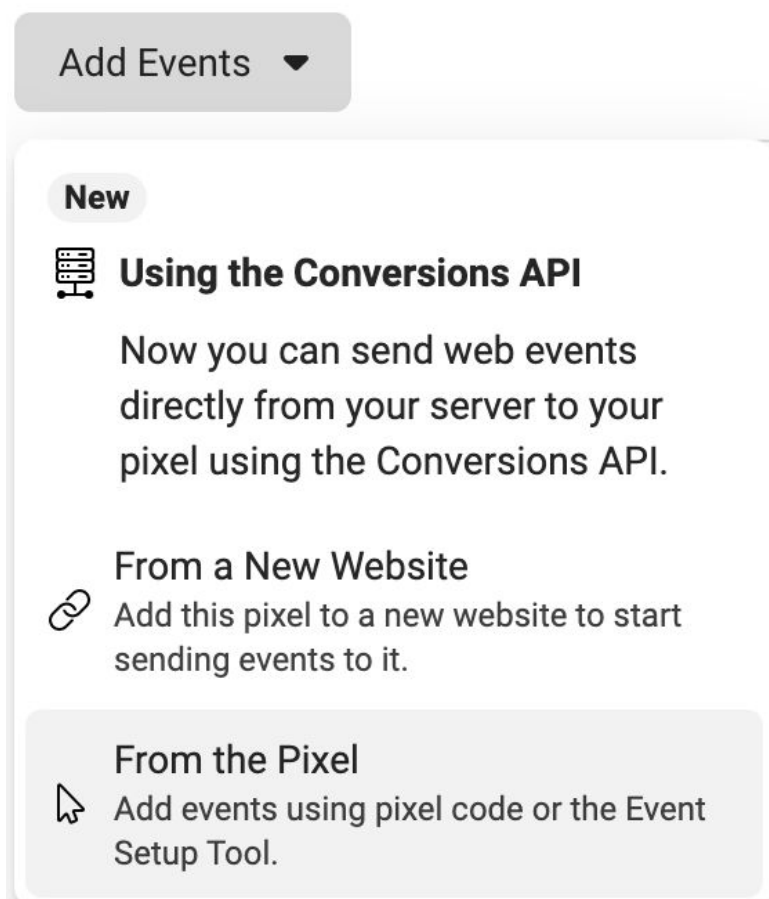
I have inserted pitches for my limited-time Charming Cold Pitch Starter Pack offer around the valuable content in each email.

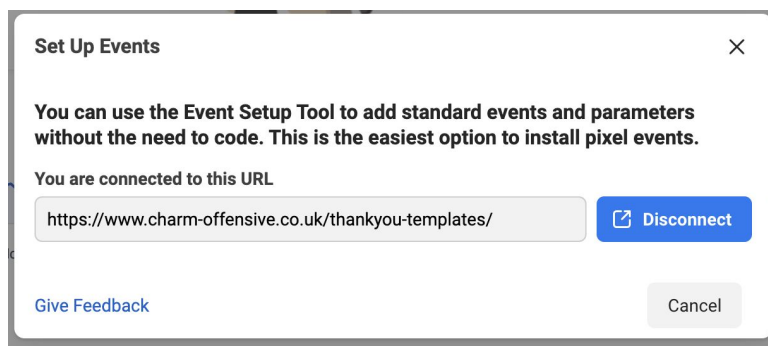
## Facebook Pixel

You need to make sure you have the Facebook Pixel set up correctly. [Facebook has plenty of information on this.](#)

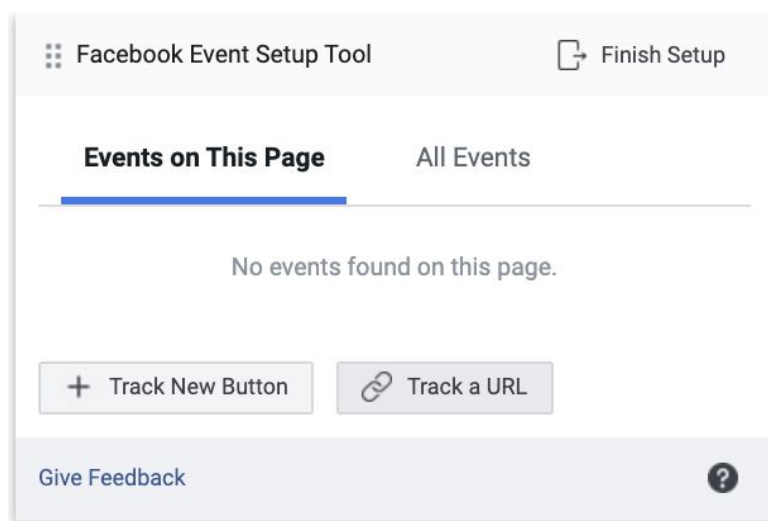
You should have your Facebook Pixel code on every page of your funnel.

You can then use the Event Set Up tool to create custom Events.





From here, enter the URL for your Thank You page. Click connect.




Your Thank You page will load in another tab. In the top left-hand corner, you'll see this window. Click "Track a URL."

**Track an Event Using a URL**


Select the event you'd like to track.

Lead

Track the entire URL or a portion of the URL.

URL contains 

<https://www.charm-offensive.co.uk/thankyou-templates/>

**Include Value and Currency** 

Use price and currency data to measure and improve your return on ad spend.  
[Learn More](#)

**Value**

☐ Choose value on page

☐ Don't include value

**Currency**

GBP

[Add Content ID and Content Type](#)

Cancel Confirm

Click “URL Contains” rather than “URL Equals” and then click Confirm.



Then make sure to click “Finish Setup.”

## Other Pages That Need Event Tracking

You should do a test order for your offer. Use a coupon code or set your product's price to 0 temporarily, so you don't have to spend any money pointlessly.

Enter your sales page URL into the Facebook Events Setup Tool.

Then when on your basket page, add the Basket Event.

On the checkout page, add the Initiate Checkout Event.

On the “Thank you for ordering” page, add the “Purchase” Event.

## Developing A Low-Priced Product

The thing to realise when putting together your limited time offer is the price doesn't really matter.

Well, it does, but there is no set price.

If you're selling an information product, you have no costs other than advertising.

The only thing that matters is that you sell enough products to pay for your ad spend.

Having sold information products online for 3 years now, I know that people will have far less resistance to a product that is < \$50.

One way you can test what people are willing to pay is to initially set the price of your limited-time offer as \$5 for 3 days. If you don't get any sales, you need to look at your offer and funnel.

If you do get sales at \$5, increase the price by \$10 for 3 days. Do you still get bites? Overall, did you generate more or less revenue at the new price?

Keep doing this until you find the optimal price where you generate the most revenue.

For the actual product, I created a scaled-back version of one of my template packs.

I cut down the number of templates to those that could be used by most people, decided on some relevant bonus materials, and called it The Charming Cold Pitch Starter Pack.

Bonuses can massively increase conversion rates.

Think about what would make your offer even more useful or enticing. If your product is an ebook or course, could you include swipe files? Or templates? Or a cheat sheet? Or an additional bonus training on a topic that your audience will likely be interested in?

Put yourself in your customers' shoes.

What would have helped you when you had their level of expertise or experience?

You might even wish to ask your audience, "I'm putting together a {PRODUCT-TYPE} about {TOPIC}. You can learn more about this here - {LINK}. Would you mind telling me anything you feel the {PRODUCT-TYPE} is missing? I might be tempted to add some additional bonus content based on your feedback."

Sometimes people will buy a product just because one of the bonuses appeals to them.

You can attribute a value to these bonuses on your sales page. Think about what these bonuses would cost if they were sold standalone.

## How to develop your first information product

When I first wrote my first ebook, Win With Words, I panicked that I had nothing else to offer.

Of course, this was an absurd notion.

I thought about how I could better help the types of people who purchased Win With Words. This ebook ran through one of my most successful templates line-by-line, analysing the humour formulas and persuasive devices that made it so effective.

I realised that this was just one template for one purpose. I had a lot more I could offer. There are limitless possibilities for templates I can create. Soon after launching Win With Words, I began work on my first template pack.

I'd recently had a lot of success inviting myself onto authoritative podcasts, and I figured this would be something my customers might also find useful, so I included a templated version of the same email I used for getting on podcasts.

I'd had a lot of success getting my clients content published on highly trafficked websites, so I included a templated version of the email I used to pitch to journalists and editors.

I'd had success using a combination of direct mail and a follow-up email to get the attention of my prospects and included this in the pack, too.

If I was able to achieve a specific result that I thought others might benefit from, I would create a template or training around it.

As my new templates were based on my own successes, I would often have evidence in the form of screenshots that I could insert into my sales letters, emails, and social posts.

Think about your achievements. Can you show people how to achieve the same result that you did?

Can you remember the issues you faced and how you overcame them?

Can you teach your customers not to make the same mistakes you might have made?

Can you show them a shortcut to getting results?

Can you provide a prescriptive blueprint or a template that makes the whole process quicker and easier?

Are you able to provide evidence in the form of screenshots or client testimonials that you have achieved the results you claim?

These are the things to think about when coming up with new product ideas.

You can, of course, also ask your audience for their feedback on your new product ideas. They may even provide suggestions you might never have thought of.


This has happened to me a few times and resulted in some of my best selling products.

## How To Use Order Bumps To Maximise Your ROAS

Order Bumps are additional mini limited-time offers presented to your customers on the checkout page. Here are the two Order Bumps my self-funding funnel currently uses:

☐ **Yes! Add Magic Cold Email Training to my order**

~~\$269.00~~  
\$26.90



In this 50 minute training video I run through one of my most successful ever cold email templates line-by-line, explaining the humour formulas and persuasive devices that made it so effective in getting prospects to reply positively and agree to a sales call or meeting. Get it today for an absolutely scandalous discount!

☐ **Yes! Add A Playful Follow-Up Sequence to my order**

~~\$99.00~~  
\$19.80



I highly recommend sending a follow-up sequence when sending cold emails/messages. This highly entertaining sequence will put a smile on the face of your prospects as they read it, increasing the chances you'll get a positive response from them. Get it today for an outrageous discount :-)

The key for these is to make them highly relevant to the buyer. You should pick (or create) bonus materials that compliment their purchase.

These could be bonuses. There are no hard and fast rules for deciding what should be a bonus included in a product vs. an order bump that has an additional cost.

We've found that Order Bump offers that cost less than \$30 work best.

The software we use to create and manage our Order Bumps is [Woo Funnels](#).

## How To Start A Perpetual Stream Of New Client Conversations

You've created your self-funding funnel, and you're building an email list - congratulations.

How do you use this to generate conversations with clients for potential one-to-one work?

There are a few ways.

The first is to put together an offer. This can be something simple, such as a paid consultancy call. You could run a special offer on the price of this call. The benefit of using this approach is you get paid upfront for your time.

You could create a sales page for this call. You could do this with any producticised service you offer.

Alternatively, you can put the feelers out more gently. You can ask your audience questions. You can write emails that your subscribers respond to.

I've found that the emails that generate the most responses are those of a somewhat more personal nature. If you want to use your list to generate one-to-one client engagements, the key is to build a rapport with your audience

## Funnel Swipe

Opt In Page: <https://www.charm-offensive.co.uk/drunkeemailminicourse/>

Thank You / Sales Page: <https://www.charm-offensive.co.uk/thank-you-drunkeemailoffer/>

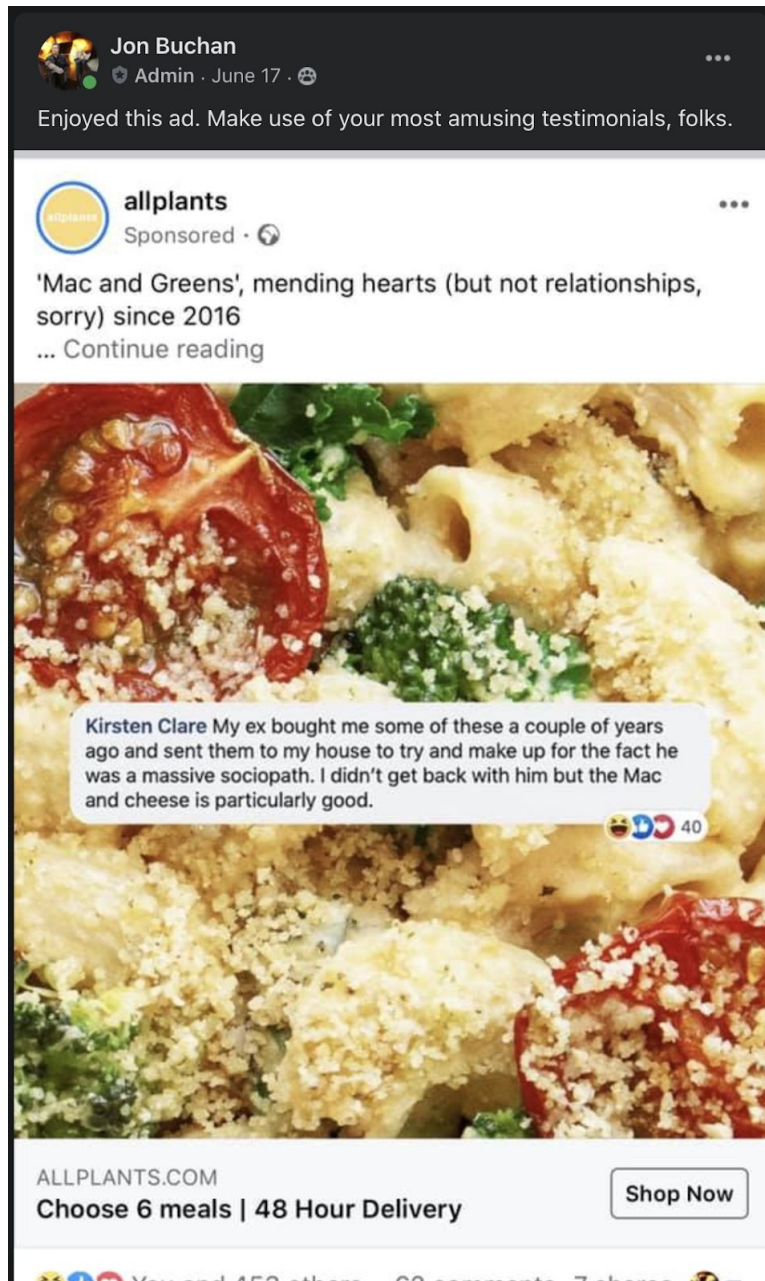
Sales Page without “Thank You” Headline:  
<https://www.charm-offensive.co.uk/drunkeemailtemplateoffer/>

Offer Expired Page: <https://www.charm-offensive.co.uk/drunkeemail-expired/>

The Facebook Ads & Email Sequence Swipes can be found earlier in this document.

## Stand Out Ads

These are a collection of ads that got my attention or whatever reason. I'm not suggesting you copy these ads for use in your self-funding funnel, just that they got my attention and for that reason, seeing them might benefit you in coming up with your own attention-grabbing ads.



This ad uses humour within the testimonial to massively increase engagement.

We did not  
design this ad

Should've used  
Design Pickle

DESIGNPICKLE.COM/PRICING

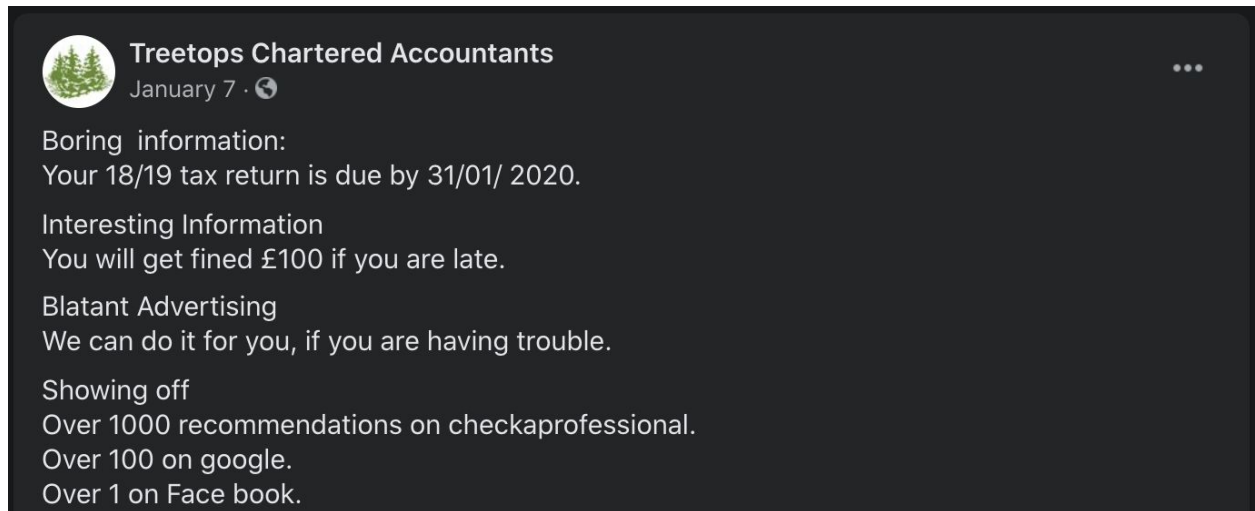
**Should Have Used Design Pickle!**

The best way to ❤️ Design Pickle is to try Design ...

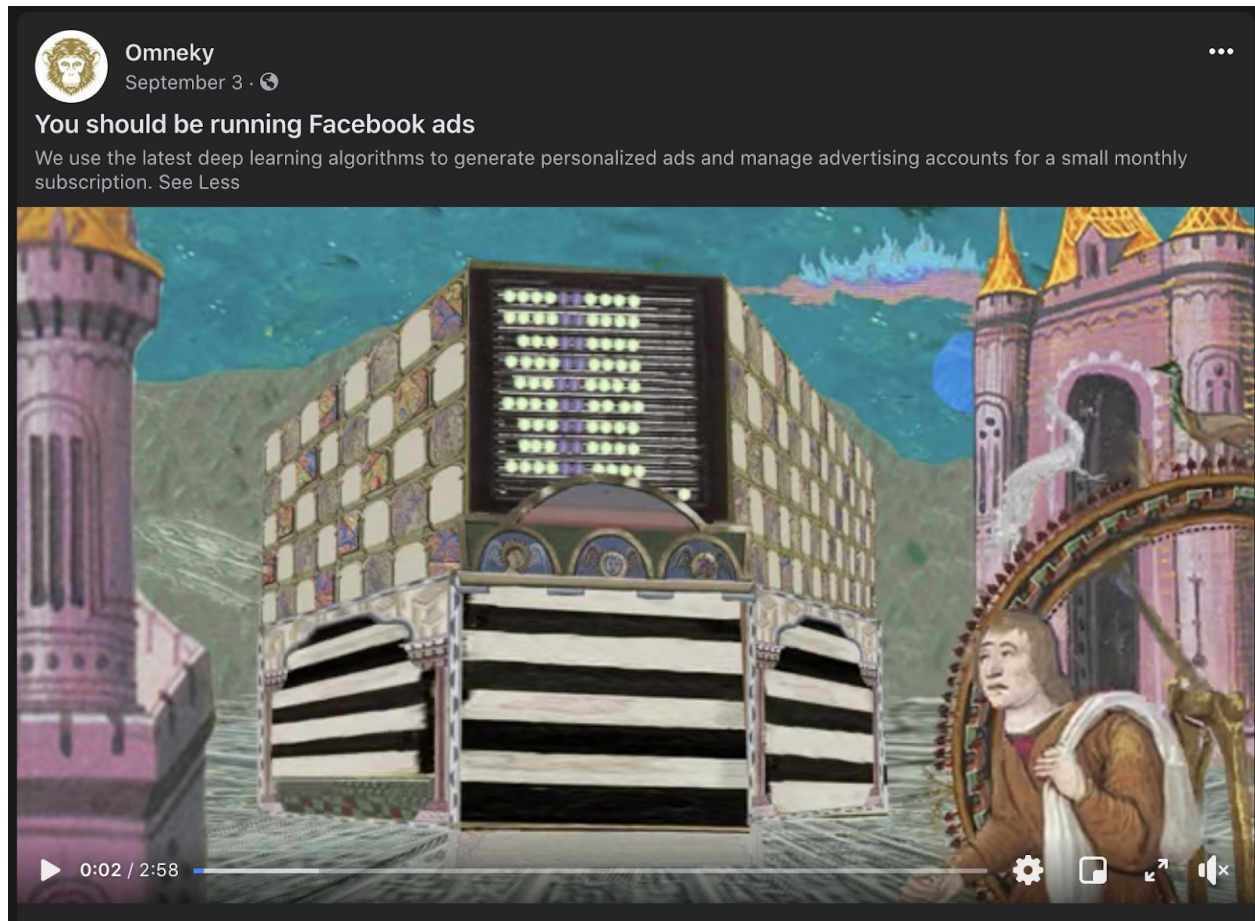
Sign Up

i

This eyesaw of an ad grabs attention and is funny.



This post was boosted which is how I saw it. Despite the spelling mistake at the end, this ad works. It has a simple, honest charm.



<https://www.facebook.com/watch/?ref=saved&v=323751442286178>

This ads' unusual animation style got my attention and stopped me scrolling.

**neilshoneymac**  
Sponsored

Hey Neil Maclean

Mentorship is now oversubscribed. Got one more call scheduled this week and 3 emails about it, but going to have to start a wait list.

Gross volume  
£10.0K  
£2,374

Not bad for a gym turned into online! New sales aswell!

Adset converting at £0.21 with an average chart value of £22.50 (100x ROI) after an epic call last night

Neil Maclean

**STEAL MY  
ADVANCED ADS MADE EASY 2.0**

**Learn More**

7 likes

**neilshoneymac** DITCH "trial and error" as your ads strategy and start getting RESULTS...

Let's face it - trial and error is expensive (in more ways than one)

1000's of business owners skipped trial and error last year for a simple, step-by-step strategy that works...


(even for self-proclaimed technophobes and complete

I'm including this ad for the image. Look at the use of screenshots.

**FM** fitmind.training  
Sponsored

★★★★★

"Like I was on drugs...without the drugs."



Use App >

♡ 💬 📌

5,327 likes


**fitmind.training** We built the world's most advanced meditation app with help from monks, neuroscientists, and doctors.

It just works. Try FitMind to see for yourself.

Focus ✓ Vitality ✓ Joy ✓

• #1 Ranked Meditation App by CNET



This ads imagery and striking quote got my attention.

 **Hotjar**  
Sponsored

0:03

*Conversions  
are up +49%*

Learn More >

**144 views**

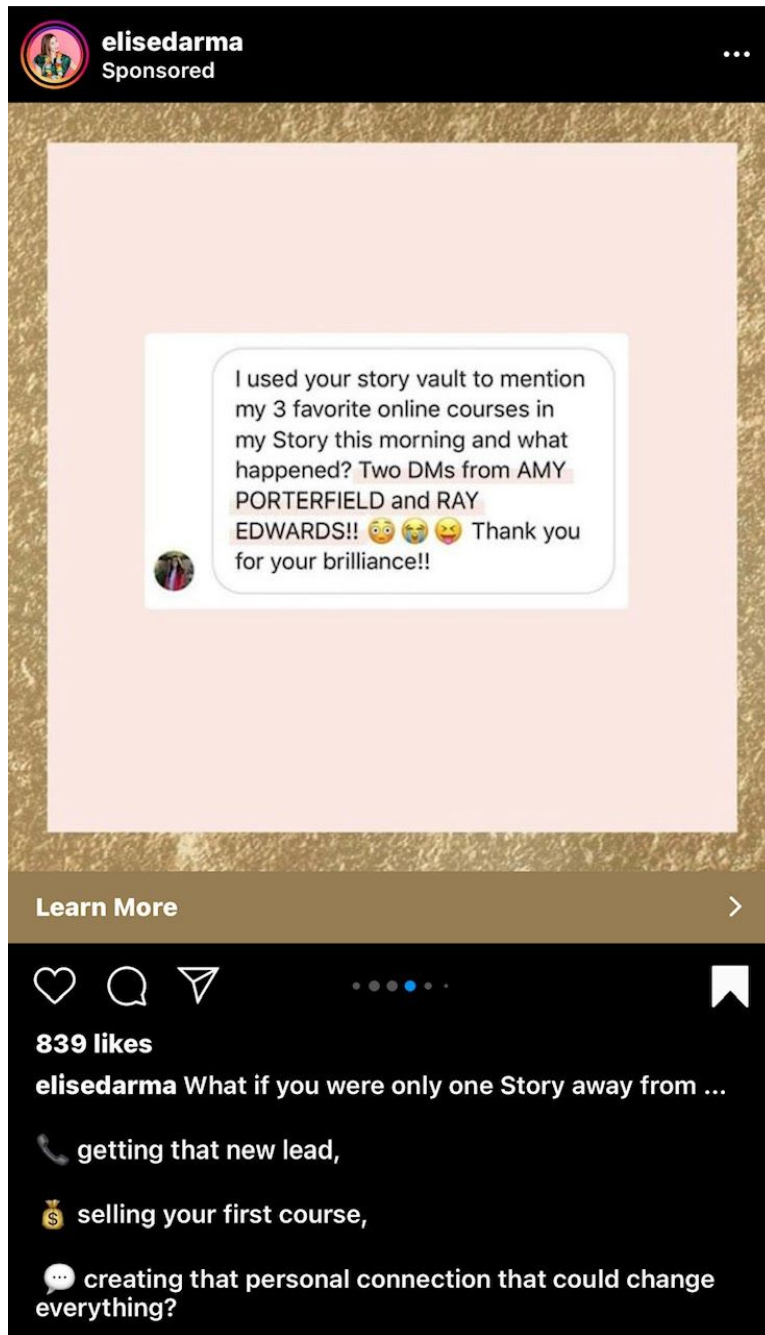
"Within half an hour, we knew exactly what was wrong and fixed the problem. Now conversions are up 49%"

Remove the guesswork from website improvement. Try Hotjar for free 🔥

Simple and to the point.



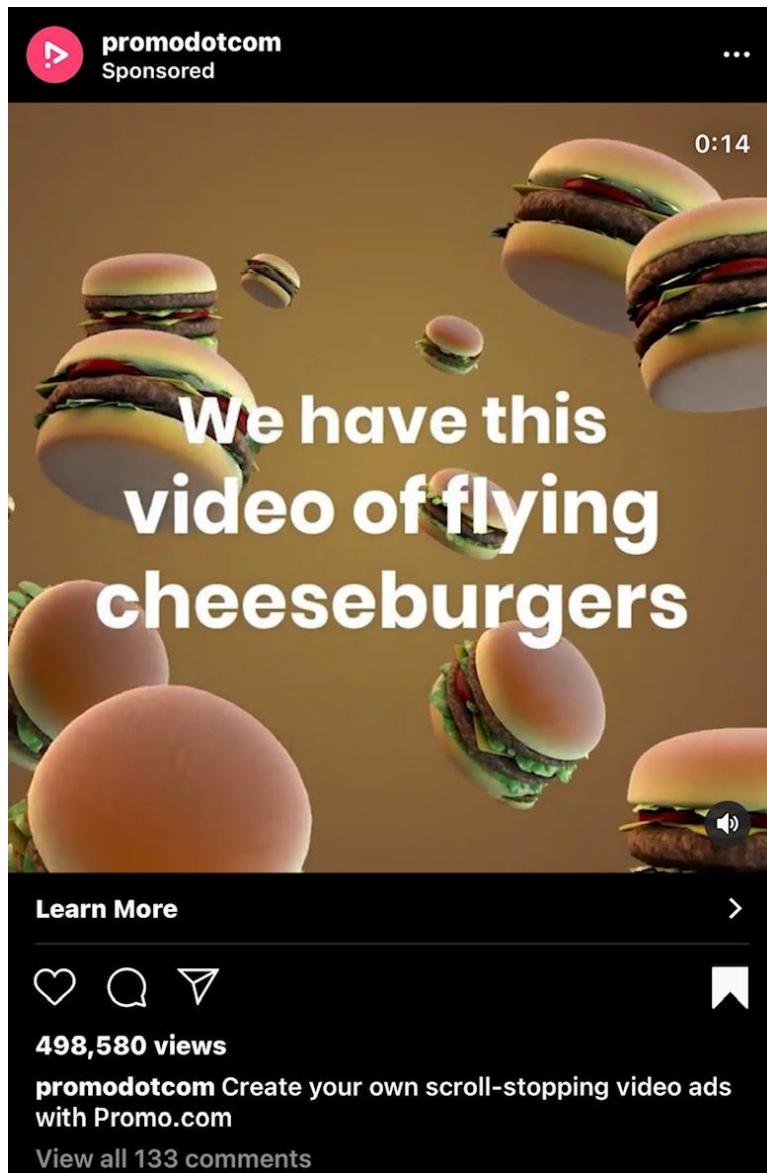
This animated ad got my attention. You can create these fun animated ads cheaply at [breakoutclips.com](http://breakoutclips.com)



This is a carousel ad - each containing a glowing customer testimonial.



This animated ad asks you to “Do nothing for 15 seconds.” while a circle on screen gets drawn. It stopped me scrolling.



This animated ad got my attention with its attention grabbing imagery and direct, honest copy.

The is the ad I created for my local rock bar, Project Orange.

**Project Orange**  
September 25, 2018 · 🌐

♥️ I've been tasked (ok, I volunteered) with creating an ad for my favourite bar in the world, Project Orange. ♥️

It's a wonderful bar, as evidenced by how much money I've spent there over the years. I should probably own some shares in there by now...

... Or get more hobbies other than drinking. (Yeah, right. Like I'm changing at 34...)

If that last line made you smirk, I think I have just the bar for you.

Why you should come to Project Orange:

- ♦️ Awesome rock music like Rage Against The Machine, Alice in Chains, Nirvana, Metallica, Red Hot Chili Peppers, and tons more...
- ♦️ A wicked selection of craft beers, spirits, and even these weird skull shot things that are far more delicious than the description suggests.
- ♦️ We have a gargantuan Lemmy mural. Surely, it's worth the trip just for the Instagram selfie opportunities alone?
- ♦️ To sweeten the deal, we have a table football, a pool table, and a rare Metallica pinball machine in the downstairs lounge.

I love the bar.

I think more people should enjoy it.

\*ahem\* That's where you come in...

Isn't it time you took a chance, visited somewhere new? LIVE LIFE TO THE FULLEST, I say.

And by "LIVE LIFE TO THE FULLEST", I mean, come to Project Orange, do a shot, listen to great music, and be silly with your new weird friends.

Come on, cheeky one? You deserve it, mate.

To try and cajole you into coming to see this little madcap bar, I've been permitted to tell you about a 2-for-1 cocktail offer.

To get one of our delicious Orange Ozzy or Pink Floyd cocktails, simply say to one of our wonderful bar staff, "The password is 666" in your most enthusiastic / sexy / downright weird voice.

♥️ **BONUS POINTS:** Do this while winking at the bar staff with both eyes.

Hopefully, our charming bar staff will have been informed of this promotion and won't just look at you like you're insane.

Well, they may do that anyway, but at least you'll have a delicious half-priced cocktail in your hand when it happens.

Ohhhh.... And then there are the regulars. Of which I am one. I'm biased, but I think we are pretty splendid.


So forget about your troubles for a moment and make the trip to Project Orange, the most charming bar you've never heard of. Until now. Dun dun dunnnn!

✅ Come and see us at: 43 St John's Hill London SW11 1TT. Right next to Clapham Junction station.

Stay outta trouble,

Jon

😏 P.S. Still not persuaded? Comment below and I'll do my best to coax you into coming... 😏



You can check out the ad, with all of the engagement and comments, here:

<https://www.facebook.com/155719894449537/posts/2053378938016947>