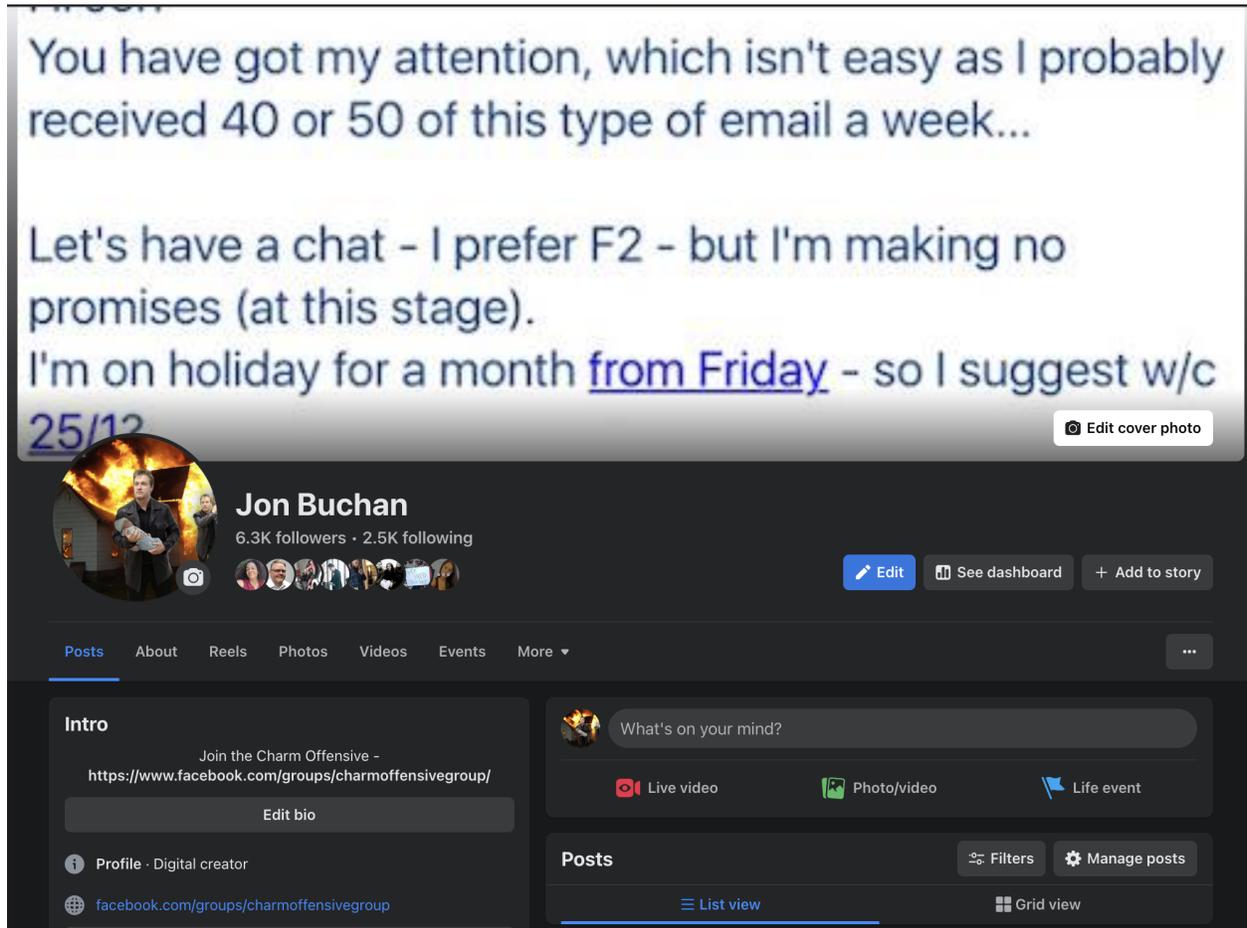


2023 Self Promotion Guide

Facebook for Business

Setting up your profile



You want to change your cover photo to something that promotes what you do. In my case, I've used a screenshot from one of my charming cold emails. Upon clicking it, the description contains a link to my Facebook Group. You could include a link to your opt-in form or to your website.

I also use the "Intro" section to link to my group. Again, you can link to an opt-in page or your website if you don't have a Facebook Group.

Adding relevant contacts

You need to start adding people who will engage with your content as Facebook friends. One way to do this is to write relevant, useful, non-pitch based content in relevant Facebook Groups and then send a friend request to anyone who engages with your content as a friend.

I wrote a post in the Nothing Held Back group recently that gave away tons of useful information and several of my templates.

Jon Buchan
February 6 · 🌐

The drunk cold email that changed my life

I've finally gotten around to writing this post after [Alen Sultanic](#) complimented one of my cold email sequences that someone posted to this group last year, saying "This is one of the BEST email sequences I have ever seen." I'm a huge fan of Alen's (who isn't?), so reading this made me very happy indeed.

I asked Alen if I should write a post about my approach, and he said I should. So, here I am.

(I tried posting this last week but as... [See more](#))

----- @symantec.com> wrote:

...rded me your email – it was the ferret that did it ;-) It would be great if I could meet us in person and talk to us a bit more about what you guys do, per Friday 15th?

...ital Marketing, EMEA
...Corporation
...ntec.com

... (0)1189
... (0)752
... @symantec.com

...nantec.

...ect the world's people and information.

...@symantec.com> wrote:

...tings Sam,

...ve never heard of me. (Hi, I'm Jon) I got your email from a list "gasp". But hey - you're list worthy, that's gotta be something, right? :-)

...Let's get down to brass tacks. I'm emailing you because I run an online marketing agency in Clapham, London and Render Positive, with my brother, Gary, and a team of 10.

...ed to work at large digital agencies with big brand clients offering online marketing services (SEO, PPC, Social Media, Analytics, Content Creation and Bedroom Tidyng). For nearly 5 years, we've run our own agency - and we're absolutely loving it. It is so good to not feel like we are ripping clients off - and we are doing the very best work we've done.

...recently got an office in Clapham North and I'm looking to win new clients over to our side and away from those (ok maybe not evil... but not as good) other agencies. We have some big names on board - but being the vicious bunch we are, we won't settle for anything other than total domination.

...u let me have a chat with you about your online marketing needs - I will buy you lunch and promise to be somewhat entertaining. I may even wear a top hat. First off, I'd love to provide you with some ideas you are free to steal.

...ve attached a picture of a ferret that has been dressed up. According to the internet, his name is Colin. I trust it'll charm you into submission.

...all your profanity filled response.

...e an absolutely wonderful day,
Buchan

...least he wasn't a mere cat .. or did I get the wrong end style and given HP had gone through a...
... done.. and trust me we are tough lot to p...
...+6
...ng at our offices in Wood Street.

...Your multi-media bombardment has captured my interest (the carrier pigeon was you, right?).

...You stood out. You made me laugh.

...I get about 20 agencies a week contacting me...and I think you're the first I've ever cold-contacted.

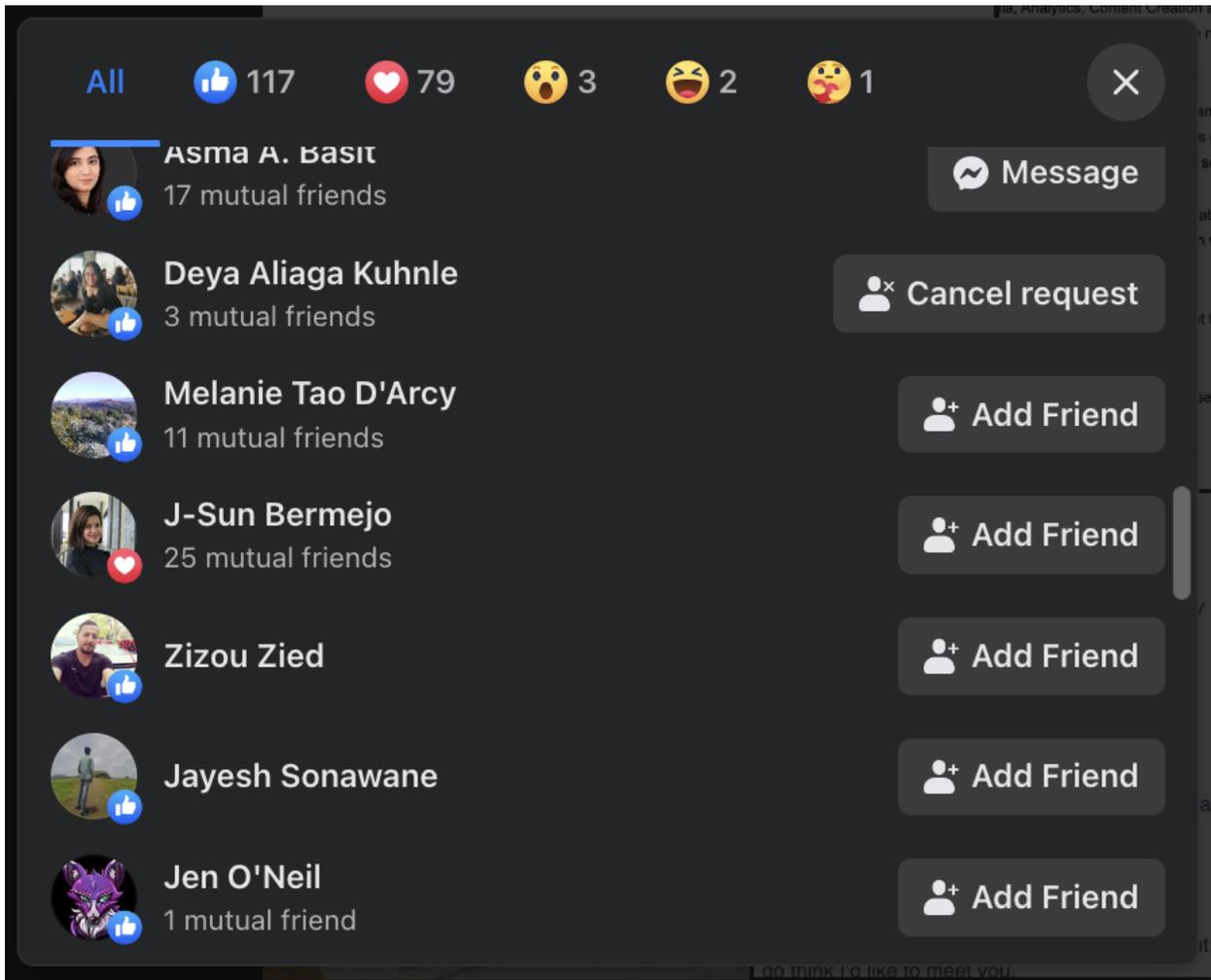
...I'm not 100% I'm sure I know how to use you, but I do think I'd like to meet you.

...Render Positive

...Muhammad Hamza, Bashir Musa and 200 others

99 comments

Now I've got a list of likely engagers who I can add as a friend.



These people are clearly interested in the content and will likely be interested in similar content. They might also look at my profile upon seeing my friend request and might click one of the links to my Facebook Group as these links are so easily accessible from my Facebook profile.

This is the same technique I used way back in 2016 to build an initial small following on Facebook before launching my Facebook Group.

Jon Buchan
November 28, 2016 · London · 🌐

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

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

Hi Jon,

As you will most probably be aware, people on lists get hundreds of emails a week with prospective offers of services that can turnaround my business, banish my woes and answer the meaning of life. Usually they are straight in the delete bin... however, your letter with [REDACTED], and your subsequent email has caught my intention and I feel obliged to respond.

I'm reminded of an article from the Secret Marketeer in MW, who wrote about the very fact that in this world of DM marketing and customer centric communications, why on earth would I respond to a completely unsolicited approach by someone or something I have never heard of and in the most part don't want what they are offering! The fact that you started at the point of [REDACTED] but ever so gently [REDACTED] really was very good...and the irreverent approach of both your letter and email actually kept me engaged enough to get to this point suggests you have a very pragmatic approach to this world we exist in. This may be great work from you or a clever B2B marketer in your team but either way it worked.

👍❤️😄 You, Charlie Price, Pete Pole and 68 others · 58 comments

A lazier approach

If you don't have some content ready to post in other Facebook Groups yet, you can simply search for content other people have placed in groups that are relevant to your offering. Send friend requests to the people who have engaged with that content.

Content

You need to position yourself as an expert while also showing how you're different to the many other suppliers in your niche.

Your industry

You should talk about, from your point of view, what's wrong with your industry. For example, there is an issue with some freelance copywriters not being adept at meeting deadlines or being able to communicate well with clients.

Evidence

You should then provide evidence of how you're different. This could be by showing testimonials that talk about how you don't have the specific issue that the rest of the industry has. As long as you get on well with the client, you can ask them if they would mind mentioning specific things. I would often ask clients I wouldn't mind writing the testimonial copy for them, and they are welcome to approve and edit it as much as they wish.

I grew Charm Offensive because I told the world people should stop sending boring cold pitches and send charming, funny, creative ones. I showed off the responses I received and talked about the big brand clients I'd won.

Don't be afraid to talk about your opinions

If you can't be authentic with your audience about your opinions, you'll be less likely to find followers, clients, or customers who understand and believe in you and your offering.

This can be limited to your industry or it could be broader. The issue with going broader is you can split your audience. However, this can be advantageous as the people that agree with you will become super fans. It's up to you how polarising you wish to be. It can be incredibly effective.

Tell stories from your career

Talk about the more unpleasant times and how you overcame them. Not all content has to be focused purely on your prospects. When positioning yourself as an expert, you should seek to entertain a more diverse audience than merely those who might give you money.

By doing this, you'll receive engagement from people outside of your immediate target customers, and that will help your content get seen by a greater number of people. You'll become more well-known and people in your audience who might not be prospects themselves will recommend your content to other people who might well become customers.

Don't be afraid to have fun

Not everything has to be a super valuable, informative post. You can still post memes and funny stuff, especially if it's relevant to your industry.

Use Google for research

Type into Google “What is {your skill}?”

Often, you’ll be presented with a section that says “People also ask” and upon clicking the dropdown, more options will appear.

People also ask :

What is SEO and how it works?	▼
What are the 4 types of SEO?	▼
What is SEO in marketing?	▼
What is SEO for beginners?	▼
What are SEO examples?	▼
How do I SEO my website?	▼
Can I do SEO on my own?	▼

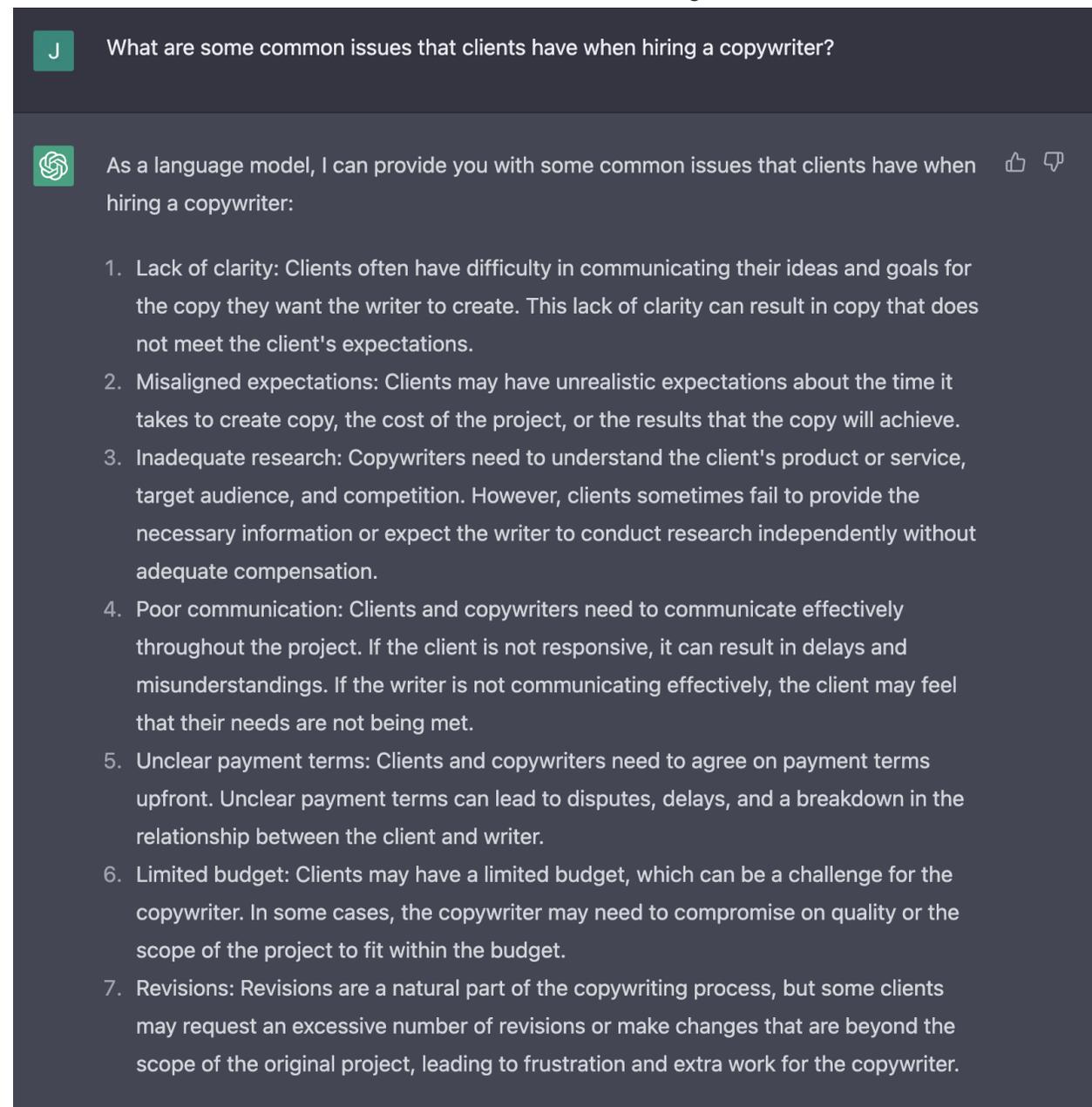
This should give you a jumping off point for content you can write about.

Using ChatGPT for research and brainstorming

ChatGPT is great for brainstorming ideas for topics you can write about. I'm not suggesting you simply copy and paste this output to use for your content. The output isn't engaging at all but provides useful jumping-off points when writing

This query is a good one for coming up with content ideas that will enable you to demonstrate you understand the perspective of your client:

“What are some common issues that clients have when hiring XXXXX?”



J What are some common issues that clients have when hiring a copywriter?

As a language model, I can provide you with some common issues that clients have when hiring a copywriter:

1. **Lack of clarity:** Clients often have difficulty in communicating their ideas and goals for the copy they want the writer to create. This lack of clarity can result in copy that does not meet the client's expectations.
2. **Misaligned expectations:** Clients may have unrealistic expectations about the time it takes to create copy, the cost of the project, or the results that the copy will achieve.
3. **Inadequate research:** Copywriters need to understand the client's product or service, target audience, and competition. However, clients sometimes fail to provide the necessary information or expect the writer to conduct research independently without adequate compensation.
4. **Poor communication:** Clients and copywriters need to communicate effectively throughout the project. If the client is not responsive, it can result in delays and misunderstandings. If the writer is not communicating effectively, the client may feel that their needs are not being met.
5. **Unclear payment terms:** Clients and copywriters need to agree on payment terms upfront. Unclear payment terms can lead to disputes, delays, and a breakdown in the relationship between the client and writer.
6. **Limited budget:** Clients may have a limited budget, which can be a challenge for the copywriter. In some cases, the copywriter may need to compromise on quality or the scope of the project to fit within the budget.
7. **Revisions:** Revisions are a natural part of the copywriting process, but some clients may request an excessive number of revisions or make changes that are beyond the scope of the original project, leading to frustration and extra work for the copywriter.

You can write 7 pieces of content addressing each individual issue.

You can expand further on a specific issue with this prompt:
“From the perspective of a client, tell me the issues that arise from XXXX”

J From the perspective of a client, tell me the issues that arise from poor communication from copywriters



As a language model, I can provide you with some issues that clients may face from poor communication from copywriters:

1. **Misunderstandings:** When communication is poor, misunderstandings can occur. The copywriter may not fully understand the client's requirements, resulting in copy that does not meet the client's expectations.
2. **Delayed project completion:** Poor communication can cause delays in the project. The copywriter may require additional information or clarification from the client, which can lead to a delay in project completion.
3. **Unresolved issues:** Poor communication can result in unresolved issues. The client may have concerns or questions that go unanswered, leading to frustration and a breakdown in the client-writer relationship.
4. **Extra costs:** Poor communication can lead to additional costs. If the copywriter needs to redo work due to a lack of clarity or communication, it can result in extra costs for the client.
5. **Lower quality work:** Poor communication can lead to lower quality work. If the copywriter does not fully understand the client's requirements, they may produce copy that is subpar or does not meet the client's needs.
6. **Inefficient use of resources:** Poor communication can result in an inefficient use of resources. If the client needs to spend time providing additional information or clarification, it can result in wasted time and resources.

Overall, poor communication can have a negative impact on the client-writer relationship and the success of the project. It is essential for copywriters to communicate effectively with their clients to avoid these issues.

This provides you with even more specific client pains that you can write about. You can talk about how you avoid these issues when working with your clients.

You can then go even further - asking ChatGPT to expand on how each specific issue causes problems.

The prompt: "Can you expand on how XXXXX are an issue?"

J

Can you expand on how misunderstandings are an issue?



Certainly! Misunderstandings can be a significant issue when it comes to communication between copywriters and clients. Here are some of the ways that misunderstandings can cause problems:

1. Missed deadlines: If the copywriter does not fully understand the project requirements, they may miss important deadlines or fail to deliver the copy on time.
2. Incorrect tone or style: Misunderstandings can result in copy that does not match the desired tone or style. This can lead to the copy not resonating with the target audience and failing to achieve the desired results.
3. Incorrect messaging: Misunderstandings can also result in copy that does not convey the intended message. This can be particularly problematic in marketing and advertising, where the messaging needs to be clear and compelling to be effective.
4. Revisions and delays: Misunderstandings can lead to additional revisions and delays in project completion. The copywriter may need to make multiple revisions to the copy before it meets the client's expectations, resulting in extra work and time spent on the project.
5. Frustration and dissatisfaction: Misunderstandings can also lead to frustration and dissatisfaction on the part of the client. If the copy does not meet their expectations, they may be dissatisfied with the work and the overall project outcome.

It is essential for copywriters to communicate clearly and ask questions when they are unsure about the client's requirements to avoid misunderstandings and ensure that the copy meets the client's expectations.

Once again, you can delve further by prompting with:

“Can you expand further on how XXXXX can cause problems for a client?”

J

Can you expand on how incorrect messaging can cause problems for a client?



Certainly! Incorrect messaging in copy can cause a range of problems for a client. Here are some of the ways that incorrect messaging can cause issues:

1. Failure to connect with the target audience: If the messaging in the copy is incorrect or unclear, it may fail to resonate with the target audience. This can result in the copy not achieving the desired results, such as increased sales or website traffic.
2. Negative brand perception: If the messaging in the copy does not align with the client's brand values or goals, it can result in a negative perception of the brand. This can damage the client's reputation and lead to a loss of customers or clients.
3. Confusion or misinterpretation: Incorrect messaging can lead to confusion or misinterpretation of the copy. This can cause the reader to become disengaged or lose interest in the product or service being offered.
4. Legal or regulatory issues: If the messaging in the copy is incorrect or misleading, it can result in legal or regulatory issues for the client. This can be particularly problematic in industries that are heavily regulated, such as healthcare or finance.
5. Wasted resources: Incorrect messaging can result in wasted resources, such as time and money spent on advertising or marketing campaigns that do not achieve the desired results.

Overall, it is essential for copywriters to ensure that the messaging in the copy is clear, accurate, and aligned with the client's brand values and goals. This can help to ensure that the copy is effective in achieving the desired results and avoiding potential issues for the client.

We can narrow down on a specific bullet point from the previous output.

J

Can you explain how legal or regulatory issues may become an issue for a client?



Certainly! Legal or regulatory issues can be a significant concern for clients if the copy they receive from a copywriter is not in compliance with applicable laws or regulations. Here are some examples of how legal or regulatory issues can arise:

1. False or misleading advertising: If the copy includes false or misleading claims about the client's product or service, it can be considered false advertising. This can result in legal action being taken against the client by regulatory authorities or consumers.
2. Copyright infringement: If the copy includes content that is protected by copyright law, such as images or text from other sources, without proper attribution or permission, it can result in copyright infringement claims being made against the client.
3. Privacy concerns: If the copy includes personal information about individuals without their consent, it can be a violation of privacy laws. This can result in legal action being taken against the client by the affected individuals or regulatory authorities.
4. Industry-specific regulations: Different industries have specific regulations and guidelines that must be followed when creating copy. For example, in the healthcare industry, copy must be compliant with HIPAA regulations, while in the financial industry, copy must be compliant with SEC and FINRA regulations. Failure to comply with these regulations can result in legal action being taken against the client.
5. Trademark infringement: If the copy includes trademarked names, logos, or slogans without permission, it can be considered trademark infringement. This can result in legal action being taken against the client by the trademark owner.

In summary, legal or regulatory issues can be a serious concern for clients if the copy they receive from a copywriter is not in compliance with applicable laws or regulations. It is essential for copywriters to be aware of these issues and ensure that the copy they produce is compliant with relevant laws and regulations.

You can keep doing this over and over, providing you with a virtually endless supply of topics to write about.

You could also ask ChatGPT for issues on the supplier's side, too.

J

What are some common issues that copywriters have with clients?



As a language model, I can provide you with some common issues that copywriters may face when working with clients:

1. **Lack of clarity:** Clients may not provide clear guidelines or expectations for the copy, which can result in confusion and uncertainty on the part of the copywriter.
2. **Micromanagement:** Some clients may try to micromanage the copywriting process, which can be frustrating for the copywriter and limit their creativity and ability to produce effective copy.
3. **Late payment or non-payment:** Some clients may fail to pay the copywriter on time or at all, which can cause financial stress and strain the relationship between the client and copywriter.
4. **Scope creep:** Some clients may expand the scope of the project without providing additional compensation or time, which can result in extra work and stress for the copywriter.
5. **Lack of feedback:** Clients may not provide timely or helpful feedback on the copy, which can make it difficult for the copywriter to make necessary revisions and improve the quality of the work.
6. **Unreasonable deadlines:** Some clients may set unrealistic deadlines for the copy, which can cause stress and result in subpar or rushed work.
7. **Revisions:** Some clients may request excessive revisions or changes to the copy without providing clear guidance, which can result in frustration and extra work for the copywriter.

Overall, it is essential for clients to communicate effectively with copywriters, provide clear guidelines and expectations, and compensate the copywriter fairly for their work to avoid these issues.

This will provide some balance to your content. You should write from both perspectives - the supplier and the client.

Using ChatGPT to brainstorm entertaining content ideas

Do not just copy and paste these. These are to be used to give you ideas!

You can use the prompt: "Write a short satirical post called "How to be the best XXXXX client ever"

J

Write a short satirical post called "How to be the best copywriting client ever"



Sure, here's a satirical post on "How to be the best copywriting client ever":

Step 1: Hire a copywriter who has no clue what they're doing, so you can micromanage every step of the process.

Step 2: Make sure you pay your copywriter with coupons and empty promises instead of actual money.

Step 3: Set unrealistic deadlines and then blame the copywriter when they can't meet them.

Step 4: Don't bother giving any feedback on the copy, because that's just a waste of your precious time.

Step 5: Keep changing the scope of the project without providing additional compensation, because who needs a budget, right?

Step 6: Constantly remind the copywriter that you could have done it better yourself, even though you hired them for a reason.

Congratulations, you're officially the worst copywriting client ever! But, if you actually want to be a good client and get the best quality work from your copywriter, try doing the exact opposite of everything mentioned above. Trust your copywriter's expertise, pay them fairly and on time, communicate effectively, and provide clear feedback and guidance. Being a good client will make your copywriter happy, motivated, and more likely to deliver amazing results.

You can then take this starting point to write your own post.

You can expand this further using the prompt: "Do this again but provide amusing anecdotes for each step"

J

Do this again but provide amusing anecdotes for each step



Sure, here's a post on "How to be the best copywriting client ever" with amusing anecdotes:

Step 1: Hire a copywriter who has no clue what they're doing, so you can micromanage every step of the process. For example, tell the copywriter what font to use, how many spaces to put after a period, and which way the commas should face. Because let's face it, you're the expert here.

Step 2: Make sure you pay your copywriter with coupons and empty promises instead of actual money. Offer to pay in exposure, or promise them a cut of the profits that will never materialize. After all, who needs money when you can have the satisfaction of a job well done?

Step 3: Set unrealistic deadlines and then blame the copywriter when they can't meet them. Tell them you need 50 pages of copy in two days, even though you haven't provided any information or guidance. When they miss the deadline, tell them they're not cut out for this line of work.

Step 4: Don't bother giving any feedback on the copy, because that's just a waste of your precious time. Don't bother telling the copywriter what you like or don't like about the copy, or what changes you'd like them to make. After all, isn't it their job to read your mind?

Step 5: Keep changing the scope of the project without providing additional compensation, because who needs a budget, right? Ask for additional pages, revisions, or changes without providing any additional payment. Because who needs money when you can have a never-ending project?

Step 6: Constantly remind the copywriter that you could have done it better yourself, even though you hired them for a reason. Make sure to tell them that you would have used different words, or a different tone of voice, or a different font. Because let's face it, you're the real copywriting genius here.

I am not suggesting you copy and paste this! This is merely for getting the ideas for your content.

You can also prompt ChatGPT to provide a similar post but this time focused on the supplier instead.

J

Write a satirical post entitled "How to be the best freelance copywriter ever"



Sure, here's a satirical post on "How to be the best freelance copywriter ever":

Step 1: Take on every project that comes your way, even if you have no experience in the industry or subject matter. Because let's face it, writing is writing, right?

Step 2: Overpromise and underdeliver. Tell your clients you'll have the copy done in a day, even if it will take you a week. And when you finally deliver the copy, make sure it's riddled with spelling errors and grammatical mistakes.

Step 3: Don't bother with research or fact-checking. Who has time for that? Just make up facts and figures that sound good and hope that nobody notices.

Step 4: Use the same generic copy for every client. After all, why waste time tailoring the copy to the client's unique needs and voice when you can just recycle the same old phrases over and over again?

Step 5: Don't bother with revisions or edits. Your first draft is always perfect, right? And if the client doesn't like it, it's clearly their fault for not appreciating your genius.

Step 6: Charge exorbitant rates, even for subpar work. Because let's face it, you're worth it.

Congratulations, you're officially the worst freelance copywriter ever! But, if you actually want to be successful in this industry and build a loyal client base, try doing the exact opposite of everything mentioned above. Take on projects that align with your expertise and experience, communicate honestly and effectively with your clients, conduct thorough research, tailor your copy to each client's unique needs and voice, be open to revisions and feedback, and charge reasonable rates that reflect the quality of your work. Being a good freelance copywriter will help you build a successful career and a positive reputation in the industry.

You can expand this further using the prompt "Do this again but provide amusing anecdotes for each step":

J

Do this again but provide amusing anecdotes for each step



Sure, here's a post on "How to be the best freelance copywriter ever" with amusing anecdotes:

Step 1: Take on every project that comes your way, even if you have no experience in the industry or subject matter. For example, accept a project to write copy for a law firm even if you're a freelance copywriter who specializes in pet products. Who needs legal expertise anyway?

Step 2: Overpromise and underdeliver. For instance, tell your client you'll have the copy done in two days, but spend most of that time binge-watching your favorite show on Netflix. Then, when you finally deliver the copy, realize you sent them the wrong file. Oops!

Step 3: Don't bother with research or fact-checking. Who has time for that? For example, write copy for a new product launch, and claim that it will "revolutionize the industry" without providing any actual evidence or research to back up your claims.

Step 4: Use the same generic copy for every client. After all, why waste time tailoring the copy to the client's unique needs and voice when you can just recycle the same old phrases over and over again? For instance, use the phrase "innovative solutions" for every client, regardless of the industry or product.

Step 5: Don't bother with revisions or edits. Your first draft is always perfect, right? For instance, deliver copy that is riddled with typos and grammatical errors, and refuse to make any changes, insisting that it's perfect just the way it is.

Step 6: Charge exorbitant rates, even for subpar work. Because let's face it, you're worth it. For example, charge a client \$10,000 for a one-page brochure, and then deliver copy that is so generic and unengaging that the client doesn't even bother to print it.

Of course, these examples are all in good fun. If you want to be a successful freelance copywriter, remember to take on projects that align with your expertise and experience, communicate honestly and effectively with your clients, conduct thorough research, tailor your copy to each client's unique needs and voice, be open to revisions and feedback, and charge reasonable rates that reflect the quality of your work. Being a good freelance copywriter will help you build a successful career and a positive reputation in the industry.

You can add more detail by using the prompt: "Do this again but expand on the amusing anecdotes further."



Sure, here's a post on "How to be the best freelance copywriter ever" with expanded amusing anecdotes:

Step 1: Take on every project that comes your way, even if you have no experience in the industry or subject matter. For example, accept a project to write copy for a law firm even if you're a freelance copywriter who specializes in pet products. Who needs legal expertise anyway? When the client expresses concerns about your lack of legal knowledge, just assure them that writing is writing, and that you can apply the same principles to any industry.

Step 2: Overpromise and underdeliver. For instance, tell your client you'll have the copy done in two days, but spend most of that time binge-watching your favorite show on Netflix. Then, when you finally deliver the copy, realize you sent them the wrong file. Oops! When the client complains about the delays and errors, just tell them that you're a creative type and that you need time to let your ideas marinate.

Step 3: Don't bother with research or fact-checking. Who has time for that? For example, write copy for a new product launch, and claim that it will "revolutionize the industry" without providing any actual evidence or research to back up your claims. When the client asks for sources or data to support your claims, just tell them that you're an artist, not a scientist, and that facts and figures are overrated.

Step 4: Use the same generic copy for every client. After all, why waste time tailoring the copy to the client's unique needs and voice when you can just recycle the same old phrases over and over again? For instance, use the phrase "innovative solutions" for every client, regardless of the industry or product. When the client complains that the copy sounds too generic and unoriginal, just tell them that you're giving them what they asked for: a proven formula that works.

Step 5: Don't bother with revisions or edits. Your first draft is always perfect, right? For instance, deliver copy that is riddled with typos and grammatical errors, and refuse to make any changes, insisting that it's perfect just the way it is. When the client expresses frustration and disappointment with the quality of the work, just tell them that you're a true artist, and that your work is not meant to be constrained by rules and conventions.

Step 6: Charge exorbitant rates, even for subpar work. Because let's face it, you're worth it. For example, charge a client \$10,000 for a one-page brochure, and then deliver copy that is so generic and unengaging that the client doesn't even bother to print it. When the client questions the value of the work and the cost, just tell them that you're a rare talent, and that they're lucky to have you.

Of course, these examples are all in good fun. If you want to be a successful freelance copywriter, remember to take on projects that align with your expertise and experience, communicate honestly and effectively with your clients, conduct thorough research, tailor your copy to each client's unique needs and voice, be open to revisions and feedback, and charge reasonable rates that reflect the quality of your work. Being a good freelance copywriter will help you build a successful career and a positive reputation in the industry.

Another great prompt is: "Write a satirical top 10 list called 'The top 10 steps to becoming the best XXXXX in the world.'"

J

Write a satirical top 10 list called "The top 10 steps to becoming the best freelance copywriter in the world"



Sure, here's a satirical top 10 list called "The top 10 steps to becoming the best freelance copywriter in the world":

10. Never take a break. Writing is your life now, and there's no need for pesky things like exercise, sleep, or socializing.
11. Use big words that nobody understands. After all, if your copy is incomprehensible, it must be brilliant, right?
12. Never take feedback. Your writing is flawless, and anyone who suggests otherwise is clearly misguided.
13. Use cliches and buzzwords at every opportunity. They're called "power words" for a reason, so use them liberally.
14. Don't bother with research. Your gut instinct is always right, so just write whatever comes to mind.
15. Don't worry about tone or voice. Your copy should sound like you, even if that means sounding like a snarky teenager.
16. Always be available to your clients. Even if it means sacrificing sleep or family time, your clients come first.
17. Ignore the client's needs and preferences. Your style is the only one that matters, so don't waste time tailoring your writing to their voice.
18. Charge exorbitant rates, even if your writing is subpar. After all, you're the best freelance copywriter in the world, so you deserve it.
19. Never stop talking about how great you are. Humility is for amateurs, so make sure everyone knows just how awesome you are.

Of course, these steps are not recommended for actually becoming the best freelance copywriter in the world. Instead, focus on delivering quality work, communicating effectively with clients, and always striving to improve your craft.

You can also do this from the supplier's perspective:

J

Write a satirical top 10 list called "The top 10 steps to becoming the best copywriting client in the world"



Sure, here's a satirical top 10 list called "The top 10 steps to becoming the best copywriting client in the world":



10. Be vague about your needs and expectations. After all, your copywriter should just "get it" without any clear direction from you.
11. Change your mind frequently. Your copywriter will love having to start from scratch every time you decide you want something different.
12. Insist on using jargon and buzzwords. Your copy should sound impressive, even if nobody knows what you're talking about.
13. Demand unrealistic deadlines. Your copywriter should be able to produce quality work in 24 hours or less, right?
14. Never provide feedback. Your copywriter should know what you want without any direction from you.
15. Nitpick over minor details. The color of a font or the placement of a comma is obviously more important than the content of the copy.
16. Ignore the copywriter's expertise. After all, what do they know about writing? You're the one paying them, so you should make all the decisions.
17. Insist on using your own ideas. Your copywriter's creativity is overrated, and your ideas are obviously better.
18. Negotiate on price constantly. Your copywriter should be willing to work for pennies, even if it means sacrificing the quality of the work.
19. Always be unavailable. Your copywriter should never be able to reach you for feedback or approvals, making the project take twice as long as it should.

Of course, these steps are not recommended for becoming the best copywriting client in the world. Instead, focus on communicating clearly with your copywriter, providing timely feedback, respecting their expertise, and being willing to invest in quality work. A good working relationship with your copywriter will lead to better results and a more positive experience for everyone involved.

You can also prompt ChatGPT for other ideas for funny social media content.

J

What are some ideas for funny social media articles I can write as a freelance copywriter?

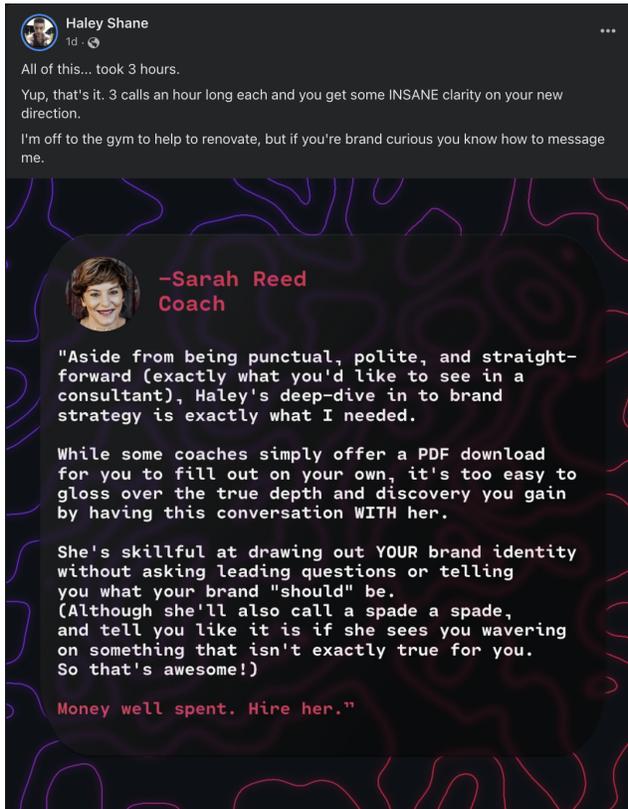


Sure, here are some ideas for funny social media articles you can write as a freelance copywriter:

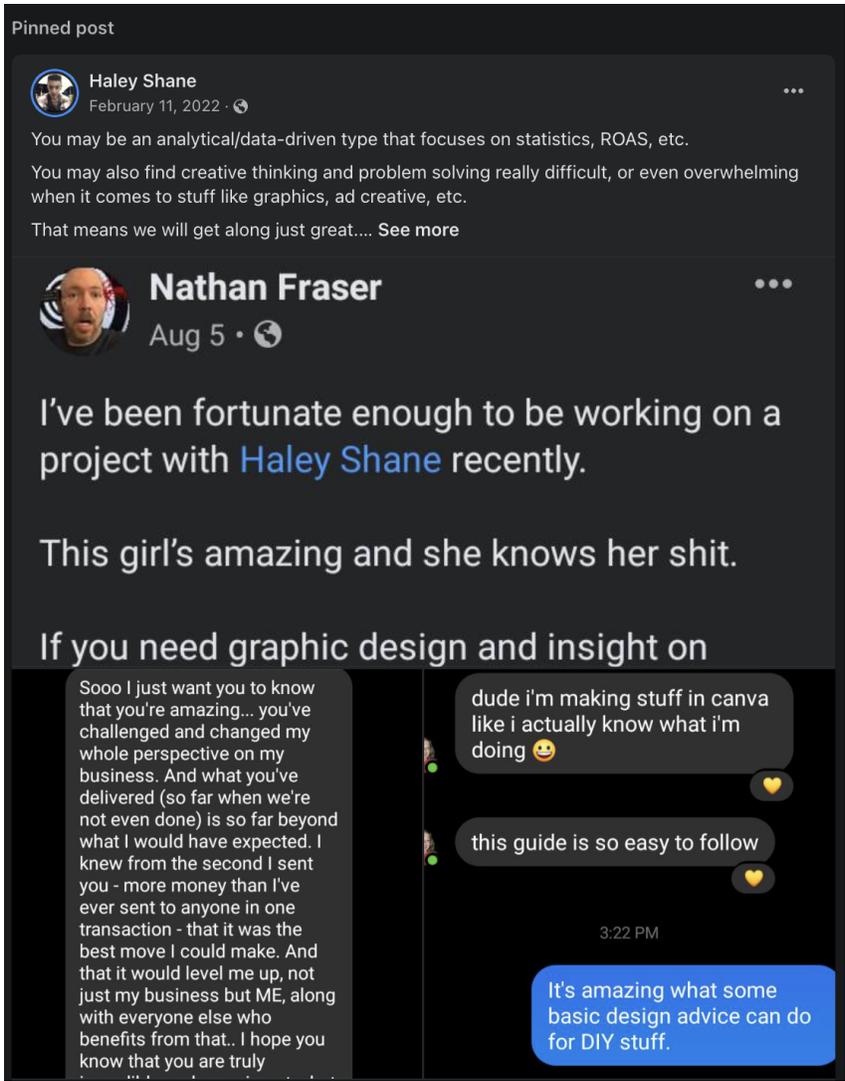
1. "The top 10 funniest copywriting mistakes we've seen." This article could include humorous examples of copywriting mistakes that make your followers chuckle.
2. "Why copywriters should never work for free (unless it's for pizza)." This article could playfully explore the topic of compensation for copywriting work.
3. "The dos and don'ts of using emojis in your copy." This article could be a lighthearted look at how emojis can be used to enhance copywriting.
4. "How to cure writer's block (with a little help from coffee and cat videos)." This article could be a fun and relatable take on the age-old struggle of writer's block.
5. "The hilarious history of copywriting (did you know ancient Egyptians had copywriters?)." This article could be a playful exploration of the origins of copywriting.
6. "The top 10 funniest marketing campaigns that went wrong." This article could include humorous examples of marketing campaigns that were poorly executed and ended up being more funny than effective.
7. "The ultimate guide to writing copy that makes your audience LOL." This article could be a lighthearted look at how to use humor effectively in copywriting.

Remember to keep your humor light and playful, and make sure your articles are aligned with your brand and your target audience. With a little creativity and wit, you can engage your followers and build a positive reputation as a fun and talented freelance copywriter.

Content Examples



Here is a great example of using a testimonial on Facebook from branding expert, Hayley Shane.



Another example of a great testimonial post from Hayley. This is her pinned post on her personal Facebook page. I recommend using the pinned post for a testimonial just as Hayley has done here.



Mike Samuels

March 20 at 10:37 AM · 🌐



People will happily drop £100 on drinks for a night out, but will complain that £2.50 for a pack of apples is too expensive.

They'll say they're too busy to train, or to work on their business, yet their screen time is over 4 hours.

And they'll claim they don't have time to meditate for 15 minutes a day, or stretch for half an hour, yet binge watch a whole Netflix series in a weekend.

Ultimately, it all comes down to priorities.

If you want an outcome, you need to do the work.

If you won't or can't do the work, that just means the outcome isn't a priority for you.

Which is totally fine.

But at least acknowledge that.

Anything worth having in life requires time and effort, along with trade-offs.

But if you DO truly want something, it's worth examining your behaviours.

And asking yourself - Am I telling myself an excuse to justify my failure, when really, I just need to change a behaviour?



Michael Griffiths, JoFo Follows and 86 others

14 comments 7 shares

You don't always have to write content that's niche specific. Mike is a copywriter and he has a group programme where he teaches people how to become freelance copywriters. However, he frequently posts stuff like this that will engage a wider audience.



Colin Theriot

March 26 at 7:04 PM · 🌐



One easy way to gain influence over a person is to repeatedly verify the things they see and hear about, and validate the way they feel about it.

It's like holding a mirror up to people, reflecting their values and beliefs back to them, so they see you as "like" them, with the same lived experience out in the world, and in your inner life as well.

Over time, they come to see your POV and their POV as being synced. This is important, because it causes them to TRUST your opinions on things they are unfamiliar with.

The real power here comes from what happens next.

Because if you achieve this "insider" positioning, usually only reserved for close confidantes and relatives - the mark will allow you to tell them HOW THEY SHOULD FEEL in response to some stimulus they haven't personally experienced.

It then becomes even easier to verify and validate their experiences and responses, because you have been given subconscious permission to dictate both.

This is how cults form.

A real innovation in the internet age is that we have created a way to get people to self-sort themselves into groups and tailor-made audiences who would be generally inclined to think the same way about certain things.

So the verification and validation they need confirmed by you to be seen as "one of them" is very easy to guess - or even just study if they are chatty.

In fact, it's valuable to be the one to create and cultivate and curate these groups to attract and collect people that you know you can guess correctly about and gain that influence.

From this point, it's about repetition of that verification and validation - which you can dictate to them, proving that they are indeed seeing it and feeling about it how you tell them to.



Alex Espinoza, Jonathan Frost and 30 others

5 comments 6 shares

A great 'value' post from Colin Theriot.



Alen Sultanic

March 1 · 🌐



Cadence in Copy: I've never seen anyone talk about it nor teach it in 20 or so years doing this. So I'll be the first to break it down into a formulaic structure...

...Cadence in copy is the cadence, the rhythm of the way the copy flows and unfolds from opening to the close. It's how the words, sentences, paragraphs, thoughts, and ideas bounce off each other and build each other up to form pictures while drawing the reader in...

...This melds them into the copy and in turn, has the power to distort time so that 20 minutes of reading/watching can feel like 2 minutes.

The best way to describe the experience when you have a good cadence is that you're reading something, and images are forming in your mind but you're not aware of the words that you're reading.

You just can't stop reading it and wait to get to the end for the payoff.

Good books, good songs, and good copy all has cadence, so here's how you do it.

The reason copy cadence works and draws people in is that each line sells the next line, each thought sells the next thought and each idea sells the next idea, so on and so forth.

So you can have a linear (micro) cadence where each sentence sells the next, and then you can have a macro cadence where each section sells the next. The principle is the same.

The way it's done is: each line explains the previous line it bounced off of — and that's why it sells it, so it creates this lock up.

Here's an example:

You're not meant to know _____

Because if you did, it would mean _____

And that's why you haven't _____

So if you ever felt _____

That's why _____

So now you know the reason why you've never been able to _____

And now that you do know this, the question is _____

Notice how each line explains the previous lines and opens the door for the next line? That's how it works.

Often times when I give feedback, copy critique or copy chief projects, I just outline the cadence as above, and then the copy gets filled and tweaked from there.

Once you start incorporating cadence in your copy — you'll notice your copy punching a lot harder, higher stickiness on openings, and way way way more people at the CTA.

- Alen



A. Rahman, Gent Mehmeti and 337 others

103 comments 4 shares

Alen Sultanic frequently posts great content which delves into specifics. He even provides syntax here. This level of detail is always appreciated.



Alen Sultanic

February 15 · 



In sales copy, it's not about the words. It's about what the words do to the mind that interprets the words. That's where the magic is.



Michael Chikezie, Lynn Swayze and 177 others

17 comments

Not everything has to be a long post. Sometimes you can provide value by being succinct. This is a great example.

A cheeky tactic to generate engagement even from the most blatant of sales pitches

The key here is to admit from the first line that you're posting a blatant pitch.

Make the image a fun selfie. Every single time I use a selfie, I get far more engagement on my posts.

Your image needs to interrupt their feed, encouraging them to want to read more about your pitch by connecting with you as a person. There is a reason YouTube thumbnails featuring content creators' faces receive higher click-through rates than those without.

A remarkably obvious but overlooked tactic to increase engagement on any type of post

In the P.S. of your pitch, include, "If you could engage with this post, I'd really appreciate it. Thank you for your likes, loves, and lovely comments." Feel free to use a heart emoji if you don't find it too cheesy. I find it helps draw people's attention to this request.

A sneaky post you can make which promotes yourself as an expert without coming off as arrogant

The key here is to use the words of others. In addition, the words of others are often more persuasive than your own as obviously, you're biased!

Feel free to repurpose gushing testimonials, posts of praiseful prose, and - if you're feeling naughty - even some negative feedback you might have received from random social media users.

How to get people to DM you

Write a post that provides value but doesn't give every single little detail.

At the end of the post, tell people if they liked your post, they will love your new ebook. Provide a bullet point list of all the key information the ebook will contain.

At the end of your post, tell people to DM you the word "ebook" if they want the ebook.

You can do this with offers too. Create an irresistible offer and tell people if they want in, they should DM you. You can make this time sensitive or only have the offer available to the first 5 people.

When making these kinds of posts, always ask for engagement at the end of the post as a P.S.

How to build long-term relationships with the people who engage with your content

When someone frequently likes or comments on your content, send them a DM. Tell them you always appreciate their support.

You can then ask them about their business and have a natural conversation. Don't pitch them. There's nothing more annoying than the bait and switch.

When I started Charm Offensive, I helped so many people in the DMs to build those initial relationships. These people would always support me by engaging with nearly all my content. Many of these people became customers too.

LinkedIn

How to find relevant prospects to send a connection request to

Search on LinkedIn for the job title of the person you wish to connect with, e.g. Marketing Manager.

You can then add additional filters such as hashtags to find people who write about specific topics. This will find prospects who are actively writing content on LinkedIn, meaning you can engage with their content. This might lead them to checking your profile out.

Filter only **People** ▾ by ✕

Connections of

+ Add a connection

Followers of

+ Add a creator

Locations

- | | |
|--|--|
| <input type="checkbox"/> United Kingdom | <input type="checkbox"/> England, United Kingdom |
| <input type="checkbox"/> United States | <input type="checkbox"/> India |
| <input type="checkbox"/> London Area, United Kingdom | + Add a location |

Talks about

- | | |
|--|---|
| <input type="checkbox"/> #seo | <input type="checkbox"/> #digitalmarketing |
| <input type="checkbox"/> #marketing | <input type="checkbox"/> #digitalamarketing |
| <input type="checkbox"/> #contentmarketing | <input style="border: 2px solid blue;" type="text" value="Search a topic"/> |

How to identify the most relevant person in an organisation to speak to.

I always prefer to go for the most senior person in a specific department. If you're a marketing agency, go for the Head Of Marketing or Marketing Director.

For large organisations, confusingly, there may be a number of people with these job titles. I would suggest trying to connect with all of them and then message them one by one.

The kind of content to post

You can use the same content strategy as used above in the Facebook content strategy. Use Google and ChatGPT to brainstorm ideas for topics to talk about.

Then you need to think about how to make that content stand out.

Storytelling does great on LinkedIn. As does challenging the status quo. Have an opinion and don't be afraid to state it. Some people will agree and some will disagree. It's all engagement that will increase your reach.

Example LinkedIn Content

Challenge the status quo.



Josh Braun  · 1st

Struggling to book meetings? Getting ghosted? Want to sell without sellin...

1d · 



When I used the traditional selling approach, I cared about:

- Booking meetings with everyone.
- Overcoming objections.
- Closing.
- Battle cards.
- Persuading.
- Coaxing.
- Fighting resistance.
- Quota.
- Controlling.
- Putting my best interest first.

I felt rejected and anxious all the time.

Selling didn't feel good on my soul.

When I shifted to non-persuasive selling, I cared about:

- Detaching from the outcome.
- Letting go of assumptions.
- Understanding.
- Getting to more truth.
- Joining the resistance.
- Putting the prospect's best interests first.
- Surrendering control.
- Selling like I want to be sold to.

It's been a profound shift that has resulted in selling more without the debilitating feeling of rejection.

Selling now feels good on my soul.

If you want to sell without selling your soul, consider subscribing to my newsletter.

I send emails about how to shift from persuading to lowering the Zone of Resistance.

<https://lnkd.in/eaAEb5D6>



206

26 comments · 7 reposts

Talk about your career and your principles.



Josh Braun  · 1st

Struggling to book meetings? Getting ghosted? Want to sell without sellin...

2d · Edited · 



Six years ago, I left my job to be a solopreneur.

I quit corporate America.

Why?

I wanted to be in control instead of being controlled.

I'd have ideas my boss wouldn't let me do.

So I'd put my ideas away.

I'd take my ideas out later.

And there was still no interest.

One day I realized my ideas are something for me to do, not something for others to do.

The best things in my life happened when I shifted from being controlled to being in control.

Today I've sold 1.5m in information products.

I don't try to maximize sales.

I create products I like.

If I like the idea I make it.

If I'm a fan that's what counts.

Consider being in control.



Mahmmad Pathan and 418 others

35 comments · 2 reposts

Teach people. Be succinct.



Tommy Clark · 2nd

Building a social media agency for B2B companies; Found...
15h · 🌐

[+ Follow](#) ...

This might be hard for you to hear, but...

Nobody scrolling social media cares about your product as much as you think they do.

They want to be inspired.

They want to be educated.

They want to be entertained.

They **don't** want to hear about an obscure product feature or get spammed with random blog links.

Your social media strategy needs to take this into account and create content that your target customer actually wants to see on the social platform they're using.

Or just keep shouting into the void... up to you.

   Emma Jane Clark and 139 others

24 comments · 15 reposts

Use topical news as your opening hook to stop people from scrolling.



Mike Winnet · Following

Founder of VAMO: The Alternative Marketing Community & Podcast (see li...
3d · Edited · 📎



I can't wait for all the "7 Marketing lessons from Logan Paul and KSI's **PRIME** Wrestlemania appearance..." from the personal brand and marketing experts on LinkedIn, this week.

Yeah, like these 7 things are at all relevant and will make a difference to the 99.9% of small business owners on here looking to win their first 100 paying customers.

If you do the marketing at a start up (or SME) you should focus on doing stuff that actually results in sales ASAP.

Imo that's the sign of someone that's actually GOOD at marketing.

The business owner doesn't care about; impressions, views or give a flying-fuck about how nicely laid out your instagram grid is.

He wants you to come up with marketing that means people want to buy from you... right now. Marketing that results in business, sales and puts cash in the bank.

Unsurprisingly, the stuff millionaire influencers with 10 years in the game building an audience of hundreds of millions don't have the same challenges as you have.

You're NOT Prime. You're not Logan Paul or KSI.

So don't try and copy that strategy or listen to anyone advising you should (in your business OR on LinkedIn).

Let's walk before you can run, eh?

Focus on getting a solid, revenue generating, marketing strategy in place BEFORE you start doing the fluffy stuff or working with anyone that's suggesting it.

Make sense?

Good.

Hopefully, you're reading this and nodding your head?

If you're NOT 100% happy with your content marketing strategy and you want your marketing aligned to closing more sales and getting my customers...

I'm doing free 15 minute calls this week, let me know if you'd like one in the comments (or DM me).

Have an opinion. People may disagree but that provides engagement and reach.



Nicolas de Boer · 2nd

Performance Marketer | \$50M revenue from Facebook & Google ...
19h · 🌐

[+ Follow](#)

DTC brands, stop trying to diversify your channels

If you're making less than \$2.5M per year, you don't need:

- TikTok Ads
- Snapchat Ads
- Influencer marketing

All it does is take away your attention and resources from what actually works
and for every channel you add, you add infinitely more complexity.

Instead, stick to these 3 channels to grow to \$5-10M+

- Meta Ads
- Google Ads
- Email

Coming from someone that is in the trenches everyday

These 3 channels are still the most proven to grow your ecommerce business.

Simplicity leads to growth.



Luke Nevill and 125 others

20 comments

Have an opinion and back it up.



Tom Morton · 2nd

Global Chief Strategy Officer at R/GA

6d · Edited ·

[+ Follow](#)

For anyone worried about how generative AI will make creative jobs obsolete, I asked Chat GPT to generate headlines advertising hot cross buns. Here's what it came up with:

"Get Your Hot Cross Buns Here - Fresh and Delicious!"

"Easter Treats Just Got Better with Our Hot Cross Buns"

"Warm Up Your Morning with Our Hot Cross Buns"

"Limited Time Offer: Hot Cross Buns Now Available!"

"Our Hot Cross Buns Will Leave You Wanting More"

"Celebrate Easter with Our Traditional Hot Cross Buns"

"Delight Your Taste Buds with Our Soft and Spicy Hot Cross Buns"

"Bring the Aroma of Freshly Baked Hot Cross Buns into Your Home"

"Satisfy Your Cravings with Our Irresistible Hot Cross Buns"

"Hop into Easter with Our Scrumptious Hot Cross Buns"

Meanwhile a human copywriter just created this real headline for a press ad for Tesco hot cross buns:

"Go Out With All Buns Glazing."

If you want originality, ask a human.

You and 10,845 others

720 comments · 357 reposts

How to engage with the content of your connections to develop relationships

Do a search on LinkedIn for a specific topic and filter by posts, and then select “1st connections”

Filter only Posts ▾ by ×

Sort by

Top match Latest

Date posted

Past 24 hours Past week

Past month

From member

+ Add a person's name

From company

+ Add a company's name

Posted by

1st connections Me

People you follow

Commenting

You want to be memorable. Comments like “Great post!” might get a like from the poster but they’re not memorable. They’re unlikely to visit your profile. The same goes for other people who are reading the comments.

You should:

- State if you agree or disagree with a post and the reasons why.
- Add to the content with your own additional thoughts
- Tell a story that’s relevant to the original post and adds value

Example Comments



Baeddan Y · 2nd

4h ...

Product Design, Strategy & Leadership (UX, UI, UXR) @Hastings Dire...

Some additional signs that a company culture is great 📌

1. People are trusted to work from anywhere.
2. People laugh together.
3. People have a good work-life balance.
4. People make friends at work.
5. People feel like they can ask for help & support.
6. People feel comfortable giving and receiving feedback.
7. People can describe the culture.

Like ·   11 | Reply

This was on a post about what makes company culture great. The commenter added their own additional bullets.



Caroline S. · 2nd

1w ...

The Coach's Copywriter + Coach | Brand Voice + Launch Strategist | ...

Most of your subject lines make me wanna open them. I can say with 88% certainty that I'd open most of them even if I didn't know you.

The others? Not so much. I open some of them cos I'm interested in their marketing and I'm an "insider", meaning, I know a lil bit of the BTS action from being in a paid group.

But were these emails from unknown-to-me people, landing in my inbox, I'm sure I wouldn't open most of them.

In fact, for one of the peeps you show, I've only opened less than 5 since joining their list in late last year.

This is an example of posting your opinion in the comments. It's ok to disagree!



Jairo David Guerrero Vásquez · 2nd

17h ...

Helping CEOs to grow x2 traffic with 90-day SEO sprints | Phantum | T...

His approach is ... terrible!

Do not hire him

In fact, can you share with me his email address

So personally discuss with him

How not-creative he is

I wish you luck [Fery](#)
finding the right candidate

...



Like · 🗨️ 9 | Reply

This was in response to someone who posted a creative job application. Humour gets attention!

How to DM prospects you've engaged with. This will include a template

{Firstname},

I commented on your recent post about XXXXX and you responded.

As such, I now think it's open season to send you a DM. 😊

I jest, but if you ever need any ideas or advice regarding {your-discipline}, ping me a message and I'd be happy to help.

Have an absolutely wonderful day,

{Yourname}

How to get LinkedIn Recommendations from current and ex clients and other business associates

I have a ton of LinkedIn Recommendations. I managed to build this by leaving a recommendation for someone first. I then send them a quick DM and ask if they would mind leaving me a recommendation.

This doesn't need to be only existing and past clients. It can be colleagues, ex-colleagues, suppliers, and anyone else you have had a positive business relationship with.

A template for generating LinkedIn Recommendations from previous colleagues, suppliers, and other professional connections.

Greetings {firstname},

How's it going? :-)

I have a proposition for you. Don't worry, it's far more boring than the word 'proposition' might entail.

I really enjoyed working with you at {X}. If this feeling is reciprocated (*fingers crossed*) we should tell the world. And by 'tell the world,' I mean, "big each other up using the medium of LinkedIn Recommendations."

What do you say?

If I write some nice words about you, will you do the same for me? :-)

I hope life's treating you well. We should catch up sometime.

Have an absolutely wonderful day,

{yourname}

How To Sell Without Being Salesy

I remember my first ever sales pitch. I was somewhat nervous. However, I'd prepared so much that I knew I had a ton of useful information I could bring to the table.

My first job in London was for a small digital marketing agency. I had been asked to do an SEO audit for a potential client. I did this in far greater detail than these audits usually required. I had made additional notes which I had printed out.

The Business Development Director did the agency introduction part. And then it was over to me to tell how well their site was optimised for search. I made sure to tell them not just the bad points, but the positive elements too. I just had a hunch that this would be more persuasive than only telling them the bad points. I explained exactly what would need to be done to improve their SEO. I went into a ton of detail and provided them with information that would be useful to them even if they didn't hire us.

This is the model I've always used in sales ever since. I've made the majority of the conversation educational. This demonstrates your expertise and means most of the sales call or meeting is pre-planned. You don't need to be off the cuff. You don't need to be some smooth talker. This always worked to my persuasive benefit. Prospects didn't see me as someone merely trying to sell them services, they saw me as a trusted expert.

The key is to provide some kind of audit or assessment where you can go into detail. If this isn't possible, a creative brainstorm full of different ideas and the reasons you believe these ideas will achieve a specific result.

The other part of your presentation should include results, testimonials and case-studies. If you're just starting out, this won't be possible. You should check out the newbie freelancer guide towards the end of this ebook.

Run through exactly what you did, what the results were, and a nice quote from your client detailing how happy they are with your service. As mentioned earlier in this ebook, you can ask happy clients to include specific points that you know will help in your persuasive efforts when you present them to your prospects.

The structure of the presentation should be:

1. Introduction to you / your company. Make this brief!
2. Assessment/Audit of their current activity
3. Your ideas / proposed activity so they can achieve a specific result
4. Demonstrate results and show off case-studies and testimonials
5. Ask them if they have any questions.

If you stick to this structure, you can prepare in detail. If you are nervous, you can rehearse.

Going the extra mile using direct mail mixed with email/LinkedIn

Direct mail is a great method for getting the attention of prospects who would ordinarily be very difficult to reach.

What I used to do was send a letter including a Colin The Ferret sticker. You'll remember him from my original drunk cold email.



I would then follow up with an email that used the subject line "Sorry for the ferret in the post."

This worked incredibly well. Some people got in touch after getting the letter. Others replied to the email. If I were to do this again, I would send an entire sequence of emails after the initial follow up email with 5 days between each email.

Handwritten letters

Using handwritten letters will really make you stand out. Thankfully, there are plenty of services you can use to send these at scale. Google “handwritten letter service” and you’ll see plenty of options.

I would use the same follow up strategy as the one I used to deploy. Send the handwritten letter and then a few days later, send a follow-up email that mentions the handwritten letter in the subject line.

I would be upfront about the reason for using the handwritten letter. “I know you likely have all manner of suppliers trying to vie for your attention. This handwritten letter is my effort at standing out.”

Cakes

Yes, you read that correctly. You can send suppliers a cake or a selection of cakes that includes a note. You can use this to send to entire departments. For example, the marketing department at a brand you wish to work with.

I would include a funny line that says “This is a risky move - I’ve never been rejected by an entire department before!”

This is obviously an expensive option. However, if you’re selling services that are high-ticket, it could make financial sense.

Once again, I would send a follow up email to one of the people in the marketing department a few days after the cake arrived at their offices.

The Newbie Freelancer Guide

There will be two sections to this guide.

The first is for people who are moving from full-time employment to freelancing. The second is for people who don't have experience, for example, someone just starting out as a freelance copywriter.

Moving from full-time to freelance

I'll tell you what I did when I quit my last job in 2010 to start my own agency. The same principles will work for you whether you wish to freelance or run an agency.

I had an advantage. I always added everyone I ever worked with to LinkedIn. If you haven't done this, start now. Send a connection request to colleagues, ex-colleagues, clients, ex-clients, suppliers, and anyone else you had a business relationship with. I'd even connect with prospects who I'd pitched to but didn't win.

Before I left, I started conversations with as many of these folks as possible. Just to check in and see how they were doing. When I put my notice in, I let everyone know I was starting my own agency. I waited until I'd officially left to tell my current colleagues.

I have LinkedIn Recommendations to a ton of people and asked if they wouldn't mind reciprocating. This gave me some social proof I could use when speaking to prospects.

I asked everyone if they knew anyone who would need my digital marketing services. Some of these folks hired me directly. Others referred me to people they thought I could help.

When pitching to prospects, I used to show results I'd achieved in my career in my presentations. I was upfront and told prospects that this was work I'd done while working at other agencies.

Within a few months, we had signed 8 clients and my brother Gary handed in his notice and came onboard.

You can follow this exact process when going it alone. Obviously the longer you've been in your profession, the greater number of contacts you'll have.

I eventually ran out of people to contact and the referrals dried up. We lost a few clients. We had an office to pay for, and payroll to meet. That's when I sent my famous drunk cold email and my life changed.

Of course, I highly recommend cold pitching immediately. Connect with your ideal prospects on LinkedIn. Start sending cold emails. Start sending direct mail. The more output, the better. Be aggressive. Your aim is to fill your calendar with as many sales calls and meetings as possible.

No experience

If you have no experience, the road will be a bit harder. You're going to have to gain some experience, and that will likely mean doing some work for free to begin with.

You need to build up social proof. You need testimonials and LinkedIn Recommendations. You should cold pitch to as many prospects as possible, offering your services in exchange for a testimonial or LinkedIn Recommendation. I'll include a template for this at the end of this section.

This doesn't need to be a gigantic amount of work. You could offer to do a piece of work that doesn't take much time.

For example, an SEO on-page audit. If you're a copywriter, some sample emails or other copy.

If you're a digital marketing expert, perhaps a pack of ideas that help them to generate PR, links, email list opt-ins, or something else that benefits the prospect.

The prospect is getting something for free, so it's not a big ask.

Make sure the quality of your work is high. Run any content through Grammarly to ensure any spelling or grammatical errors are fixed. Then send the document to your prospect with a brief outline of what you've put together, and thank them for the opportunity. Follow up 5 days later asking them if they've managed to have a look.

The “No Experience” Template

Subject: a proposition for you, {PROSPECT-NAME} :-)

I want to work for you, {PROSPECT-NAME}... For free.

I'm a {YOUR-JOB-TITLE} - but I don't have any 'real world' experience. I have a ton of 'book knowledge' - and more enthusiasm than is probably attractive, but without experience, I can never 'get ahead'.

My earnest endeavours to resolve this have led me here, to sending you this message today.

Here's my proposition:

- I can put together a full {YOUR-DISCIPLINE} audit for you - providing you with a range of recommendations to help achieve {SPECIFIC-RESULT}.
- I'll do it for free!
- Well, not completely free. In exchange for my efforts, all I expect is the most impartial, gushing, five star testimonial you can muster. :D

(I'm kidding - I only expect you to do this if/when you're completely happy, of course!)

Your nice words have value. It will help me get paid work - which will help feed my lifelong addiction to food and shelter, which, alas, shows no sign of abating.

If you're at all interested, hit reply - and make my week. :-)

Have an absolutely wonderful day,

{YOUR-NAME}

{YOUR-JOB-TITLE} / ... without any experience / willing to work for you in exchange for valuable social proof.

P.S. In a shameless attempt to influence your decision on this, I've attached a picture of me eagerly looking at your website while doing my best "enthusiastic and ready to go" face.

{INSERT-PICTURE-OF-YOU/YOUR-TEAM}

P.P.S. My hope is to get my foot in the door - and if I want to work with companies I personally like the sound of, I likely have to make the first move... Which means sending an unsolicited note like this.

If my offer isn't of interest, my apologies. I'm likely going to try and follow-up a few times. If you don't wish to be subjected to my professional perseverance, let me know and I'll sling my hook. I don't want to be a nuisance.

Follow Up Email

{Firstname},

I don't wish to be a pest but I was wondering if you had managed to have a look at the XXXX I sent you?

If you have, I'd love to know if you have any feedback or if it was useful in any way.

Of course, I'm also chasing that hopefully-gushing testimonial. To make things easier, I'd be more than happy to write something you can amend to your preference. I understand if you'd prefer to write it yourself, too.

If you've not had a chance to look, no problem at all. I know you likely have a whole array of tasks that are more pressing. If you could let me know when I should get in touch again, I'd really appreciate it.

Once again, thank you for this opportunity and for your time.

Have a splendid day,

{Yourname}

--

If the client responds positively and agrees to the testimonial, write something positive but realistic. Don't go overboard.

If you feel the interaction has been positive and the client seems like a nice person, you can ask them to leave you a LinkedIn Recommendation.

When you've generated a few positive testimonials, you can leverage these when you look for paying clients. The more testimonials and LinkedIn Recommendations you have, the better. Make sure each of your testimonials / LinkedIn Recommendations don't sound exactly the same. Vary them.

You should see if it's possible to get paid work with those prospects you've done the free work for. They may be open to it. You can also ask them if they know anyone who would be interested in your services.

Pitch for paid work

Your next stop is to cold pitch to as many prospects as possible. You should have a bit more confidence now as you have done some client work, and you have some testimonials that demonstrate your competence.

In your presentations and proposals, be sure to include screenshots of your testimonials and LinkedIn Recommendations towards the end.

Good luck. If you follow this process and work hard, you will get results.

Super simple FB Ads

You can get local leads using Facebook Ads.

You'll need to set up a Business page first.

Create a new campaign and select Leads.

[Create new campaign](#) New ad set or ad ×

Buying type
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Leads
Collect leads for your business or brand.
Good for:
Instant forms ⓘ
Messenger ⓘ
Conversions ⓘ
Calls ⓘ



Name your campaign • Optional

Campaign
Includes the campaign objective and budget optimization.
Copywriter Messenger Campaign

Ad set
Determines your audience, placements, schedule and spending.
Create ad set Copywriter Messenger Adset

Ad
Contains all ad creative settings.
Create ad Copywriter Messenger Ad

[Learn more](#) Cancel Continue

Select the default option - Tailored leads campaign.

Choose a campaign setup



Create your leads campaign using a tailored and streamlined setup, or manually build your campaign.

Streamlined Tailored Best practices



Tailored leads campaign

Create your campaign in fewer steps using the tailored leads campaign. It's preset with built-in best practices to help you get more leads at the best value.

Manual control



Manual leads campaign

Create a leads campaign from scratch using the standard setup.

Back

Continue

Then select Messenger.

Conversion

Conversion location

Choose where you want to generate leads. [Learn more](#)

Instant forms
Generate leads by asking people to fill out a form.

Messenger
Generate leads through Messenger.

Calls
Generate leads by asking people to call your business.

Facebook Page

Charm Offensive

You've accepted Meta's Lead Ads Terms for this Page.

[View Terms](#)

The budget is up to you. Generally, the more you spend, the greater your reach.

Budget & schedule

Budget ⓘ

Daily Budget ▼	£5.00	GBP
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You'll spend up to £6.25 on some days, and less on others. You'll spend an average of £5.00 per day and no more than £35.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Apr 6, 2023	🕒 1:16 PM
-------------	-----------

London Time

Targeting

* Locations

People living in or recently in this location

United Kingdom

✓ London, England City + 25mi

✓ Include Search locations Browse



Add locations in bulk

Age

18 - 65+

Gender

All genders

Detailed targeting

Include people who match

Interests > Business and industry > Online (computing)

Digital marketing (marketing)

Target where you live.

In this example, I've selected my city, London.

If you don't live in a highly populated location, you can target a larger area. Perhaps an entire state or entire country. The ad copy can be amended to work for this larger area.

I've targeted Digital marketing as an interest. You need to select something that you know your ideal prospect will be interested in. There are a ton of targeting options.

You can also use blank targeting. I actually had some success targeting the USA with no interest targeting whatsoever. However if you're on a small budget, I don't recommend this.

We want to target around 1 to 10 million people.

Audience definition

Your audience is defined.



Specific

Broad

Estimated audience size: 1,100,000 - 1,200,000 ⓘ

 Estimates may vary significantly over time based on your targeting selections and available data.

Messenger Template

You'll need to set up a Messenger template.

Message template

Set up the automated questions people will answer in Messenger. Then follow up with leads in your Page's Inbox.

 Create a template or select an existing one in order to publish.

 Create

Welcome Message

Create template



Content

Advanced

Messenger preview

Welcome message

Greet people after they tap on your ad. Let them know what your business has to offer.

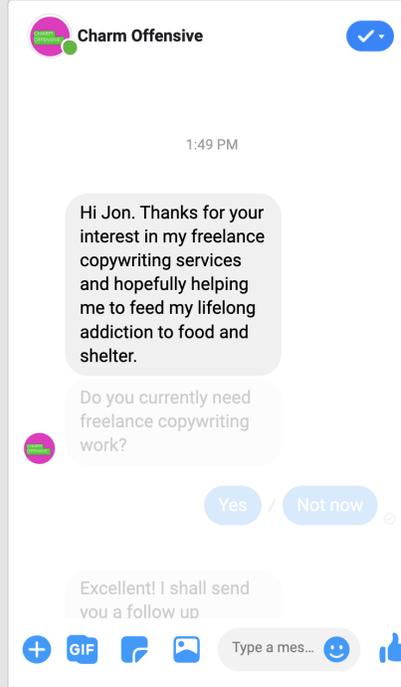
Hi Jon. Thanks for your interest in my freelance copywriting services and hopefully helping me to feed my lifelong addiction to food and shelter.

Questions

Completion message

Disqualification message

Privacy Policy



This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Question

Keep this simple. Ask one question. You want people to get in touch so you can start an actual conversation with them. Adding more questions increases the possibility the prospect will become distracted and not finish the process.

Questions



Add questions to get the info you need from leads so you can follow up with them.

Aa Custom question



Text

Do you need my freelance copywriting services?

Options

Yes

3/80



Next question



Not now

7/80



Disqualificati...



+ Add option

Accept other answers

Completion Message

Create template



Content

Advanced

Welcome message



Questions



Completion message



Thank people for their answers and let them know what happens next. You can find your new lead in Ads Manager, your Page's publishing tool or in your CRM.

Excellent! I shall send you a follow up message pronto!



Attachments

No Attachment



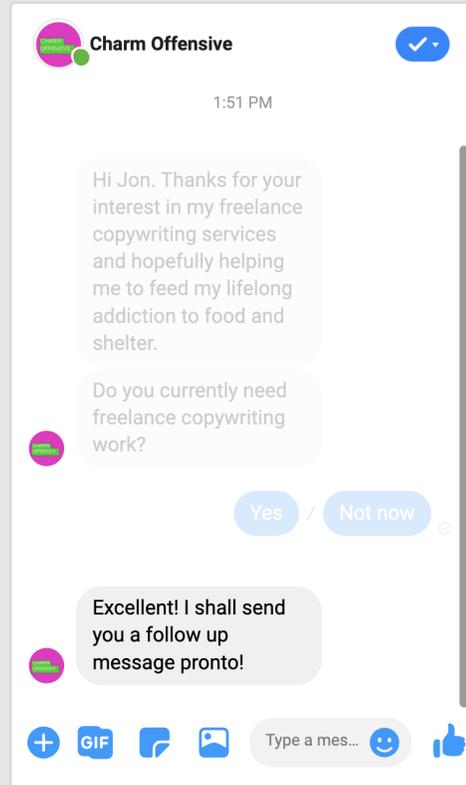
Disqualification message



Privacy Policy



Messenger preview



This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Keep this simple too.

Disqualification Message

Create template



Content

Advanced

Messenger preview

Welcome message



Questions



Completion message



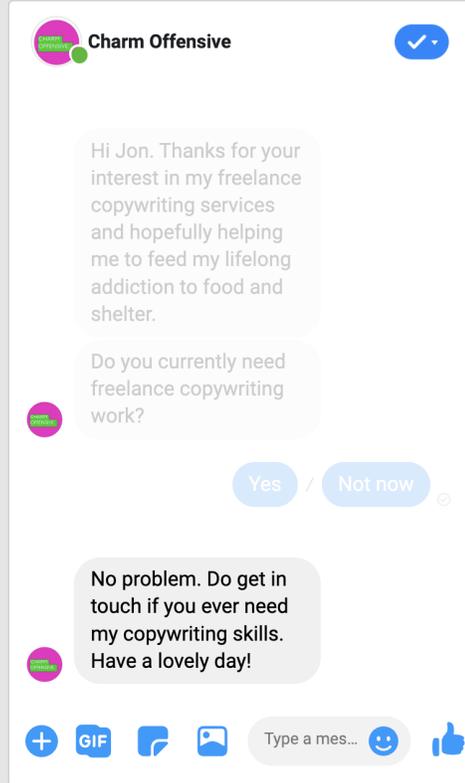
Disqualification message



Send people a different message if you disqualify an answer.

No problem. Do get in touch if you ever need my copywriting skills. Have a lovely day!

Privacy Policy



This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Privacy Policy

Privacy Policy



Since you will be collecting customer information, you need to include a link to your business' privacy policy.

You've accepted Meta's Lead Ads Terms for this Page.  

 [View Terms](#)

<https://charm-offensive.co.uk/privacy>

You will need to have a privacy policy uploaded somewhere and you'll need to accept Meta's Lead Ads Terms.

Ad Copy

The ad will use charm and self-deprecating humor and local references.

I'll provide a few examples.

Freelance copywriter Ad Copy

Ad Text:

Local London lad seeks freelance copywriting work to feed lifelong addiction to food and shelter.

Salutations Londoners!

My name is Jon. I live in Clapham and I'm on the lookout for some new clients.

I write copy for social media ads, sales emails, product pages, and anything else you need to convert into sales.

Here are some of the advantages of working with me:

- ✓ Ability to write copy that delights, amuses, and gets people to dust the cobwebs off their purse/wallet/pocket-sized safe and spend their hard-earned dosh.
- ✓ Broad experience writing for a gigantic array of niches from corporate finance to offensive fancy dress costumes.
- ✓ Shameless habitual deadline hitter.
- ✓ A surprisingly positive attitude, unscathed by many years in the copywriting trenches.
- ✓ Creative thinking that produces both great ideas and absolutely ridiculous ideas that you can openly mock, resulting in laughter that will improve team morale.
- ✓ Superb interpersonal and communication skills aided by experience and therapy.
- ✓ Obsessive over spelling and grammar. I once corrected someone's spelling of pedantic.
- ✓ Ready and waiting to talk to clients on Zoom or in person. Can dial up the enthusiasm and charm for pitches on a dime.
- ✓ Revisions don't offend me one iota. In fact, revisions would be my middle name if my parents were crueller and weirder.

✔ Ability to traverse the less exciting elements of copy such as regulatory issues, social media terms of service compliance, and even the most absurd brand guidelines with something that is just about resembling a smile.

I've included some glowing testimonials below. I'll leave it to you to figure out the one I've completely made up:

"The best copywriter I've worked with. Effective. Creative. Lovely to work with."
- Tim Jones, Marketing Director, Greene King

"Tim writes copy so incredible that it will solve all of your life's problems, give you magical powers, and provide you with all the riches of avarice."
- Henry Fogwinkle III, WinkleCorp

"Jon frequently increases the conversion rate of any product page he touches."
- Susan Smith, Head of Marketing, ProSports Supplements

The exchange is a fair one: You get great copy that makes you sales and you get to assist me with keeping a roof over my head and food in my belly.

If you're interested in potentially working with me, click this ad and we can talk on messenger.

Even if I have to get on the Northern Line, I'm happy to travel to your offices or even better, the nearest pub to your offices. Alternatively, I'll make sure my room is presentable enough for a Zoom call.

Thank you for your time.

Consider my fingers, toes, and other appendages crossed.

Have an absolutely wonderful day. I insist!

Jon

P.S. If you don't need a copywriter but know someone who might, please bring my existence to their attention. If you can use the words "devilishly charming and captivating", I won't correct you and will be forever in your debt.

Headline

Slide into my DMs and we can talk



Charm Offensive

Sponsored · 🌐



Local London lad seeks freelance copywriting work to feed lifelong addiction to food and shelter. [...See more](#)



OPENS IN MESSENGER

**Slide into my DMs
and we can talk**



Send message

For the image, use a selfie or get an illustration made. You can use AI to do this too.

Modifying it to your own needs

- Change the copy to reflect your services.
- Switch out or remove the bullet points specific to copywriting to something relevant to your services.
- Add in your own testimonials.