

Jeff Kontur - Senior Copywriter

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Jeff Kontur

"The Storytelling Copywriter"



Client: **Beauty & the Beast Mode Fitness**

Project Type: **Facebook Ads**

Objective: **Increase Gym Membership**

The gym owner, a personal trainer, is very photogenic and has many promotional photos of herself and others in her gym. I was able to work with these to support my ad copy.

Copy Detail #1

This was a project to help promote a newly-opened women's only gym.

I was hired to write the copy for two Facebook ads, because that's all the gym owner could afford at the time. I actually delivered copy for 104 different ads. These have been used to great effect and the gym has become very successful.

Copy Detail #2

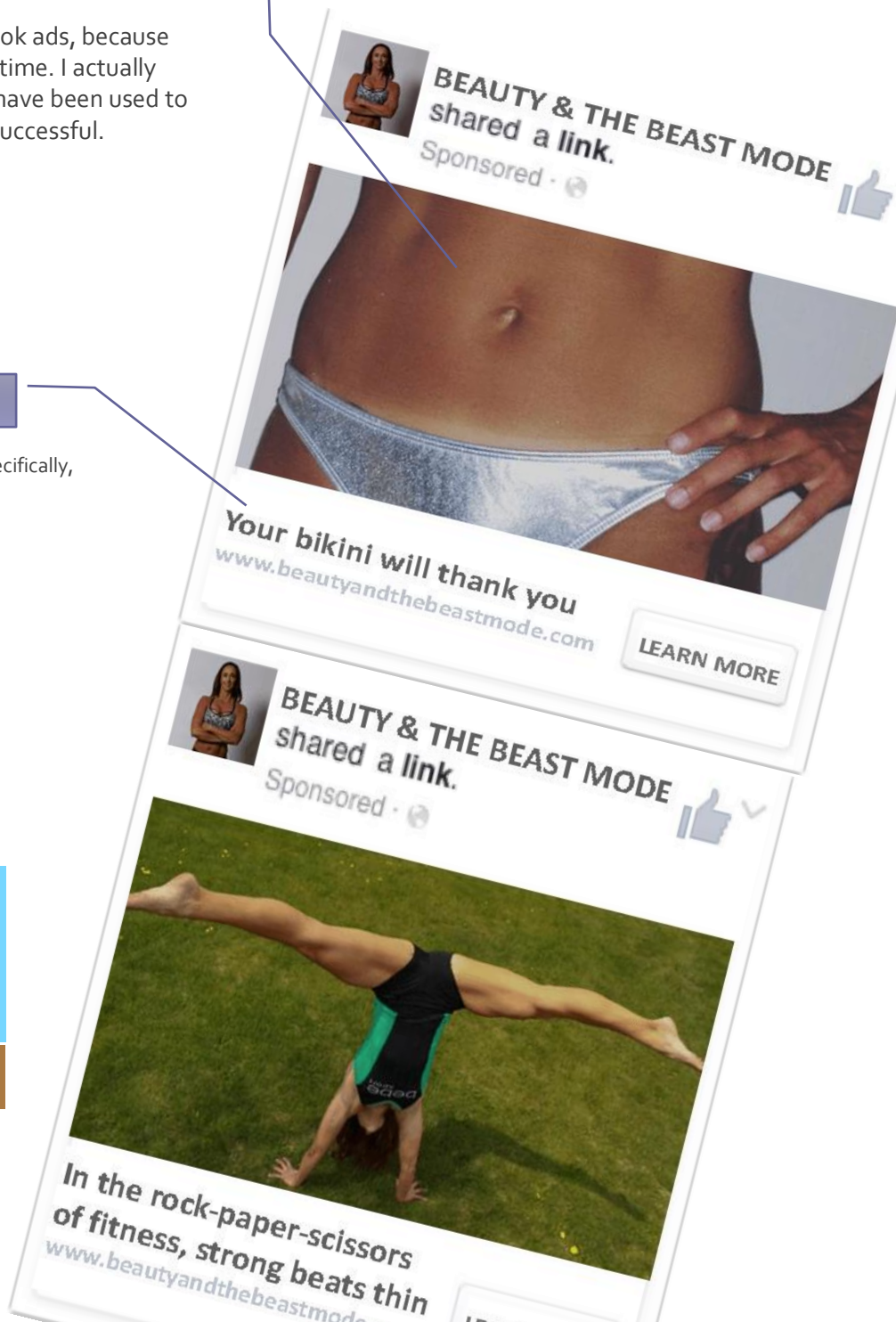
I wrote witty ad copy that would appeal to women specifically, since the target prospect was 100% female.

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Your bikini will thank you
www.beautyandthebeastmode.com [LEARN MORE](#)

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In the rock-paper-scissors of fitness, strong beats thin
www.beautyandthebeastmode.com [LEARN MORE](#)

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Don't just get thin, get STRONG!
www.beautyandthebeastmode.com [LEARN MORE](#)

BEAUTY & THE BEAST MODE shared a link.
Sponsored · 🌐



You, version 2.0
www.beautyandthebeastmode.com [LEARN MORE](#)

BEAUTY & THE BEAST MODE shared a link.
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Donate all your clothes to charity. You're going to need smaller sizes!
www.beautyandthebeastmode.com [LEARN MORE](#)

BEAUTY & THE BEAST MODE shared a link.
Sponsored · 🌐



Happy New Rear!
www.beautyandthebeastmode.com [LEARN MORE](#)

BEAUTY & THE BEAST MODE shared a link.
Sponsored · 🌐




Be the change you want to see in you! (Apologies to Gandhi)
www.beautyandthebeastmode.com [LEARN MORE](#)

BEAUTY & THE BEAST MODE shared a link.
Sponsored · 🌐



Every hour you spend in the gym, an angel gets its wings
www.beautyandthebeastmode.com [LEARN MORE](#)

BEAUTY & THE BEAST MODE shared a link.
Sponsored · 🌐



Find your inner beast
www.beautyandthebeastmode.com [LEARN MORE](#)

Jeff Kontur

"The Storytelling Copywriter"



Client: Sri Lanka Ministry of Tourism

Project Type: Fixed Multimedia

Objective: Promote Sri Lankan Tourism to Americans

The general theme of this promotion was to use photos that had been taken in Sri Lanka. We purposely selected photos that Americans were likely to think looked familiar but which they would just as likely assume were taken elsewhere.

In all, we used 85 different photos. These included scenics, activities such as surfing and mountain climbing, nature, architecture and infrastructure.

Copy Detail #1

Sri Lanka gets many tourists from India, Asia and the Middle East. They even get a few European tourists but very rarely any from North America.

While distance is certainly a factor, plenty of American tourists visit Thailand and other faraway places. It's believed that the largest problem is lack of awareness.

The goal of this campaign was to raise awareness and present Sri Lanka as a desirable place to visit.

This was a static media promotion, meaning that the ads could appear on posters in subway stations and airports, be used as magazine ads, or even appear as online banner ads.

Copy Detail #2

In each photo, we acknowledged the likely stereotypical assumption that Americans would make, phrasing it as a very short 1-2 word question. Each of these was followed by the word "No." All of this appeared above the photo, left aligned.

Below each photo and right aligned was simply the words "Sri Lanka" standing alone.

Thirty of the 85 pieces also included facts about Sri Lanka, often relating them back to terms familiar with Americans. Such as: *"Sri Lanka's highest peak stands at 8,281ft. (That's higher than 36 US states.)"*

Copy Detail #3



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Sri Lanka Ministry of Tourism Campaign





Caribbean? No.



Sri Lanka

Jersey Shore? No.



Sri Lanka

Tour de France? No.



Sri Lanka

China? No.



Sri Lanka

Sri Lanka was known as Ceylon when it was part of the British Empire.

Ceylon tea is considered among the best and Sri Lanka is still among the world's leading exporters of tea.

Torrey Pines? No.



Sri Lanka

Royal Colombo Golf Club has been in operation for 129 years!

Barbados? No.



Sri Lanka

Jeff Kontur



"The Storytelling Copywriter"

Client: **Natural Health Remedies**

Project Type: **Email**

Objective: **Editorial relationship-building email**

The headline was calculated to build a tremendous amount of curiosity and intrigue.

The assignment was to write an email or newsletter whose purpose was purely informational (i.e. not selling). The idea was to give away useful information as a means of building trust and strengthening client relationships.

Copy Detail #1

Copy Detail #2

I chose cold and flu season as a point to focus on because it's an evergreen topic with wide appeal.

This very short, 202-word email reveals the secret. Offering a very surprising "cure" and revealing it in a very short read.

Copy Detail #3

Doctor Reveals How to Cure Some of Your Worst Cold Symptoms... With Baby Shampoo!

In talking with a doctor friend about cold and flu season, I shared that I use a neti pot to flush out my sinuses. This all-natural, drug-free regimen has kept me congestion-free ever since I started using it.

That's when he dropped a bombshell that simply blew my mind...

"Next time, add a tiny drop of baby shampoo."

He went on to explain. "Because it's gentle enough to use with babies, it's also gentle enough for sensitive areas like inside your sinus cavity. By adding a drop of baby shampoo, you're not just rinsing out your sinuses but actually washing them out. Plus, the shampoo leaves a light coating on your sinus membranes making it harder for mucus to stick."

The worst side effect of using baby shampoo? Some of your food may have a bit of a soapy aftertaste for a few hours.

Considering some of the documented side

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Doctor Reveals How to Cure Some of Your Worst Cold Symptoms... With Baby Shampoo!

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The worst side effect of using baby shampoo? Some of your food may have a bit of a soapy aftertaste for a few hours.

Considering some of the documented side-effects of decongestant drugs -- central nervous system stimulation, insomnia, nervousness, excitability, dizziness, anxiety, heart palpitations, dilated pupils, hallucinations, arrhythmia, hypertension, seizures, severe skin reactions, interactions with alcohol and other drugs -- I'll take a little soapy aftertaste any day!

Love this tip? Feel free to share it by forwarding this email to friends, colleagues and family.

Want to get tips and natural health remedies just like this delivered to you daily? Join our email list.

Jeff Kontur

"The Storytelling Copywriter"



Client: **AmazingWorldAdventures.com**
Project Type: **Facebook Ads**
Objective: **Generate Guided Tour Bookings**

Clever, witty headlines gave a humorous twist to the photos. This played very well on Facebook and generated tons of clicks, likes and shares.

Copy Detail #1

This Facebook ad campaign was used to attract potential bookings for a guided tour to South Africa.

This was another case where I not only wrote the copy and created the ads, but built and managed the entire ad campaign from targeting to reporting.

If your company or product is such that it has mass consumer appeal and would play well in social media, I can provide full service. From copywriting, to sourcing graphics, to ad layout, to campaign creation and management.

Copy Detail #2

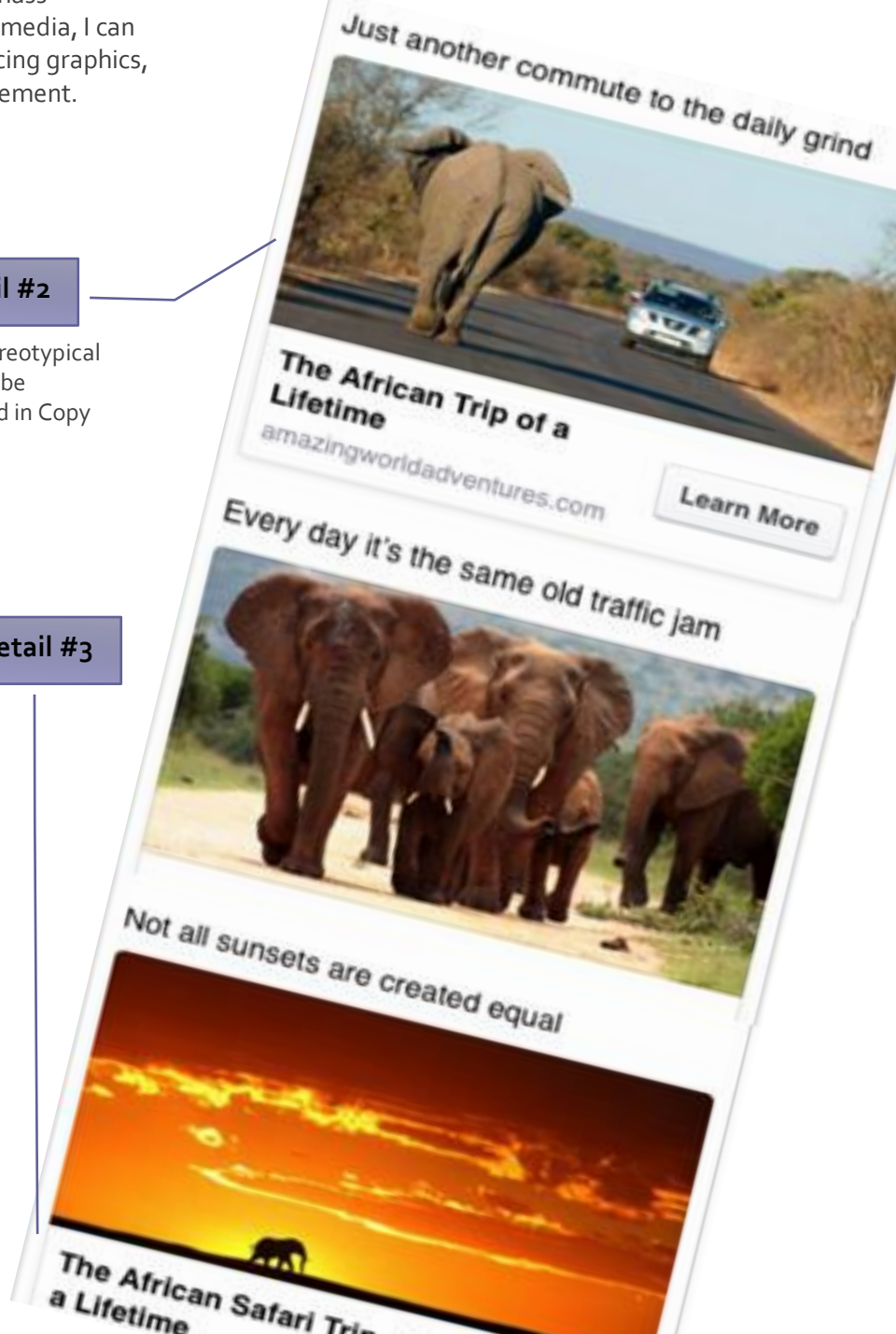
Photos were chosen that represented prospects' stereotypical ideas about Africa. They had to have strong impact, be recognizable and allow for the funny headlines noted in Copy Detail #1.

The Facebook ad format demands incredibly short, impactful copy. At the same time, to be successful ads have to be extremely funny, useful, or interesting. This campaign hit a great theme and was widely shared, liked or otherwise engaged with by those who saw the ads.

Copy Detail #3

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Facebook Ads

Amazing World Adventures
Sponsored ·

Not all sunsets are created equal



Check Africa off your Bucket List
amazingworldadventures.com

[Learn More](#)

Amazing World Adventures
Sponsored ·

Just another commute to the daily grind




The African Trip of a Lifetime
amazingworldadventures.com

[Learn More](#)

Amazing World Adventures
Sponsored ·

Every day it's the same old traffic jam




The African Safari Trip of a Lifetime
amazingworldadventures.com

[Learn More](#)

Amazing World Adventures
Sponsored ·

South Africa is boring!




The African Safari Trip of a Lifetime
amazingworldadventures.com

[Learn More](#)

Amazing World Adventures
Sponsored ·

Not all sunsets are created equal




The African Safari Trip of a Lifetime
amazingworldadventures.com

[Learn More](#)

Amazing World Adventures
Sponsored ·

Your friends have been waiting




Check Africa off your Bucket List
amazingworldadventures.com

[Learn More](#)

Amazing World Adventures
Sponsored ·

Every day it's the same old traffic jam




The African Safari Trip of a Lifetime
amazingworldadventures.com

[Learn More](#)

Amazing World Adventures
Sponsored ·

You're going to need a bigger boat




Check Africa off your Bucket List
amazingworldadventures.com

[Learn More](#)

Amazing World Adventures
Sponsored ·

South Africa's beaches are crowded



Check Africa off your Bucket List
amazingworldadventures.com

[Learn More](#)

Jeff Kontur



"The Storytelling Copywriter"

This was an Instagram concept ad created for a potential client who opted not to use it. (The ad has been anonymized to protect client confidentiality.)

Video. No voiceover, no audio track. (So that the experience is the same for all viewers regardless of whether or not the video is muted.)

Scene 1

A crowded subway train with a bunch of people all reading the same book.

Scene 2

Fade to white with black text overlay.

Imagine everyone reading YOUR book.

Scene 3

Fade back to the same subway car with all the same people. Only now, no one is holding a book but everyone has on headphones or earbuds.

Scene 4

Fade to white with black text overlay.

Now imagine that it's an audiobook.

Scene 5

Still white with new black text overlay.

~~XXXXXXXXXX~~ wants to help you make it happen with our done-for-you production services.

Find out more now

Jeff Kontur



"The Storytelling Copywriter"

This was a Tik Tok concept ad created for a potential client who opted not to use it. (The ad has been anonymized to protect client confidentiality.)

Video of someone singing a parody song, sung to the tune of [Teenagers](#) by My Chemical Romance.

I envision the singer wearing an (intentionally bad) costume that looks like he just wandered around his house grabbing stuff that looked vaguely like what a rocker might wear. (See [this video](#) for inspiration.)

Up to designer discretion, but a couple of ideas:

- 1. video can alternate between showing the person singing and photo/graphic overlays of important info*
- 2. video could have "subtitles" featuring important info while showing the singer – the subtitles in this case would be totally decoupled and unrelated to the actual words being sung*
- 3. singer could be flipping through cue cards, a la Bob Dylan (cue cards show the important info)*

Lyrics

So now you've written a book
Encouraged people to look
But your friends say they just don't read

Your book sales are dead
A thought that fills you with dread
But ~~XXXXXXXXXX~~'s got what you need

I tell ya, audio-book's a great solution for you
They can listen at work, the gym, or on their commute
They play it on their headphones
So they can listen at home
Just watch your sales go through the roof

Well I'm sure you have doubts
Won-der what it's all about
We can give you the 4-1-1

So check out our FAQs
'cuz we've got answers for you
So c'mon let's get this thing done

Be-cause audio-book's a great solution for you
Don't limit your book to just a single ven-ue
Although some read in bed
Some like to listen instead
Let's make your sales go through the roof

Musical outro just like in the original MCR song

Jeff Kontur



"The Storytelling Copywriter"

Client: **Manhattan by Sail**

Project Type: **Facebook Ads**

Objective: **Generate July 4th Holiday Bookings**

I wrote the copy, did all the ad creation, created the Facebook ad campaign, targeting, ad management and reporting...

All aspects of the entire campaign except the graphics.

Copy Detail #1

This was work done for an ad agency. The client runs sailboat charters and tours around Manhattan.

The client planned multiple evening charters for the city's July 4th fireworks shows. These included dinner and drinks. As such, they had to be targeted to prospects 21 and over.

All ad clicks funneled to an order page with more copy, plus details about the event and the boats that would be sailing. (I also wrote the copy for the order page.)

Copy Detail #2

Per client's request, I was given only a single image to work with. They wanted multiple different ads, all using the same graphic.

The format of Facebook ads demands extremely short copy. By coming up with clever, witty headlines this ad series was extremely successful.

This can't be called a control since it was a one-off campaign. It did not continue being used after the holiday.

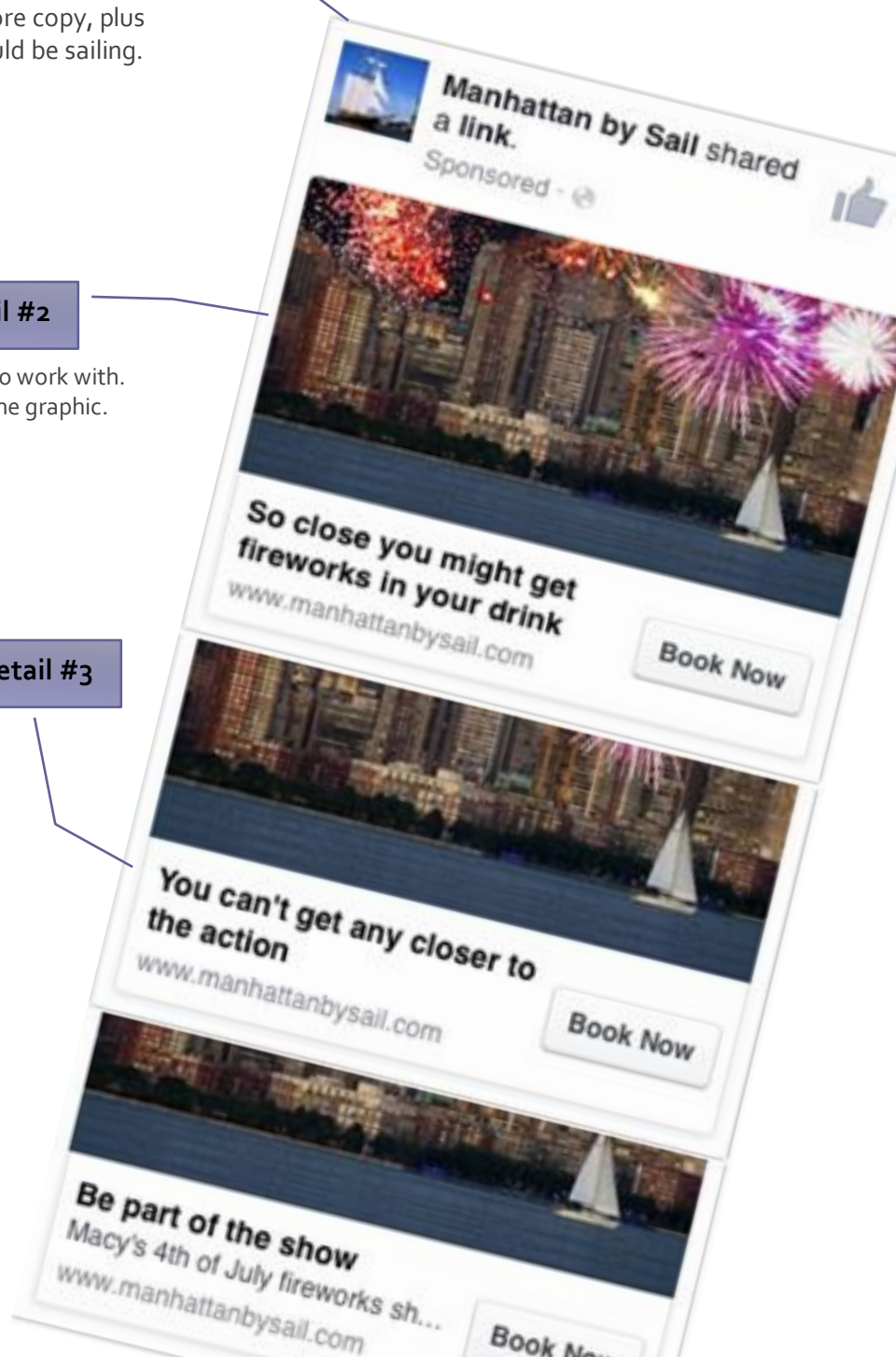
Copy Detail #3

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Manhattan by Sail shared a link. Sponsored · Like Page



So close you might get fireworks in your drink
Macy's 4th of July fireworks show plus all you can eat and drink

WWW.MANHATTANBYSAIL.COM Book Now

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Be part of the show
Macy's 4th of July fireworks show plus all you can eat and drink

Manhattan by Sail shared a link. Sponsored · Like Page



You can't get any closer to the action
Macy's 4th of July fireworks show plus all you can eat and drink

WWW.MANHATTANBYSAIL.COM Book Now

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July 4th on the East River
Macy's 4th of July fireworks show plus all you can eat and drink

WWW.MANHATTANBYSAIL.COM Book Now

Manhattan by Sail shared a link. Sponsored · Like Page



Get a front row seat
Macy's 4th of July fireworks show plus all you can eat and drink

WWW.MANHATTANBYSAIL.COM Book Now

Manhattan by Sail shared a link. Sponsored · Like Page



Fireworks like you've never seen them before
Macy's 4th of July fireworks show plus all you can eat and drink

WWW.MANHATTANBYSAIL.COM Book Now

Manhattan by Sail shared a link. Sponsored · Like Page



Celebrate July 4th on the East River
Macy's 4th of July fireworks show plus all you can eat and drink

WWW.MANHATTANBYSAIL.COM Book Now

Jeff Kontur



"The Storytelling Copywriter"

Client: **Health Power for Minorities**
Project Type: **Google AdWords Ads**
Objective: **Increase Site Visitors**

This was work done for an ad agency. The client simply wanted to increase targeted, minority traffic. I was tasked with finding pages on the site which I thought held special interest and then writing AdWords ads.

Through the use of clever, witty headlines and subheads, I was able to significantly increase the number of site visitors via click-throughs.

Clever headlines captured attention.

Copy Detail #1

"Can we see less of you?" (Pointing to a page on diet and slimming tips.)

"Only one week per year?" (For a page celebrating women's health week.)

"Expressway to poor health" (For a page outlining health risks of obesity.)

Copy Detail #2

Subheads supported or expanded on the headlines.

"Heart Disease Kills 30% More Blacks Than It Does Whites"

Each of the several dozen ads pointed to a different page on the client's website. This project took considerable research to find pages and come up with headlines that had enough draw to generate lots of clicks.

Copy Detail #3

Let's Make It Every Week

Why Focus on Women's Health Only One Week of the Year?



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Google AdWords Ads

Only One Week Per Year?

healthpowerforminorities.com/act-no

Let's Focus on Women's Health Every Week of the Year!

Let's Make It Every Week

healthpowerforminorities.com/act-no

Why Focus on Women's Health Only One Week of the Year?

Your Body's Heat Index

healthpowerforminorities.com/preven

Learn the Signs of Heat Exhaustion Home Treatment and Remedies

12 Heat Exhaustion Signs

healthpowerforminorities.com/preven

Know These Warning Signs Stay Cool and Healthy This Summer

Your Health At Risk

healthpowerforminorities.com/mainta

Heart Disease Kills 30% More Blacks Than it Does Whites

Simple Math

healthpowerforminorities.com/overwe

Calories In Minus Calories Out Adds Up to the State of Your Health

Disease Begins at 30

healthpowerforminorities.com/overwe

Understanding Body Mass Index (BMI) Minorities are at Greater Risk

Expressway to Poor Health

healthpowerforminorities.com/overwe

Being Overweight is the Gateway to These 8 Diseases (and More)

Disease Begins at 30--30%

healthpowerforminorities.com/overwe

Understanding Body Mass Index (BMI) Minorities are at Greater Risk

Be Good to Your Tastebuds

healthpowerforminorities.com/blog-c

Everyone Deserves Good Taste Choose Spices to Liven Up Your Diet

Forget the Gym

healthpowerforminorities.com/gettin

Everyday Ways to Be More Healthy Simple Tips for Living Fit

Flavors of Life

healthpowerforminorities.com/blog-c

Unusual, Tasty, Healthy Recipes To Liven Up Your Dinner Table

Can We See Less of You?

healthpowerforminorities.com/gettin

Tips for Slimming Down And Staying in Shape

Big red genetic bullseye? - Are you a target of these killers?

[Ad www.healthpowerforminorities.com](http://www.healthpowerforminorities.com)

Sobering disease statistics

"The most shocking - and inhumane

[Ad www.healthpowerforminorities.com](http://www.healthpowerforminorities.com)

form of injustice"- Martin Luther King Jr.

4 Big Targets for Health - Are you a statistic?

[Ad www.healthpowerforminorities.com](http://www.healthpowerforminorities.com)

Prevention, cure, coping and more for diabetes.

Nature's Pharmacy - Change how you shop for food

[Ad www.healthpowerforminorities.com](http://www.healthpowerforminorities.com)

Easy steps to a healthier you!

Cornerstone of Health - Food and Fitness

[Ad www.healthpowerforminorities.com](http://www.healthpowerforminorities.com)

Helpful tips, Free celebrity and ethnic recipes

Hit the Reset Button - Rethink your fitness goals

[Ad healthpowerforminorities.com/reset/goals](http://healthpowerforminorities.com/reset/goals)

Got off track? Don't stay there! Reset your fitness goals with key information.

We are #1 worldwide - The best health resource

[Ad www.healthpowerforminorities.com](http://www.healthpowerforminorities.com)

Tops with Google/Yahoo/Bing for minority health resources

Minority Health Issues

healthpowerforminorities.com

Just because we're all created equal doesn't mean we're equal

Lower Blood pressure - There's nothing like "this" to make

[Ad www.healthpowerforminorities.com](http://www.healthpowerforminorities.com)

you feel good. Try it and see!

Summer Health Tips

healthpowerforminorities.com/preven

Enjoy More Fun In the Sun While Avoiding Getting Overheated

15 things you didn't know - Zika virus:

[Ad www.healthpowerforminorities.com](http://www.healthpowerforminorities.com)

Facts, signs and prevention-- You Must Read This!

Jeff Kontur

"The Storytelling Copywriter"



Client: **Horizon Home Heating**

Project Type: **Flyer (Mailer)**

Objective: **Increase seasonal service calls**

This was a printed mail piece I wrote for a local HVAC company to increase preventative maintenance service calls. It proved very successful.

Copy Detail #1

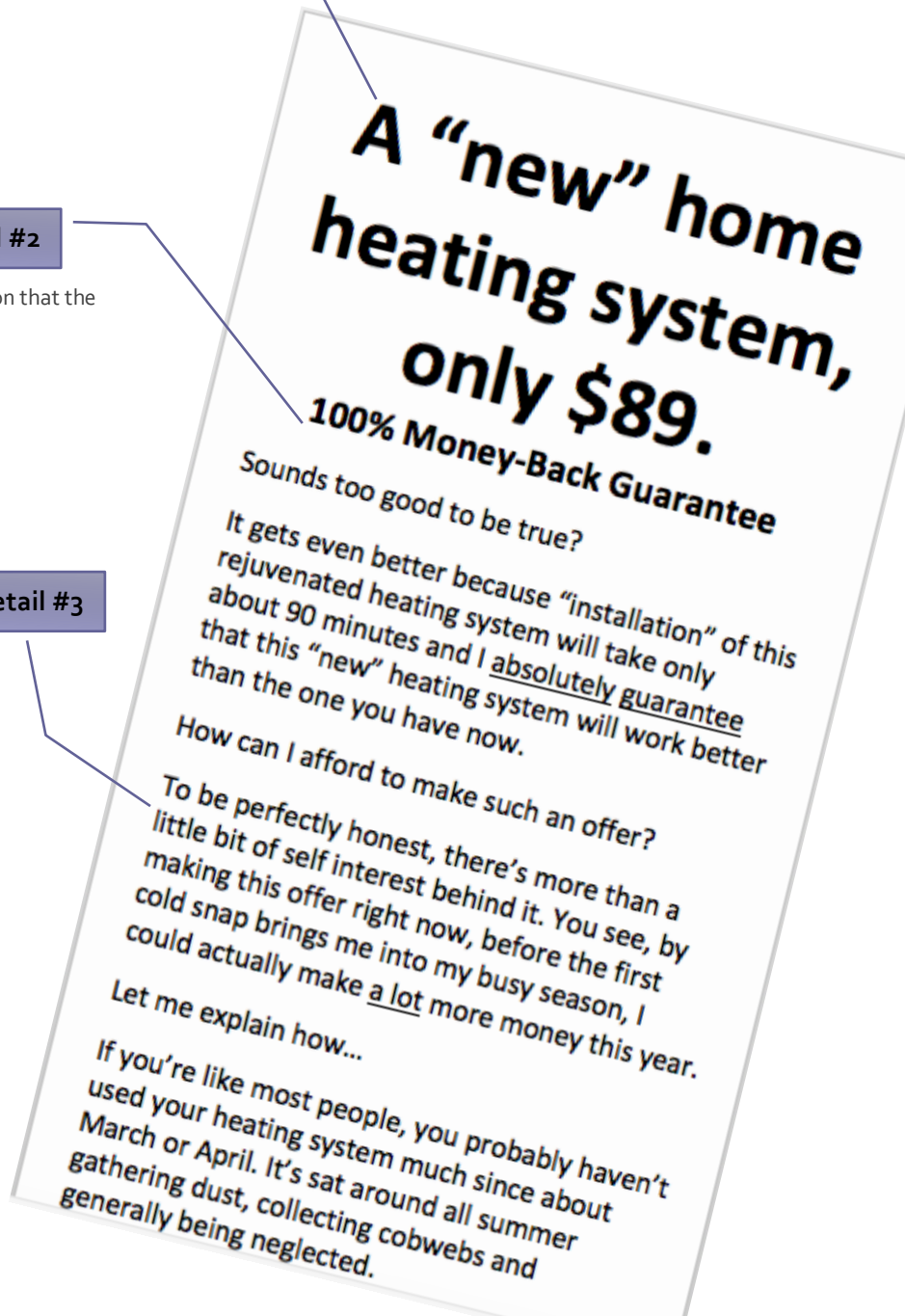
The headline was calculated to play down the perceived cost of HVAC service and of a new HVAC system.

Copy Detail #2

Putting the guarantee up front was meant to defuse suspicion that the offer in the headline was too good to be true.

Copy Detail #3

By admitting early on that there is some self-interest behind this offer, I further defuse suspicion that the offer is too good to be true.



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↑ A “new” home heating system, only \$89.

100% Money-Back Guarantee

Sounds too good to be true?

It gets even better because “installation” of this rejuvenated heating system will take only about 90 minutes and I absolutely guarantee that this “new” heating system will work better than the one you have now.

How can I afford to make such an offer?

To be perfectly honest, there’s more than a little bit of self interest behind it. You see, by making this offer right now, before the first cold snap brings me into my busy season, I could actually make a lot more money this year.

Let me explain how...

If you’re like most people, you probably haven’t used your heating system much since about March or April. It’s sat around all summer gathering dust, collecting cobwebs and generally being neglected.

When the first real cold front comes along in a few weeks, you’ll turn on your heater. It will probably smoke and smell for an hour or two as it blows all that dust out (right into your home for you and your family to breathe).

Then, *if you’re one of the lucky ones*, the system will settle in and keep you warm through the winter months ahead.

However if you happen to be anything like the 327 frantic homeowners who called my office last year when the first cold spell hit, your heater may not work at all. At that point, because you’re freezing, you’d be willing to pay almost any price to get your heater working.

As sympathetic as I am to all those homeowners, I only have so many technicians on staff. We respond to as many of the calls as we can but the demand gets to be overwhelming.

So we resort to doing a simple checkup and the absolute minimum service required to get the heater functioning as quickly as possible. Not fixing it right, the way we’d prefer to do it, but just getting it generating some kind of warmth so we can move on to the next frantic, shivering customer.

Right now we’re still in a relatively slow season. A time when we can really take care of things properly and do the job the way it should be done.

Which brings me back to my \$89 offer...

Our “**Precision Tune-up and Professional Cleaning**” is a highly detailed 21-point operation. Once complete, your furnace will run like we just installed a refurbished, factory fresh one for you.



Here's what's included in the "Precision Tune-up and Professional Cleaning" service:

- | | | |
|---|---|---|
| 1. Infrared camera inspection of furnace and heat exchanger | 8. Inspect and adjust fan belt tension | 15. Measure and adjust gas pressure for peak efficiency |
| 2. Test airflow for deadly carbon monoxide | 9. Calibrate and level thermostat | 16. Lubricate all moving parts |
| 3. Test ignition system for safe and proper operation | 10. Inspect for combustible material around furnace | 17. Measure amperage and voltage of blower motor |
| 4. Test safety and control circuits for safe and proper operation | 11. Brush clean and vacuum burner | 18. Tighten and inspect all electrical wiring |
| 5. Test exhaust system for proper venting | 12. Brush clean and vacuum heat exchanger | 19. Clean upper and lower combustion vents |
| 6. Lubricate and clean blower motor air vents | 13. Test furnace flame for proper burn mechanism | 20. Test for gas leaks |
| 7. Measure supply and return temperature differences | 14. Clean or replace up to 1" filter | 21. Clean furnace exterior |

In fact, I'll even back the service with a one year 100% money back guarantee. If you don't save at least \$89 – *the full cost of the service* – on your heating bills this winter, I'll cheerfully refund every penny you paid. That's even better than risk-free because I can't go back and un-service your heater.

By taking care of things now, you won't be one of those 327 people calling me when the temperature drops. And because I'll have that many fewer frantic callers inundating my phone lines all at once, my technicians will be able to spend a bit more time on the emergency calls they do make.

They will be able to provide the higher quality service I like to see them give on every call. Those are naturally much more profitable service calls for me and my company.

So you see, we both have something to gain from this \$89 offer.

Here's the catch (you knew there had to be one)... I can only afford to do this while business is still relatively slow. That means before the first big cold spell hits. Neither one of us knows when that is going to be so you must act quickly before Mother Nature forces me to withdraw this offer and shift back into "emergency response" mode.

As a bonus, if you **call before October 20th**, I will include a free carbon monoxide safety check (a \$189 value) as part of your ~~21-point~~ – make that 22-point – service.

Call today. With my no-strings attached 100% money-back guarantee, you have nothing to lose.

New Castle County
(302) 555-1111

Kent County
(302) 555-2222

Cecil County
(410) 555-3333

For your comfort and health,

Mark Aitken
Owner

Jeff Kontur

"The Storytelling Copywriter"



Client: **George Massey (mortgage broker)**

Project Type: **Mailed Sales Letter**

Objective: **Attract new mortgage clients**

I drew a parallel between dealing with big, impersonal banks and schoolyard bullying. With that, the letter opens with a bit of a bang and is utterly unlike other mortgage letters being used at the time.

Copy Detail #1

I was hired by a Long Island mortgage broker who made heavy use of direct mail. He wanted a new idea to test against his then-current control.

All his previous letters focused on things like interest rates, monthly payments, etc. I took a completely different line and emphasized the personal nature of his service.

My letter handily beat his previous ones and became the new control.

Copy Detail #2

The parallel leads inexorably toward the ubiquitous and dreaded "bank speak" that is so common to this industry.

While continually throwing sarcastic barbs at the way banks do business, I also segue to the more personal touch that George offers his clients.

Copy Detail #3

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Do you feel like somebody taped a "kick me" sign to your back?

As you begin the process of shopping for a mortgage, I know the gauntlet you are starting to go through. The endless stream of calls. The mailbox full of so-called "irresistible offers" that no one actually qualifies for.

The big banks are great at marketing themselves. They are great at extracting your social security number and other personal information. They're also pretty good at fast talking you into a deal that may or may not be right for you.

How will you even know if the deal you get is the best one for you?

How many banks will you talk to before it all just becomes too exhausting and overwhelming? Until it all just becomes one big blur of cryptic "bank-speak"?

How much fine print will you have to squint your way through?

How many asterisks can they possibly put behind their amazing teaser deals?

What the big banks are not great at is just laying it out in plain English and actually talking to you like a human being. They are not great at finding out whether or not that deal they're trying to push on you really is the right one for you. Instead they wear you down so that you just give in and say yes to the "least bad" deal offered.

I should know. I have been a licensed mortgage broker for over 20 years. I know all the ins and outs and have heard all the horror stories. I've rescued thousands of customers just like you from the greedy paws of the big, impersonal banks.

My name is George Massey and I have stacks of thank you letters from customers just like you who are glad I did. Not one of those big banks seems to care about the fact

Copywriter: Jeff Kontur
302-367-5951
Client: George Massey
Assignment: Real Estate Sales Letter



Page 21 of 95
980 words
F-K Readability: 81.9%
F-K Grade Level: 4.9

Do you feel like somebody taped a "kick me" sign to your back?

As you begin shopping for a mortgage, I know the gauntlet you are starting to go through. The endless stream of calls. The mailbox full of so-called "irresistible offers" that no one actually qualifies for.

The big banks are great at extracting your social security number and other personal information. They're masters at fast-talking you into a deal that may not be right for you.

How will you even know if the deal you get is the best one for you?

How many banks will you talk to before it all just becomes exhausting and overwhelming? Until it all becomes one big blur of cryptic "bank-speak"?

How much fine print will you have to squint your way through?

How many asterisks can they possibly put behind their amazing teaser deals?

What the big banks won't do is just lay it all out in plain English and talk to you like a person. They won't bother to find out if that deal they're trying to push on you really is the right one for you. Instead they wear you down until you just give in and say yes to the "least bad" deal offered.

I should know. I have been a licensed mortgage broker for over 20 years. I know all the ins and outs and have heard all the horror stories. I've rescued thousands of customers just like you from the greedy paws of the big, impersonal banks.

My name is George Massey and I have stacks of thank you letters from customers just like you who are glad I did.

Not one of those big banks cares that they call during dinnertime. If they even bother to ask how your day was, it wouldn't be sincere. They'd be asking because it was on the script they are reading from.

Shouldn't it be possible to be treated like a human being and still get a good deal?

After all, it's not like a little courtesy would cost them anything. Not one red cent of their precious multi-billion dollar profits. Yet they act like it does.

I don't have a call center in India. I'm practically your neighbor. I live and work close enough that if you called me and said, "George, let's meet for coffee and talk" I'd get out my calendar and ask you where and when you want to meet.

No selling. I won't bring a briefcase full of contracts. I won't ask for your social security number or two years of tax returns or any of that nonsense.

Eventually I'll need that stuff if I'm going to write you a loan but for now we'll just sit down like two ordinary people. I'll answer all your questions. And when I tell you what I can offer, it won't come with 30 asterisks and 4 pages of fine print behind it. I'll tell you the deal I can give to YOU, not some theoretical perfect customer who doesn't actually exist.

I won't tell you "*Oh sorry, you don't qualify for our best rate because you don't have a FICO score of 4,000 but hey let's get you to fill out this application anyway and I'll see what I can do.*"

What kind of nonsense is that?!

Do they think you're stupid?

I know that some people will decide to go with one of those big-name banks anyway. I'm sure they have their reasons. After all, some people pay extra for premium gasoline even though their car runs just fine on regular or mid-grade. If that's you, no hard feelings.

At the end of the day, you're the one who needs to be okay with the deal you get. You're the one who's going to be paying for it for the next 30 years.

Speaking of which, what if it were possible to get a loan that was only 15 or 20 years? Same great rates, same low payments but 10 or 15 years less time spent in indentured servitude to a bank that doesn't even know your name.

Can I guarantee to do that for you? Not yet. But I'll lay all the options on the table. I'll pull no punches and will just tell it like it is.

Will one of those big banks with the household name sit down over coffee and give it to you straight? Ask them. You and I both already know what the answer will be.

My bank isn't small. We're reputable and well known.

But I'm not trying to sell you on that. I'm not trying to "sell" you on anything.

Why not?

Because I'm not extending this offer to everyone with a paycheck and a pulse. The big banks don't give personal service because they can't afford to. With all the millions of people they are soliciting, it's no wonder they have to have those call centers in India.

I do business differently. I can get you the best deal because I'm not playing the odds like the giant banks do. Instead, I carefully select the kind of person I'd like to do business with and send out only a small number of personal invitations. (Look at the bottom of this letter. That's my cell phone number. Go ahead, call me. You won't hear "press 1 for English." You'll get straight through to ME.)

Accepting my invitation to sit down and talk doesn't mean you're signing on the dotted line.

You won't be committed to anything. I can afford to make that offer because I know that when we talk you'll love what I can do for you.

So I'll get out my calendar. Call me and let's talk.

George Massey

631-578-9120

And when I ask you how your day was, I'll actually listen to the answer. Because I'm your neighbor and that's what neighbors do.

Jeff Kontur

"The Storytelling Copywriter"



Client: **IngredientsOnline**
Project Type: **Landing Page**
Objective: **Generate B2B Lead Gen Appointments**

This landing page was created while working for an agency. It was part of a larger B2B lead generation campaign.

I wrote all the copy for the entire campaign, including this landing page.

While it may not look like much to the untrained eye, it was one of the most successful landing pages in the agency's history. More than 100 appointments were booked in a single year off this page alone, including a handful with prospects who were not part of our original outreach. (i.e. Prospects we did reach out to shared the link with others, who booked appointments despite not having any other contact.)

Copy Detail #1

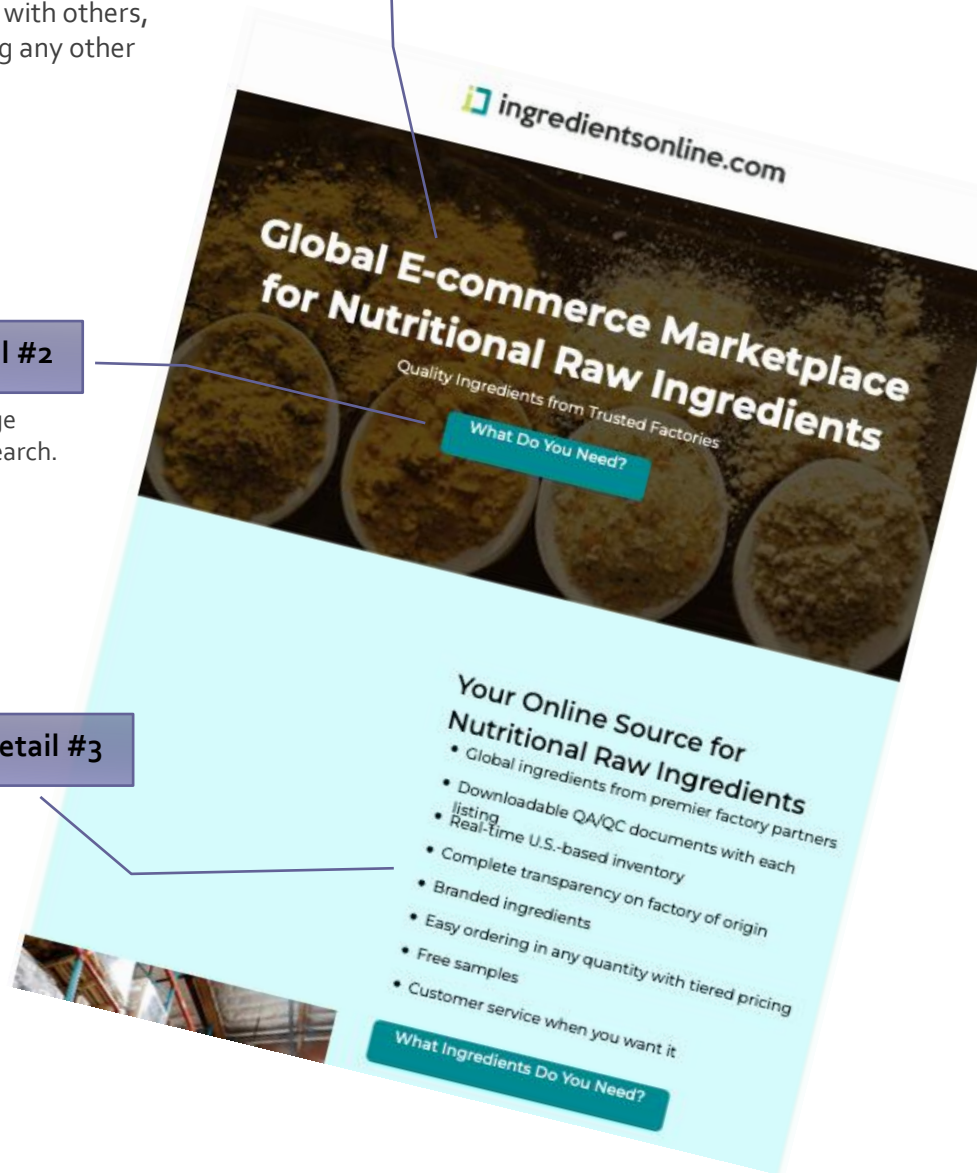
The offer was simple and straightforward. That simplicity was reflected throughout every element of the page's copy.

Copy Detail #2

CTA buttons throughout the entire length of the page ensured that prospects would not have to scroll or search.

Copy Detail #3

Bullet points with simple, straightforward language spelled out the key value proposition.



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Global E-commerce Marketplace for Nutritional Raw Ingredients

Quality Ingredients from Trusted Factories

What Do You Need?

Your Online Source for Nutritional Raw Ingredients

Global ingredients from premier factory partners

Downloadable QA/QC documents with each

listing

Real-time U.S.-based inventory

Complete transparency on factory of origin Branded ingredients

Easy ordering in any quantity with tiered pricing Free samples

Customer service when you want it



I've been in purchasing for more than 40 years. I have instant access to availability and pricing with complete transparency on factory origin. Simply put, nothing compares to Ingredientsonline.com

-RYAN DEAKIN

High quality ingredients, easy ordering, fast shipping, and awesome customer service!

-NICK MARIANO

My favorite way to order ingredients. It's super fast, transparent and their customer service is always very responsive

-KELLI WARREN

Find out what you're missing out on. Schedule a no-obligation meeting with an Account Manager.



Meet Our Team

We respect your personal privacy

We use cookies to provide a proactive support, enhance site navigation, analyze site usage, and assist in our marketing efforts. [Learn more.](#)

Select a Date & Time

Jeff Kontur

"The Storytelling Copywriter"



Client: ACTSOLV

Project Type: B2B messaging playbook

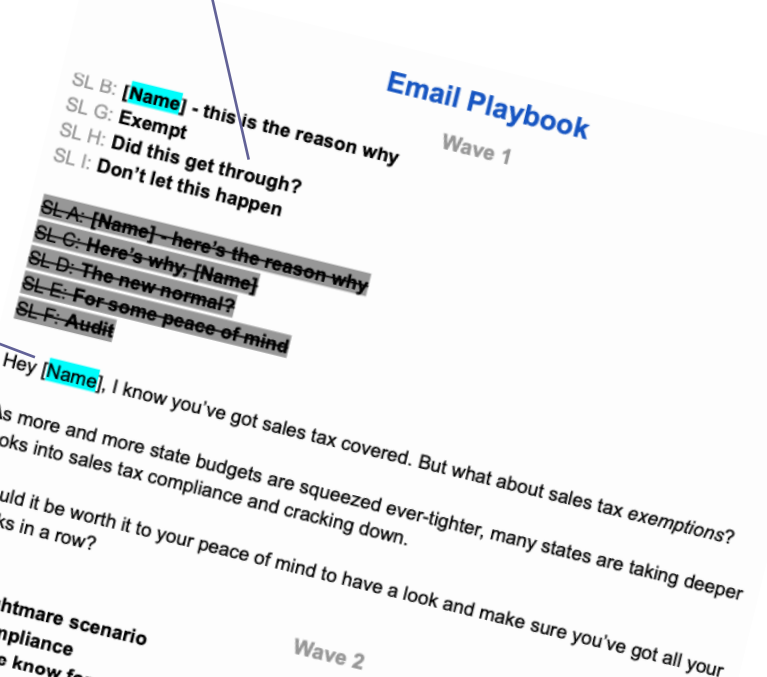
Objective: Generate B2B Lead Gen Appointments

This was a fairly typical playbook with email, phone scripts, voicemail scripts, LinkedIn messaging, and reply handling. I wrote two or more of these per week for 18 months as a Senior Copywriter.

In this particular example, we had to test 50 different email subject lines before finally gaining traction and starting to get results.

While we always A/B test email subject lines, this was an especially difficult client to find signal for. As a result, I ended up writing more than 50 subject lines over the course of several months.

Copy Detail #1



Copy Detail #2

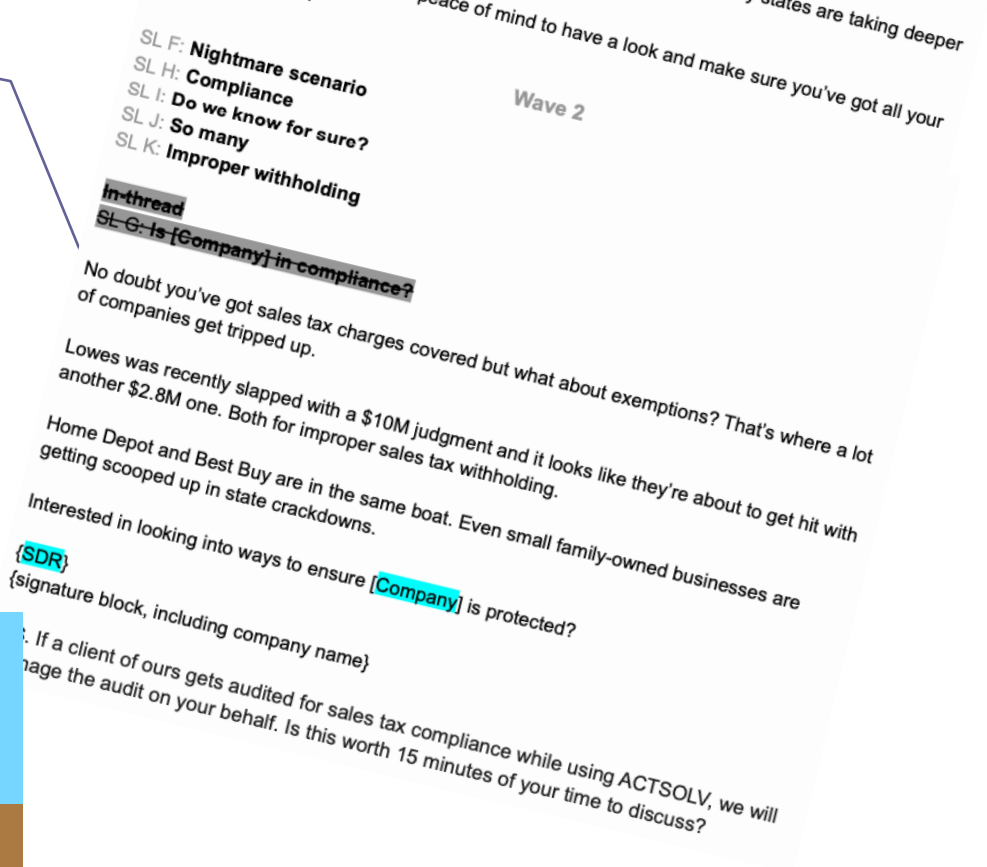
When including tokens, or variables, into my copy, I highlight those so that operations can find them more easily.

Copy Detail #3

The industry posed two challenges for cold outreach:

1. Sales tax is a dry, unsexy topic
2. Everyone already has a solution for calculating sales tax.

I leaned heavily on relevant news stories to build case studies that showed why or particular offer (managing exemption certificates) was of value.



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ACTSOLV Messaging Playbook

Campaign Strategist: **Jeff Kontur**

Contents

Campaign Strategist Notes

- Who/What is ACTSOLV?

 - Paying Sales Tax

 - Collecting Sales Tax

- The result

- Why should I care?

- Relevance

- Pain points to consider

- Possible segmentation

- Notes to Research / Special Research Requests

- Key Messaging Points

- What does success look like?

Resources that can be sent on request

Table of tokens

Sequence Structure

Email Playbook

Response & Objection Handling

Call Playbook

Voice Mail Script Options

LinkedIn Playbook

Campaign Strategist Notes

(For internal use only. Never shared with prospects.)

Who/What is ACTSOLV?

For starters, it's always written in all capital letters.

ACTSOLV provides software and other solutions for managing sales tax exemptions.

To understand this, there are two sides:

Paying Sales Tax

Companies that buy items which they plan to turn around and resell, do not have to pay sales tax when they purchase the items. States can only collect sales tax on finished goods one time, and that's generally the final sale. So if a company is reselling the item, they will charge sales tax to their buyer.

Collecting Sales Tax

When companies sell items, they are required to collect sales tax in most cases. There are only a handful of states which do not impose a sales tax (Alaska, Delaware, Montana, New Hampshire and Oregon). Exceptions are mainly if the buyer can prove they have been granted an exemption from the state because they are also a reseller, or not for profit, or if a purchase will be used in a tax exempt manner.

In both cases, companies need to keep track of these exceptions to ensure they are paying, collecting, and remitting the correct amount of sales tax. If questioned or audited, they need to be able to provide evidence of exemption when they do not pay or collect sales tax.

The result

(What do customers get out of it?)

As you might imagine from the above, tracking and managing sales tax exemption certificates is generally a fairly laborious process. In many cases, the savings can be in a variety of areas, from audit defense process to resources not having expertise in this area, therefore creating a bottleneck and wasted time when having to correct errors.

Why should I care?

The real value is in the fact that not doing it correctly can result in significant penalties and interest and valuable time responding to tax authorities.

Relevance

(Facts/statistics related to offer)

Pain points to consider

1. April 2021 - A court in Cook County, Illinois fined home improvement retailer Lowes \$10MM for sales tax avoidance. Best Buy and Home Depot are expected to be assessed similar penalties.
2. July 2020 - South Carolina courts penalized Home Depot \$2MM for unpaid sales tax. Lowes is expected to also be penalized \$2.8MM.
3. April 2021 - A NYC vending machine company that installs machines to put air in car tires is penalized \$4.3MM for failure to pay sales taxes.
4. October 2021 - The owner of a Thai restaurant in San Francisco is both arrested and penalized \$7.5MM for failure to pay sales tax.

Possible segmentation

None

Notes to Research / Special Research Requests

[ShortCompany], formatted as text. The name of the company, as it would be used in everyday conversation. (e.g. Ashley Furniture Industries = Ashley Furniture)

Key Messaging Points

(Talking points here)

The risk of improperly charging tax on an invoice (and potentially bearing the cost or penalty) is only outweighed by the risk of losing a (dissatisfied) customer.

What does success look like?

Exposure to potential future prospects (even if we don't close a deal during pilot)

Resources that can be sent on request

(Datasheets, white papers, articles, and other materials.)

Table of tokens

Note: This table does not represent all data gathered by our research team. It is only that data used (or likely to be used) in this messaging playbook.

{ } = Data generated on the fly / A-B Testing; generally manually filled-in

[] = Prospect-dependent / standard tokens; auto-filled

< > = Client fill out (i.e. name and title of who is taking meetings, etc.); manually filled-in

Common Tokens	Meaning
[Name]	Prospect's First Name
[Company]	Target Company Name (e.g. Ashley Furniture Industries)
[ShortCompany]	Company Name - Common Usage (e.g. Ashley Furniture)
[Title]	Job Title of the Prospect
[Industry]	Industry of target company
{SDR}	First name of the Sender (SDR)
Other Tokens	
{{x_business_days}}	Allows a placeholder for a weekday N days from now: <i>meeting next {{2_business_days}} => meeting next Wednesday</i>
[N employees]	# of company employees

Sequence Structure

Important notes:

- I laid this out as a stylized calendar to more easily visualize the sequencing, timing, and gaps. This does NOT mean the sequence has to start at the beginning of the month. Nor even on a Monday. It starts as soon as all resources are available.
- If we start a campaign on any day other than indicated below, the sequence can be easily adjusted.

Su	Mo	Tu	We	Th	Fr	Sa
Week 0	Pre-target ads					
Week 1	LI connection request Email #1	Call #1	LI msg #1 Email #2	Email #3 Call #2	LI msg #2	
Week 2	Call #3	Email #4 LI msg #3	Email #5 Call #4	LI msg #4	Email #6	
Week 3						

Total sequence, for hard-to-reach prospects, is a minimum of 14 touches:

- Pre-target ads (should keep running throughout campaign, as we will be layering in prospects)
- Four LinkedIn messages (not including initial connection request)
- Four phone calls (potentially including voice mails)
- Six emails
- Potentially at least one email as follow-up after a connected call

This cadence is calculated to try almost every type of message on almost every different weekday. Prospects in different industries can be different so this is an effort to discover which day and message type combinations work best.

Once a prospect has responded in some way (i.e. answered the phone, sent an email, returned a LinkedIn message, etc.) the 'standard' outreach represented here stops and all further communication is customized to that prospect.

The table that follows is simply a different representation of the stylized calendar above.

-5	Launch ads
1	Email #1
2	Call #1
3	Email #2
4	Call #2
4	Email #3
6	Call #3
7	Email #4
8	Call #4
8	Email #5
10	Email #6
LinkedIn Messaging Sequence (independent of other messaging but overlaid)	
	Send LI connection request
	LI msg #1 (same day as connection accepted)
	LI msg #2 (two business days after previous message)
	LI msg #3 (two business days after previous message)
	LI msg #4 (two business days after previous message)

Email Playbook

Wave 1

SL B: **[Name] - this is the reason why**
SL G: **Exempt**
SL H: **Did this get through?**
SL I: **Don't let this happen**

~~SL A: **[Name] - here's the reason why**~~
~~SL C: **Here's why, [Name]**~~
~~SL D: **The new normal?**~~
~~SL E: **For some peace of mind**~~
~~SL F: **Audit**~~

Hey [Name], I know you've got sales tax covered. But what about sales tax *exemptions*? As more and more state budgets are squeezed ever-tighter, many states are taking deeper

looks into sales tax compliance and cracking down.

Would it be worth it to your peace of mind to have a look and make sure you've got all your ducks in a row?

{SDR}
{signature block, including company name}

Wave 2

SL F: **Nightmare scenario**
SL H: **Compliance**
SL I: **Do we know for sure?**
SL J: **So many**
SL K: **Improper withholding**

~~**In-thread**~~
~~SL G: **Is [Company] in compliance?**~~

No doubt you've got sales tax charges covered but what about exemptions? That's where a lot of companies get tripped up.

Lowes was recently slapped with a \$10M judgment and it looks like they're about to get hit with another \$2.8M one. Both for improper sales tax withholding.

Home Depot and Best Buy are in the same boat. Even small family-owned businesses are getting scooped up in state crackdowns.

Interested in looking into ways to ensure [Company] is protected? {SDR}

{signature block, including company name}

P.S. If a client of ours gets audited for sales tax compliance while using ACTSOLV, we will manage the audit on your behalf. Is this worth 15 minutes of your time to discuss?

Wave 3

SL B: **How many of these are there, [Name]?**

SL G: **Missing or invalid**

SL H: **Cause for concern?**

SL I: **Can we have a quick chat?**

~~SL A: **How many do you have, [Name]?**~~

~~SL C: **60 seconds or less, [Name]**~~

~~SL D: **Do you know the answer, [Name]?**~~

~~SL E: **How long would this take, [Name]?**~~

~~SL F: **Missing**~~

Quick question, [Name] - how many sales tax exemption certificates does [Company] have on file that are missing, expired, or invalid?

Don't worry, it was a rhetorical question. But if you couldn't get to the answer in 60 seconds or less, perhaps we should talk.

ACTSOLV helps manage your exemption certificates. We integrate with both your commerce and accounting tech stacks for a (lightning fast) holistic view of things. This ensures you will never have to worry about knowing the answer to that question.

Worth 15 minutes to discuss?

{SDR}

{signature block, including company name}

Wave 4

SL F: **Small mistake**

SL H: **Across state lines**

SL I: **Interstate**

SL J: **Wrong side of the line**

SL K: **Does everyone know this?**

In thread

~~SL G: **Just a small mistake**~~

Hey [Name],

Remitting sales taxes to the wrong state is a small mistake that could have outsized consequences.

Do you know all the rules for sales tax and tax exemptions in every state where your customers might be coming from? Does every person in your company know them?

Luckily, no one at [Company] needs to actually know any of this stuff. Not if you're using ACTSOLV. Have you got 15 minutes to discuss how it works?

{SDR}
{signature block, including company name}

Wave 5

SL F: **Losing a customer**
SL G: **Dissatisfied customer**
SL H: **The risk is too great**
SL I: **Worth looking into**

~~SL A: Which is worse?~~
~~SL B: Which of these do you think is worse?~~
~~SL C: Is this worth looking at?~~
~~SL D: Worth the 15 minutes it will take?~~
~~SL E: Worth 15 minutes?~~

I have every confidence that you've got sales tax well in hand. But what about exemptions?

The risk of improperly charging tax on an invoice (and potentially bearing the cost or penalty) is only outweighed by the risk of losing a (dissatisfied) customer. Or worse, having both things happen!

Have you looked into automating your sales tax exemption handling? Is it worth 15 minutes of your time to discuss?

{SDR}
actsolv.com
{signature block, including company name}

P.S. We're so sure of our solution that if any client of ours gets audited for sales tax compliance while using ACTSOLV, we will manage the audit on your behalf.

Wave 6

SL F: **Never again**
SL H: **Who handles this?**
SL I: **Who should this go to?**
SL J: **One less thing to worry about**
SL K: **One thing off your plate**

~~In-Thread~~
~~SL G: If this isn't you, who handles it?~~

Hey [Name], you've no doubt got sales tax down cold. It's with exemptions where most companies run into trouble.

Our knowledge and experience ensures that you'll never have to worry about sales tax exemption certificates again. ACTSOLV just handles it. Period.

If this isn't your area of responsibility, would you mind pointing me to who I should be reaching out to instead? It would be most appreciated.

{SDR}
{signature block, including company name}

Email bump after VM left to prospect

When to use: you didn't connect with the prospect, but reached the prospect's voicemail

SL: Tried calling you, [Name]

Hey [Name], I tried calling earlier but didn't get through. I thought we might have a quick chat about sales tax and exemption certificate compliance. I'll try back again. Or you can always feel free to reach out to me, either by phone or email.

Have a great day,
{SDR}
actsolv.com
{signature block, including company name}

Email bump after the connected call - not interested

When to use: prospect politely refuses the offer, [include a datasheet](#)

SL: Thanks for taking my call, [Name]

Hey [Name], It was a pleasure speaking with you today. I understand that you feel like ACTSOLV isn't the right choice for you right now. If that should change, we'd love to reopen the conversation. Please don't hesitate for one moment to reach out.

In the meantime, if it's okay with you, I'd like to check back in after a few months just to see how things are going for [\[Company\]](#).

Thanks,
{SDR}
{signature block, including company name}

Email bump after the connected call - I'll look at your email

When to use: When the prospect is asking to share more information. Have previous emails attached to new email.

SL: It was good speaking with you today, [Name]

Hey [Name], thanks for taking my call today. Just like we talked about, I'm bubbling this back to the top of your inbox. I hope we can work together.

Best,
{SDR}
actsolv.com
{signature block, including company name}

In Response to an Auto-Reply “Referral” Message

Hello [NewPersonName],

I reached out to [Name] but got an auto-reply that stated I should contact you in their absence.

Are you the best person to talk to about sales tax exemptions?

Looking forward to hearing from you.

{SDR}
{signature block, including company name}

Reengagement Attempt

When to use: A prospect responded in some way but then went dark. This is an attempt to get them engaged again.

SL: Is everything okay, [Name]?

[Name], Haven't heard from you {in a while // since {date of last contact}}. I don't know what's on your plate right now but helping to reduce your workload is exactly why I've been reaching out. Let's talk.

{SDR}
{signature block, including company name}

Landing Page Follow-up #1

When to use: Prospect visits the LP but doesn't set a meeting or engage in any other way.

SL A: Is everything okay, [Name]?

SL B: Still interested, [Name]?

SL C: Care to meet with one of our experts, [Name]?

SL D: What do you think, [Name]?

Hey [Name], obviously our web page can't answer every possible question or present

everything there is to know but I think it gives a decent overview of what ACTSOLV is all about.

Do you have specific questions or want to know how it would work in your environment? We can set up a time for you to meet with one of our experts. You can pick their brains so you'll feel confident about moving forward.

That can easily be arranged. No obligation. How about {weekday}?

Thanks,
{SDR}
{signature block, including company name}

Landing Page Follow-up #2

SL A: **Let's button this up**

SL B: **What are your thoughts?**

SL C: **Thoughts?**

SL D: **What do you think?**

Now that you've had a chance to review some of the information about ACTSOLV, how about I set up a call so you can chat with one of our experts to get any remaining questions answered. {Weekday}?

Thanks, {SDR}

{signature block, including company name}

Landing Page Follow-up #3

SL A: **[Name], any questions?**

SL B: **[Name] - about ACTSOLV**

Hi [Name],

Thanks for taking an interest in ACTSOLV. I hope we've made it clear that our goal is to help

{Company} with sales tax exemptions and sales tax remittance.

Is there anything about our platform that I could explain further?

Let me know when you are available and I'll schedule some time for us to discuss.

{SDR}

{signature block, including company name}

Landing Page Follow-up #4

SL A: **Busy day, [Name]?**

SL B: **[Name], your thoughts?**

Hi [Name],

I don't want you to miss out on this. Companies who partner with ACTSOLV see more efficient operations, cost savings, and peace of mind knowing that we'll represent them if they ever get audited for anything related to sales tax while using ACTSOLV.

What does that mean? Let's gather together and talk it through. Let me know when you are available.

{SDR}

{signature block, including company name}

Landing Page Follow-up #5

SL A: **Follow-up for [Name]**

SL B: **Invitation for [Name]**

Hey [Name],

We haven't been able to connect yet, so I thought I'd see if we could set up a time to chat.

ACTSOLV is, quite simply, the best sales tax exemption tracking system available. We don't just say that but actually back it up by offering to represent you if you are ever audited for sales tax compliance while using our system.

There's so much ACTSOLV can do. Just let me know a few preferred time options and I'll schedule a brief call.

{SDR}

{signature block, including company name}

Appointment Confirmation

When to use: A prospect booked an appointment 24+ hours in advance.

SL: Confirmation - Looking forward to meeting you, [Name]

[Name], just confirming your meeting on {date} at {time}. I'll reach out again with a reminder just

before the meeting. Looking forward to it!

{SDR}

{signature block, including company name}

Appointment Reminder

When to use: Morning of an afternoon appointment or the day before a morning appointment.

SL: Confirming our meeting, [Name]

Hey [Name], I see we have a meeting coming up on {date} at {time}. Just reaching out with a

reminder and to say I'm looking forward to getting together with you.

{SDR}

{signature block, including company name}

Missed Appointment F/U

When to use: Prospect was a no-show for their appointment.

SL: We missed you, [Name]

Hey [Name], I think something went haywire. We had a meeting scheduled for {date} at {time} but somehow missed each other. We're still excited to chat with you. Let's see if we can figure out another time that works for everyone.

{SDR}

{signature block, including company name}

Response & Objection Handling

What is it exactly that you do?

Phone

We help companies track sales tax exemptions so they can avoid audits and heavy fines.

Email

This is oversimplifying it a little, but at its most basic we help companies track sales tax exemption certificates so they can avoid audits and heavy fines. ACTSOLV has the only solution on the market that fully integrates with your commerce and accounting tech stacks.

The end result is a holistic system to not only ensure you're charging and remitting the correct amounts, but also gives you full insights via tracking and reporting.

And we're so confident in our solution that if any of our clients is ever audited for sales tax compliance while using ACTSOLV, we will manage the audit on your behalf.

Not Interested / Not A Fit

Phone

Okay, no problem. (pause) Hey, before we hang up, let me ask, is it because you're happy with what you have, is my timing off, or do you feel like this just isn't relevant to you?

(Wait for response)

Email

Okay, no problem. Hey before I go, let me ask, is it because you're happy with the solution you currently have, is my timing off, or do you feel like this just isn't relevant to you?

Not the right person / This isn't relevant to me

Phone

I'm so sorry. Clearly I didn't do my research well enough. Hey, I know it isn't your job to help salespeople who are lost, but would you mind helping me out for just a sec and point me in the right direction?

Email

I'm so sorry. Clearly I didn't do my research well enough. Hey, I know it isn't your job to help salespeople who are lost, but would you mind helping me out for just a sec and point me in the right direction?

Is there someone else at [Company] I should be reaching out to instead? Your help is truly appreciated!

We already have a solution in place

Phone

I'd be astonished if that wasn't the case. May I ask, does your solution integrate with your other commerce and accounting software to give you a holistic view of things?

Email

I'd be astonished if that wasn't the case. May I ask, does your solution integrate with your other commerce and accounting software to give you a holistic view of things?

Perhaps more importantly, what does your current solution offer in the way of assurance? If any of our clients is ever audited for sales tax compliance while using ACTSOLV, we will manage the audit on their behalf.

We actually have an internal team for these purposes

Phone

Great! I'd love to talk with them. Would it be possible to make an introduction or transfer me over?

Email

Great! I'd love to connect with them. They'd be the ones to best understand the pain and problems we're trying to solve.

Would it be possible to introduce me? Or at least forward my message?

We work with another vendor / already have a contract with a similar provider

Phone

It's great that you've got this handled. Would you be interested in seeing a demo, just so you can compare it with your current solution and get some peace of mind that the full range of your needs is being met?

Email

It's great that you've got this handled. Tell me, what does your current vendor offer in the way of assurance? We're so confident in ACTSOLV that if any of our clients is ever audited for sales tax compliance while using ACTSOLV, we will manage the audit on their behalf.

Would you be interested in seeing a demo, just so you can compare it with your current solution and get some peace of mind that the full range of your needs is being met?

We don't have budget

Phone

I understand that nobody likes taking on new expenses. I just want to make sure you don't get caught off-guard as states crack down more and more.

Email

I understand that nobody likes taking on new expenses. I just want to make sure you don't get caught off-guard as states crack down more and more.

Or end up like one client we just signed who discovered they accidentally overpaid sales taxes by \$3.4M. Because the state considers their documentation relatively weak, it's likely they'll only be able to recover about \$1M of that. The rest will go down as a very expensive lesson.

We'd like to help others avoid a similar type of situation.

Not the Right Time

Phone

When would be a better time? I can mark my calendar and check back then.

Email

When would be a better time? I can mark my calendar and check back then.

(in response to any question about price/features/integration/etc.)

Phone

That's a great question. To be honest, my job is mainly just to set appointments. Let me connect you with one of our experts and I promise that will be the very first item on the agenda.

Email

That's a great question. I don't know the answer but I'm copying our CEO who can definitely answer that for you. I know he/she's pretty busy so why don't I block out time on his/her calendar to make sure you get your question answered. (make sure to cc the client)

Call Playbook

Tools*: Phone call; Voicemail; Text *select what applies

Cold Calling Best Practices

- *You've got to believe in what you're selling (a meeting with the client).*
- *If you don't believe in the product/service/solution you're selling, each time you call, you'll become increasingly unconvincing and robotic.*
- *Sell yourself before trying to sell anyone else.*
- *Never present in the face of no interest. Ask for advice. Ex. "Hey, I'm really trying to get the hang of this, is there anything I could have changed in my approach that would have gotten you to take a meeting with me?"*

Physical Rules

- *Listen more than you talk*
- *Stand up out of your chair (power pose).*
- *Project your voice as if the person you're speaking to is 10 ft. away.*
- *Speak clearly and emphasize the key points you want the customer to understand.*

To Set an Appointment Confirm:

- I have your timezone as:
- I have your email as:
- I have your phone # as: Is this the best number to reach you?
- Was there anyone else you wanted to include in the meeting?
- Ok great, you'll receive an email confirmation of the appointment from {{alias email}}.
- Thanks for your time today. Have a great day!

Call script 1

Greeting:

Hey [Name]! How have you been?

(beat)

Pattern Breakers. (Pick one)

1. How's my timing?
2. Do you have a minute to talk?
3. Listen, I know I'm interrupting your day.
4. Can I have just a few seconds to tell you why I'm calling?
5. Can I ask you a quick question?

Introduction

This is {SDR} with ACTSOLV. We help companies like yours stay out of trouble with tax authorities and save money in the process.

Killer Question

As you keep investing in new technology, is it making your job easier or does it seem like there's just no end to the complexity?

Discovery Question

I'm sure you've got calculating and collecting sales tax down pat. But do you have an easy and efficient way of managing sales tax exemptions?

(Ask as necessary/appropriate) What about making sure you're paying the right amount to the right tax entities?

Value Proposition:

1. ACTSOLV seamlessly integrates with all the other components of your commerce and accounting software.
2. So we cover everything to do with sales tax exemptions – soup to nuts.
3. What's more, if you're ever audited for sales tax compliance while using ACTSOLV, we'll manage the audit on your behalf.
4. So you can be confident that your sales tax collection is audit-safe.

CTA:

Would something like that be worth a few moments of your time to meet and discuss with our CEO {this // next} week?

Call script 2 - Route, Ruin, Multiply

Route: Hey [Name]! I'm calling in regard to sales tax rates, are you in charge of that?
So you handle the sales tax exemptions as well?

Pause for response

***If referred to someone else: Great! Thanks for your help! Is {NewName}, the {title} over there?

Ruin: No doubt you've long since automated calculating and collecting sales tax. Have you also automated the management of your sales tax exemption certificates?

(Disguised open-ended question; Listen for the commentary beyond just Yes/No)

Multiply: What if you could integrate sales tax management with every other part of your commerce and accounting tech stack and be 100% certain that you'd be fully prepared in the event of an audit for sales tax compliance?

Call Script 3 - Engaging and to the point

Hey [Name], how have you been? This is {SDR} with ACTSOLV.

Hey, I see that [Company] has a broad customer base, including some who are probably resellers or not for profit customers. I wonder, if everyone in your company had instant access to check and verify sales tax exemption certificates, would that make your life better?

Would something like that be worth a few moments of your time to meet and discuss with our CEO {this // next} week?

Call script 4 - Disarm with Humor

If you get a Gatekeeper: Hello! I hope I'm in the right place. This is {SDR} with ACTSOLV. I'm looking for [Name] - do you know if {he/she}'s available?

If Yes: Oh good! Thank you for transferring me over :)
If No: That's my luck today. Do you know when would be better?

Once you get the Prospect:
Hello [Name]! How've you been?
(acknowledge response)

This is {SDR} at ACTSOLV - I'm calling because we work with [Title]s like you to manage sales tax exemptions. Did I catch you at a good time?

If No: That's my luck today. I'll call you back - when would be better?
If Yes: Thank you! That's kind of you considering you're probably thinking: this sounds like a script, what're they trying to sell me... :)

Hopefully they laugh! - If they don't laugh, say: It says here 'hopefully they laugh' (This should sound like you're joking around a little. The joke is that this IS a script that you're reading!) Don't worry, [Name], I'm not selling anything. I'm just the person who organizes our schedules here so my boss can sell you something.

Seriously though, <he/she> asked me to reach out to you. <he/she> wanted to touch base with you and chat about automating your sales tax exemptions.

May I send you a calendar invite and a little background? (They'll say Sure!)

But if they say No Thanks: Okay, but are you sure? Did you hear about the \$10M fine that Lowes just got hit with? I just want to make sure you've got every resource you need to stay off the audit radar. And I know our Chief SOLV'r, Larry, was looking forward to meeting you.

Can I set something up just so you two can meet and kick around ideas and share war stories?

(They'll say, Damn, you're good! I'm free Thursday at lunch.)

But if they still say No Thanks: Ah, you say that now. But what would you say if we had a refreshing iced tea delivered to you at the time? What would you say to that? (I mean, how can they resist?!)

But if they STILL say No Thanks: Ok, I understand. You can't say I didn't try! Thank you so much for your time, [Name]. On behalf of all of us at ACTSOLV, I hope you have a great rest of your day!

Voice Mail Script Options

(Pretend that you're leaving it for someone you know: a good friend/mom!)

VM 1

Hey, [Name]! This is {SDR} at ACTSOLV. I want to see if we can help your business with sales tax management. Please get back to me at XXX-XXX-XXXX. Again, this is {SDR} with ACTSOLV, and my number is XXX-XXX-XXXX. Thank you, [Name]!3234336739

VM 2

Hey, [Name]! It's {SDR} from ACTSOLV. I know we keep missing each other. I'm sure you're pretty busy. Actually, that's exactly why I'm trying to reach you. We want to take some of the load off your plate. If you get back to me, we can set up a time to discuss the specifics. The number is XXX-XXX-XXXX. Again, this is {SDR} with ACTSOLV, and my number is XXX-XXX-XXXX. Thank you, [Name]!

VM 3

Hey hey [Name],

This is {SDR} calling from ACTSOLV. I was on a call last week with an analyst in {industry} and a handful of issues came up just after lunch that might directly impact your industry and [Company] moving forward. One is time-sensitive. I thought I'd be proactive to see if it made sense to have a conversation. If you get a chance today, call me back, I should be here until {time}-ish, your time. My number is XXX-XXX-XXXX.

VM 4

Hey hey {Name},

This is {SDR} calling from ACTSOLV. I was on a call last week with {competitor} in {industry} and a handful of strategies came up just after lunch that seem to directly impact your industry and [Company] moving forward. One is time-sensitive. I thought I'd be proactive to see if it made sense to have a conversation. If you get a chance today, call me back, I should be here until around {time}-ish, your time. My number is XXX-XXX-XXXX.

The time-sensitive issue is states getting more aggressive about auditing, fining, and even prosecuting companies that don't properly collect and remit sales taxes.

LinkedIn Playbook

(Used only if client has Sales Navigator)

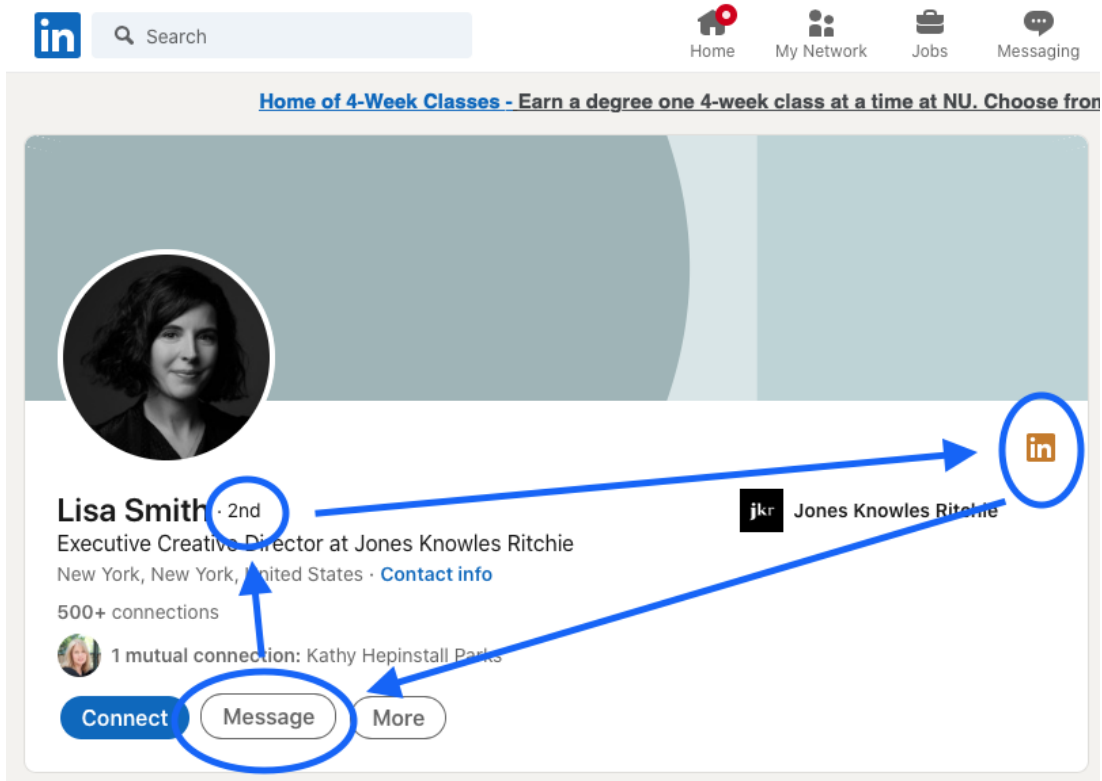
Tools*: LinkedIn Profile View, LinkedIn Message, LinkedIn Inmail, LinkedIn Voicemail *select what applies

Important notes about LinkedIn

1. If we do not have a good direct email, or we send an email that bounces, LinkedIn may be a viable alternative for reaching out.
2. If prospect has an "OPEN" profile (see below for how to identify), send a LinkedIn InMail (no Connection Request).

In Sales Navigator

The screenshot displays the LinkedIn Sales Navigator interface. At the top, there's a navigation bar with 'SALES NAVIGATOR', 'Home', 'Account lists', 'Lead lists', 'Smart Links', and 'Messaging'. Below this is a search bar for leads and accounts. The main content area shows a profile for 'Znd' with a status of 'OPEN' highlighted in a red box. A red arrow points from this box to a text label 'Indicates "Open" Profile'. The profile details include location (Dallas, Texas), connections (500+), and a current role as 'Facilities Project Manager at JCPenney'. Below the profile, there are sections for 'Highlights', 'What you share in common', and 'Your best path in'. An 'InMail' window is open, showing a message to 'Diane Voirin' with a subject line and a text input field. The window also shows a 'Free to Open Profile' button and a 'Send' button. The right sidebar shows 'Reports to', 'Diane's contact info', and 'Shared connection'.



3. If already connected, start regular LinkedIn messaging sequence.
4. If not already connected but prospect is <<ideal ICP>>, send a LinkedIn InMail using a Credit (No Connection Request).
5. If not top priority/ideal ICP, send a connection request and begin normal LinkedIn outreach sequence.

Caps on LinkedIn activities

Sales Navigator allows for an unlimited number of profile views.

1. A designation of "OPEN" on a prospect's account means we can message them without having to first send a connection request or InMail. (Only premium members may have open profiles.)
2. We can only send 30 InMails per month. These should be reserved for the prospects who best fit the ICP or are most likely to respond.
 - a. A reply to an InMail will cause the InMail usage to be credited back. (For example, we start the month with 30 InMails. We message two prospects, leaving only 28 InMails remaining for the month. One of the two responds back -- it doesn't matter whether the response is positive or negative. This credits back one InMail so we now have 29 remaining for the month.)
4. We can only send 100 connection requests per week. This averages to about 20 per day for a five day work week.
5. LinkedIn messages to 1st degree connections are unlimited.

LinkedIn profile to use for outreach:

Larry Powers, Chief SOLVER

<https://www.linkedin.com/in/larry-powers-63bb70/>

Connection Note-1

(if you have at least one connection in common)

Hey [Name], you know {Contact} too? How do you know them?

Small world! Let's connect. I would love to make your acquaintance too.

Connection Note-2

Personalized Note *(limited to 300 characters)*

Hey [Name], it looks like you have a pretty sophisticated operation there at [Company]. I would like to have you in my network!

Connection Note-3

Personalized Note *(for A/B testing)*

Hey [Name], I'm looking to grow my network and would like to include you.

Message 1

Hey, [Name]

Glad to be connected!

I noticed you have plenty of experience with sales tax. But I wonder about exemption certificates and all the challenges they present.

I was curious to know if you have experienced issues with collecting and/or remitting sales tax for exempt buyers over the last year?

Follow-up if positive response

That's interesting.

I have found many coincidences about this issue in the tax space. Would you be open to syncing for 15 minutes?

Message 1 (alternate)

Thanks for connecting, [Name]! If you ever need an intro to someone in my network, let me know and I'll see what I can do.

Message 2

Hey [Name] I'm sure you've got collecting and remitting sales tax well in hand.

I wonder, what kind of issues are you seeing with managing sales tax exemption certificates?

The reason I ask is that many clients say they find it complicated. Lowes just got slapped with a \$10M fine for improper sales tax collection.

Is it worth 15 minutes of your time to meet and talk through this together?

Message 3

Hey [Name], does your sales tax calculation engine talk directly with your tax exemption tracking solution? Many don't. I imagine that's got to make it cumbersome to do business with resellers. (Or risk audits and heavy fines.)

Would like to meet and hear how your solution works.

Message 4

Is LinkedIn a good channel for reaching out to you? If you prefer a different method, I'd be happy to switch to that.

I just want to see if I can save [Company] money and headaches.

InMail

SL A: Audit-Free Guarantee Body limit: 500 characters

Hey [Name], sales tax exemptions aren't sexy. But you know what's even less sexy? Audits.

As state budgets get squeezed ever-tighter, many states are cracking down on sales tax compliance.

Interested in looking into ways to ensure [Company] is protected?

If a client of ours gets audited for sales tax compliance while using ACTSOLV, we will manage the audit on your behalf.

Is this worth 15 minutes of your time to discuss?

Jeff Kontur

"The Storytelling Copywriter"



Client: Swank Media

Project Type: B2B messaging playbook

Objective: Generate B2B Lead Gen Appointments

This was a fairly typical playbook with email, phone scripts, voicemail scripts, LinkedIn messaging, and reply handling. I wrote two or more of these per week for 18 months as a Senior Copywriter.

This one shows outreach split out into two segments: "referral" was for multi-location prospect companies where Swank was already working with some (but not all) locations. Non-referral was for all other prospects.

This was a segmented campaign, with some messaging being unique to one segment or the other. (Some messaging was common to both segments.)

Copy Detail #1

Copy Detail #2

While we always A/B test email subject lines. To speed testing, I typically write several subject lines. After a statistically valid sample of the first two, the loser is dropped and replaced by the next in sequence.

Copy Detail #3

As a somewhat difficult-to-describe offering, I relied heavily on analogy and track record as proof points to drive prospects to invest the time to find out more.



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Swank Media

“Comfort, Communicate, Entertain”

Campaign Strategist: **Jeff Kontur**

Contents

Campaign Strategist Notes
Resources that can be sent on request
Table of tokens
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Email Playbook
Follow Up & Special Emails
Response & Objection Handling
SMS (text message) Playbook
Call Playbook
Message Script Options
LinkedIn Playbook

Campaign Strategist Notes

(For internal use only. Never shared with prospects.)

Who/What is Swank?

This is an oversimplification, but they distribute entertainment programming such as movies, relaxation content, and TV shows. Swank is what's known as a “non-theatrical distributor”. That is, they do not show their programming in theaters; rather, Swank offers groups the opportunity to show movies to audiences outside the home legally which ensures copyright protection for Hollywood studios and other content producers. Swank distributes entertainment in healthcare facilities, on educational campuses, buses, cruise ships, prisons, community centers, outdoor showings (e.g. in public parks), etc.

What is the offer?

We are selling Swank's programming to hospitals and healthcare centers.

The result

(What do customers get out of it?)

1. **Entertain:** Patients and visitors often have lots of downtime and stress. Movies and TV shows offer distraction and help pass the time faster.
2. **Comfort:** The programs (movies and TV) are familiar and provide the comfort they have at home. This is important but not what we usually lead with for this title. Maybe C-suite. Under recent new rules, Medicare reimbursements are based on patient satisfaction scores that are gathered after a patient stays at a facility. So it's in a hospital's financial interest to see to it that patients feel good about their experience. Part of that includes keeping patients from feeling bored or dwelling on their medical condition.
3. **Communicate:** Another part of Swank's offering is that healthcare centers can include their own programming such as commercials, public service announcements, key messages from leadership about their facility etc. These may be about hospital amenities, medication instructions, or other information they need to convey.

Who are we targeting?

Company Size	Company Revenue	Title Keywords	Title Keywords
Low - High	Low - High	Include	Exclude
Industries	Examples	Patient experience	
Hospitals		Information systems	
Specialty medical centers	Surgery, x-ray, cancer treatment	Director (level or higher)	

Swank is providing us with a list of existing clients as well as referral names we can use to reach out to new clients/locations within the same healthcare system. (For example, a hospital system has 25 locations and 5 use Swank. We can reach out to the other 20 and list their contact at one of the 5 as a referral name.)

Why should they care?

Since Obamacare, Medicare reimbursement percentages are now based in part on patient satisfaction scores. So providing comfort, communication, and entertainment options helps improve scores. That, in turn, increases the amount the hospital is paid.

Pain points to consider

A secondary factor in Medicare reimbursement is patient recidivism. That is, if a patient returns within a certain time period (e.g. 30 days) for the same ailment, Medicare will not reimburse the hospital for treatment. Therefore, it's important for hospitals to educate patients about things like medication and home care. These messages can be programmed into Swank's offering, unlike "competing" services like cable TV and Netflix. If speaking with an IT contact and they are concerned with bandwidth, the Swank streaming product has technology that does not impact their network traffic as much as other streaming platforms that patients may access on site with their own accounts.

Segmentation

- Prospects provided by Swank with the name and title of a referrer
- Prospects with no referrer (Veterans Affairs and prospects we generate)

Notes to Research / Special Research Requests

[ShortCompany], formatted as text. The name of the company, as it would be used in everyday conversation. (e.g. Swank Motion Pictures, Inc. = Swank)

Terminology to Understand

HCAHPS (pronounced "H-caps") = Hospital Consumer Assessment of Healthcare Providers and Systems. This is a survey sent to patients after treatment to ask how satisfied they are with their experience. Medicare and Medicaid reimbursements are partly dependent on aggregate scores from this survey.

Key Messaging Points

(Talking points here)

Talk/write the way actual people do, not like an automated sales sequence. That means, for example:

- removing things like "Inc." and "LLC" from company names when responding to people; no one says, "I'd love to hear more about Acme Explosives LLC some time."
- removing initials if they show up as part of a person's name. No one says, "Thanks so much for your time, Thomas D." or "Hello J. Charles, how are you today?"

What does success look like?

ACV \$25,000 with 9 month sales cycle

Resources that can be sent on request

(Datasheets, white papers, articles, case studies, brochures, and other materials.)

[Overview slide deck](#)

[Sample of movie-themed activity ideas \(flyer\)](#)

[Sample of seasonal movie calendar](#)

[Benefits of Swank for healthcare \(one-pager\)](#)

Table of tokens

Note: This table does not represent all data gathered by our research team. It is only that data used (or likely to be used) in this messaging playbook. The list of all common tokens appears below this table.

{ } = Data generated on the fly / A-B Testing; generally manually filled-in

[] = Prospect-dependent / standard tokens; auto-filled

< > = Client fill out (i.e. name and title of who is taking meetings, etc.); manually filled-in

Common Tokens	Meaning
[Name]	Prospect's First Name
[Company]	Target Company Name (e.g. Swank Motion Pictures, Inc.)
[ShortCompany]	Company Name - Common Usage (e.g. Swank)
[Title]	Job Title of the Prospect
[Industry]	Industry of target company
Other Tokens	
{{x_business_days}}	Allows a placeholder for a weekday N days from now: <i>meeting next {{2_business_days}} => meeting next Wednesday</i>
[Referrer]	"Purchaser Name and Title" - Name of the person being used as a referral (these can be found on this spreadsheet and on the mastersheet.)
[Health System]	Name of the company that owns individual hospital or other healthcare locations (these can be found on this spreadsheet and on the mastersheet.)
{SDR}	First name of the Sender (SDR)

Standard tokens

Company Name, Website, Company LinkedIn, Company Size, Industry, Revenue, Company Address, Corporate Phone Number, Prospect First Name, Prospect Last Name, Job Title, Email, Direct Phone Number / Mobile Phone, Years/Months in Role

Other data points may be possible upon special request.

Sequence Structure

Important notes:

- I laid this out as a stylized calendar to more easily visualize the sequencing, timing, and gaps. This does NOT mean the sequence has to start at the beginning of the month. Nor even on a Monday. It starts as soon as all resources are available.
- If we start a campaign on any day other than indicated below, the sequence can be easily adjusted.
- Each outreach channel runs separately and follows its own cadence; they are not interdependent.

Su	Mo	Tu	We	Th	Fr	Sa
Week 0	Pre-target ads					
Week 1	LI connection request Email #1	Call #1	LI msg #1 Email #2	Email #3 Call #2	LI msg #2	
Week 2	Call #3	Email #4 LI msg #3	Email #5	LI msg #4	Email #6	
Week 3						

Total sequence, for hard-to-reach prospects, is a minimum of 13 touches:

- Pre-target ads (should keep running throughout campaign, as we will be layering in prospects)
- Four LinkedIn messages (not including initial connection request)
- Three phone calls (potentially including voice mails)
- Six emails
- Potentially at least one email as follow-up after a connected call

This cadence is calculated to try almost every type of message on almost every different weekday. Prospects in different industries can be different so this is an effort to discover which day and message type combinations work best.

Once a prospect has responded in some way (i.e. answered the phone, sent an email, returned a LinkedIn message, etc.) the 'standard' outreach represented here stops and all further communication is customized to that prospect.

The table that follows is simply a different representation of the stylized calendar above.

-5	Launch ads
Email & SMS/Text Messaging	
1	Email #1
3	Email #2
4	Email #3
7	Email #4
8	Email #5
10	Email #6
Phone	
2	Call #1
4	Call #2
6	Call #3
LinkedIn	
1	Send LI connection request
**	LI msg #1 (same day as connection accepted)
**	LI msg #2 (two business days after previous message)
**	LI msg #3 (two business days after previous message)
**	LI msg #4 (two business days after previous message)

Email Playbook

Wave 1 - REFERRAL Segment - Who we are (Referral/Familiarity)

- SL A: Referral
- SL B: HCAHPS score
- SL C: Thought you'd want to know
- SL D: swanky
- SL E: Throughout all [Health System] locations

Hello [Name],
Reaching out to you because Swank is already working with some [Health System] locations.

We've been working with [Referrer] and thought you'd want to know about the positive experiences their patients and visitors have had with our unique media platform.

Their patient satisfaction scores are up, up, up. Care to take a quick peek?

{SDR}
{signature block, including company name}

Wave 1 - Non-REFERRAL Segment - Hollywood Happiness Therapy (Value Prop)

- SL A: patient satisfaction
- SL B: HCAHPS score
- SL C: Thought you'd want to know
- SL D: swanky
- SL E: "Hollywood Happiness Therapy" for your patients

Hello [Name],

Because of your job title, I thought you might care to hear about a way others have used to increase HCAHPS scores (which in turn will positively impact your patient experience.)

Swank is the world's largest non-theatrical media distributor. We have licensing agreements with the majority of Hollywood Studios and over 100 independent studios to offer your patients and visitors the best movies and television series.

Our "Hollywood Happiness Therapy" platform can stand on its own or sit comfortably alongside cable and any other media options available to your patients.

Consequently, patient satisfaction scores go up, up, up. Care for a look behind the scenes?

{SDR}
{signature block, including company name}

Wave 2 - **BOTH segments** - Banner Health (Case Story)

SL A: **Based on positive experience**

SL B: **patient experience**

SL C: **“Hollywood Distraction Therapy” for your patients**

SL D: **positive experience**

SL E: **positive patient experience**

Based on the positive experience of Banner Health’s patients, we’d like to have a conversation with you about bringing increased patient satisfaction to yours as well.

A bit about us (and why it should matter to you) - as a patient experience initiative, Swank may increase HCAHPS scores.

Our “Hollywood distraction therapy” is distributed to over 100k beds in 900 hospitals and clinics via a unique media platform that can either supplement or replace other media options currently available to your patients.

Curious to see?

{SDR}

{signature block, including company name}

Wave 3 - **REFERRAL Segment** - Quick catch-up (Presumptive Referral)

SL A: **Quick catch up**

SL B: **very happy**

SL C: **Why I thought of you**

SL D: **Why you?**

SL E: **Have a few minutes?**

[Referrer] has been very happy with their relationship with Swank and we would love to see other locations benefiting the same way — with increased patient satisfaction and in turn improved HCAHPS scores. Which is why we thought of you at [Company].

Have a few minutes for a quick catch-up?

{SDR}

{signature block, including company name}

Wave 3 - **Non-REFERRAL Segment** - Implied referral (Case Story)

SL A: **Quick catch up**

SL B: **very happy**

SL C: **Why I thought of you**

SL D: **Why you?**

SL E: **Have a few minutes?**

Janet R. has been very happy with Banner Health’s relationship with Swank. Which prompted me to think of reaching out to you.

We'd love to see [Company] benefiting the same way — with increased patient satisfaction and improved scores.

Have a few minutes for a quick catch-up?

{SDR}

{signature block, including company name}

Wave 4 - **BOTH segments** - Patients expect more (Value-Benefit)

SL A: **No more**

SL B: **Expect more**

SL C: **Way easier**

SL D: **So much easier**

SL E: **When's good?**

Gone are the days of waiting rooms stacked high with out-of-date magazines and treatment rooms bearing nothing but medical education posters.

Patients today expect more.

Swank's unique media platform not only allows you to easily satisfy those expectations, but accomplish so much extra as well. Like the ability to broadcast patient education or public service spots, or to curate programming.

(It's all way easier than it sounds. Let me show you.) When's good?

{SDR}

{signature block, including company name}

Wave 5 - **BOTH segments** - Entertainment arms race (Word picture)

SL A: **Entertainment Arms Race**

SL B: **Don't become the next casualty**

SL C: **It's happening**

SL D: **patient satisfaction**

SL E: **Medicare reimbursement**

With Medicare reimbursements tied to patient satisfaction, there's almost an "entertainment arms race" going on.

To help ensure your HCAHPS scores accurately reflect the quality of your care and don't suffer purely because of patient boredom, why not look into a unique media solution that reaches more than 100,000 beds in over 900 hospitals and clinics?

{SDR}

{signature block, including company name}

Wave 6 - **BOTH segments** - Striking out (Ask for referral)

SL A: **Delegate?**

SL B: **Someone else?**

SL C: **Someone else at [Company]**

SL D: **Let's try it this way**

SL E: **Should we keep you in the loop?**

[Name], Should I be reaching out to someone else instead? If your schedule won't permit you to focus on this right now, feel free to delegate to someone else on your team at [Company].

I can work with them and you let us know if you want to be kept in the loop.

Thanks for your time and help!

{SDR}

swank.com

{signature block, including company name}

Follow Up & Special Emails

Email bump after VM

When to use: you didn't connect with the prospect, but reached the prospect's voicemail

SL: Tried calling you, [Name]

Hey [Name], I tried calling earlier but didn't get through. I thought we might have a quick chat about what issues or projects you have on your plate related to patient engagement. Do your patients have access to high quality entertainment and a way to receive important messages from administrators?

I'll try back again. Or you can always feel free to reach out to me, either by phone or email.

Have a great day,

{SDR}

swank.com

{signature block, including company name}

Email bump after connected call - not interested

When to use: prospect politely refuses the offer, [include a datasheet](#)

SL: Thank you for our conversation today

Hey [Name], It was a pleasure speaking with you today. I understand that you feel like Swank isn't the right choice for you right now. If that should change, we'd love to reopen the conversation. Please don't hesitate for one moment to reach out.

In the meantime, if it's okay with you, I'd like to check back in after a few months just to see how things are going for [Company].

Thanks,

{SDR}

swank.com
{signature block, including company name}

Email bump after connected call - I'll look at your email

When to use: Prospect asks for more information. Attach previous emails to new email.

SL: Thank you for our conversation today

Hey [Name], thanks for taking my call today. Just like we talked about, I'm bringing this back to the top of your inbox. I hope we can work together.

Best,
{SDR}
swank.com
{signature block, including company name}

Response to Auto-Reply "Referral" Message

SL: [Name] directed me to you, [NewPersonName]

Hello [NewPersonName],

I reached out to [Name] but got an auto-reply that stated I should contact you in their absence.

Are you the best person to talk to about entertainment programming for your patients and visitors?

Looking forward to hearing from you.

{SDR}
{signature block, including company name}

Reengagement Attempt

When to use: Prospect responded in some way but then went dark.

SL: Is everything okay, [Name]?

[Name], Haven't heard from you {in a while // since {date of last contact}}. I don't know what's on your plate right now but I'd still like to get some time on your calendar. Let's talk.

{SDR}
{signature block, including company name}

Landing Page Follow-up #1

When to use: Prospect visits the LP but does not set a meeting or engage in any other way

SL A: **Is everything okay, [Name]?**

SL B: **Still interested, [Name]?**

SL C: **Care to meet with one of our experts, [Name]?**

SL D: **What do you think, [Name]?**

Hey [Name], obviously our web page can't answer every possible question or present

everything there is to know but I think it gives a decent overview of what Swank is all about.

Do you have specific questions or want to know how it would work in your environment? We can set up a time for you to meet with one of our experts so you'll feel confident about moving forward.

That can easily be arranged. No obligation. How about {weekday}?

Thanks,

{SDR}

{signature block, including company name}

Landing Page Follow-up #2

SL A: **Let's button this up**

SL B: **What are your thoughts?**

SL C: **Thoughts?**

SL D: **What do you think?**

Now that you've had a chance to review some of the information about Swank, how about I set up a call so you can chat with one of our experts so you can see our unique platform for yourself and talk through how it will benefit both you and your patients. {Weekday}?

Thanks,

{SDR}

{signature block, including company name}

Landing Page Follow-up #3

SL A: **[Name], any questions?**

SL B: **[Name] - about Swank**

Hi [Name],

Thanks for taking an interest in Swank. I hope we've made it clear that our goal is to increase patient comfort and satisfaction, which may help boost HCAHPS scores with entertainment programming.

Is there anything about our service and platform that I could explain further?

Let me know when you are available and I'll schedule some time for us to discuss.

{SDR}

{signature block, including company name}

Landing Page Follow-up #4

SL A: **Busy day, [Name]?**

SL B: **[Name], your thoughts?**

Hi [Name],

I don't want you to miss out on this. Many healthcare organizations like yours already partner with cable or other TV services, but those are limited in ways you may not even recognize at first.

Let me know when you are available for a quick call to discuss.

{SDR}

swank.com

{signature block, including company name}

Landing Page Follow-up #5

SL A: **Follow-up for [Name]**

SL B: **Invitation for [Name]**

Hey [Name],

We haven't been able to connect yet, so I thought I'd see if we could set up a time to chat.

Swank has been presenting Hollywood programming since 1937. We help people and organizations show such programming to help keep patients from feeling bored or dwelling on their medical conditions.

There's so much Swank can do, just let me know a few preferred time options and I'll schedule a brief call.

{SDR}

{signature block, including company name}

Appointment Confirmation

When to use: A prospect booked an appointment 24+ hours in advance.

SL: **Confirmation - Looking forward to meeting you, [Name]**

[Name], just confirming your meeting on {date} at {time}. I'll reach out again with a reminder just

before the meeting. Looking forward to it!

Meanwhile, is there anyone else from your team who might feel left out if we didn't invite them into the conversation? Let me know and I'll happily send along an invitation to them as well.

{SDR}

{signature block, including company name}

Appointment Reminder

When to use: Morning of an afternoon appointment or the day before a morning appointment.

SL: Confirming our meeting, [Name]

Hey [Name], I see we have a meeting coming up on {date} at {time}. Just reaching out with a reminder and to say I'm looking forward to getting together with you.

{SDR}

{signature block, including company name}

Missed Appointment F/U

When to use: Prospect was a no-show for their appointment.

SL: We missed you, [Name]

Hey [Name], I think something went haywire. We had a meeting scheduled for {date} at {time} but somehow missed each other. We're still excited to chat with you. Let's see if we can figure out another time that works for everyone.

{SDR}

{signature block, including company name}

F/U for Open/Click

When to use: Prospect opens and/or clicks through on a message we've sent.

SL: Any questions I can answer, [Name]? Hi [Name],

Want to make television programming available in multiple languages? Or tailored to specific age groups? Intersperse your own custom messaging between programs?

Swank can help you easily do all that and more.

We should talk. What does your calendar look like {{Day}} or {{Day}}?

{SDR}

{signature block, including company name}

P.S. If this isn't your area of responsibility, I'd appreciate if you could point me to the appropriate person to connect with.

F/U: Hot leads

When to use: Prospect opens and/or clicks more than one message. (Attach [collateral](#).)

SL: x

Hi [Name],

I just wanted to pop back into your inbox and send some additional information for you to keep on hand.

If you have an opening some time next week, please let me know -- I'll be happy to shed some light on our offer and how it can be of value to [\[Company\]](#).

{SDR}
{signature block, including company name}

Manual F/U

SL: **Following up on this**

Hey [Name],

Not sure if you had a chance to check my previous message, so I decided to check back one more time. Any interest in a quick chat? My colleague, Emily, can answer all your questions.

Sound worth a chat?

{SDR}
{signature block, including company name}

Manual F/U - Negative

When to use: Tries to get the reason behind a vague negative response so we can counter it.

SL: {paraphrase objection in 3-8 words}

Hi [Name],

Quick question for you. I'm sure you are very busy, but it would be very helpful for me to understand if there's anything I could have done better or differently to convey the value Swank offers.

If you could take just a moment to let me know, it would really help me out. Thanks!

{SDR}
{signature block, including company name}

Searching for Signal

When to use: When fishing for what would engage a prospect.

SL: **xxxxxx**

Hi [Name],

I've got a quick question for you. Which of these challenges are you currently experiencing at [Company]?

1. Patients leaving low satisfaction scores
2. Want to make television programming available in multiple languages
3. Need programming that's tailored to specific age groups
4. Would like to intersperse your facility's messaging between programs

If you'd like help to overcome these roadblocks, please let us know your availability for a short call where we can discuss everything in more detail.

Respectfully,
{SDR}
{signature block, including company name}

Provide more information

When to use: Prospect asks for additional information. (Attach [collateral](#).)

SL: **{mirror prospect's subject line or message}**

Thank you for your interest [Name]! I'm CC-ing Emily on this because she will be able to give

you a better answer than I can.

Emily, please meet [Name], [title] at [Company]. {He's // She's} interested in {substance of the question}.

Often a call is the quickest and clearest way to answer, so I'm taking the liberty of including a calendar link.

[Name], I know you're in very good hands here. If you'd like to book a time to talk, please choose whatever time works best for you. My thanks to you!

Best regards,
{SDR}
{signature block, including company name}

F/U after OOO autoreply

When to use: We received an autoreply saying prospect was out of office, but now (according to the autoreply) they should be back. So this is a follow-up message.

SL: **Autoreply: Following back up** Hi [Name],

I tried reaching you earlier but got an autoreply saying you were unavailable. {Hope you had a good vacation. Did you do anything fun?}

Anyway now I'm reaching back to follow up. I know things can get lost and I wanted to get back on your radar.

When can I get a few minutes on your calendar to talk?

{SDR}
{signature block, including company name}

Response & Objection Handling

What is it that you do?

Phone

Swank is the world's largest non-theatrical licensor of media content from Hollywood and other media hotspots around the world. We show TV, movies, and other video entertainment in more than 900 hospitals.

Email

SL: Who or what is Swank?

Swank is the world's largest non-theatrical licensor of media content from Hollywood and other media hotspots around the world. We show TV, movies, and other video entertainment in more than 900 hospitals.

Our unique approach assists hospitals with patient engagement initiatives which may help improve HCAHPS scores. May I show you how we do that?

{SDR}

{signature block, including company name}

The psychology behind this response - answers the question with a value proposition.

Not Interested / Not A Fit

Phone

Let me guess – you picked up the phone and the last thing you were hoping was to talk to a vendor right now, am I right?

(smile while saying this)

At the same time, it would be a shame if the only reason you didn't find out what we have to offer is because I called you at the wrong time. If you give me a time when we could talk for 5 minutes I'll happily let you go now and call back later.

Email SL: x

Okay, no problem. Hey, before we disengage, let me ask, is it because you're happy with what you have, is my timing off, or do you feel like this just isn't relevant to you?

{SDR}

{signature block, including company name}

The psychology behind this response - addresses unspoken objections head-on.

Not the right person / This isn't relevant to me

Phone

I'm so sorry. Clearly I didn't do my research well enough. Hey, I know it isn't your job to help people who are lost, but would you mind helping me out for just a sec and point me in the right direction?

Email SL: x

I'm so sorry. Clearly I didn't do my research well enough. Hey, I know it isn't your job to help people who are lost, but would you mind helping me out for just a sec and point me in the right direction?

{SDR}

{signature block, including company name}

The psychology behind this response - falling on the sword a little helps engender sympathy and makes it more likely that the recipient will be more gracious and helpful.

We already have a solution in place

Phone

Of course. Today's environment is such that most healthcare facilities have several entertainment solutions. Swank can sit comfortably alongside other media options, or we can step in and replace some of them.

The real question is: what can Swank do that other patient entertainment options can't? If you've got an open slot on your calendar, we'd love to show you.

Email

SL: Already have patient entertainment covered

Today's environment is such that most healthcare facilities have several entertainment options available to patients and visitors. Swank can sit comfortably alongside other media options, or we can step in and replace some of them.

The real question is: what can Swank do that other media options can't? If you've got an open slot on your calendar, we'd love to show you.

{SDR}

{signature block, including company name}

The psychology behind this response - acknowledges the reality of the environment while casting doubt on other options and raising curiosity about Swank

We actually have an internal team for these purposes

Phone

Perfect! That's who I was trying to reach. Are you able to send me over to them or give me a referral?

Email SL: x

Perfect! That's who I was trying to reach. Are you able to send me over to them or give me a referral?

{SDR}

{signature block, including company name}

The psychology behind this response - turns the objection on its head

We work with another vendor / already have a contract with a similar provider

Phone

The main difference between {Vendor Name // other vendors} and Swank is in how it's designed. We have licensing agreements with the majority of Hollywood studios and over 100 independent studios to offer your patients and visitors the best movies and television series.

But we go far beyond just entertainment, with features proven to help healthcare centers like yours entertain, comfort and communicate to their patients. We'd love to set some time to go over those.

Email

SL: Already working with {Vendor Name // another vendor}

The main difference between {Vendor Name // other vendors} and Swank is in how it's designed.

We have licensing agreements with the majority of Hollywood studios and over 100 independent studios to offer your patients and visitors the best movies and television series.

But we go far beyond just entertainment, with features proven to help healthcare centers like yours increase HCAHPS scores.

We'd love to set some time to show you.

{SDR}

{signature block, including company name}

The psychology behind this response - plants seeds of doubt about their current vendor.

No budget

Phone

Perfect! Swank may be able to help in two different ways.

Often, we sit alongside other television programming options you already offer. But our entertainment library is quite extensive and we can easily replace multiple other media platforms.

Even better, we are designed specifically for healthcare. So while cable and streaming services just provide entertainment, Swank tailors a patient experience that's specifically designed to increase HCAHPS scores. Which of course, gets you more money in the form of higher reimbursements from Medicare. Can I show you how we do that?

Email

SL: No budget

Perfect! Swank may be able to help in two different ways.

Often, we sit alongside other television programming options you already offer. But our entertainment library is quite extensive and we can easily replace multiple other media platforms.

Even better, we are designed specifically for healthcare. So while cable and streaming services just provide entertainment, Swank tailors a patient experience that's specifically designed to increase HCAHPS scores. Which of course, gets you more money in the form of higher reimbursements from Medicare.

Can I show you how we do that?

{SDR}

{signature block, including company name}

The psychology behind this response - takes an empathetic, helpful approach

No Time to Talk

Phone

Nobody likes putting out fires all day. Let us review the entertainment options you currently offer patients. We'll do the heavy lifting to show you how we can offer equivalent or better programming, plus a long list of additional features that will do more to help increase patient comfort and may raise your HCAHPS scores.

Email SL: x

The less time you have, the more we need to talk.

Nobody likes putting out fires all day. Let us review the entertainment options you currently offer patients. We'll do the heavy lifting to show you how we can offer equivalent or better programming, plus a long list of additional features that will do more to help raise your HCAHPS scores.

{SDR}

{signature block, including company name}

The psychology behind this response - takes a helpful approach by offering to take over a task that no one really wants to do.

Not the Right Time

Phone

If you let me know when is a better time, I'll let you go now and set myself a reminder to check back later.

Email SL: x

If you let me know when is a better time, I'll let you go now and set myself a reminder to check back later.

{SDR}

{signature block, including company name}

The psychology behind this response - respects the prospect's time without letting them off the hook.

Send me an email

Phone

Sure, I can send you an email.

I want to make sure I put together the most relevant email possible for you. What are the 1-2 things you'd be looking for in that email to help you decide if you'd like to {set up a call // work with} with us?

If they say anything that's best suited for a call

Gotcha, that makes sense. Considering what goes into {paraphrase what they want}, I wouldn't be able to explain that in an email in a way that would do it justice.

If you were looking to learn more about how we've done that with other healthcare customers, the best thing would be a quick chat with my Customer Relationship Manager. Like I said, she'd be able to explain {paraphrase what they want} better, and answer any questions in real time.

If nothing else, you'd walk away with a couple of ideas that other healthcare customers are seeing results with right now.

The psychology behind this response - acknowledges the prospect's request and offers to give them what they want while gently pushing a meeting as faster and more productive.

How did you get my email address?

Phone

I research companies on LinkedIn. I've been doing this prospecting thing for a while now so sometimes it's easy to make an educated guess based on a company's general email. When that fails, I have some researchers I work with who tend to get good results.

Email

SL: How I got your email

Hi [Name],

Thank you for your reply. I was researching local companies in the [city] area and found your company on LinkedIn. I've been doing this prospecting thing for a while now and noticed your company's general email is {general email}, so I took a guess that yours might be [email].

{SDR}

{signature block, including company name}

The psychology behind this response - addresses the prospect's question while still keeping things very general.

(in response to any question about price/features/integration/etc.)

Phone

That's a great question. To be honest, my job is mainly just to set appointments. Let me connect you with my Customer Relationship Manager and I promise that will be the very first item on the agenda.

Email

SL: {paraphrase question in 3-8 words}

That's a great question. I don't know the answer but I'm copying my Customer Relationship Manager who can definitely answer that for you. I know she's pretty busy so why don't I block out time on her calendar to make sure you get your question answered.

{SDR}

{signature block, including company name}

(make sure to cc the client)

The psychology behind this response - pushes for a meeting as the best way to get the prospect's question(s) answered.

Tell me more while you've got me here right now

Phone

An ambush conversation like this isn't a fair setting (to talk about truly important stuff). Let's set up a time when both sides come prepared to have more meaningful dialogue.

Invite two or three of your best people to join. That way, you can be sure you're coming equipped to really pick apart what we have to say.

The psychology behind this response - our job is only to set the meeting. This helps sidestep the prospect's expectation that the SDR be an expert on what we are offering.

Concerned about network/information security

Phone

Swank never needs access to patient information and has a range of configuration options. We provide technical support documents and calls with our support staff to answer questions and resolve concerns.

Email SL: x

Swank never needs access to patient information and has a range of configuration options. We provide technical support documents and calls with our support staff to answer questions and resolve concerns.

Let's set up a quick cover to cover everything else and you can invite someone from your tech team. We'll make sure they get all their up-front questions answered right on that call.

{SDR}

{signature block, including company name}

The psychology behind this response - takes a helpful approach and uses a meeting as the best way to address privacy concerns.

We provide content through a third party

Phone

Oh, then you may indirectly already be using Swank. May I ask which provider?

Email SL: x

Oh, then you may indirectly already be using Swank. May I ask which provider?

{SDR}

{signature block, including company name}

The psychology behind this response - per client, these are almost certainly disqualified since they're most likely already using Swank through a partnership agreement. So we're just gathering intel to report back to Swank.

We provide content through cable/satellite

Phone

Swank offers similar programming, plus a whole lot more. We also give you the ability to custom-curate channel offerings based on many factors including age-appropriateness, family friendliness, multilingual appeal, and more.

Email SL: x

Swank offers all the same programming, plus a whole lot more. We also give you the ability to custom-curate channel offerings based on many factors including age-appropriateness, family friendliness, multilingual appeal, and more.

Can I show you some of these differences?

{SDR}

{signature block, including company name}

The psychology behind this response - answers the question with a value proposition.

We provide content through a streaming service

Phone

Not all patients and families can afford a streaming service or remember their password to those services. The last thing you want is for your HCAHPS scores to be influenced by the unintentional division of haves and have nots. Swank does not require login credentials so every patient has access to the same range of choices.

Email SL: x

Not all patients and families can afford a streaming service or remember their password to those services. The last thing you want is for your HCAHPS scores to be influenced by the unintentional division of haves and have nots. Swank does not require login credentials so every patient has access to the same range of choices.

{SDR}

{signature block, including company name}

The psychology behind this response - answers the question with a value proposition.

SMS (text message) Playbook

Because Research can't guarantee that direct dial numbers go to a mobile phone, we should expect some messages to bounce. We do not yet have a large enough base of experience to know what an acceptable/unacceptable bounce rate is.

SMS - Meeting Confirmation

When to use: Prospect books an appointment.

[Name], confirming our meeting on {date} at {time}.

Let's keep it collaborative, engaging, and productive.

We also want to get your best minds involved for maximum benefit. So who else should be invited to this thing?

SMS - Meeting Reminder

When to use: 2 hours before, and again 15 minutes before, an appointment.

Hey [Name], I see we have a meeting coming up {today // tomorrow} at {time}. Looking forward to getting together with you.

Call Playbook

Tools*: Phone call; Voicemail; Text *select what applies

Cold Calling Best Practices

- • *You've got to believe in what you're selling (a meeting with the client).*
- • *If you don't believe in the product/service/solution you're selling, each time you call, you'll become increasingly unconvincing and robotic.*
- • *Sell yourself before trying to sell anyone else.*
- • *Never present in the face of no interest. Ask for advice. Ex. "Hey, I'm really trying to get the hang of this, is there anything I could have changed in my approach that would have gotten you to take a meeting with me?"*

To Set an Appointment Confirm:

- • I have your timezone as:
- • I have your email as:
- • I have your phone # as: Is this the best number to reach you?
- • Was there anyone else you wanted to include in the meeting?
- • Ok great, you'll receive an email confirmation of the appointment from {{alias email}}.
- • Thanks for your time today. Have a great day!

Call script 1 - Question, Value, CTA

Greeting: Hey [Name]! How have you been?

(pause for response)

Pattern Breaker: Listen, I know I'm interrupting your day. May I have just 27 seconds to tell you why I called?

(pause for response)

Introduction

This is {SDR} with Swank and I'm calling because we help healthcare facilities like yours deliver movies, TV, and other media programming to patients and their families. You seemed like the person there most likely to care.

Discovery Questions - (Pick one)

1. Is your patient experience program set up to offer a wide variety of options? Does it merely entertain patients, or can you also insert your own educational or informational content?
2. Can you curate and control the programming offered to patients and families? For example, to ensure it's age-appropriate or family-friendly?

(pause for response)

Big Claim:

My company, Swank — **forgive me, this sounds braggy** — has been around since 1937 and we are the only company in our industry to have license agreements with all the major TV and movie studios. The reason I think it might be worth your time is because you just told me {paraphrase what they said}.

CTA:

So we're offering to provide all the "distraction therapy" your patients are getting from your current provider(s), plus layer in a bunch more things they can't even offer — potentially giving you value over & above what you're getting today.

Let's start by arranging a demo and even free sample. Sound interesting?

Call script 2 - Engaging and to the Point

Hey [Name], how have you been? This is {SDR} with Swank.

I wonder, if [Company] could boost its HCAHPS scores, would that make your life better? Would something like that be worth a few moments of your time to meet and discuss with our Customer Relationship Manager {this // next} week?

Call Script 3 - Social Proof

Hi [Name]! This is {SDR}, with Swank - how've you been?

(pause for response)

Giving you a call because since {weekday}, I've spoken to {X} other {Titles} - we've been talking through a solution to a problem they've all had that I think would interest you. Care if I share?

(pause for response)

I want to make sure I'm understanding a little bit more about what matters to you. How much of a priority is it for you to focus on finding ways to improve HCAHPS scores?

(pause for response)

Makes sense, I'd be surprised if you said it wasn't a priority! So, one {Title} I spoke with in particular shared with me that he had cable TV, satellite, and even offered streaming options. While patients and families were certainly entertained, all those options did little to improve other things that go into overall patient satisfaction and, ultimately, Medicare reimbursements - is that something that you deal with at {Company}?

(pause for response)

Since improving HCAHPS is a priority for you, I definitely think this is worth exploring a bit more, don't you agree? How about {day/time}?

Message Script Options

Voice Mail

(Pretend that you're leaving it for someone you know: a good friend/mom!)

VM 1 - Basic

Hey, [Name]! This is {SDR} at Swank. I want to see if we can help you boost patient satisfaction scores with non-theatrical entertainment programming. Please get back to me at XXX-XXX-XXXX. Again, this is {SDR} with Swank, and my number is XXX-XXX-XXXX. Thank you, [Name]!

VM 2 - Save Time

Hey, [Name]! It's {SDR} from Swank. I know we keep missing each other. I'm sure you're pretty busy. Actually, that's exactly why I'm trying to reach you. We want to take some of the load off your plate. If you get back to me, we can set up a time to discuss the specifics. The number is XXX-XXX-XXXX. Again, this is {SDR} with Swank, and my number is XXX-XXX-XXXX. Thank you, [Name]!

Gatekeeper Message

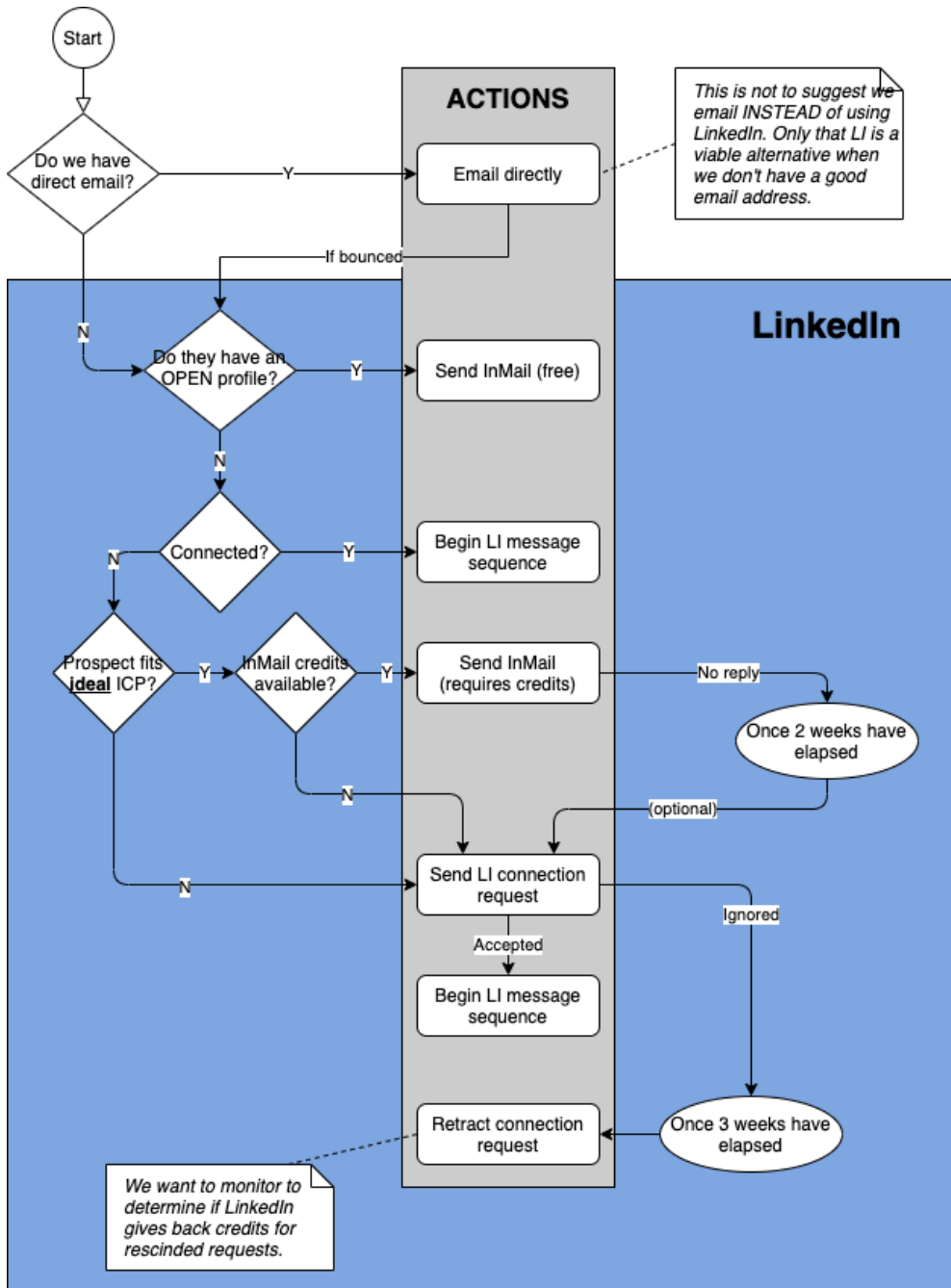
This is {SDR} with Swank. I wanted to talk over an issue related to patient satisfaction scores. If you could please, have {him // her} call me back at XXX-XXX-XXXX.

LinkedIn Playbook

(Used only if client has Sales Navigator)

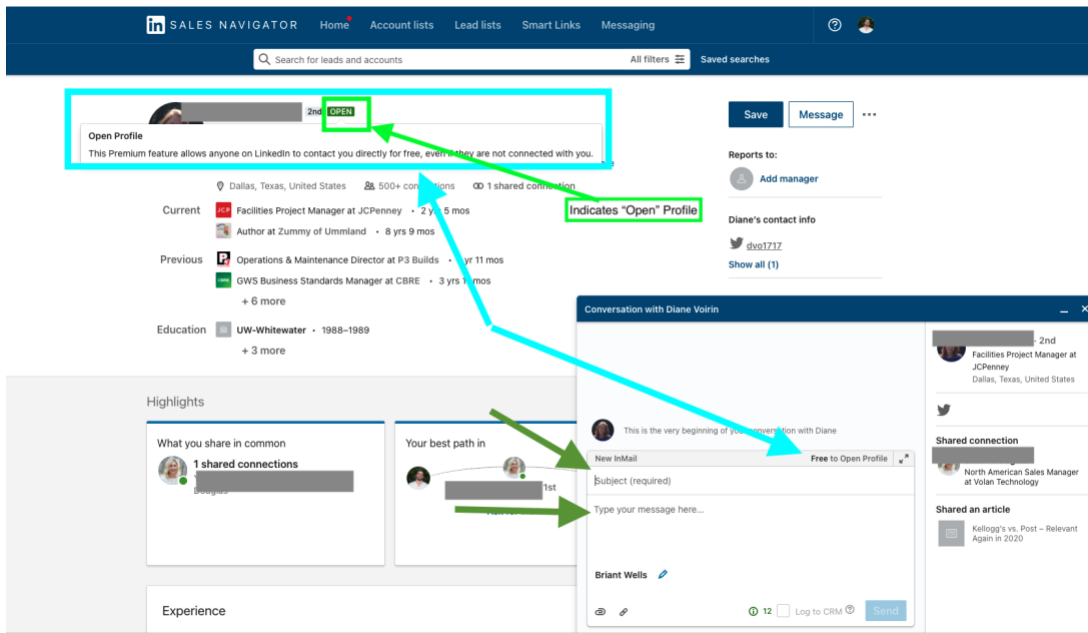
Tools*: LinkedIn Profile View, LinkedIn Message, LinkedIn Inmail, LinkedIn Voicemail *select what applies

Important notes about LinkedIn

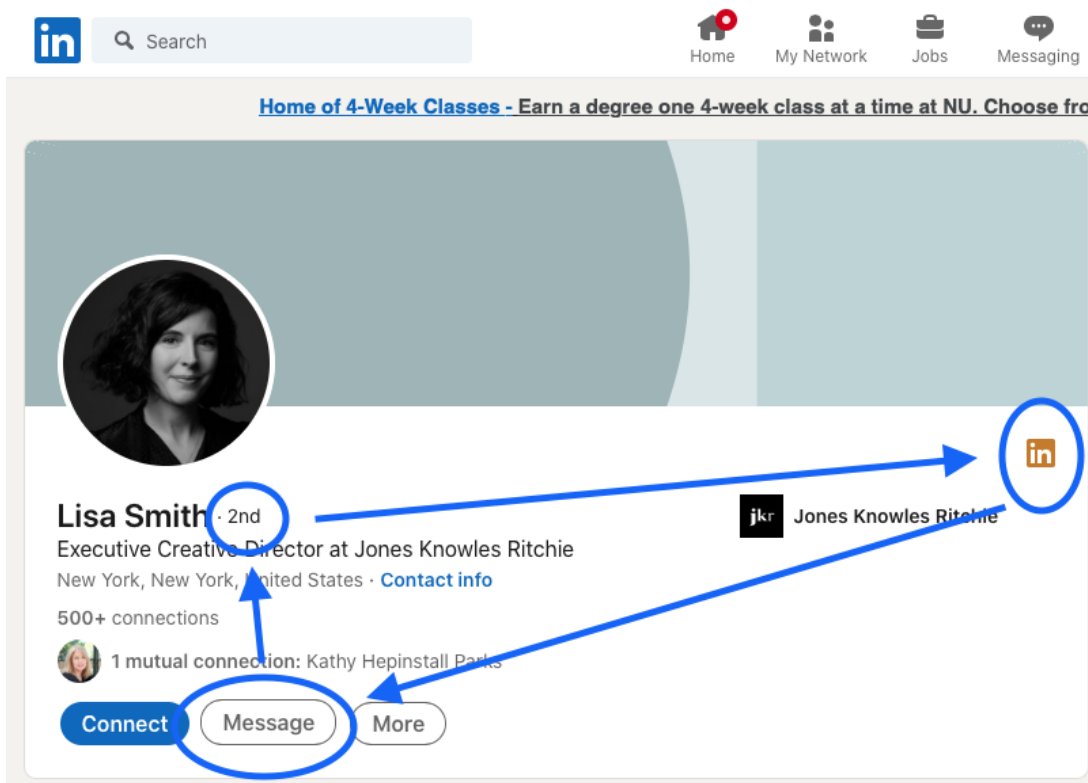


1. If we do not have a good direct email, or we send an email that bounces, LinkedIn may be a viable alternative for reaching out.
2. If prospect has an "OPEN" profile (see below for how to identify), send a LinkedIn InMail (no Connection Request).

In Sales Navigator



On regular LinkedIn page



3. If already connected, start regular LinkedIn messaging sequence.
4. If not already connected but prospect is <<Ideal ICP>>, send a LinkedIn InMail using a Credit (No Connection Request).
5. If not top priority/ideal ICP, send a connection request and begin normal LinkedIn outreach sequence.

Caps on LinkedIn activities

1. Sales Navigator allows for an unlimited number of profile views.

2. A designation of “OPEN” on a prospect’s account means we can message them without having to first send a connection request or InMail. (Only premium members may have open profiles.)
3. We can only send 30 InMails per month. These should be reserved for the prospects who best fit the ICP or are most likely to respond.
 - a. A reply to an InMail will cause the InMail usage to be credited back. (For example, we start the month with 30 InMails. We message two prospects, leaving only 28 InMails remaining for the month. One of the two responds back -- it doesn’t matter whether the response is positive or negative. This credits back one InMail so we now have 29 remaining for the month.)
4. We can only send 100 connection requests per week. This averages to about 20 per day for a five day work week.
5. LinkedIn messages to 1st degree connections are unlimited.

LinkedIn profile to use for outreach:

Emily Gargus, Customer Relationship Manager - <https://www.linkedin.com/in/emilykgargus/>

Connection Note-1

(if you have at least one connection in common)

Variation 1:

Hey [Name], you know {Contact} too? How do you know them?

Small world! Let’s connect. I would love to make your acquaintance too.

Variation 2:

Hi [Name], I see we are both connected to {Contact}. How do you know them?

Small world! Let’s connect.

Connection Note-2

Personalized Note *(limited to 300 characters)*

Hey [Name], it looks like you have a pretty sophisticated operation there at [Company]. I would love to have you in my network!

Connection Note-3

Personalized Note *(for A/B testing)*

Hey [Name], I’m looking to grow my network and would love to include you.

InMail - Entertainment Arms Race

SL A: Entertainment Arms Race Body limit: 500 characters

Medicare reimbursements being tied to patient satisfaction scores has unleashed a sort of “entertainment arms race”.

Why not look into a unique media solution that reaches more than 100,000 beds in over 900 hospitals and clinics?

Swank does far more than entertain. I’d love to show you if you can spare a few minutes.

Message 1 - Patient Experience

Hey, [Name]
Glad to be connected!

I noticed you work with patient experience. So with all the challenges this implies, I was curious to know if you have experienced patients giving low scores simply because they felt bored.

Follow-up, if positive response

I have found many coincidences about this issue in the healthcare space. Would you be open to syncing for 15 minutes?

Message 1 (alternate) - Thanks for connecting

Thanks for connecting, [Name]! If you ever need an intro to someone in my network, let me know and I'll see what I can do.

Message 2 - So much more

"Hollywood Happiness Therapy" can do so much more than merely entertain your patients.

Done well, patient satisfaction scores go up, up, up.

Care for a look behind the scenes at how Swank accomplishes that?

Message 3 - 900 Hospitals

I'd like to have a conversation with you about bringing increased patient satisfaction to your facility, just like we've done over and over for others.

Swank helps increase HCAHPS scores with "Hollywood distraction therapy" to over 100k beds in 900 hospitals and clinics.

Our unique media platform can supplement or replace other media options, including cable.

Curious to see?

Message 4 - Alternate channels

Is LinkedIn a good channel for reaching out to you? If you prefer a different method, I'd be happy to switch to that. We could even each grab a coffee and get together for a real time phone or video chat. Interested?

Jeff Kontur

"The Storytelling Copywriter"



Client: **Monica Day**

Project Type: **Landing Page/Sales Letter**

Objective: **Get workshop signups**

My Big Idea was that there is a "secret language" that governs success in life. You were born knowing how to speak this language but then forgot that you knew how. The workshop will re-teach it to you.

Monica hired me to offer new ideas and bring a fresh perspective to promoting a live workshop series. As a copywriter herself, this ended up being something of a collaboration. I came up with the Big Idea and wrote 90% of the copy while she did some editing and rearranging plus wrote some fill-in copy to smooth transitions between the rearranged sections.

Copy Detail #1

Copy Detail #2

We referred to the secret language as source code and drew parallels with computer source code. We noted how few people understand computer source code but we all know that our devices will malfunction if it isn't written properly.

This led quite naturally to the idea that all the problems and "malfunctions" in your life are because your own human source code has to be rewritten slightly.

Copy Detail #3

Jeff Kontur

+1 302-367-5951 (cell/text)

Jeff@thetellingcopywriter.com

www.thetellingcopywriter.com

The very words you're reading now – whether on a computer screen or on your phone – are easily discerned. But underneath, there's a lot more going on than meets the eye. It looks something like this:

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It's called *source code*.
Now, most of us know this is underneath every single piece of technology we use. We also know that if this source code is missing or corrupt or has even one little character out of place – nothing works.
What most of us don't know is how to read – or create – this underlying code.



The Forgotten Language That Can Give You Mastery Over Every Aspect of Your Life

*It can even lead you to everyday experiences of joy and vibrancy
that you stopped daring to believe were possible. (Really.)*

Important information is available to you, even as you read this, that you don't recognize. Information about your life, your happiness, your career, your relationships – every aspect of your life – *and you literally can't hear it.*

You might say it's being "spoken" in a secret, encoded language you don't understand.

The thing is, you *can* speak this language. You've just forgotten that you know how. And whether you realize it or not, this misplaced knowledge is hurting you.

Let me give you a simple example, something we've all experienced:

In your everyday life, do you feel stress? Traffic jams on the way to work, impossible deadlines, an unrealistic workload. Your kids won't clean up after themselves, your car is suddenly making a weird noise, everyone's hungry and dinner hasn't even been started...and the mail is piling up.

But when you go on vacation, even just for a weekend – heck, if you just go to a friend's house for a cup of hot tea – doesn't all that stress simply melt away?

Until you come back from vacation or return from that friend's house, and all those stressors close right back in on you again.

This way of being may seem so normal to you that you don't even question it. *That's just how it is,* right?

Actually, no. It doesn't have to be.

In fact, it's only like this because you've forgotten how to translate – or even perceive – this encoded language. If you could just relearn it, you could have mastery over every single aspect of your life that now seems completely out of your control.

Introducing the building blocks of human technology

Personal development gurus often say things like "you have everything you need" and "you are whole and complete" – which is true. But why do we need to be told this? Why don't we already know it?

I mean, salmon don't need a workshop on "how to swim upstream in 10 easy steps" and swans don't buy eBooks entitled "how to stay with your mate for life." What is our problem?

Well, what I've learned over my 25+ years of working with people is that we are unique from the rest of the animal kingdom in one crucial way: as our lives progress, we can become disconnected from some of the basic elements of being human.

I'll explain in a minute *why* that happens, but first, I want you to understand how it works.

The very words you're reading now – whether on a computer screen or on your phone – are easily discerned. But underneath, there's a lot more going on than meets the eye.

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It's called *source code*.

Now, most of us know this is underneath every single piece of technology we use. We also know that if this source code is missing or corrupt or has even one little character out of place – nothing works.

What most of us don't know is how to read – or create – this underlying code.

And let's face it, those who do are in charge of technology. They are the masters of all our gadgets and apps. Our banking, our communication, our social media. All of it.

Now, what if I were to tell you that our human technology has the *exact same problem*?

Think about it.

Underneath everything you do, there are endless thoughts, sensations, emotions, experiences – all humming away in the background. They inform every single thing about you. They are your source code.

If you can "speak" this code, you are the one in control of your life.

But part of growing up involved presenting as little of this underlying jumble to the world as possible. Most of us were taught to look more like a well-designed and easy-to-use app. One that matched the other apps – in our family, in school, at work. It took years of training, but eventually, we got the hang of it...

*Big boys don't cry.
Good girls keep their legs together.
Go to your room if you're going to act like that.*

And so on, and so on, and so on.

With the best of intentions, we were re-programmed to fit in. Until we forgot about that jumble of information underlying what we show to the world. All we are left with is a vague, uneasy, feeling...

Something's not quite right

How many times have you shaken off that feeling? Or maybe you drown it out, or numb it out. But you can't put your finger on what it is.

I know I did for years. It was like I was fumbling around in the dark. I looked under as many of the rocks in my life as I could lift. My family of origin and the ways they shaped me. Experiences in my life that left a mark. Various habits that held me back and patterns I couldn't shake.

I blamed other people. Was mad at myself. Even shook my fist at God now and then.

I was convinced there was some secret to life, and everyone else knew it but me.

Well, I was half right! There is a secret.

That jumbled mess we all try so hard to keep under wraps is the very source of our wisdom, our joy, our compassion, our aliveness – our very humanity.

It took a lot of trial and error, but eventually, I cracked the code. Of course, like most things, it was initially elusive but ultimately simple. A sequence of awarenesses and actions that add up to something remarkable: YOU!

Unfiltered, unapologetic, unafraid – you. Go figure.

Reprogram Your Source Code and Restart Your Life

I've developed a workshop designed to restore fluency in the human source code...and I would like to invite you to join me.

The Source Code Workshop is a 4-day experience that will get you:

- Into your body
- Out of your comfort zone
- Over your stories
- Through your resistance
- Connected to your creativity
- Plugged in to your source energy
- Fully expressed
- Unapologetically yourself

Through a vibrant series of activities and explorations, you'll re-learn how to tune back in to the "jumbled mess" that lives beneath the surface of your life. You'll finally be able to hear the messages this language is so desperately trying to share with you.

It reveals your hidden desires. Your forgotten longings. Your subtle misgivings. It grants you clarity more quickly, offers you solace

and comfort, and delivers you to a more alive, more powerful, more awake, more aware version of yourself. As if the veil that separated you from your wisdom were pulled aside.

I'm not over-stating it.

By the end of the workshop, you will almost feel as if you are a new person. Except that you'll be weirdly more comfortable in your own skin than you've ever been.

This isn't your average hotel-based conference, where you sit and take notes all day and then go home to figure out how to apply everything you learned. Alone.

This event is more experiential in nature — a chance for you to learn new skills *and* immediately put them into practice. You'll instinctively disregard years of programming.

All the messages that told you who other people thought you should be – gone. Until you are standing in the pureness of who you are *meant* to be.

Like a butterfly breaking out of its cocoon, in just four days you'll emerge completely different than when you entered.

More beautiful.

More vibrant.

More free.

Just like a caterpillar, you have everything inside you to become that butterfly. And once you grow wings and take flight, you'll begin to see things with a whole new perspective that you can't even imagine right now. Your life will be forever changed.

So if you're ready to be introduced to a whole new you, a you that you haven't seen since you were little, then the Source Code Workshop is the place.

This brand-new you is worth investing four days of your time. For only ~~\$899~~ – \$719, if you act fast – the rest of your life can be a more satisfying, more rewarding, more thrilling experience.

Want to really magnify the effect?

Invite a friend to share in this transformation with you. Both of you will enjoy a discount while you support and reinforce the revitalized new you that each of you will become. The special buddy rate is only ~~\$1,599~~ (\$1,239 if you reserve your spot early) for both of you.

The hands-on, work-intensive nature of uncovering and rewriting your source code means I can only work with a limited number of people at one time.

Don't wait until all the spots are taken. Reserve yours now!

[Click here](#) to start your own personal transformation.

I promise, you will never be the same again.

Jeff Kontur

"The Storytelling Copywriter"



Client: n/a

Project Type: **REJECTED Headline & Lead**

Objective: **Lead Gen Ad for the Alternative Health Industry**

This was a concept I came up with for the health supplements industry. In general, my idea was to use a widely-known event from pop culture but that came from completely outside the health care industry.

I purposely dug 20+ years into the past to ensure my idea was one that had staying power and wasn't just a current fad that would fade in a few months.

This was a concept written for an advertisement. The idea was rejected by the client but I hold onto it because I still believe it to be a strong and compelling idea.

I did 100% of the concept, research, and writing.

Copy Detail #1

Copy Detail #2

Good research helped me pull important details.

The specificity allowed me to use just 31 words to paint a very vivid picture of why the space shuttle blew up.

I was then able to quickly (and I hope seamlessly!) transition to health concerns and draw a natural parallel.

Copy Detail #3

The same thing that
blew up the space
shuttle may be causing
your morning aches and
pains too.

On the morning of January 28, 1986, the weather at Cape Canaveral, Florida was an unseasonably cold 27°F. The frigid temperatures caused normally pliable O-ring seals to become rigid and brittle.

When you wake up on cold winter mornings, the normally pliable cartilage in your joints may also become rigid and brittle.

Now, of course your body is not going to explode (though you might sometimes wish it would) but you may experience other types of "system failure"... arthritis... torn cartilage... pulled muscles...

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Jeff Kontur

"The Storytelling Copywriter"



Client: **The Truth About Cancer**
Project Type: **Sales Letter**
Objective: **Front-end Mailing List Enrollment**

The headline was calculated to make readers draw a parallel between a common aphorism and the idea that traditional medicine tends to focus on a limited range of treatment options.

By getting readers to make the inference themselves, I wouldn't have to spell it out.

This was a sales letter written for an alternative health company called The Truth About Cancer.

Copy Detail #1

Copy Detail #2

I launch right into a (fictitious) story about a middle school geography teacher who learns she has cancer. Symbolically, she plants a tree and vows to live long enough to see it grow and bear fruit.

In a tear-jerker ending, she does live to see the tree bear fruit. Then she gives the very first apple from her tree to the doctor who helped her fight her cancer.

Woven throughout the fruit tree narrative, the woman plies her teaching and research skills to finding out about the state of medical research as it applies to fighting cancer.

This premise allows me to present disturbing facts about the medical and pharmaceutical industries as her research uncovers them.

Copy Detail #3

**To a Man with only a Hammer,
Everything looks like a Nail.
To a Doctor with only Chemo
and Radiation...**

The day I got the results of the biopsy back and learned my diagnosis, like anyone else in that situation, I cried.
I was angry.

How could this happen to me?
A whole range of emotions washed over me.
Sadness. Self-pity. Outrage.

On the way home from the doctor's office that day, I stopped off at a nursery near my house and picked out a small apple tree. It barely came up past my knees!

No more wallowing. By now I felt determination. I wasn't going down without a fight.

Back at home as I selected the ideal spot and planted that tree in my yard, I turned my gaze up toward the heavens. That was when I vowed that I would live to see this tree bloom and bear fruit.

Now if you know anything about apple trees,

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Back at home as I selected the ideal spot and planted that tree in my yard, I turned my gaze up toward the heavens. That was when I vowed that I would live to see this tree bloom and bear fruit.

Now if you know anything about apple trees, you know that they don't generally bear fruit until they're about four years old.

In cancer time, four years might as well be an eternity.

Then I Got Busy Looking for Answers

With my new tree safely in the ground and my vow whispered to the heavens, I got to work. That very same day.

I pulled out my computer and began researching everything I could find about my cancer.

My doctor gave me a bunch of resources. That was a start but I didn't stop there.

Some of the literature my doctor gave me was provided by big, well-known pharmaceutical companies.

Quite honestly, I had mixed feelings about that.

On the one hand, I know that a lot of very smart and dedicated people work at those companies. Chemists and researchers who know a lot more than I do about medicine. I believe they are fundamentally good people who are dedicated to fighting diseases.

At the same time, the companies themselves are run by people who... well, I'll just come right out and say it. I think they sometimes care a lot more about profits than patients.

What I found next turned my stomach

Since I didn't completely trust these big drug companies, I began to research more about how they were run.

Believe me, I wanted to be wrong. I wanted with all my heart to believe that the drugs they were pushing would actually help me beat my cancer.

Call me a skeptic but one thought kept running through my mind...

Many thousands of people get cancer and all the treatments just seem to be about prolonging life, not actually curing the disease.

Remission isn't a cure. That just means you've bought yourself some time.

Is cancer completely incurable?

That can't be true.

You and I have both heard stories of people who have been cured. How did they do it? What made them different? Were they just lucky?

I had to know.

To find out, and to put my doubts to rest, I was going to have to find out more about how the giant drug companies are run. What is their real focus?

Is it curing people or is it their stock price and increasing shareholder profits, as I'd come to suspect?

That's when my research began to uncover some things that just sicken me to my core.

One of those things was that Big Pharma's sales divisions are **bigger** than their clinical research divisions.

In fact, their sales force is so big that the U.S. government has threatened to reclassify what line of business they are in because they put so much more emphasis on selling than on developing new cures for illnesses.

One government report said that, as an industry, their sales force numbers roughly 72,000!

For the past 24 years I've been a middle school geography teacher. So when I saw that figure, I instantly knew that's larger than the entire population of some small countries!

To confirm what I already knew, I looked it up.

Sure enough, Big Pharma's sales force all by itself – not even counting the researchers and accountants and all the other people needed to run a large company, but *just the salespeople alone* – if they were their own country, their population would make them the 32nd largest country in the world!

That means that just the drug pushers trying to get doctors to prescribe their company's drugs more often... those people outnumber the entire population of 31 other countries.

In fact they're so big that if you combined the 11 smallest countries in the world into one, Big Pharma's sales force would *still* be bigger!

On the day I was told I had cancer, *this* was the worst news I'd had all day

Like a bloodhound on the trail of his quarry, I kept sleuthing away. But the news just kept getting worse.

I found government reports that spelled out the scams the drug companies use to keep jacking up the prices of drugs. Even when Congress enacts laws to restrict them, they manage to find sneaky ways around the system.

The government reports that the pharmaceutical industry is 200%-300% more profitable than the average of all industries in the United States.

And it seems even that isn't good enough for them.

In fact, as big as they are, their profits actually increase by around 4% each year.

Not their sales, their *profits*!

I also learned how chemo and radiation literally burn cancer cells to death. Right inside your body.

That makes sense. Microwave ovens use radiation to cook food. But how can you cook one tiny piece of steak without also cooking the rest of the steak? Or at least part of it.

Touch a piece of fully cooked food, straight out of the microwave. It will burn you. So wouldn't your freshly cooked cancer cells also burn organs and other tissue touching them?

And have you ever looked inside a chimney flue? Or in your car's tailpipe?

When you burn things, residue gets left behind. If they are burning cancer cells inside my body and there's no chimney flue, does all that residue just get left in there?!

So by this point all trust is gone. It's time to find a better way.

I kept up my research.

Then a thought occurred to me...

What about people who don't get cancer?

We all know them. Nursing homes are full of them. All over the world, people live into their 80's and 90's and never get cancer.

Who's researching those people? Why can't someone find out what makes them different and then figure out how to apply that to the rest of us?

Doesn't that seem like a reasonable approach?

Call me dumb. Maybe I'm over simplifying things but that's the way I'd do it.

But I remembered something else from my research.

It isn't only the drug companies with their greedy executives. In a way, the U.S. government actually *pushes* drug companies to do business the way they do.

You see, the drug companies are not allowed to patent anything that occurs in nature.

In order to charge their outrageous prices, they need patent protection so they don't have to face competition.

So even when drug companies find naturally occurring substances that might be effective in fighting cancer, they usually find a way to bury that information while they quietly try to create their own synthetic versions.

That way they can take out a patent on the synthetic formula and charge crazy prices for it.

And what are we going to do? Not pay just on principle while cancer eats our bodies from the inside out?

Of course not. They've got us over a barrel.

That's when I started wondering...

How do doctors treat cancer in other countries?

I told you I'm a geography teacher. So I already knew that the United Nations recognizes 192 countries in the world.

Even I don't have the wherewithal to research patent laws and the state of medical research in all those countries.

I'm not *that* good a researcher. And besides, I've got cancer! I'm on a time crunch!

Surely someone else has already done the work for me.

As it turns out, someone has.

I came across a small company called, appropriately enough, The Truth About Cancer.

They keep tabs on research that's being done to fight cancer of all kinds. These folks don't just limit themselves to the U.S. but they look at studies and research wherever it's being done.

And not just so-called modern medicine but traditional, Ayurvedic, naturopathic and other kinds of alternative medicine as well.

They try to find what works and don't care about patent protection or raking people over the coals to get insane profits.

What they've unearthed is truly groundbreaking.

On their website and in their newsletters, I found a wide range of cancer treatment options. Many of them are options that even my doctor has never heard of.

Could this really be a solution?

What did I have to lose?

My doctor still wanted me to go on chemo and undergo radiation treatments.

We talked about that for a long time.

Eventually we came to a compromise: With her help, I'd try two or three of these alternative treatments on a trial basis.

(That was one of the best things. Most of the treatments could be done in combination. Either with other treatments from their site or even in combination with traditional cancer treatments.)

If I didn't show signs of improvement within a few months, I agreed to undergo the chemo and radiation she was recommending.

Truthfully, I didn't *need* my doctor's help. Most of these cures were so easy and straightforward, one of the children from my 7th grade class could have done them.

What I needed my doctor for was ongoing testing to verify the results. So it only made sense to approach this as a partnership.

Six months later my tumor was **GONE!**

My results speak for themselves.

I started getting better almost right away. After just six months, my tumor was completely gone!

Even my doctor couldn't believe it.

It was almost like I'd gotten an organ transplant.

She just had to find out more.

Why had she not heard of some of these amazing treatments? Why had she not learned of them in medical school?

Back to that apple tree I planted

Fast-forward four years and I'm still cancer-free.

I managed to keep that vow I made and I did see my little tree bloom and bear fruit.

On the day when I first got my diagnosis, I bawled my eyes out.

But on the day when I walked into my doctor's office and gave her the very first apple that I picked from that tree, it was my doctor who cried.

By now you must be dying to know more about this company and what they've uncovered. I encourage you to sign up for their newsletter. The only thing you have to lose is your cancer!

[\[enrollment form\]](#)

Jeff Kontur

"The Storytelling Copywriter"



Client: American Writers and Artists Inc

Project Type: Sales Letter

Objective: Sell a product from the AWAI catalogue

Knowing the ambitions and mindset of AWAI students, I sprinkled my copy liberally with phrases and mental pictures that would appeal to them.

As one of the few copywriters who has studied both the Makepeace Quick-Start Copywriting System and AWAI's much-heralded Accelerated Program for Six-Figure Copywriting, I was in a unique position to compare the two.

Copy Detail #1

Copy Detail #2

Along the way, I take a couple of playful digs at AWAI's flagship product. This is meant to be tongue-in-cheek. Since both courses are part of the AWAI catalogue, the self-deprecating humor might even serve to increase likability.

A secondary benefit is that this is a way of comparing the two courses without ever actually calling the Six Figures course by name.

Copy Detail #3

In several sections, I included Gene Schwartz-style fascinations.

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Almost without exception, every copywriter who started out working directly under Clayton and then stepped out on their own now makes over \$1 million dollars a year. (Hmm... maybe we should rename this The Accelerated Program for Seven-Figure Copywriting.)

Anyway, this program isn't just theory. It's jam-packed with practical, actionable lessons. Then those lessons get applied to scores of advertisements and promotions that have actually been used in the real-world. With real paying clients. So you can see exactly how it all works. You'll find:

- ✓ The most common elements found on nearly every piece of copy. Not just what they are, but where they're located, what they look like, and how they're used. (pages 17-24)
- ✓ When it's okay, or even part of a deliberate strategy, for a client to actually lose money on a mailing. In fact, making a profit for your client in this instance might just get someone fired! (pages 37 and 50-51)
- ✓ Three reasons why internet marketing is not as effortless as all the self-proclaimed gurus would have you believe. (pages 43-44)

Copywriter: Jeff Kontur
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Client: AWAI \$10k Challenge
Assignment: Makepeace Quick-Start Copywriting System



Page 87 of 95
2,488 words
F-K Readability: 61.8%
F-K Grade Level: 8.3

"The Difference Between a Copywriting Diploma and a Master's Degree"

You confidently think to yourself, "*Sure, I can write a letter like this one.*"

The letter goes on to promise that, if you can, you'll easily command a six-figure income of \$100,000 or more per year.

Well, Clayton Makepeace brings in many multiples of that... several hundred thousand dollars per month!

How?

He's put together a system far more involved than I can possibly cover in a relatively short letter like this one. And he's making it available to you now through the teaching experts at AWAI.

To give you just a taste, the absolutely massive hard-copy version of the ***Makepeace Quick-Start Copywriting System*** sitting on my shelf comes as:

- 2 huge volumes
- 27 chapters
- 1,063 pages
- 259 pieces of real-world copy picked apart, word-by-word

That's just the core of it. There's more... a lot more!

The course also includes 13 audio CDs. Interviews with copywriting legends like John Carlton, Clayton Makepeace, David Deutsch, Jim Rutz, and Brad Petersen.

You'll also get full-color, high-resolution files of copy written by a roster of current A-list copywriters. These include well-known stars of the copywriting world such as Brad Petersen, Carline Anglade-Cole, Robert Hutchinson, Kent Komae, and Parris Lampropoulos.

That's ten huge, super-long copy promotions; two from each copywriter. And all of them were mega hits. 239 pages of copy in all. The *shortest* of these magalogs, bookalogs and other giant pieces clocks in at a hefty 20 pages. This is a great way to study and learn the secrets to writing super long-form copy!

Of course the ***Makepeace Quick-Start Copywriting System*** breaks it all down for you into easy, step-by-step chunks so that every page, every design element, every subhead... all of it makes perfect sense.

As if that weren't enough, you'll get a whole library of *even more* supplemental materials:

- "Copywriting Autopsy" [video]
- "Secrets of Winning Graphic Design" [video]
- "How to Crawl Inside Your Prospect's Brain" [video]

- “How to Build a 6-Figure Copywriting Business” [7-part audio seminar]
- “Beat the Blank Page Blues: 3 Beginning Outlines for Every Kind of Copy You’ll Ever Write” [set of templates]
- “The #1 Way to ELECTRIFY Your Ads” [easy-reference booklet]
- “Emotional Trigger Words” [easy-reference booklet]
- ...and more!

Wait a minute

Before I go on, that last one – Emotional Trigger Words – is worth a deeper mention.

This 59-page booklet contains more than 1,300 powerfully persuasive words and phrases. It’s regarded as a must-have resource by greats in the industry.

Even already well-established copywriters swear by this valuable resource.

This one little booklet could practically be a whole course in itself. It will help you dig deep into your prospects’ psyche. Not just to know what they’re thinking but how you can give voice to it even better than they could do themselves.

Once you know how to speak to prospects in their own language, using words that they might use themselves, you’ll have them eating right out of your hands.

If you know even a little bit about copywriting, you know that’s pure gold. When a prospect feels like you really “*get*” him, the sale has practically been made. Just tell him where to send the money.

Put to its best use, Emotional Trigger Words has that kind of power.

Combine that with other supplemental materials such as the 70-page booklet, *The #1 Way to ELECTRIFY Your Ads*, and you’ll become a copywriting juggernaut.

And to think... these are just the [free bonuses!](#)

The Core System

In short, if you want to not just *learn* copywriting but to truly *master* it, the ***Makepeace Quick-Start Copywriting System*** is the program for you.

Almost without exception, every copywriter who started out working directly under Clayton and then stepped out on their own now makes over \$1 million dollars a year.

*(Hmm... maybe we should rename this *The Accelerated Program for Seven-Figure Copywriting*.)*

Anyway, this program isn’t just theory. It’s jam-packed with practical, actionable lessons.

Then those lessons get applied to scores of advertisements and promotions that have actually been used in the real-world. With real paying clients. So you can see [exactly](#) how it all works. You’ll find:

- ✓ The most common elements found on nearly every piece of copy. Not just what they are, but where they’re located, what they look like, and how they’re used. (pages 17-24)

- ✓ When it's okay, or even *part of a deliberate strategy*, for a client to actually **lose** money on a mailing. In fact, making a profit for your client in this instance might just get someone **fired!** (pages 37 and 50-51)
- ✓ Three reasons why internet marketing is not as effortless as all the self-proclaimed gurus would have you believe. (pages 43-44)
- ✓ A mini case-study on why a \$100 million a year internet marketing company is an utter failure... because it could easily be a **\$1 billion a year company** if it changed only one small thing about how it does business! (pages 46-47)
- ✓ How to get a **300% increase** in sales for your client by making only *incremental* improvements in their marketing. (page 48)
- ✓ How to make even the most mundane topic interesting. You won't **believe** the example that Clayton uses for this one! (pages 61-62)
- ✓ The 3 keys to nailing a winning promotion, *before you've written even one word of copy!* (starting on page 63)
- ✓ The mistake most marketers make that *torpedoes* their advertising efforts. (chapter 3)
- ✓ *This* is the *real* most important thing that determines the success of your promotion. (No, it's not the headline... or the lead... or even the list!) (page 98)
- ✓ Ten different types of offers you can make to prospects. (You're probably only using one or two.) (pages 98-102)
- ✓ Why it's absolutely **critical** to your success as a copywriter to change the order of who, what, when, where, why, and how! (starts on page 102)

As you can see, I'm only up to page 102 -- just ten percent of the way through this *gargantuan* 1,000+ page course. I could go on and on for page after page with dozens more examples.

Other copywriting courses suggest that you take your time to learn the material. (But then they turn around and admit that you could actually complete it all in a few weeks if you worked diligently at it.) That's unlikely with the ***Makepeace Quick-Start Copywriting System***.

Sure, you could breeze over it if you wanted. But at more than 1,000 pages, plus all the bonuses, this is a course that demands serious study.

What you'll get out of it is an incredibly deep understanding of how to write truly successful copy.

Craft sales letters that will *blow the doors off* any competition you go up against.

If you want to come right out of the gate and be regarded as a world-class, control-beating, high-income earning copywriter, no other choice will get you there faster or more cost-effectively than the ***Makepeace Quick-Start Copywriting System***.

What sets this system apart

With other copywriting courses, you write your own promotions. Then what?

It gets reviewed by peers and professionals, sure. But it never gets tested in the only place that really matters: customers' wallets.

Since your piece never mails, the feedback you get on it is all theory. They tell you what they think "ought to" work, or what has "historically" worked, but they can't tell you definitively whether or not it *will* work.

Any working copywriter will tell you that they've seen copy which they all thought would bomb. Then it mailed and shocked everyone! Or it was tested on a small scale and was so successful that it immediately displaced the control it was up against. (Clayton hammers on testing throughout the course, mentioning it no less than 16 times... it's *that* important.)

If they're being honest, working copywriters will also tell you about promotions they wrote and felt pretty good about that ultimately tanked and were never used again.

If even seasoned copywriters can't know for certain whether a piece will be successful, how much will you really learn from that exercise?

Don't get me wrong, writing copy and getting it reviewed and critiqued is critically important. Clayton will tell you that. Everyone will tell you that. Even after you become an A-lister, this is something you'll still want to do.

But to really learn what works, you've also got to look deeply into what has worked in the past and what's working now. You need a deep-rooted understanding of actual promotions that went out to real people and got them to part with some of their hard-earned cash.

That's ultimately the only test that counts.

It's also where the ***Makepeace Quick-Start Copywriting System*** shines. Throughout the course, Clayton rips into well over 250 pieces of copy that actually went out to customers.

Not just the winners, but the losers too.

He'll show you why a piece set the world on fire or fell flat on its face.

Direct mail, web pages, magazine ads... Clayton takes you through many different kinds of copy so you can begin to see the commonalities.

Promotions for financial newsletters, dietary supplements, cookbooks, exercise videos, memory courses, magazine subscriptions... Name any niche – from golfing to guitars – and there's a good chance that it's represented somewhere in these 1,063 pages.

Or perhaps it's somewhere in the whole library of supplemental bonus materials that comes with the course.

Learn the subtle nuances that will really make your promotions *sing*

Every well-trained copywriter knows to emphasize benefits instead of features. Well, did you know that there are **three** different kinds of benefits? And that *only one of them* will give you the off-the-charts success you're looking for? (complete details are on pages 141-142)

There's a whole chapter dedicated exclusively to emotions. (chapter 10)

Another gives you *two dozen* different types of leads to start off any sales letter. (chapter 12)

Naturally, there are also entire chapters on bullets (chapter 16), writing an effective close (chapter 17) and even using your guarantee as yet another tool to help make the sale (chapter 18).

The ***Makepeace Quick-Start Copywriting System*** is, quite simply, the most comprehensive resource of its kind anywhere.

Combine this arsenal of knowledge, put together by one of the most successful copywriters working today, with AWAI's unbeatable, no-questions-asked, 100% money-back guarantee and you've got a winning combination.

Allow me to summarize

- ✓ You get... 1,063 pages, the most comprehensive course on copywriting out there.
- ✓ You get... practical knowledge gleaned from thoroughly picking apart **259 pieces of real-world copy** that actually went out to millions of customers and asked them to open their wallets. (In many cases, *they did!*)
- ✓ You get... not just Clayton's expertise but that of a Who's Who of the copywriting world: John Carlton, Jim Rutz, David Deutsch and more.
- ✓ You get... The **Copy Autopsy** on video, where Clayton picks apart and analyzes every aspect of actual mail pieces from three different niches. He pulls no punches here! This copy critique is so thorough, you'll have to keep stopping the video and backing it up just to really absorb it all.
- ✓ You get... **Secrets of Winning Graphic Design**. Large clients may hire professional copy designers; small ones will ask you to handle that aspect of the job. Either way, knowing the tips in this video will help you avoid turning a winning promotion into a flop.
- ✓ You get... **How to Crawl Inside Your Prospect's Brain**. Clayton teams up with John Carlton, who has been called the most ripped-off copywriter on the web, to help you dig really deep. This video may just alter your entire sense of reality when it comes to writing copy of any kind.
- ✓ You get... The 7-part audio seminar **How to Build a 6-Figure Copywriting Business**. You see, Clayton doesn't just want to teach you how to write, he wants to see you put that writing to good use! That's why he includes these valuable business-building skills in this program.
- ✓ You get... **How to Beat the Blank Page Blues**, a set of templates for short, medium and long copy that you can use to jump-start your promotions.
- ✓ You get... **The #1 Way to ELECTRIFY Your Ads**. (We guarantee that this little bonus lives up to its title.)
- ✓ You get... **Emotional Trigger Words**. The reference that even seasoned copywriters keep close at hand. And once you've seen it, you'll want to do the same!

...and it's all backed up by an iron-clad guarantee.

If you know AWAI... if you've bought any of their other products... if you've ever had the pleasure of meeting or dealing with their wonderful staff... then surely you know about their guarantee already.

But just to make sure, let me spell it out for you...

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Jeff Kontur

"The Storytelling Copywriter"



Client: **More Satisfying Photos**
Project Type: **Promotional email & flyer**
Objective: **Increase workshop attendance**

A strong headline and subheads which say what many people are already thinking in their own heads. This brings the conversation out into the open and gets prospects engaged.

Copy Detail #1

The premise of the piece is that cameras have become too complicated and are not user-friendly. The manuals are difficult to read and understand.

This letter promises that this workshop will break it all down into plain English and show you everything your camera can do. No matter what kind of camera you own.

Copy Detail #2

This attention-getting photo supports the copy and helps to draw prospects in. They can relate to the confusion shown on the little girl's face because that's how they feel when trying to figure out all the buttons and settings on their cameras.

A 200 page manual? Really?

All I want to do is push the button and have a great picture come out.



I don't want to have to take a college course to figure out how to turn the thing on!

Cameras have been doing basically the same thing since the early 1800s. So why is it that cameras today have so many buttons and settings?

Why are they so hard to learn how to use? Doesn't anybody make a camera that's easy to figure out and that just works?

Right out of the box. No fiddling, no messing about and definitely no 200 page manual!

The good news is that any camera – even the one you're using right now that came with that 200 page manual – can be made easier to use.

The key is knowing which buttons are important and which can be ignored. At least for now.

Think about your car for a minute and all the "settings" and features it has. These can be broken into various different categories, such as:

- ✓ **Navigation:** steering wheel, gas pedal, brake, turn signals...
- ✓ **Comfort:** seat adjustments, mirror adjustments, switches to put the windows down, heater, A/C
- ✓ **Reference:** speedometer, odometer, gauge...

Copy Detail #3

In the body copy, I compare all the buttons and settings on a camera to the controls in a car. I then go on to use this more familiar frame of reference to point out how we all just naturally categorize controls on a car, even if we don't realize we're doing it.

"Just like ... your car's controls, you can break the list of your camera's controls into ... categories. Not every category gets used all the time."

Jeff Kontur

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A 200 page manual? Really?



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Cameras have been doing basically the same thing since the early 1800s. So why is it that cameras today have so many buttons and settings?

Why are they so hard to learn how to use?

Doesn't anybody make a camera that's easy to figure out and that just *works*?

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The key is knowing which buttons are important and which can be ignored. At least for now.

Think about your car for a minute and all the "settings" and features it has. These can be broken into various different categories, such as:

- ✓ Navigation: steering wheel, gas pedal, brake, turn signals...
- ✓ Comfort: seat adjustments, mirror adjustments, switches to put the windows down, heater, A/C...
- ✓ Reference: speedometer, odometer, trip meter, fuel gauge...
- ✓ Entertainment: radio tuner, CD player, sunroof...
- ✓ Utilitarian: release lever for the gas cap, oil pressure light, check engine light...
- ✓ Safety: anti-lock brakes, traction control, airbags, auto-tightening seatbelts...

✓ Communication: turn signals, brake lights, bluetooth...

The list could go on for pages. (Perhaps even 200 pages, just like your camera manual.)

What does all this have to do with that dang complicated camera? Plenty!

Just like the list of your car's controls above, you can break the list of your camera's controls into various different categories. Not every category gets used all the time. Some are pretty specialized. Many are used only at certain times, just like you only use the release lever for the gas cap when you want to fill up. Not every time you turn a corner or stop at a red light.

The trick is to learn which of your camera's controls can be safely ignored most of the time and when they must be paid attention to.

That's exactly what "Controlling Your Camera's Controls" teaches. It demystifies all those little buttons and settings and helps you figure out which are important for your style of shooting. (Not all of them are.)

Starting with the very first lesson you'll begin to feel like you have more mastery and control over your camera. Your greater confidence and understanding will lead to better pictures.

Don't let your camera continue to have the upper hand. Put down that 200 page manual and take charge now by ordering "Controlling Your Camera's Controls" today.

