

Winners writer's process

Goal: Get them on a sales call with my client

Who am I talking to: I'm targeting owners or managers of roofing companies who are looking to expand their client base and improve their online presence. Their frustrations and pains include:

- Difficulty in generating consistent leads and inquiries.
- Competing with other roofing companies in their local area.
- Limited visibility online, especially in search engine results.
- Uncertainty about how to effectively use digital marketing to grow their business.
- Desire to stand out from competitors and showcase their expertise.

Their desires include:

- Increasing the number of quality leads and conversions.
- Improving their website's visibility and search engine rankings.
- Establishing a strong online reputation and brand presence.
- Implementing effective digital marketing strategies to grow their business.

Where are they now: Roofing company owners or managers are likely checking their emails during their workday, possibly in the morning or after handling ongoing projects. They might also check emails during quieter times, such as during lunch breaks or at the end of the day.

Awareness level: kind of solution aware

- know they're struggling to get clients
- Geared a bunch of online marketing strategy
- Likely heard of SEO but doesn't know it that well)

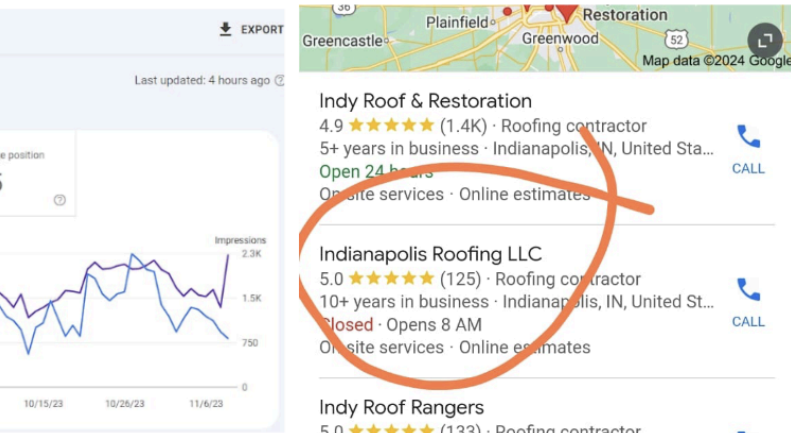
Sophistication levels: Stage 5 (Get outreached by a lot from newbie dudes)

Will they buy levels: Desire > passive/low, Certainty > Low, Trust > low.

Where I want them to go: set up a call w/ my client

What Steps

- Open the email that stand out in their inbox + tackles a pain they're facing
- Build intrigue in the body/trust to get them to open the video
- Watch the video and be convinced that it'll work for them + provide insight to amplify trust
- Reply to the email and book a appointment

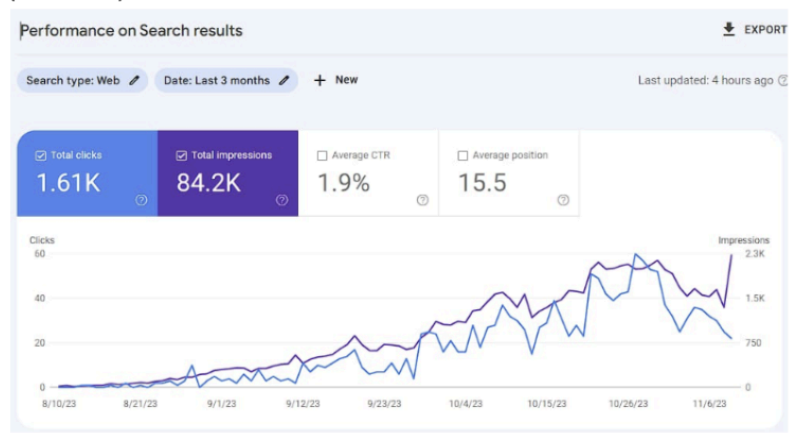


show up first (and as the best choice) for x.

are interested in all your services while also reducing the competition
" search term.

n willing to implement it for free until you see results.

an go into more details in a call.



There are 3 particular phrases/changes I currently have in mind to p
for <practice> around x, TX.

Let me know if you're interested and I'll sketch the idea for you.

Best,
Fasial & Hao
<https://farndigital.com>

Social media

Message 1:

Impeccable <insert specific SEO/website/blog component> <insert name> 🙌

<insert a technical compliment to show expertise>.

Was that to <insert dream outcome related to offer>?

Message 2:

<have a normal conversation with the guy>

Message offer: Sent by the time the convo is dying

Love it 100 Love it 100

That kind of reminds me of a <unique seo/website> idea I used for my client.

It's a bit complex but you have a lot of similarities with him, so would you mind if I shared the idea through a short video?

Continue on with the video script

Video script (do not strictly follow each word)

Hey x,

I've been following you around x lately & was wondering if you were looking for clients online to sell to.

1

Hey x,

- Have an idea to get more leads + mechanism reveal
- Talk about why their current state would benefit from service
- Reveal testimonial and the results their getting
- Build curiosity for solution `> CTa to the call

2

Hey <name>,

I was wondering if you were struggling with <pain current state, potential struggles/market desires, or awareness problem they're running into>.

Because <primary offer> <list all the benefits>.

- Say how it's getting more impressions
- Say how it's getting more leads+clients '

<mention how the same as top player is doing, show evidence>

It's a really cut throat market in the law firm, <pain> <mention design creative>

- Tease how he'll look at top players
- Brand messaging in a call
- To get a optimize design for you, we'll

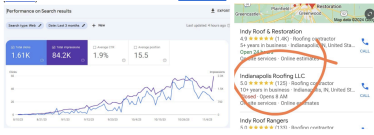

Obviously, this won't be the only thing we can do get x.

In a call I'd love to go into more details + share our clients result. Say website is shut down.

Anyways, let me know if you're interested!

Otherwise, have an amazing day.

Followup

<p>Hey x,</p> <p>Just reminding you about the idea from Biltmore Dentistry you might use to attract more clients around the area.</p> <p><Your x would really help boost this approach.></p> <p>Which is actually similar to how my client got 5 calls/per day.</p> <p>If you're just as curious as me to see how this looks, let me know and I'll sketch out the idea for ya.</p>	<p>Hey x,</p> <p>Just making sure you saw my last email.</p> <p>Basically, you might use x to better communicate y to get <dream outcome>. Which works especially well since <specificity>.</p> <p>It's a similar strategy to how my client got 5 calls/per day in Indianapolis:</p> <p>I'm confident that this will work, so I'd be willing to implement it completely free (until you get money in).</p> <p>Before that, would you like me to go into more detail? Through a mini sketch of what I had in mind?</p> <p>Best,</p>	<p>Hey x,</p> <p>Did you catch the sketches in the last emails?</p> <p>If not, it's a few ideas I had in mind for your website to find those big family households/corporate projects.</p> <p>It's similar to how our client got 5 calls/per day (their website):</p>  <p>Again, not sure if you're already jam-packed.</p> <p>So, if this interests you, I'll make/send you the different phrases + the pages I had in mind.</p> <p>Best, Faisal & Hao</p>	<p>Call Followup</p> <p>Hi x,</p> <p>Just making sure you saw my last email.</p> <p>To sum up, Daniel & Stark are getting their consultations booked full.</p> <p>It's actually a similar strategy to how we got over 84k impressions on their site:</p>  <p>I briefly cover this here (3m video)</p> <p>Do you think this is worth talking about in a call?</p> <p>Faisal & Hao https://denningsguy.com/</p>
<p>Hiya x,</p> <p>My schedule has filled up so I can't provide you the free sketch anymore.</p> <p>But if you happen to change your mind, feel free to reach out and we can hop on a call to discuss more.</p>	<p>Hi,</p> <p>Hope you're doing well <name>.</p> <p>Wanted to let you know that I might now be able to provide the free value in these coming weeks, so please let me know early if you're interested in <dream outcome> by y.</p>		<p>Walkaway</p> <p>Hey x,</p> <p>One last email.</p> <p>Wanted to let you know in advance that something came up and I can't get in a call for a week.</p>

Other than that, have a fantastic day. Best, Hao & Faisal	It's the same strategy to how my client got 5 calls/per day in Indianapolis: To show you that this will work, I'd be willing to implement it cost-free. But first, would you like me to put together the sketch to show you what it might look like? Best, Hi x, One last message. My schedule has filled up so I can't provide you the free value anymore. But if you see these emails in a few days or weeks and are interested in the idea, feel free to reach out and (like I said) we will implement it cost-free until you get money in. Not leads. Other than that, have a fantastic day. Best, Hao & Faisal		So if you happen to gain interest in the future, I'd appreciate it if you could let me know a week in advance. Thanks,

Outreach Tests

Test 1






- Controls:
- Subject line is: Quick x from DJS Injury Lawyers
 - Email address used
 - Start of the email + images
 - Top player

Independent variable: CTA

Dependent variable: conversion to a call

5 testing personalized video

SL: Quick landing page from DJS Injury Lawyers Body Hey John,	SL: Quick landing page from DJS Injury Lawyers Hey David, Wondering if you know Daniel & Stark and how they're using their website to bring in clients.	SL: Quick opt-in from DJS Injury Lawyers Hey Heaton, Wondering if you know Daniel & Stark and how they're capitalizing on their google ads.	SL: Quick landing page from DJS Injury Lawyers Hey Trip, Wondering if you know Daniel & Stark and how they're currently using their website.	SL: Quick landing page from DJS Injury Lawyers Hey Austin, Wondering if you know Daniel & Stark and how they're currently using their website.
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<p>Wondering if you know Daniel & Stark injury lawyers and how they're showcasing their cases online.</p> <p>Because they did something pretty unusual that you can 100% capitalize on.</p> <p>It's a similar strategy to how my client got over 84k impressions on their site:</p> 	<p>Because they framed their services in an unusual that you can 100% use.</p> <p>It's a similar strategy to how my client got over 84k organic traffic to their website:</p> 	<p>Because they framed their landing page in an unusual that you can 100% use.</p> <p>It's a similar strategy to how my client got over 84k organic traffic to their website:</p> 	<p>Because they framed it in an unusual that you can 100% use.</p> <p>It's a similar strategy to how my client got over 84k organic traffic to their website:</p> 	<p>Because they framed it in an unusual that you can 100% use.</p> <p>It's a similar strategy to how my client got over 84k organic traffic to their website:</p> 
<p>Which I briefly covered here (3m video).</p> <p>Is this worth discussing over a call?</p> <p>False! & Hao</p>	<p>I briefly cover this page (3m video)</p> <p>Would you be interested in talking about this over a call?</p> <p>False!</p>	<p>I briefly cover this page (3m video)</p> <p>Would you be interested in talking about this over a call?</p> <p>False!</p>	<p>I briefly cover this page (3m video)</p> <p>Would you be interested in talking about this over a call?</p> <p>False!</p>	<p>I briefly cover this page (3m video)</p> <p>Would you be interested in talking about this over a call?</p> <p>False!</p>

5 Testing convo outreach (no video)

Quick page from Q5 Injury Lawyers

<p>Hey Steve,</p> <p>Wondering if you know Daniel & Stark and how they're getting more signups for their consultations.</p> <p>Because they did their landing page in an unusual that you can 100% improve on with your extremely riched practice areas.</p> <p>It's a similar strategy to how my client got over 84k impressions on their site:</p>	<p>Hey Jason,</p> <p>Wondering if you know Daniel & Stark and how they're getting more signups for their consultations.</p> <p>Because they did their landing page in an unusual that you can 100% improve on with your no-fee guarantee.</p> <p>It's a similar strategy to how my client got over 84k impressions on their site:</p>	<p>Hey Anthony,</p> <p>Wondering if you know Daniel & Stark and how they're getting more signups for their consultations.</p> <p>Because they did their landing page in an unusual that you can 100% improve on with your emphasis on being Houston-based.</p> <p>It's a similar strategy to how my client got over 84k impressions on their site:</p>	<p>Hey Richard,</p> <p>Wondering if you know Daniel & Stark and how they're getting more signups for their consultations.</p> <p>Because they did their landing page in an unusual that you can 100% improve on with your 45+ years of experience in the industry.</p> <p>It's a similar strategy to how my client got over 84k impressions on their site:</p>	<p>Hey Dan,</p> <p>Wondering if you know Daniel & Stark and how they're getting more signups for their consultations.</p> <p>Because they did their landing page in an unusual that you can 100% improve on with your credibility with all those law firms.</p> <p>It's a similar strategy to how my client got over 84k impressions on their site:</p>
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I'm not sure if you're looking to generate more leads right now.
So I have to ask, do you mind if I recorded a 5m video explaining their idea?
Failed



I'm not sure if you're looking for more clients right now.
So I have to ask, do you mind if I recorded a 5m video explaining their idea?
Failed



I'm not sure if you're looking for more clients right now.
So I have to ask, do you mind if I recorded a 5m video explaining their idea?
Failed



I'm not sure if you're looking for more clients right now.
So I have to ask, do you mind if I recorded a 5m video explaining their idea?
Failed



I'm not sure if you're looking for more clients right now.
So I have to ask, do you mind if I recorded a 5m video explaining their idea?
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