

SL: The problem with outreach

Nowadays, there are plenty of copywriting gurus telling you that you should outreach right away.

Create an account, optimize your profile, find your niche, and start messaging people with 10k plus followers in the DM's.

But let me tell you why this is the wrong approach.

Imagine this:

You have 10k followers on a social media platform, and you have a product with a newsletter as well.

And now you have "Jimmy" hitting you up in the DM's talking about how he'll fix your newsletter for more conversions and all that good stuff.

Do you see the problem?

Well, you shouldn't. There is no problem, YET.

"Why YET?" You may ask.

Well because you click on "Jimmy's" profile only to find out that he has 10 followers and no social proof.

Now would you work with "Jimmy"?

Probably not, right?

Yeah, me neither.

So because I don't want to see you guys suffer in the DM's trying to get clients any longer,

Here's what you should do:

- Create your profile
- Optimize it to your service
- Pick your niche
- Build your follower count to at least 100 followers
- Then start to build relationships with people in your niche
- Build rapport
- Offer free value

And BOOM.

Next thing you know, you have a paying client.

Now even though this is simple, there are a lot of unanswered questions.

That's exactly why I've provided you with a FREE master class on outreach as a copywriter.

That's all for today.

Go get you some clients bro.

Speak soon,

Armand