

The goal: To find three ideas on how I could improve the response rate for my cold DMs.

Insights I got during the 15-minute walk:

1. I could describe specific results they will get from the free value I create (not just "lower CPLs or CPAs," but "You will decrease up to 30% of the cost per lead with this free value") ← just a draft;
2. I could show a specific timeframe in which they will get that free value. (Just say "yes" and I will send you a final rewrite tomorrow).
3. By making them only say "yes" I also reduce a perceived effort. So Instead of asking "What do you think?" I can use the following CTA: "Simply respond "Let's do it" and I will send you a final rewrite in the next 24 hours" ← just a draft;
4. So basically I could create an irresistible offer in relation to my free value just the same way I created an irresistible offer for my copywriting services (an offer where I decrease time delay, effort, pain, and increase a perceived value of achievement and the actual value); I could find parts that are not important and remove them to make the overall length of the cold DM less;

Something like this can become a part of my cold outreach:

I will rewrite your opt-in page reducing your CPLs up to 30% for FREE.

With ZERO risk on you as you don't even need to use what I send you.

Simply reply "Let's do it" and I will send you a final draft in the next 24 hours.

09/02/24

The goal: To find a way to write a welcome email that would increase the open rate and anticipation of others' emails that come after it.

Insights I got during the 15-minute walk:

- To increase the open of people who read it till the end, I need to increase the number of people who open the email.
 - I can increase the open rate by making a subject line very personalized and look like it's from a friend.
 - Friends usually start with a name and sometimes might forget to use upper case.

- Then the subject line has to create curiosity PLUS show the importance for the reader (what the reader can gain from the email);
- **To increase the open rate of my future emails I can give the exact email that's coming, this way when they see a new email, they would probably expect it to come and they know what value they will get. ← This way I take the trust that was built in the previous email and transfer it to the new email.**
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The goal of the email sequence is to build trust and help the reader.

Build a structure of emails and what they will teach the reader to then make sure he will achieve a specific result.

Then make a goal of each email to be read till the end, maybe clicked a video in the PS section and eventually sneak peek the next email.

13/02/24

The goal: To find a way to refine the recent optin

Insights I got during the 10-minute walk:

- Refine the call to action because it seems a little bit awkward and unclear;
- Make the part with "By the end of this workbook you will.." ignite more emotions and feelings through adding more kinesthetic language into it.
- To make it more entertaining and increase the engagement I can make the copy less formal and add more jargon like "quine" etc.
- I could create very vivid images of specific actions and achievements using kinesthetic language, of course.
- I could also add some images from the workbook itself like "a closer look"
- **Sabri would make sure that he grabs a ton of attention with a scream headline that gives people a clear understanding of EXACTLY what they will get PLUS keep their attention by open loops and promising the WORLD. I gotta refine my own headline.**

14/02/24

The goal: To write better ads

Insights I got during the 10-minute walk:

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