🧠 SWIPE FILE: Proof of Audit Concept Campaign

Turning Your Sales Meetings into High-Value Audits that Convert

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🔧 How to Use This Swipe File

This swipe file is a **template guide** to help you create your own high-converting, audit-style 1:1 campaign.

The *Ready to Raise Audit* is just an example — you should swap in your own title, offer, and niche-specific messaging.

Use the email and DM structure provided as a base. Then, take your personalised concept and run it through **ChatGPT** to tailor the copy to your tone, style, and audience.

✅ Suggested Process for Testing Your Campaign:

- **Start with your warm audience**
  Email your current list of subscribers or existing contacts who already know you.

- **Monitor uptake**
  If bookings are low, refine the offer name, session promise, or messaging.

- **Use it as a foundation**
  If it converts well, you've got a validated, high-value 1:1 offer you can confidently promote through cold outreach, info swaps, weekly moment CTAs, and social DMs.

📩 EMAIL CAMPAIGN

Email #1 – Launch Email

Subject: Are you looking to raise?

Body:
Hi [First Name],

I'm looking forward to connecting further with you. To support your growth journey, I'm offering a limited number of **Ready to Raise Audits**.

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This exclusive 45-minute 1:1 session will help you assess whether your business is in the right position to attract investment.

In the session, we will:

- Review your business model and spot strengths + growth areas
- Align your funding goals with investor expectations
- Share actionable tips to present your business more effectively to investors

If you're preparing for funding (or even just thinking about it), this session will give you clarity, confidence, and a clear path forward.

👉 [Click here to learn more and book your session.]

Looking forward to helping you on your fundraising journey.

[Your Name]
[Your Role]
[Your Company Name]
[Your Website URL]

Email #2 – Reminder (Send 5 Days Later)

Subject: Don't Miss Out on Your Ready to Raise Audit

Body:
Hi [First Name],

Just a quick reminder about the **Ready to Raise Audit** sessions I'm offering. These 45-minute 1:1s are designed to help you figure out if your business is really investor-ready — and what to do next.

If you haven't booked yet, a couple of slots are still available.

Together, we'll:

- Review your current model and find areas for improvement
- Align your goals with investor needs
- Build a stronger, more confident investment narrative

👉 [Book your session here before they go.]

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[Your Name]
[Your Role]
[Your Company Name]
[Your Website URL]

💬 SOCIAL DM CAMPAIGN

DM #1 – Launch Message

Hey! I've opened up a few spots for something called the *Ready to Raise Audit*, a 45-min 1:1 session to explore whether your business is genuinely ready to attract investors.

We'll break down your current model, highlight what's working (and what's not), and align your goals with what investors are looking for.

You'll leave with a clearer strategy and actionable insights.

👉 [Book your session here before they go.]

I'm only running a few of these this month. - all the best [Your Name]

DM #2 – Reminder Message

Just a quick heads-up, I've still got a couple of *Ready to Raise Audit* sessions available.

It's a 45-min session where we'll:
✅ Uncover what parts of your model appeal to investors
✅ Identify gaps that might be holding you back
✅ Refine how you present your story + strategy to stand out

Founders have said it's been a real confidence-booster — let me know if you'd like to grab one of the last slots. Thanks again [Your Name]

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📅 CALENDAR BOOKING INFO

(Use this copy on your calendar/booking page)

🗓️ Ready to Raise Audit – 45-minute 1:1 Call

In this session, you'll benefit from:

- A rapid review of your business model through an investor's lens
- Clear insight into whether your business is fundable right now
- Practical advice on aligning your pitch and proposition to investor expectations
- A short-list of recommended improvements
- Greater clarity and confidence in your investment readiness
- A confidential and personalised review with no hard sell

👉 [Insert your calendar booking link here]

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