

TOP 29 MISTAKES HU NEWBIES MAKE WITH COLD OUTREACH

Fix these mistakes to have your inbox filled with responses like: *“Yes!”*, *“Sure send it over”*, and *“Thank you, yes would love to see them!”*

THE CLIENT “DRY SPELL”

So you’ve started the outreach process, and sent out your first 50-100 emails, but got ZERO positive responses...

Perhaps you’ve even sent out *hundreds* of emails, only to open up your Gmail and see, once again... an empty inbox.

Well, that’s about to change, because we have accumulated the TOP 29 mistakes new HU G’s are making that are causing this excruciating client “dry spell”.

These mistakes come from reviewing well over 100+ outreach emails from fellow brothers inside the Copywriting Campus, and from sending thousands of outreach emails ourselves.

So buckle up, because things are about to take a turn.

CLEANSE YOUR OUTREACH

What we’re going to do, is lay out every single mistake you may currently be making with your outreach templates so you can easily eliminate them.

Then once your outreach template has been “cleansed” we will show you how you can “check” your outreach template correctly and set it up for success.

That way you will have a “magnetic” cold outreach template that will attract more responses than ever before.

Now, let’s get some responses...

THE 29 MISTAKES HOLDING YOU BACK

Now, before we get into the 29 mistakes that are holding you back from landing your first ever copywriting client, I want to make something very clear first...

BLATANTLY COPYING THE EXAMPLES IS LAME.

If everyone is simply going to turn off their brains and copy all the examples given in this document then all the golden nuggets shared in here will be completely ineffective within 2 weeks.

So I want you to take the examples and brainstorm: *“How would I personally say this?”*, *“How can I make this different from everyone else?”*.

The goal with the outreach templates is to pause at every single point of the “story” and think how you can make it different. This is the only way to create an unreplicable outreach email that triggers responses.

So without further ado, let's get into the 29 mistakes.

(WARNING: do not copy any of the outreach from the Google documents I will be using as references, these templates are suboptimal and should not be seen as “good” examples, they're simply used to point out the mistakes)

MISTAKE #1: You believe it's about selling, when in fact, it's about providing value from “cool person” to “cool person”.

My job is to help Football Training Brands improve their email marketing.

Since I am in the business of copywriting, I can see those little adjustments much earlier than the average person. and this goes for you too.

You don't have to sell them on anything. You're not trying to get their number or their money. You just have to talk to them and provide value (i.e. something of use to their business/solution to a problem they're having).

- Video example: <https://www.loom.com/share/9e475b98e6064ffeb2be42252061722e>

MISTAKE #2: You talk only about yourself and YOUR story, instead of talking about the prospect's desires/problems.

You need to understand that the only person the prospect is interested in is themselves, not you. So you want to make sure that before you go into your story or talk about your idea, that you

address the prospect first by talking about his/her particular desires or problems.

Remember Andrew's video from the bootcamp, always address the “What's In It For Me?”

- Video example: <https://www.loom.com/share/9ae08f9c7cc143fab2d9129da4e65b8a>

MISTAKE #3: You approach prospects from a scarcity mindset instead of an abundance mindset (prospects can SMELL your desperation for clients).

This one ties in a lot with mistake #1, however, here we're not talking about a misunderstanding but an entirely wrong mental paradigm.

If you're offering your services to simply anyone, you communicate that you have no clients, which means you must not be any good. That's why it's important you not only believe, but write the email as if you're ALREADY working with a bunch of clients.

You don't "need" this prospect. You just had something cool for them, that's it. So be mindful of that when writing your outreach email.

"Also, when you get a positive reply, don't be like a virgin 15-year-old who just got his first chick, and start thinking, "SHE IS THE ONE, WE'RE MEANT TO BE."

Create your free value, send it out and then go get TEN NEW REPLIES.

Focus on creating so much abundance that you don't care about that one prospect, and you will put yourself in a position of power that can be FELT.

As the eloquent TOP G put it, "one hoe is too close to no hoe"

~ Nikolai - HU Apprentice

- Video example: <https://www.loom.com/share/bd37ac70805f4ad3af9778cb76c1d2d5>

MISTAKE #4: You don't have a good understanding of all the type of free value you can offer businesses.

Many of you don't really know what you can actually offer businesses as free value or how you can even help them as a whole, so let me give you some quick examples:

1. DIC emails to sell more products to their email list
2. DIC captions to direct people to their link in bio
3. Video script ideas for IG content
4. Headline ideas for either their lead magnet or their sales page

5. Introduction (lead) for their sales page (most suck or don't even have one)
6. Facebook ad ideas (if they are already running them)
7. Advice on how their marketing funnel / strategy could be improved.

And you can play around with these and package them in all sorts of ways to make it sound more unique (we talked about this in mistake #6).

BUT... if you want a deep and clear understanding of how businesses work, then watch Professor Andrew's 1-hour Masterclass where he takes a deep-dive on how you can help online business (and yourself) make more money [right here](#).

MISTAKE #5: You are offering "help" to people that haven't asked for help, instead of just pointing out what they're missing and teasing VALUE.

A lot of the times when you try to help people that didn't ask for help they are resistant to it, they believe they have everything handled, so don't try.

Just offer them VALUE, then they can see for themselves if they would want your help or not. So completely avoid the "I can help you" type of frame, it will only turn prospects away.

- Video example: <https://www.loom.com/share/0c627f4534b848e98903a4b6974d8238>

MISTAKE #6: You have NOT niched down enough so you're reaching out to people who have already received dozens or even *hundreds* of emails.

This one is a biggie. 9/10 of HU beginners start either with outreaching to the fitness niche or the red pill/dating niche. These people have gotten hundreds or perhaps even thousands of emails to this point. There is a very, very low chance they'll respond, **so dig deeper**.

Think about all the different kinds of problems that exist for young men, young women, adult men, adult women, and in different kinds of niches as well. You can always dig deeper. I explain a little bit more on how you can do that in [this short loom video](#).

But, if you want the full 30-minute "Power of Niche" Masterclass where Professor Andrew explains EVERYTHING on how to sub-niche down and find that "blue ocean" part of the industry, then [click here to watch](#).

MISTAKE #7: You don't leverage the power of the Hemingway Editor to write more concise and understandable emails.

A lot of you guys use either too many words or words that are too hard to understand in your

outreach Your email needs to be easy to understand and digest.

Hemingway Editor is a great resource to help you write more concise and more understandable emails

- Website: <https://hemingwayapp.com/>
- Quick tutorial: <https://www.loom.com/share/69e44c4a2c244c99a9929ec542081973>

MISTAKE #8: You go OVERBOARD with the intrigue and use 10 different adjectives in one sentence.

"You use overblown, salesy and spammy language like "MASSIVELY INCREASE SALES" - forgetting that you are a complete stranger with no trust built up.

This is like approaching a random girl on the street and shouting at her that you're going to massively increase her sexual satisfaction. Be a G about it. Be subtle."

~ Nikolai - HU Apprentice

Sure, I understand you want to sound intriguing, but don't go overboard with it. Otherwise, you'll be giving off the "newsletter" vibe we talked about, and it won't feel as if it's a genuine email directed at them only.

- Video example: <https://www.loom.com/share/3425ca7a1aa840d38eebe287d5909b46>

MISTAKE #9: You don't treat the outreach email as a conversation between two different people.

It's important to keep in mind that you are emailing REAL human beings. These aren't just Instagram accounts that make videos all the time. These are real people that take a dump in the morning, put on pants and drink their coffee just like you.

So talk to them with that in mind as if you're genuinely emailing them one-on-one. Cool person - cool person, remember?

- Video example: <https://www.loom.com/share/04f56e65a31c4a1f84ff85640e6757dd>

MISTAKE #10: You are not consistent with your outreach. When you don't have clients yet, you should be outreaching every single day.

You don't necessarily have to do 50 outreaches every single day (unless you have a lot of free time), but if you want to get clients *fast* and you want outreach to be "easy"...

Then you should be doing at least 20 emails a day. Overlooking this crucial point would be the primary reason why you'd still be struggling to scrape 50 bucks together for the next HU payment... so no excuses.

MISTAKE #11: You send out hundreds of emails without zooming out from time to time and analyzing the chessboard.

"More numbers are not always the answer. If you're gonna go out and get chicks, it doesn't matter that it's a "number's game" if you've forgotten to shower, you're fat, your breath smells like coffee, etc.

Zoom out and analyze: is it my opening? Is my email copy engaging enough? Is my offer intriguing enough? Is my offer relevant to this market?"

~ Nikolai - HU Apprentice

Couldn't have said it better.

MISTAKE #12: The compliment is either too formal or too fan-boyish. Find a middle ground, and come from a position of equal or higher value.

You don't want to sound like a robot, but you also don't want to sound like a fanboy. So how do you balance this out? Well, you approach it from a position of equal or higher value.

When you compliment prospects you should act as if you are already completely familiar with the topic he/she is talking about from your own life experience. So you're simply *acknowledging* that what they show/explain in their video (or whatever you compliment them on) is really valuable for their audience.

The same goes for when you compliment their marketing, you already know the techniques and methods people use to get attention and you're basically saying *"Hey, I saw what you did there, that's really clever"*

(You will see tangible examples of this in the next mistake)

- Video example: <https://www.loom.com/share/753a1983dfad4202b9c9ab97a43c3382>

MISTAKE #13: You don't properly “ego stroke” in the compliment, and mention how the prospect is a positive force for their audience and the world.

but then when I actually watched your real and read your quote on how bad days are necessary for the good days to feel as good, I instantly loved it. You can even feel it when you're having bad day after bad day, you know a good one is coming. **I appreciate you sharing that message man.**

I came across your last post and I loved the point you touched on how procrastination is directly correlated to the clarity of your tasks and goals. I believe a lot of people struggle with this one **so awesome you point that out.**

I came across your IG video where you showed people how you sometimes fail too. Really cool that you share that. **I can see how that makes the difference in the trust between you and your audience.**

A little “hack” you can use in your compliments to make the prospect feel really good about themselves is some subtle “ego stroking”.

Basically you're just telling them that you appreciate them putting out the content or you can link it back to their audience and mention how his/her audience definitely appreciates that.

- Video example: <https://www.loom.com/share/ce19cb5434fe457293357370b76f8045>

MISTAKE #14: Your compliment has no real substance and could be sent to ANYONE in ANY niche.

If your compliment says something like, *“I really love your video, I see you put a lot of effort into it, great job!”* or anything generic like that, they'll simply think, *“Ahh this guy sends this to everyone”*

That's why it's important you are *specific* and mention something from the video that shows you actually watched it. This proves you're not just a bot, but actually took the time to look at their content.

MISTAKE #15: You don't mention where or HOW you found their video/profile, and simply jump into the compliment/story or offer.

Many HU brothers simply jump into the compliment or their offer without even mentioning how they found the prospect, which is important because again, these people don't know you.

Also, opening with: "Hi, (personalized compliment)" will get you categorized in a second because EVERYONE does it.

So to sum it up, what you need to do is 1. Mention how you found them since you're a complete stranger, and 2. Come from a unique angle, so not "I was on your website, and I really like your stuff" like everyone else does. There are a billion different ways to find someone's content, come up with a couple unique and realistic reasons and TEST.

- Video example: <https://www.loom.com/share/7278761f10a5428f9460a93028d50070>

MISTAKE #16: You immediately start talking about your offer *without* first explaining HOW you found their website.

A lot of you guys simply jump from compliment to "I took a look at your website", but there's a major jump here. They'll ask themselves, "Why did he look at my website, what's his motive?"

Here's where you very briefly touch on WHY you clicked their website link. Perhaps you got inspired like in the example in the video, or perhaps you were curious to what kind of programs he/she had to offer. Whatever it is, mention WHY you clicked to avoid triggering their "bullshit detectors".

Also, be mindful that *thousands* of people have started their "pitch" with "I was looking at your website" that it can immediately alert your prospects to the fact that you're about to sell to them.

Right now, it's the outreach equivalent of saying "what if I told you..." before announcing your product. So put in the brain calories to say it with different words.

- Video example: <https://www.loom.com/share/05ddf404fc714b28bf3d39af2861c04f>

MISTAKE #17: Instead of telling a unique story of HOW you came up with the idea, you simply pull something out of your ass.

We'll talk about how you can replace the mundane "ideas" with something more intriguing and unique, but for now we need to think about WHERE the ideas came from.

Most of you just mention the ideas out of nowhere, but this raises skepticism in the prospect. So what you want to do is create a logical story of where the idea originated from.

It could be a particular line on their sales page that reminded you of this ONE “traffic generation” technique you read in a book or implemented successfully with a client in the past. Or maybe you realized that X method from Y marketing would fit perfectly for their situation.

Whatever it is, make sure it sounds logical and unique so they not only understand where it comes from but also feel like this is something they’ve never heard before.

- Example: <https://www.loom.com/share/c07a82e74bcd4096990c1e169f6b1955>

***MISTAKE #18:* When introducing your idea, you don’t make it specific enough or “mysterious” enough.**

It’s our job as marketers to make the most boring things sound revolutionary, even when they aren’t. For example, if you’re offering Facebook ads, you don’t just say, “I made you Facebook ads”.

You can say something like, “Your ad reminded me of a specific Facebook ad strategy that takes advantage of a recent hiccup in the algorithm to drive more traffic to your site”.

That’s just a quick example of how you can make something super simple and mundane sound more intriguing and more interesting, and you can do this with literally every form of free value.

- Video example: <https://www.loom.com/share/a8462fe4f470424089e08fc608f9d8>

***MISTAKE #19:* You don’t clearly explain the ACTUAL benefit, but only say “I’ll help you increase sales”.**

Many of HU beginners simply copy the template and just keep the “increase your sales” part, which is now severely ineffective. That’s why it’s super important that you are extremely specific about what your free value will actually do for them.

For example, “... reminded me of what I like to call Instagram Disruption Posts which stop people dead in their tracks so you can direct more traffic toward your link in bio and get more sales.”

All I do is clearly explain the benefit which shows that one, you know what you’re talking about and two, it’s a pattern interrupt since everyone is just promising “sales”. So be more specific in explaining the benefit for them.

- Video example: <https://www.loom.com/share/1607be39328f47d3a4a13c14be519f90>

***MISTAKE #20:* You explain what the free value is instead of TEASING the unique mechanism (how it works) and then**

mention the benefit.

This one also ties in a lot with mistake #6 where we talked about how many of just say I have an “idea”. Well, the goal is to tease the “unique mechanism”, which explains what is different about this method, and then you follow it up with the benefit.

Let me give you an example.

Say I want to write emails for a prospect to sell their lower ticket product, then I could say “X reminded me of what I like to call “funnel-ascension” campaigns to ascend people up your funnel to buy your next higher-ticket product”

See what I did there? I don’t actually say “emails”, so they’ll believe that it’s something unique while in reality they are just emails. All I do is tease what makes them unique and how it will benefit them.

MISTAKE #21: You don't mention WHY you decided to make the free value. What's your motive? Not mentioning this causes skepticism and mistrust.

If you don’t mention a genuine reason for why you made the free value, they will simply think there’s a catch, and there is... You want to pitch them on a call right? That makes it even more important to nail this.

So what can you say? You could come from the angle of “Because I love your brand/message” or something like that. You could say you were brainstorming some ideas and used his brand as an example, but you want to send it to him because “why not”

There are a lot of reasons you can come up with, but it needs to sound genuine and it needs to sound logical. Alternatively, you can come up with a unique “origin story” of how your free value was born, and implement persuasive elements like mystique, intrigue and humor. But, regardless of what approach you take, it can’t just come from thin air for no reason.

- Video example: <https://www.loom.com/share/b765f9ce906342da8e6efa97de9d916c>

MISTAKE #22: You offer free value that is not even relevant for the prospect, or that they can't test out immediately.

Many of you offer people free value that they don’t even need. For example, you guys offer emails to businesses that don’t have a newsletter, or Facebook ads to businesses that aren’t even running Facebook ads.

How are they going to test your emails if they don’t have an email list? And if they would want to test your ads they would actually have to SPEND money first. Doesn’t really make sense if they have a small audience and little money to spare, right?

That's why you want to make sure you offer them something they can implement and test right away.

MISTAKE #23: Your CTAs are too vague, "Feel free to reach out", "Let me know what you think" etc. Either ask a question, or tell them *exactly* what to do.

Being vague in your CTA makes it harder for prospects to respond. In general people are bad at making decisions, that's why it is important that you write your CTA in such a way that it is EASY for the prospect to respond.

You can either ask them a specific question like: "Would you like me to send it over?", "Are you opposed to receiving these X" or "Would you like to test these out?"

Or you can tell them exactly what to respond. For example; "I know you're a busy man so if you can just respond with a simple "Yes" I'll gladly send it over"

(Obviously change the phrasing and maybe even the word here and make it your own. Too many people copy-paste CTAs, but the only way for you to really stand out and grab people's attention is to be unique in every way. Come up with a unique way to say EVERYTHING. The easiest way to do this is to sprinkle some of your own personality into the outreach, since that's something only you have.)

- Video example: <https://www.loom.com/share/4c324bf7afb2454585be474717aff00d>

MISTAKE #24: You immediately ask for the call without giving value FIRST.

I've seen many outreach emails from HU beginners that immediately pitch the call, which doesn't work for one simple reason. They have showcased zero value.

The reason why the free value approach is so powerful in the beginning is because you can show your skill and your "value" without having any experience or results to show for.

Plus, giving prospects free value also creates a "reciprocity effect". You give them something and if they like it, they will feel the urge to give something back, so they will be a lot more susceptible to hearing out your ideas.

Thus, the message is: stick with the free value approach unless you have tangible client results that you can leverage.

- Video example: <https://www.loom.com/share/5dc5eb667bca43e980825f2eb25d8300>

MISTAKE #25: When you get a response you immediately ask for the call with no valid reason, instead of teasing another "special" idea first.

The moment has come, you finally get a positive response, but... how do you actually get them on a call with you? Well, what you should NOT do is simply copy the template. Because that's what most do, to no avail.

The reason why this doesn't work is that they don't feel any reason to get on a call with you. You sent them your emails, cool, but now you don't have anything else to offer them...

Let's change that. So what you want to do, is take another look at their IG, their website etc. and you want to find a specific issue or opportunity for them and TEASE that to get them on the call.

For example, if they have a newsletter but no lead magnet yet you can say: *"I noticed you aren't fully taking advantage of your lead generation, which made me think of this awesome lead magnet idea to explode your list. It's a bit much to talk about over email, but perhaps we could have a 15-minute call about it so I can explain it to you?"*

Be careful though, don't pitch something random. Make sure it's something you believe they would actually need. Also notice how I emphasize that I won't take much of their time.

- Video example: <https://www.loom.com/share/03bc76f4f64247bca5137857faffa233>

MISTAKE #26: You imply you have already made the free value, and are "keeping it from them", which triggers their "bullshit" detectors.

You may have already gotten replies saying: "Why aren't you sending it in the first email?", I know I have. This happens because you imply like you've already written it, and are consciously keeping it from them, which of course makes them think: "This guy's full of shit"

Thankfully there are ways to go around this. For example, you can say you don't like to send over random documents to people who don't want it, or that you want to "be sure" you'll send it to the right person,

These are two angles you can use, but now it's just up to you to find different ways to phrase them or different reasons all together so you don't sound like everyone else in the Campus.

- Video example: <https://www.loom.com/share/e1d83f2591f9448cb7d41e736c21ed29>

MISTAKE #27: You put "copy", "copywriting" or

“marketing” in your email address, which instantly triggers their “sales guard”.

Of course, I understand you want to come off as a professional, which is good thinking. I thought the same in the beginning, but in this case, it only turns people away.

I actually tested this with a personal email address and email address with “copy”, and my personal got WAY more responses. This happens because people feel as if you’re genuinely reaching out with no ulterior motive.

If you have “copy” or “marketing” in your name, they immediately know you’re trying to sell something. So just stick with a Gmail account or if you really want to buy a domain, use your first and last name (<first name>@<first name><last name>.com)

MISTAKE #28: You use bold, CAPS, *italics* and excessive spacing in your outreach email.

This is a key that has access to people's emotions and determines where people spend their money.

This key is called **ATTENTION**

Without attention, selling <your product> will not be so easy.

“Where Attention Flows Cash Goes”

Although it seems so obvious this key concept is often overlooked.

Many HU beginners see cold outreach emails and newsletter emails as the same thing but they’re not. The first did NOT opt in to receive emails from you, so when you use all kinds of different formatting they just see it as some spammy newsletter.

So simply write the email with normal plain text as if you would email your family or friends.

- Video example: <https://www.loom.com/share/81c761288c56488a946282f6a84f2266>

MISTAKE #29: You’re afraid to experiment and use your own personality, so you simply copy the templates, making you sound like an HU sales robot.

Many of the beginners in the Copywriting Campus will inevitably be lazy and simply copy the templates, I’ve been there.

However, this will get you absolutely NOWHERE. These templates have tried up by now. Plus, it's a waste of all the days or even weeks spent prospecting and outreaching.

So don't be afraid to add in your own personality and creativity to make the outreach email truly your own, while of course, upholding the same "skeleton" or psychology behind every sentence.

NOW THAT "THE CLEANSE" HAS BEEN COMPLETED...

IT'S TIME TO PERFECT YOUR COLD OUTREACH.

CHECKING YOUR OUTREACH FOR "BUGS"

Purpose & Introduction video:

- <https://www.loom.com/share/1d90e0fff4564524bf637a4920f51507>

4 Essential Guidelines for +80% Subject Lines **(BONUS)**

- <https://www.loom.com/share/34e7acc32a9b4283ab0aeeaa7a6d0df>

#1 Checking Outreach for "Bugs"

- <https://www.loom.com/share/bcdae9529e5b43ebbd66c51f14d638aa>

#2 Checking Outreach for "Bugs"

- <https://www.loom.com/share/0636cc77087d45cbaaa32f266165f2e2>

#3 Checking Outreach for "Bugs"

- <https://www.loom.com/share/c2ca49fddd614d81b34582a9e54b9723>

My last message...

One mistake that everyone will neglect, but is CRUCIAL to make your emails work **(BONUS)** • <https://www.loom.com/share/922a983abeeb4c03a0b93316972a21bd>

CONGRATULATIONS!

YOU NOW HAVE A HIGH-RESPONSE COLD OUTREACH TEMPLATE

If you have gone through every single mistake, watched every video and applied it to your outreach email, then I have nothing but respect for you. It's not easy to admit your mistakes, but it *is* essential that you realize as soon as possible when something is not working.

Which brings me back to the OODA loop once again. Yes, you may have an outreach email right now that works, but chances are that in a couple of weeks you'll notice your opens or responses drop again. Nothing to panic about, this happens.

But it is super important that you keep your numbers in mind and adapt quickly when necessary so you're not sending hundreds of emails without getting any opens or responses like we talked about earlier.

If you can send out at the very least 20 outreach emails every single day with the "high-response" template you've created with this document, AND you keep OODA-looping every couple weeks then your first client is just around the corner.

(Here's Andrew's explanation on the OODA loop in case you forgot:

<https://vimeo.com/700618943/43bb79f08d>) **Good luck brothers.**

If you have any questions, comments or confusion... tag me in the chats **@Belmin, The Conversion Cupid** and I will get back to you.

If I don't? Then please copy the discord message and send it to me in

DM. That'll be all. Now it's time for you to:

BREAK THAT CLIENT "DRY SPELL"

Special thanks to:

@  Nikolai  
@  Luke - Gorilla Commander  
@Ronan, Hammer of the Gods  

If you want to thank anyone, thank them.

Their marketing IQ was crucial to the value that is provided in this document so definitely show your appreciation towards these absolute G's.