

Business objective: to get people agree to buy my video editing service

WINNERS WRITING PROCESS

1. Who am I talking to?

- a. Social media influencer who are getting less views
- b. People who are suffering to do video editing

2. Where are they now?

- a. Scrolling in there email or in social media

What are they currently doing to solve this problem?

- i. Doing video editing themself
- ii. Working with a video editor who is doing the editing decently

3. What do I want them to do?

- a. See my email/ Dm
- b. Reply to my message
- c. And then buy my video editing service

4. What do they need to think/feel/experience to do those things

- 1) They need to know that my service can save their time
- 2) Feel that they are getting less views and then hire me so i make there video more engaging
- 3) They are giving more time to there video editing and getting less views
- 4) Feeling a deficiency of videos quality

Sample copy 1

Subject: First 5 video Editing for free!

Copy:

Give more time to your loved once

Hi (name of the person),

I hope this message finds you well.

This message is going to **save you time** and effort from editing your videos so you can give that extra time to your loved ones or to the things you like! Moreover, your views are also going to increase!

OFFER: The first 5 videos I will do for free. So there is no doubt in your mind about the quality of work.

How?

I will do the editing so you can create more videos per day.

I can save all that time by doing that work and let you enjoy with your loved ones.

I have **6+ months** of experience in video editing.

And it's only going to cost you \$15 per video.

I am **enthusiastic** about the opportunity to **working with you**.

Thank you.

Regards,

[name]

Reply to this email for further information

Copy sample 2

Subject : Hey there! You can enjoy the first five videos for free. Isn't it great?

COPY:

Dear,

I trust this message finds you well.

I am pleased to offer my services to assist you in saving valuable time and effort by taking on the task of video editing. With my expertise, you can devote extra time to your loved ones or other personal endeavors without compromising the quality of your videos. Furthermore, improved editing is likely to enhance your viewership.

As a special introductory offer, I am willing to edit the first five videos at no charge. This allows you to gauge the level of my proficiency and determine if my skills are a good match for your requirements.

I have over six months of experience in video editing and am confident of my ability to streamline the editing process, allowing you to create more videos in a shorter period.

It would be my pleasure to work with you and provide my professional services, and I look forward to the opportunity.

Thank you for your time and consideration.

Sincerely,

[Shlok]

Copy 3 a simple email to start conversation

Subject : I can make your content better and help boost views for FREE!

Copy:

Hi

I hope this message finds you well

I have many ideas that can boost your

Video's engagement and views

And make your content stand out and perform even better

And I am willing to work with you for FREE then you can decide whether to work or not

Reply and I will explain to you how can I help you