

New Push ups video- <https://vimeo.com/895983397>

Context- A cold email to local handymen who were recommended to me on facebook when I posted, saying that I was looking for local handymen, in local notice boards. They all have terrible social media accounts and my client is a social media marketer, I am doing email copywriting for them and this is the first email they will see of me, my client is happy with it but they are a friend and that may affect their critical analysis of it; I need to focus on winning over the prospects only.

I have already got this copy reviewed and it was clear that I was being far too salesy, I have rewritten it over and over analysing it, reading it aloud and trying my best to sound authentic, I have rewritten it and want this new one critically reviewed so that I can improve it one last time, before giving it to my client; it begins on Page 3 of the doc underneath the title “The improved copy based on review”.

Avatar

John

A 40 year old man from Cheltenham

Runs his own plumbing business and is just about making a living out of it,

Wife and kids live with him, in a 3 bedroom house in a mediocre average area.

Longs to take them to a nicer house but is stopped by his business struggles.

Pains (rated from 1 to 4, 1 being most painful, 4 being least painful)

2)Doesn't know how to scale his business- thinks social media will be the best way to do this but doesn't know how it works or how to do social media properly- he thinks it will be the best way to stand out from the huge competition and build rapport with customers.

4)Frustrated that he is wasting time and money on running his social media accounts when really he just wants to focus on the business.

1)Annoyed that he can't get many loyal customers coming back to him every time they need maintenance.

3)Stressed from the pressure of constantly getting new clients that demand too much of him.

Desires (rated from 1 to 3, 1 being most painful, 3 being least painful)

1)Wishes to have a large outreach so that he can get more customers and gain their trust through a positive reputation online, keeping them as loyal customers.

2)Longs for customers to understand him and his work, that way they would have more respect for what he does.

3)Wants easy access to reliable suppliers that he can call on at any moment should a problem arise.

What emotional journey does John need to go through to feel inspired to take action?

Step 1) He must be captivated by there being a logical, realistic way out of the highly stressful, competitive and unreliable business he is currently in.

Step 2) He must gain a full understanding of his situation and realise their needs to be a change

Step3) He must associate that change being a successful social media

Step4) He must now associate taking this survey as the best way to get ahead of the others and become closer to reaching his desires of a steady flow of loyal customers, who understand him and have a relationship with him.

Step5) He must feel urgent to take action now!

Who are they?- Local handyman business owners, electricians, plumbers, carpenters

Where are they now?- They are doing okay for themselves in the business world but on social media do not have the same level of interest in their business.

Where do I want them to go?- Since it is a cold email my main objective is to get them interested, I am using a free questionnaire where they can get specific results, based on their answers to find out: What is wrong with their social media and how they can fix it.

Is a questionnaire the best way to achieve this or is there a better option I haven't seen?

How can I get them there?- Grab their attention, Generate curiosity, Provide an opportunity to gain free value, Build their trust, Get them to take action.

My best personal analysis- I think it sounds too salesy and I started it about me not them, this may be a mistake; I think I need to build their trust more; I also believe it needs to be shorter and more to the point since it is a cold email and contains 239 words.

The Previous Copy

Subject Line- Add Social Media to Your Toolbox!

I went on a mission.

"Find the handymen, who get results"

Apparently {{ subscriber.first_name }}, you are the person I'm looking for.

Multiple people have mentioned you,

So you must be pretty good,

But you won't receive the attention you deserve,

Until you harness the world of social media!

I hate when something is fixed and then it breaks the next week,

Through that frustration, I swore that I would:

1. Find the best local handymen,
2. Get them publicity,
3. Say goodbye to that problem!

My first task was to check out your Facebook;

To my surprise, I found many opportunities that you missed...

It's not a lack of interest, keeping your social media outside of the spotlight;

But to avoid wasting your time;

I have put together [a free questionnaire](#) to show you:

- Your specific issues,

- What you can do to fix them.

Showing you the opportunities that I found.

So we can hammer down on your online promotion!

One day, social media will rule the business world;

This is why,

Many craftsman are focused on building up their social media,

It's time to join them before they leave you behind,

This survey is your last chance to get ahead of them!

Because they will continue to make all the mistakes that you are about to avoid...

So take the first step.

You can do that here

Your competition probably finished the survey already, and got their results...

Catch them before they lose you,

Toby at JRMMedia

The improved copy based on the review

My best personal analysis- As a cold email I feel like I took too long to get to the point of action and I may lose them, if they aren't fully interested, I also feel like the solution isn't positioned well enough as the best/ only solution to their pains but I'm unsure how to do this without rambling on too long. I tried to create an oxymoron in the title because how can a secret be common- Will this be effective?

Title- How to Master Social Media Using a Common Secret

Hey {{ subscriber.first_name }},

There's a secret to mastering social media and it's hidden in plain sight,

With Facebook moms praising your work online, you have everything you need to use this secret!

But these giant media companies hide it from you, keeping you and publicity forever separated;

Instead of staying separated, close that gap and **find out how to get attention**,

You're using Facebook, so you are searching the right place,

But if you've ever fallen into the highly competitive market of handymen,

Then you need to find out how you can earn attention online.

I created a free questionnaire to help you:

- Find any underlying issues, keeping your social media from excessive attention;
- The fastest methods you can use to solve these issues for good.

Helping you outcompete the others, without any of their stress

But if knowing 'what' isn't enough;

We will later provide **bonus opportunities** to help you to apply them!

[Take the first step here](#)

Given how picky Facebook moms can be,

Only the best handymen will read this email;

These are the same people that take action...

To seize this opportunity, they will need daily consistency,

However, once they get that attention, they steal your opportunity,

Don't chance your success on their failure, [start your success with a detailed analysis](#).

Best of luck,

Toby at JRMMedia