What business objective am I trying to achieve?

I am trying to convert as much members of aryan's mailing list to DE club members, at least 230 members

Why is it important?

Because it will allow me to become a rainmaker, make 1000 dollars, make Aryan happy and upsell him on another project

Who are we talking to?

We are talking to 3d artists who want to either land their dream job/ run their own profitable business and close a ton of clients make a ton of money and be financially free

Where are they now?

Current state:

Mediocre skill level, weak portfolio and social media presence, limited industry connections with professionals weak network which results on them barely making any money and undercharging for their projects

Dream state:

They want to have an advanced skill level and fix all the technical issues with their models, have strong portfolio and social media presence and following a strong network

Resulting in them getting replies on their outreach and even getting offered a lot of 1.5K+ projects

Awareness of the the problem of their weak social media presence and portfolio: level 2, they are problem aware

Sophistication: 5

Desire : 3, certainty: 3, trust: 5

Where do I want them to go?

Desire:7, certainty : 10, trust: 6

Perceived costs:

It takes a lot of time and effort, will it cost me any money

Biggest objections:

Time and effort

Outline:

PAS

Start with the pain

Amplify their pain and their problem

Then amplify the desire a little bit

Set the ground for the solution by matching their level of sophistication

Then present the solution

So how will I catch their attention?

Use a subject line that amplifies their pain and will offer a solution

Will Increase levels of desire/pain:

Highlighting the problem about how they don't get anybody interested when they send outreach,

then say that the warm outreach lesson in the last email I sent should fix their problem and get them a client

But then tell them to get that big clients into the door and get tons of offers for lucrative projects

they have to build a social media presence so when they see your profile, they are interested in working with you

Using logic and maybe a metaphor to convince of the solution

Then give them an easy to understand steps for what they should do next

Then amplify the pain over the threshold to get to them to take action on the lesson

First draft

SL: This is how I get offered multiple $1.5K+ 3D Projects Every SINGLE Day (Aryan)

In the last email, I taught you how to get a client in 48 hours.

However, if you want to regularly see $1,500 payments hitting your account

Receive multiple offers for lucrative projects from high-quality clients

And turn them into consistent customers

The only way to do that is by leveraging the power of social media

And it's how I did it myself.

I understand you might be hesitant to show your face,

But you can do this without showing your face

Using screen recordings and AI voice generation.

Here's how to build a strong social media presence:

Step 1: Have a strong portfolio that showcases your best work.

 Focus on one market, whether it's video game characters, interior design or another niche.

Step 2: Create content that captures business owners' attention and makes them interested in working with you.

Provide free value to these business owners in your videos.

Example Video Script:

"If you own an e-commerce store and you feel like your sales are a little bit low,

 maybe your product designs are the problem

Because If you had a cool animation like this, It would double your sales

Show your skills without being too salesy.

Business owners will reach out to you because they want you to help them.

Bonus tips:

- Focus on your target market. If targeting real estate, make videos about interior design.
- Post consistently. Twice a day is ideal. Test different times to find the best posting schedule.
- Encourage your audience to comment and engage, but be subtle.

It doesn't take much time, just an hour to record these videos.

By the way, You can avoid building a strong social media profile and do this instead:

Barely close any clients, Charge 200 dollars for projects which are worth 1500$ and stay broke forever

Now do the following:

1- brainstorm a topic to talk about

2- write a script

3- record and edit the video

You got this

P.S. In the next email, I'll teach you more advanced concepts to help build a large social media following

And convert them into well paying, consistent clients.

-Aryan-