

In which way can we provide value to the prospect?

In the form of FV.

Direct their pain point towards the reason behind it.

Convey tonnes of info in small outreach.

Talk about his desires and say how simple it is to solve them.

After giving value, tease more deals so they wait for it.

Be honest so they know I'm not bullshitting him.

What's the way I can set myself away from the average writers?

Have a good tone of speech in my words. Sound clear and sharp.

Use imagery, future pacing, and paint pictures of his desires and pain.

Provide value first before asking.

Set standards for myself. The tone should be professional and urgent.

Break the pattern of asking for something in return. And the salsey tone.

How can the prospect convince me to work with me even if they have been given shit offers before?

If its structure is different from every other template.

If the prospect knows the email isn't a mass email.

If the pain and desire points are highlighted correctly.

He genuinely doesn't need to handle another entity if it's not gonna be extremely diffused with expertise and worth his time.

What will interest the prospect so that he clicks?

Some detail about his hobby

Recent research about his current life.

Secret and exclusive hacks to increase their income

Valuable ideas tease

Valuables for perfect outreach:

You position yourself differently. Like a valuable offer

Convey your why and how inside your outreach.

Convey how you will increase their status in a profitable way

They should FEEL why your FV works

I don't waste their time and they realize that they need ME more than I do.

I am perceived as an expert practitioner with my tone and email movement.

I respectfully approach them.

4 questions I gotta answer:

What will grab his attention and make him NOT click away?

NO ❌

Any business opportunity SL

Any random welcome email type SL

Unnecessary first words or praises.

"I love" generic compliment.

Starting with *"I saw you do X work and I notice-"*

Following with:

"..Hey man

Great work you doing

I dug further and saw X

If you like it, I suggest we do a call. I have a bunch of other ideas too.

Let me know what you think.

.."

YES ✅

A pointer that he doesn't see quite often and also related to his desire.

Something concise. Related to their recent activity, event, and goals.

What will trigger the sentence in his mind "This is different, this looks real, this is exactly what I want!"?

NO ❌

Mentioning how I came, and pitching them out of the blue.

"There was Y missing on your website. If fixed -> it would help you generate Z.

This method works well and will even make you stand out"

More generic pitching

YES 

I have something they WANT and I will tease it.
I will address the mechanism of HOW it can be possible, not just promise generically.
It matches their vibe and energy by reflecting on how they talk and think.

Which will outweigh the worry of scams, doubt of strangers, and money from his mind?

NO 

Sounding desperate by giving a red flag CTA
Talking in an unspecific language
Repeating overused business terms
Zero effort in the email by the looks of it.

YES 

My message delivers his pains and desires *correctly*.
Not forcing the prospect. Maintaining distance with a “read-only” offer.
Give a “no money issue” guarantee.

What will make him feel guilty if he doesn't reply and that it is an exclusive deal?

NO 

Sounding like a struggling actor just searching for a stage to audition on.
Pitching the same overused words
Not sounding serious or urgent in email.

YES 

With a grand slam offer tailored to HIM.
If I provide a lot of value upfront
If I mention its scarcity

I have to position my outreach as:

It's different from everything they see daily

Different in which way?

Can be a form of language

Its procedure of starting

It uses vivid imagery and contains a positive pre-frame about it.

That may involve drama or tension or curiosity.

It's unique.

Unique in which characteristic?

They won't get to see this again and again. It's scarce.

It's perceived as an OTO. It's EXACTLY linked to what they searching for.

It has a repeating pattern so they look for more of it.

How the pattern can be shown?

It presents a value that is soft to the eye.

And after a while, I either tease more of it or present more of it.

Something that a businessman would LOVE and WANT more of it.

It contains words that iterate through their head.

It must be something that STICKs in the reader's head.

What will make it leave a mark on their mind?

It is targeted at their biggest desire or pain point.

The outreach matches their vibe and also has a certified check to it.

It has a guarantee they don't usually see.

Construct guarantees (first drafts)

Related to money:

After you see and benefit from what I got in mind, paying me a single cent will be the least form of appreciation you can offer.

I won't charge unnecessary money for purely enlightening about your situation, and explaining HOW you can bridge the gap from <current> to <dream>.

And no, I won't be dragging you towards an impulse-buying decision moments after. You will be the judge of any kind of transaction once we both are satisfied with each other's beliefs.

And to be clear, this was not another sales pitch from a naive kid trying to land his first client and make a few bucks.

Related to time

You can close this email and continue your repetitive tasks, or give me 30 seconds to hear about this luxury.

We can buy each other couple of minutes, rant about our majestic views, and set you apart from thousands who refuse to sit and think and google their answers instead.

Tone focused on: **Half motivating and half concerned.**

Two variations:


One: I've sent the email to ask for the free value.

Two: I've sent the FV, and now I'm asking for the call.

(Number 1)

What reply am I expecting?

-> *"Hannan, I'm excited to hear about what you got. You can send over the FV..."*

Contents I'll add 

Stop and disrupt

Build concern

Convey your “why” that sounds real

Tell about his efforts and vision

Link their bad results to why they are happening.

Concisely tease the fatal effects.

Tell them what they are missing out on.

Tease the mechanism of the FV and build pre-frame.

Link pre-frame to their WIIFM and tease the dream state.

Raise objection of NOT for sale or a pitch

Address issues of money early in a guarantee

Tease what might happen if they don't take the offer.

Ask to send it over.

Subject line (related to recent event/thought)

Hello <Name>

It's time I finally had to show up. Please, take a seat.

I landed in your inbox to speak with you about <company> and its critical situation.

It would be foolish of me to not appreciate the efforts you're daily putting in to make your company stand out by <mission>

But as you continue your journey, it's obvious that the results you're getting in return are not satisfactory.

Because even though your <niche> is a gold mine of revenue, you and most of your competitors are using the traditional methods to gain <high results and desire>

And we can both agree that this act will never drive enough <dream outcome> alone.

But the most exciting news about this issue is– It's SO easy to gain these results with the power of simple <curiosity/Funnels/vivid imagery>.

Now, how easy and unreal it may sound, it's the key factor that drives most <results> and has proven to <case study>

If the correct pain or desire of a target audience is picked and fixed by a unique product or service like your <product> – This. Method. Work. Wonders.

So by far what I have seen is, Your brand had the golden ticket all along to enter this profitable factory.

But in case you're wondering, this method is NOT for sale. Neither this was a sales pitch.

Instead, I dragged you to the end of this email to ask you for a little favor.

I analyzed this method more precisely, gathered a bunch of creative ideas I could use, and joined them together to re-write your recent <ad/landing page/emails>.

To show you its unique mechanism and how it drastically improves your <ad/landing page/emails>'s performance by generating <desire>

So you can either close this email, continue with your repetitive tasks and ask google every time you need a high-quality answer.

Or give me 30 seconds to see this luxurious idea yourself and tell me whether it's everything I say, or not.

May I send this exclusive material over?

