

FREE 2 MONTHS OF TRW CONTEST

Headlines:

1. How to Write Messages That Cut Through Clutter Like a Samurai's Sword
2. How to Compose Messages Sharper Than a Katana
3. How to Write Messages That Capture Attention Even During Rush Hour
4. 5 Tips for Writing Dangerously Attention-Grabbing Messages
5. Here's How to Write Messages That Shine in Any Inbox

Outline:

- **Subject: How to write messages that effectively communicate with the client/clients**
- **Setup: Started my entrepreneur journey, did my outreaches, got no responses and those who did respond; responded with "Cease Communication".**
- **Conflict: My failure got so bad I thought of quitting not twice, not thrice, but eight times.**
- **Resolution: My Professor, wine sipping business crackhead with a good-looking gal explained to me that clear & straight to the point messages perform the best. And that you don't need to overcomplicate them in order for them to work.**
- **Solution: Write like a human being, write as you would speak to another human being.**
- **Close = Contact us and we'll analyze your copy for free.**

First draft:

I had a dream of being an entrepreneur. I showed up every single day, did my outreaches—everything I was supposed to do. Did it for six months straight.

And got absolutely no results. No responses. Zero. Those who did respond said, "Cease communication." Not the most positive response, eh?

After putting in so much effort for such an extended period of time, my lazy peanut brain thought of quitting not twice, not thrice, but more than eight times. I'm glad I didn't listen.

On the same day I was doubting if I should quit for the eighth time, I ran into my professor. He was sipping wine with his gyal/girlfriend at a restaurant that I was nowhere near to afford

to visit. He noticed something was off and asked, "Did you complete the homework I gave you?"

I replied, "No, Professor, I was busy doing outreaches to local businesses."

He didn't hesitate to respond, "That's great, what are the results? Have you closed anybody yet?"

I turned completely silent. He understood that I had failed to close anybody. After insisting that I show him my outreach messages, I unwillingly agreed. And I'm glad I did because what he taught me that day has allowed me to achieve the results I have now.

He took a look at my copy, and within seconds; he noticed what was the problem. He told me that I wasn't writing like a human—I sounded like a toaster and a bathtub had a child with a microphone attached to it for sound output. He was completely correct. I made everything extremely complicated and didn't sound like a human at all.

The simple fix to all that is to write as if you're in a human-to-human conversation. The best practice for this is to write it down on a blank piece of paper and read it out loud. Then try to imagine yourself saying that to somebody in a bar, coffee shop, mall, etc.

If you read it out loud and you're confident you'd say that to another human being, great! Otherwise - not so great, try again.

If you're still struggling to get any results from your outreach messages after this article, contact us for a free copy analysis.

Second Draft:

A year ago, I began my entrepreneurial journey in social media marketing (SMM). I reached out to local businesses, sent messages, and bombarded inboxes—doing everything I was supposed to do. However, I didn't see any results.

I got so frustrated with my failures that I almost quit, not twice, not thrice, but ten times.

On the same day I was contemplating quitting for the tenth time, I ran into my mentor. He was sitting at a restaurant I could never afford, enjoying wine with his gyal.

I waved at him, and he waved back. He stood up, approached me, and asked, "Hey, Tom. Will you show up for today's class?"

I replied, "No, sorry, Professor, I'm busy sending outreaches at that time."

He looked curious and continued, "Alright... Have you gotten any results?"

I went completely silent, and he noticed something was off. "Show me what you've got," he said.

I hesitated but eventually showed him my outreach copy. Within seconds, he knew what the problem was—I wasn't writing like a human being. Writing like a human being is naturally appealing to other humans. Nobody likes to work with someone who writes like a hybrid of ChatGPT and a six-tentacled alien.

There was a simple fix to all of this: read the copy out loud and reflect on whether you would say it to someone in a mall, restaurant, or coffee shop.

Reading it out loud helps you understand if it flows and sounds natural. Reflecting on it helps ensure you don't sound like the Terminator.

Contact us for a free copy analysis for your business.

Final draft:

A year ago, I began my entrepreneurial journey with a dream of being an entrepreneur. I showed up every single day, did my outreaches to local businesses—everything I was supposed to do. I did it for six months straight. However, I didn't see any results. No responses. Zero. Those who did respond said, "Cease communication." Not the most positive response, eh?

I got so frustrated with my failures that I almost quit, not twice, not thrice, but over ten times. On the same day I was contemplating quitting for the tenth time, I ran into my mentor. He was sitting at a restaurant I could never afford, enjoying wine with his gyal.

I waved at him; he waved back. He stood up, approached me, and asked, "Hey, Tom. Will you show up for today's class?"

I replied, "No, sorry, Professor, I'm busy sending outreaches at that time."

He looked curious and continued, "Alright... Have you gotten any results?"

I went completely silent. He noticed something was off. "Show me what you've got," he said.

I hesitated but eventually showed him my copy. Within seconds, he knew what the problem was—I wasn't writing like a human being. I sounded like a toaster and a bathtub had a child with a microphone attached to it for sound output. Writing like a human being is naturally appealing to other humans. Nobody likes to work with someone who writes like a hybrid of ChatGPT and a six-tentacled alien. And he was completely correct.

There was a simple fix to all of this: read the copy out loud and reflect on whether you would say it to someone in a bar, coffee shop, mall, or restaurant. Reading it out loud helps you understand if it flows and sounds natural. Reflecting on it helps ensure you don't sound like the Terminator.

If you read it out loud and you're confident you'd say that to another human being, great! Otherwise—not so great, try again.

If you're still struggling to get any results from your outreach messages after this article, contact us for a free copy analysis for your business.