

The recent MPUC's have had me thinking, doubting, OODA looping.
They made me understand that I was just going through the motions for the sack of "securing my future."

I am ready to dedicate every single ounce of my time outside of training and school, to copywriting.

This has led to a drastic change in my work ethic (work 5x as much as i did a couple weeks ago)
A change in my prospecting process, to save much more time, and be more efficient.*

But Most importantly my mindset.

No more fluffy teddy bears and rainbows. Real life, Real consequences and most definitely real outcomes.

My biggest problem: Outreach

I understand that just putting my work in the "Outreach Lab" helps better my specific template, strategy, ideas... But not rethink them

I understand that the people I hope to one day work with are busy, stressed, stretching for all the time they can get.

My outreach was opened by everyone, and responded by no one.

It's like a cake, with way too much milk or flour.
No one will eat it.

PS: Here is a piece of my current outreach before thinking about rethinking my method :

 Outreach to Jacob Morgan

The thing is I can't think of something that:

- Is short enough to match today's short attention spans
- Strokes their ego, while showing them a problem/opportunity, shows that i know what i'm on about
- Goes into more depth about the problem, showing it isn't the only problem i'm willing to fix
- Amplify's the dreamstate if this problem is fixed
- Inform free value if they respond, vague enough to create curiosity, specific enough for them to know it's for them and actually have enough info to want it

Without it being a minute long while reading it.

My hypothesis:

- Subject line, personalized, infers problem

- Compliment: Hook them, compliment their hard work, identify an opportunity, show i'm a professional
- Paragraph one: Persuade them by pushing them with pain and pulling them with desire that they need to fix this problem/take the opportunity
- Persuade them that they need me to do this without coming across desperate/salesy
- Insinuate free value, that is very specific to their exact needs, something they cant say no to.
- CTA

I don't understand how this is possible without the outreach being a page long. coming across salesy.

Do you have any advice you could give me on this topic ? How can I be persuasive without coming across salesy, mysterious without it not being personalized enough, specific but doesnt kill curiosity ? And being able to make it enticing, exciting and short at the same time?