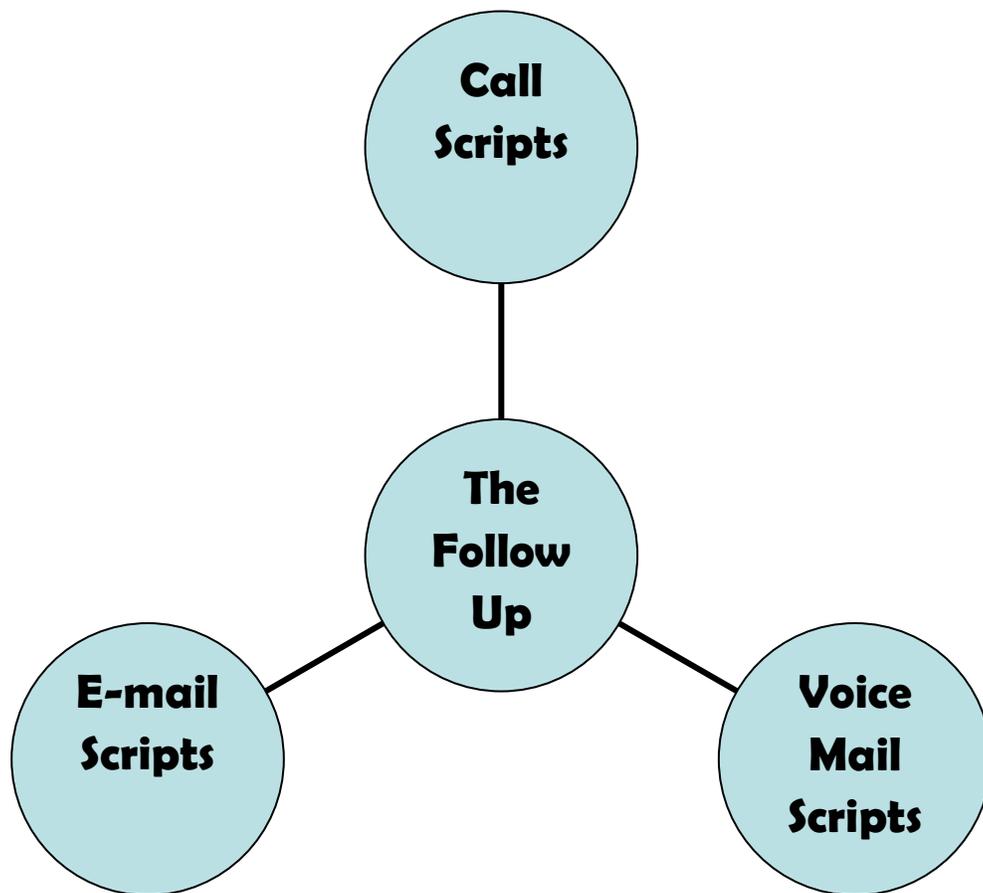




Where All Your Money Is Made



Prospecting Script — If They Answer

Hi! {INSERT YOUR NAME}, here. {PROSPECT'S NAME}, I'm a freelance marketing writer [or web writer, or whatever you do] and I'm wondering if you use outside writers in any of your marketing [or web writing, or whatever you do] stuff.

WFA (Wait For Answer)

[If No] Thank you. [Hang up]

[If Yes or Maybe] Great! I have a comprehensive Information Packet put together. It'll tell you all about my past clients, give you some ideas on prices, and some samples, so you can get to know me and my work very quickly.

I'd like to email that to you. What's the best email address to send that to?

WFA — get email.

{PROSPECT'S NAME}, I'm going to email that to you before the end of the day. Typically, when I send this out, new clients need about 3 or 4 days to look it over. And, they almost always have a few questions. What's a good time to get back to you?

WFA — get the time frame (example: 3 or 4 days)

I'll get back to you in {TIME FRAME}. What's best for you?

WFA (example: Thursday)

Great! I'll call you Thursday about nine o'clock. Thanks, {PROSPECT'S NAME}, I'll talk to you on Thursday.

[HANG UP]

Voice Mail Scripts

Whether it be the initial call, or your follow-up calls, you are going to get their voice mail, quite often. Here are two scripts I use in those situations. NOTE: At times, this has gotten me a 30%-40% response rate. Very effective!

The Initial Call

Hi {name}. My name is Joshua Boswell. I'm a professional marketing writer. I was just wondering if you use outside writers in any of your marketing efforts?

Would you do me the professional courtesy of touching base with me and letting me know if you use outside writers? I understand you're busy, and so am I. But, from one professional to another, I'd sure appreciate it.

You can reach me at {number}. Again, this is Joshua Boswell, freelance marketing writer and you can call me back at {number}.

I look forward to hearing back from you. Thanks.

(BONUS HINT: If you really want to boost response, you can send a follow-up email with just about the same message.)

Following Up on the Info Packet

Hi {name}. Joshua Boswell calling you back. I spoke to you a few days ago. As you requested, I sent you my complete Information Packet.

As promised, I'm just touching base with you to answer your questions and discuss some ideas on how I can bring you in more money {or meet a specific need they told you about earlier}.

As a professional courtesy, do you mind getting back with me? I'm really looking forward to visiting with you.

Oh, one other thing. I have been looking at your site {info, materials, etc. ...} and think I have found a couple of different ways to {make you money, meet need, something specific they told you earlier, etc. ...}. If you're curious about discussing that with me, I'd be happy to take your call.

You can reach me at: {number}. Again, this is Joshua Boswell, freelance marketing writer and you can call me back at {number}.

I look forward to hearing from you. Thank you.

In-Person Script

[What do you do?]

I'm a freelance marketing writer [or web writer, or whatever you do] that specializes in [short benefit statement ... i.e., "increasing email response rates" ...]. I wonder if you use outside writers in any of your marketing [or web writing, or whatever you do] stuff?

WFA (Wait For Answer)

[If No] Interesting. So that means you either do everything yourself or have an in-house team. Have you ever considered using outside writers to help expand your reach?

WFA

[If YES or Maybe ... see below]

[If NO] [From here, you can ask more questions about what they do, but if they don't already use outside writers, it is an uphill battle to convince them. Move on.]

[If Yes or Maybe] Great! I have a comprehensive Information Packet put together. It'll tell you all about my past clients, give you some ideas on prices, and some samples so you can get to know me and my work very quickly.

I can email that to you. What's the best email address for you?

[WFA — get email]

{PROSPECT'S NAME}, I'll email it to you when I get back to my desk. Typically, when I send this out, new clients need about 3 or 4 days to look it over. And, they almost always have a few questions. What's a good time to get back to you?

[WFA — get the time frame (example: 3 or 4 days).]

I'll get back to you in {TIME FRAME }. What's best for you?

WFA (example: Thursday at 9 a.m.)

Great! I'll call you Thursday about nine o'clock. Thanks, {PROSPECT'S NAME}, I'll talk to you on Thursday.

[End of Conversation — Walk away or change the subject ...]

CopywriterMarketer.com – The Follow Up Scripts

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Strategies for Upselling and Cross-Selling

Email Templates

Email for the Third (Final) Draft (duplicate of email in the Presenting Drafts Template)

Subject Line: Here it is ... the final draft!

Hi [NAME],

Here's the final draft.

Thanks again for the insights and feedback. I think it made this so much stronger.

Please review it and give me any final, final feedback. I want to make sure that you are delighted with the copy and excited to deploy it.

As I was reviewing our initial conversations and the creative brief, I noticed that you talked about [idea, topic, project, etc. ...].

Do you think it is about time to circle the wagon back and readdress that? It seems that it could be great for your [profit, social presence, exposure, etc. ...] and I'd love to help you make it happen, just like we did with this project.

When is a good time to review this with you? I have [time, date] or [time, date]. We could jump on the phone for 5-10 minutes ... or just send me an email with your ideas. I'll get working on a creative brief.

In fact, I already gave this some thought. I think we could [ideas ... keep it short and simple]. What do you think?

Thanks, [NAME]! I look forward to helping you some more.

[Your Name]

Upsell Template (Going Vertical on the Grid)

NOTE: This example is using the idea that you did an email campaign with 5 emails in a series. You are now going to propose doing a long-term email nurture sequence, with cross-selling options for the client's customers. They already bought emails from you and you're proposing that they buy more emails.

Upsell Template

Subject Line: I think this will bump results ...

Hi [NAME],

I've been thinking about our current email project. I'm confident that this series will help you get better conversion and sales.

It reminds me of a situation with another client.

They began using automated email sequences, similar to the one we just finished ... and with great success. As I recall, their overall conversion rates went up by over 30%.

We then had the idea to expand their autoresponders to cross-sell their clients on other products and services.

I was thinking how your [PRODUCT X] could lead customers to buy [PRODUCT Y].

We could effectively do this by creating a series of 12-15 emails that give great content, connect with them, and then offers the customer a special discount that is valid for 3-5 days.

We could run this as a test for a month and see how much sales increased. From there, I'm sure we could run other email sequences leading to your other products and services.

I'm confident that all of this will further boost your profits. I know it did for my other client. I can put together a full proposal and project scope, if you'd like.

What do you say?

Thanks!

[YOUR NAME]