

SCALING THE SERVICE

Hands-Free-Business Example

Client gives you the weirds.

£20 Ad Copywriter

You give the ad templates and the weirds to the copywriter and have him write what he believes is the most powerful ad:

<https://www.fiverr.com/fastadking/write-your-classified-ad-fat-50-words>

Take the ad copy and turn it into landing page copy using the One Evolution training - (it's literally the ad copy with a couple of additions).

£50 Email Copywriter

You give the four remaining weirds to the email copywriter and tell him/her to write four engaging emails about them.

<https://www.fiverr.com/noumanishtiaq20/copywrite-persuasive-emails-for-email-campaigns>

£70 total team cost.

Price sold for: \$497

Admin Assistant

£123 - 10 hrs.

Ad Agency - £326 - brings leads...turns to more sales...

Send the client:

1. Ad copy.
2. Landing page copy.
3. Free report in word and pages format.
4. Four email series.
5. PLUS the newsletter service upsell email below.

Upselling The Service

Subject. Your List Building Assets Are Ready!

Hi (Name).

We're SO excited to be able to share with you all the list building assets you need to now go and get that list building!

Here's what we've done...

We've taken the 5 new and different "weirds" that you sent us and turned them into an attention getting process that will stand out like a lighthouse on a cloudy night in your market.

You'll see there are links below to/that we've attached four things...

1. Your ad copy that is designed to make people think "OMG what is that?" so that they feel compelled to click the ad.
2. A simple landing page example that you can plug into your chosen landing page builder or software such as Clickfunnels or wordpress.
3. A PDF that is designed to position you as an authority and get people excited about opening your early emails (which is crucial to ensure that you get a great open rate)
4. And an email series that will get people hooked on your content because it's not based on something they've seen or heard a lot of times before.

This entire process is packed full with psychology and proven strategies that will not just build the list - it will get them eagerly opening your emails in the future!

That does bring us to something that you should be aware of, just in case it's of interest...

Many of our clients have a big lightbulb moment when they read our onboarding document and see that the size of the list isn't as important as the lifetime value of the list.

In other words - a smaller list with a good lifetime value is better than a big list with a poor lifetime value!

But this presents a challenge...

You now have everything you need to build an email list.

And if you use this process and advertise it on FB or Google or any other ad network...

Or send organic traffic to that landing page by mentioning it in social media posts, blog posts or whatever your organic traffic strategy is...

Your list will build.

Question is, do you know how to write emails in such a way that they'll have people eagerly opening your emails and buying what you recommend?

And do you know how to ensure you have an email list with a high lifetime value?

If not, we were wondering if you'd be interested in our Email LTV service?

See, we can take all of your email writing off your plate and handle it for you for a flat fee every single month.

We'll write 4-8 emails for you...

That bond your subscribers to your glue...

And have them buying what you want them to buy.

The fee is a monthly payment of just \$1500 and you have a thirty day trial of the service to ensure it's right for you.

If it's not - we refund your first months payment in full.

After that initial month you can cancel at any time - but we'll keep writing and building your LTV until you tell us you want us to stop.

We currently have a place available if this is something you're interested in but our writing team does get booked out fast.

Is this something you'd like us to take over for you or would you rather write these emails yourself?

Do let us know, won't you.

As we'd love to help you keep this momentum going!

Now...

Go and download your list building assets below/open the attached documents and see for yourself the magic we've put together for you.

Thanks so much for your trust in us.

And we hope to be working with you again soon.

Team (Web site name).