

The Ultimate Copywriting Crash Course

Sample from Session2: Emails That Attract More Prospects and Retain More Customers
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What you are about to read is a transcript of a portion of the class 2 (out of 6 classes in this course). Class 2 was on emails and I introduced five brand-new email templates. There was more in the class as well, but the email templates alone have revolutionized online business for a number of students.

Here I explain one of the five email templates, the FAQ Email, with exact steps spelled out and four examples given. One of the examples is complete, and the other three are partial.

If you sign up for the class, you will receive immediate access to download all five email templates, as well as a video (mp4) recording of the class; an audio (mp3) recording; full-sized PDFs of the slides, and some self-study questions.

As of today (September 9), two other classes are posted in full as well. You'll have immediate access to those two.

And three more as soon as they are ready.

The price for the class is still ridiculously low... but it won't be forever.

Now, here's an excerpt of this class, with complete coverage of Template #3, FAQ email:

...

“Five types of email templates. Number 1, topical; number 2, personal story; and number 3, FAQ. Now you'll notice there's a line here. The line on this side of the line is before somebody has bought something or joined something or become a member or enrolled in your course, and below the line is after. So number 4 is a thank you email. Number 5 is a consumption email.

...

Template 3 - FAQ Email

FAQ: Frequently Asked Questions

1. Intro
2. Questions and answers
3. Call to action

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Now let's go to the third template, the FAQ email. Of course, you know, FAQ means frequently asked questions. These can close the deal, they really can.

They're very powerful because it gives you a chance to bring up questions people have in their minds that if the questions are answered correctly, the person, all of the obstacles are out of the way for the person to go ahead by. And the structure is very simple.

You have an introduction, you have questions and answers, and you have a call to action. So here's an example, and it doesn't need to have a super fantastic subject line. If you've been doing a launch sequence, if you've been writing a lot of interesting emails, you know, telling someone about a new program, a seminar, a product, a release, a sale, you can--you know, you'll be getting questions and so you can just send an email called "your most frequently asked questions".

Example of FAQ Email

your most frequently asked questions

I've been getting a lot of emails about my Copywriting Mastermind -- the first one I've ever done.

A lot of people have already joined, but we still have a few spaces left.

Many subscribers have asked me great questions about the Mastermind. Here are the answers to the questions you have asked most often:

Q: Will a lot of the material focus on increasing conversions?

A: Yes. Without conversions, your copywriting isn't helping your business.

So naturally a major focus on the material will be about increasing conversions. And you'll be stunned to find out all the "little things," that, once you start doing them, will SKYROCKET your conversion rate.

Much of this information comes from a survey of my most successful students, as well as a real-time study of the highest-converting copy other top marketers are using on the internet.

Once you start to apply these strategies yourself, your conversion rate could easily double.

Q: Will I get anything before the QuickStart Session?

A: Yes, I'll send you some powerful advance material before our first session so you'll be primed to take off right from the get-go.

Plus, you'll get a tremendous amount of additional material at the QuickStart Session. It requires some explanation and interactive conversation that I won't have time to give you until the session.

But once you understand it, you'll see how easily this will help you multiply your copywriting profits.

Q: How many proven campaign templates will you provide with the program?

A: I'll include at least seven. And while this is probably more than I should give you, the first three campaign template sets -- you'll take these away from the QuickStart Session -- will help you generate enough copy to run a complete, profitable online business.

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Q: Can these templates be used with any kind of business?

A: Just about any kind of business. I haven't found one yet where they don't work, and they are good for Web-based as well as brick-and-mortar businesses.

Q: Where can I find out about everything you've included in the program?

A: I've posted a video interview online with one of my existing clients, who added \$200,000 to his own business using the templates for just one campaign.

Now he's cranked up AdWords and other pay-per-click advertising and he expects his sales to top \$600,000 for this year alone.

www.copywritingmastermind.info (not active yet)

Make sure you listen to what he says when I ask the why someone who makes that much money already would pay \$10,000 to be part of this one-year program.

One more thing. We only have 35 spots in this program, and many are already taken. So go ahead now and take a lock to make sure you don't miss your chance.

Because once we've filled the 35 places, this page will go down right away:

www.copywritingmastermind.info

I hope I'll see you in person at the QuickStart Session!

Cheers,
David Garfield

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In the online class these slides are full-sized on your screen, as part of a GoToMeeting Webinar.

For this sample, every word on the text-rich slides is printed in the transcript below.

Now this is for a project I haven't started and may never start but I think I can still put together a pretty good set of FAQs based on all the other things I've done like this.

I've been getting a lot of emails about my copywriting mastermind, the first one I've ever done.

A lot of people have already joined, but we still have a few spaces left.

Many subscribers have asked me great questions about the mastermind. Here are the answers to the questions you have asked most often.

Q, Will a lot of the material focus on increasing conversions?

A, Yes, without conversions, your copywriting isn't helping your business. So naturally, a major focus on the material will be about increasing conversions, and you'll be stunned to find out all the little things that once you start doing them will skyrocket your conversion rate. Much of this information comes from a survey of my most successful students, as well as a real-time study of the highest converting copy other marketers are using on the internet. Once you start to apply these strategies yourself, your conversion rate could easily double.

Q, Will I get anything before the quick start session?

A, Yes, I'll send you some powerful advanced material before our first session so you'll be primed to take off right from the get-go. Plus, excuse me. Plus, you get a tremendous amount of additional material at the Quick Start session. It requires some explanation and interactive conversation that I won't have time to give you until the session. Once you understand it, you'll see how easily this will help you multiply your copywriting profits.

Q, How many proven templates--campaign templates will you provide with the program?

A, I'll include at least 7 and while this is probably more than I should give you, the first 3 campaign templates ads, you'll take this away from the Quick Start session will help you generate enough copy to

run a complete profitable online business.

Q, Can these templates be used with any kind of business?

A, Just about any kind of business. I haven't found one yet where they don't work and they're good for web-based as well as brick and mortar businesses.

Q, Where can I find out about everything you've included in the program?

A, I posted a video interview online with one of my mentoring clients who added 350,000 dollars to his own business using the templates for just one campaign. Now, he's cranked up Adwords and other pay per click advertising and he expects to sales to top 600,000 dollars for this year alone.

www.copywritingmastermind.info. (Not active yet.)

Make sure you listen to what he says. I asked him why someone who makes that much money already would pay 10,000 dollars to be part of this 1year program.

One more thing, we only have 35 spots in this program and many are already taken. So go ahead now and take a look and make sure you don't miss your chance. Because once we filled these 35 places, this page will go down right away in the web address. I hope I'll see you at the Quick Start event.

Cheers, David Garfinkel

Analysis of FAQ Email

your most frequently asked questions

I've been getting a lot of emails about my Copywriting Mastermind -- the first one I've ever done.

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Many subscribers have asked me great questions about the Mastermind. Here are the answers to the questions you have asked most often:

Q: Will a lot of the material focus on increasing conversions?

A: Yes. Without conversions, your copywriting isn't helping your business.

So naturally a major focus on the material will be about increasing conversions. And you'll be stunned to find out all the "little things" that, once you start doing them, will SKYROCKET your conversion rate.

Much of this information comes from a survey of my most successful students, as well as a real-time study of the highest-converting copy other top marketers are using on the internet.

Once you start to apply these strategies yourself, your conversion rate could easily double.

1 **Q:** Will I get anything before the QuickStart Session?

A: Yes. I'll send you some powerful advance material before our first session so you'll be primed to take off right from the get-go.

This... you'll get a tremendous amount of additional material at the QuickStart Session. It requires some explanation and interactive conversation that I won't have time to give you until the session.

But once you understand it, you'll see how easily this will help you multiply your copywriting profits.

2 **Q:** How many proven campaign templates will you provide with the program?

A: I'll include at least seven. And while this is probably more than I should give you, the first three campaign template sets -- you'll take these away from the QuickStart Session -- will help you generate enough copy to run a complete, profitable online business.

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Q: Can these templates be used with any kind of business?

A: Just about any kind of business. I haven't found one yet where they don't work, and they are good for Web-based as well as brick-and-mortar businesses.

Q: Where can I find out about everything you've included in the program?

A: I've posted a video interview online with one of my mentoring clients, who added \$250,000 to his own business using the templates for just one campaign.

Now he's cranked up AdWords and other pay-per-click advertising and he expects his sales to top \$600,000 for this year alone.

www.copywritingmastermind.info (not active yet)

2 **Q:** Can these templates be used with any kind of business?

A: Just about any kind of business. I haven't found one yet where they don't work, and they are good for Web-based as well as brick-and-mortar businesses.

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A: I've posted a video interview online with one of my mentoring clients, who added \$250,000 to his own business using the templates for just one campaign.

Now he's cranked up AdWords and other pay-per-click advertising and he expects his sales to top \$600,000 for this year alone.

www.copywritingmastermind.info (not active yet)

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Now again, very simple, an intro and then part 2 is long. It's just question, answer, question, answer, question, answer. And part 3, this is where you start to get to the called action. How can I find out more about everything you've included? And that's--this should be 3-2. That's all here. All of these.

Now, can you see, based on what we just did why you should be collecting question from people when they come in by email, why you should be writing questions down when you're talking to people on the phone to see how valuable the right answers to that could be in FAQ email. I hope you do.

FAQ Email 1 - ebook

One of the biggest questions facing Baby-Boomers today:
"How do I care correctly for my elder parents?"



Let's take another example. This is for an eBook that I imagined because I would like this eBook as to my own personal situation right now. And that would be an eBook on caring for your elder parents. So I'm assuming that the person, like me, reading--this is on a news letter--email news letter list that is about dealing with elder parents and helping them, caring for them. And the copy would go like...

The subject line FAQ elder parent care.

And the copy goes, A lot of news letter subscribers have written in asking about my new eBook, "How to Care for your Elder Parent." The questions are excellent.

The problem is I get so many questions I don't have time to answer them all individually. Here are the questions I get most frequently.

Question. I've never been in a situation like this before. Well, this book tells me what to do and how to get help if I don't know how to do it myself.

Answer. Yes, almost everyone finds themselves in your situation. We've prepared a check list of what to do in what order. For each item on the list, we have clickable links if you need more detailed information... okay.

FAQ Email Variation 2 - insurance

They didn't make a movie about owning a home called "The Money Pit" just because they thought it was a catchy phrase



Let's say you have business that offers home warranties. It's--and you have people who are interested but of course they have questions. You know what their questions are. I mean after--this is the thing. After you've talked to a number of people the same questions come up over and over again. That's why an FAQ email can be so powerful.

FAQ, your home insurance program.

A lot of folks have called and written asking about the solid domicile home warranty program. You ask questions. Here are answers to the questions that we get from you most often.

Q, Is there a deductible or do you cover the entire expense.

A, On repairs in 31 categories, we cover everything as long as your warranty is enforced. Our statistics show these categories cover 97 percent of all home repairs. Here's the complete list to these categories and then there's a link...

That would--of course list the categories and ask for the order, okay.

FAQ Email Variation 3 - shoes

Walk a mile in our shoes.

In fact, walk 1500 miles



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Give you another idea? Let's say you have a walking shoe company. FAQ, we're going to call these get grounded walking shoes. That's our imaginary walking shoe company.

It's not usual for us to get questions about our walking shoes because they're so unique. You may have had some questions to your self. Here are the most common questions we get and the answers.

Q, How long do your shoes last? A, most other walking shoes are built to fall a part compared to ours. The experts will tell you to replace them after 300 to 600 miles. Our special materials and construction methods allow us to guarantee your shoes will last for at least 1000 miles of walking. Some of our customers have clocked 1500 miles before they're ready for a new pair. That's up to 5 times as long as other brand...

And so, before we move on to the next one--do you see the pattern? You know, this is really a way of clearing objections out without being in a confrontational objection answering session where your verbally arm wrestling with somebody to overcome their objection so that they will make the sale.

This is a much kinder, gentler, and also more efficient way to simply answer people's questions ethically and, you know, in a way that puts no pressure on them. So FAQ emails are very, very valuable, very effective. And of course, when you're doing some kind of launch sequence or introducing a new product, you would probably put your FAQ email towards the end because that's when people start to develop questions after they've been learning everything about what you're doing.

Let's go to template number 4..."

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