



TODAY'S DISCUSSION

- Who is this Molly lady?
- To pitch or not to pitch?
- The FEAR of Pitching
- Who do you pitch?
- Where to find them?
- Writing the pitch
- Common mistakes
- Copywriting tips
- Make your pitch stand out
- THANK YOU!









Who is this Molly lady?

And why is she talking to us about copywriting?











Simplify Your Surroundings.

Simplify Your Life.

Organized LLC





So what happened . . . ?

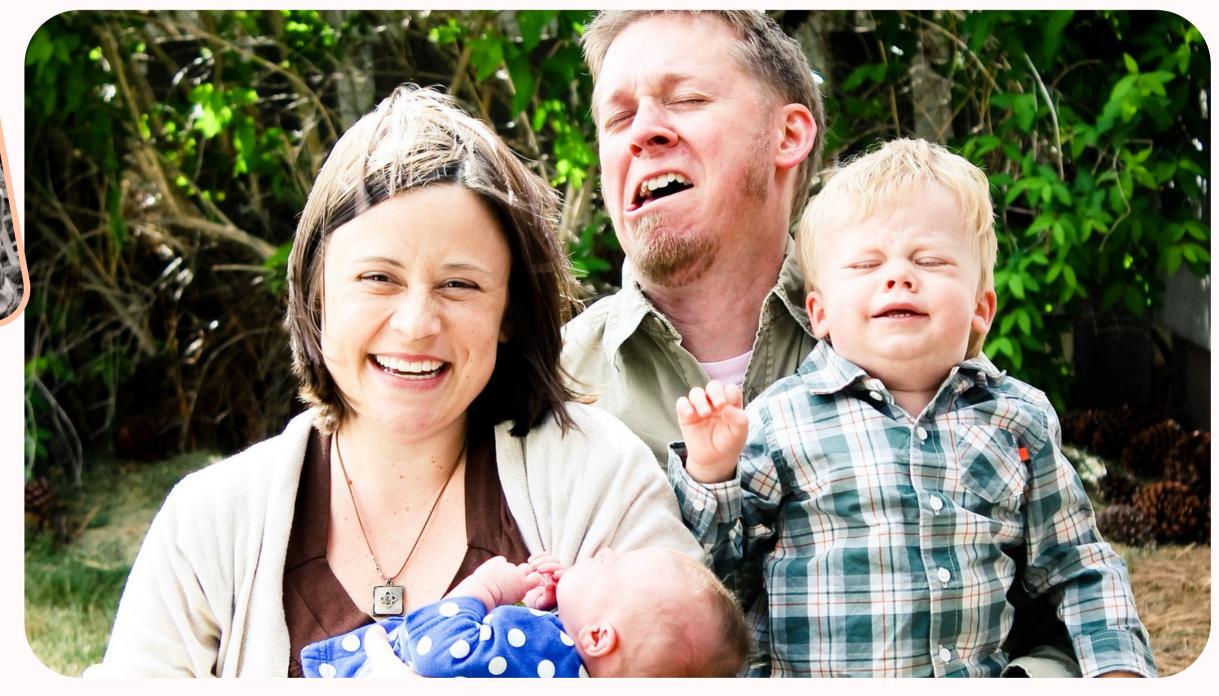
with organization," Zalman said. "I'm

extremely excited to be offering my

new services to the local community

of Bellingham."







. . . Stopped Organizing& Started in Marketing

OK... SO BACK TO PITCHING

To pitch? Or not to pitch?

- It's not right for everyone
- Why I love cold pitching
 - Tangible consistent action to grow your business
 - I've met some awesome people
 - I've grown my business





THE FEAR OF PITCHING

Does the idea of cold pitching give you the willies?

- Don't worry -- I can relate!
- If I can do it, YOU can do it.
- Think of sales as 'just making friends!'
- It's a numbers game. KEEP PITCHING.



So what's the message here...?





Who you gonna email?

- Corporations and offices
- Real estate agents
- Management companies
- Condo associations
- Cleaning companies
- Designers





Where Do You Find Them?

PROFESSIONAL ASSOCIATIONS

Easiest for high volume initially

Directory of members + email addresses

SEARCH ENGINES

SOCIAL MEDIA

Ready...set...write!

- But wait...what do I write?
- Remember WHO you're pitching





Common Mistakes

Talking about yourself too much

- I know you're awesome but they don't really care about you!
- They want to know what they're going to get

Not addressing a problem

You need to explain a problem you can solve

Boring snoozefest

• Talking about stuff they don't care about



How do you avoid these mistakes?



Copywriting Tips

- WAIGG What Am I Gonna Get?
 - They don't want to know about YOU, they want to know about how you can help them
- Address their problem
 - What's something that keeps them up at night?
- Benefits vs Features
 - Address the RESULT and not the process
- Stick to ONE Call to Action
 - Tell them what to do call? email?



Pitching doesn't have to be salesy & gross



The best way ...

"Don't send an email you wouldn't want to receive." - Abbi Perets

Remember...

Think of sales as 'just making friends!'



Making your cold pitch stand out

First Level

- Send from your own email address
- Mass produce without making it
 LOOK mass produced
- Add a touch of personalization
- Formatting & style
 - Bold, color, etc.
 - To emoji or not to emoji?



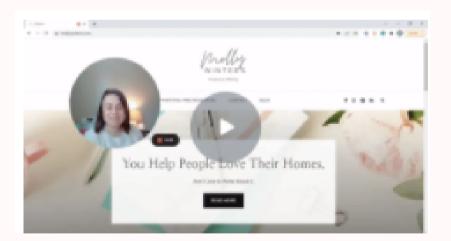


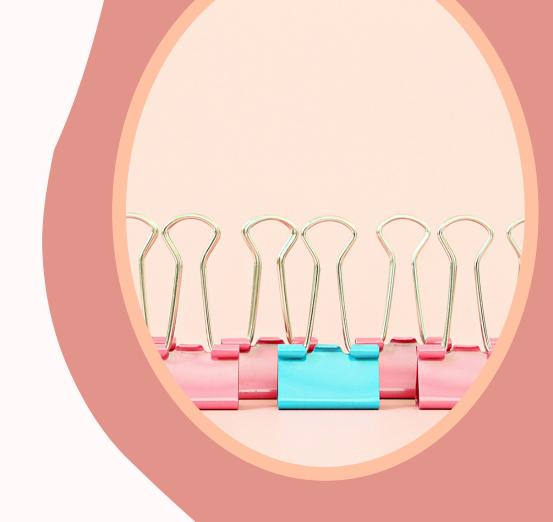
Making your cold pitch stand out

Next Level

- Testimonial in the footer
- Future pacing 'Within 2 weeks...'
- Personalized Loom video

Hi Suzy Q, Molly here! Watch Video

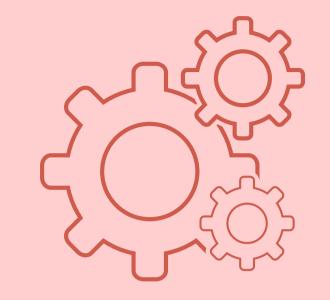






Tools I Use

- Loom
- aText
- Spreadsheet
- Streak for Gmail





Important!

- Follow-up
 - Oon't skip this step!
 - Mark your calendar
 - Respect responses



Questions?





How to Reach Me

MOLLY WINTERS
The Home Services
Copywriter

PHONE 253-678-3963

EMAIL molly@mollyzwinters.com

FACEBOOK GROUP
Writing That Works



