

“Ben’s Confidential Endorsement Email Templates That Will Consistently Make You Thousands Of Dollars In Commissions”

There are four email templates, but hopefully most of the time you’ll only need the first one!

- The first one is the one for regular email. This is the best way to go about it: in the corporate world people recommend each other all the time to each other in *exactly the same style* as the recommendation email is written. Always go with email if possible.
- In case you have no other options, there’s one for oDesk, Facebook and skype as well.

The reason each of the four yellow placeholders is important:

- People who don't reply within 72 hours are going to receive a "Follow-up email" with my CV (which, everyone told me so far, is really awesome :) ... and a nice message that invites them to hear me out. You will be in CC in all communication.
- It's important to put in the proper project name (brochure / flyer / whatever you've been working on) for the person in order to be credible. Otherwise he or she will know you're using a template, and we don't want that. We want to appear perfectly natural.
- It's important to have their website address in the email, because when they reply I want to be able to take a look, and refer to it before I schedule an appointment with them.

Other small details:

- You should use the subject line: “recommendation” or “some ideas”.
- Watch the punctuation! There’s a comma (“,”) after the first placeholder, and there are periods (“.”) after the second and the third. Leave it there if you can!
- Please make sure you are putting me in the "cc" field so that I can "reply to all" and follow up to the people who don't respond!
- It's just an outline... Feel free to rewrite it if you think you can do better... :-)
- Please don't tell anyone about these templates, and keep this document to yourself!



No-pressure endorsement method for active clients and new people you're working with:

"Hey I can see you have some copy on here. I have a real pro, he is a direct response copywriter and he knows neuro-linguistic programming and all kinds of other stuff. Very impressive. would you like him to take a look at this for you and give you some ideas about it?"

Email template #1: For emails

Hey <Name>,

How are you?

I'm swamped with work as usual... I hope everything is fine with you as well.

Listen, the other day I had a chat with a copywriter I know, and we ended up talking about your <website, brochure, banner ad, flyer, whatever you've done>.

He knows how to use neuro-linguistic programming and all kinds of other tricks in copy, and he told me some interesting ideas on how he'd improve <client's website URL, or if you don't have it then just put the word "it" here>.

I was pretty impressed with his website and his ideas too, so I thought it wouldn't hurt to connect you guys.

His name is Ben Racz... You can check his website at <http://benracz.com>. His email is ben@nlpcopy.net. FYI, from what he told me he's not a cheap guy to work with, but he told me he'll take a project only once he's convinced he'll make the owner several times more money than what he charges.

He asked to be introduced to you specifically, so I hope you don't mind... I cc-d him to this email so you can just hit "Reply-to-all".

Ben... Please feel free to take it from here.

Cheers,

<Your Name>

Email template #2: For oDesk

Hey <Name>,

How are you?

I'm swamped with work as usual... I hope everything is fine with you as well.

Listen, the other day I had a chat with a copywriter I know, and we ended up talking about your <website, brochure, banner ad, flyer, whatever you've done>.

He knows how to use neuro-linguistic programming and all kinds of other tricks in copy, and he told me some interesting ideas on how he'd improve <client's website URL, or if you don't have it then just put the word "it" here>.

I was pretty impressed with his website and his ideas too, so I thought it wouldn't hurt to connect you guys.

His name is Ben Racz... You can check his website at <http://benracz.com>. His email is ben@nlpcopy.net. FYI, from what he told me he's not a cheap guy to work with, but he told me he'll take a project only once he's convinced he'll make the owner several times more money than what he charges.

He asked to be introduced to you specifically.

Would you like to talk to him about it? Can I have your email address so that I send it to him to follow up with you?

Of course if you decide to work with him he'll come to oDesk to do the job.

Cheers,

<Your Name>

Email template #3: For Facebook

Hey <Name>,

How are you?

I'm swamped with work as usual... I hope everything is fine with you as well.

Listen, the other day I had a chat with a copywriter I know, and we ended up talking about your <website, brochure, banner ad, flyer, whatever you've done>.

He knows how to use neuro-linguistic programming and all kinds of other tricks in copy, and he told me some interesting ideas on how he'd improve <client's website URL, or if you don't have it then just put the word "it" here>.

I was pretty impressed with his website and his ideas too, so I thought it wouldn't hurt to connect you guys.

His name is Ben Racz... You can check his website at <http://benracz.com>. His email is ben@nlpcopy.net. FYI, from what he told me he's not a cheap guy to work with, but he told me he'll take a project only once he's convinced he'll make the owner several times more money than what he charges.

He asked to be introduced to you specifically.

Would you like to talk to him about it? Can I have your email address so that I send it to him to follow up with you?

Cheers,

<Your Name>

Email template #4: For Skype (after a skype discussion)

Hey Guys,

<Name>: In CC is Ben Racz, the guy I've told you about. You can check his website at <http://benracz.com>. His email is ben@nlpcopy.net.

Ben, FYI, <Name> owns <client's website URL> that we talked about earlier, I've told him / her about you and he / she would be glad to meet you.

Feel free to take it from here!

Cheers,

<Your Name>