

How To Flood Your Business With Even More Copywriting Prospects

By John “Angel” Anghelache

In the next few minutes, I'm going to share with you another proven way to generate copywriting prospects.

And I'm going to give you an ad you can modify for your own use. This strategy and ad comes directly from the "Prince of Print" – Gary Halbert – himself.

First, I'd like to answer two "semi-objections" to the third video. The video where I shared one variation of my prospecting sales letter. That letter fetches a response of 40% to 75% every time I mail it. One of the copywriters who saw the video made these two comments. You may have thought the same thing.

I figured it would be a good idea to air out the laundry.

Basically, what she said (I'm paraphrasing) was this...

"John, thanks for the SRDS and prospecting videos. But I had a problem with the letter you gave us. If I had the testimonials you have in that letter I'm sure my response rate would go through the roof too. Also, you talked about a no-risk strategy in the letter but did not explain it."

Allow me to clarify these two points...

1. When I first started out, I did not have those testimonials. Yet, I still managed to land "big name" clients. How? I sent them a simple solicitation with proof I knew how to write copy. That proof came in the form of samples. Some of those samples were "mock ups". Ads and letters I had written. But they were untested. The key to success in this case is having the right list and offer.
2. And second, I am not disclosing the no-risk strategy at this time. Why? Because I will fully explain it during the coaching program. However, that strategy is not the only one. There are at least half-a-dozen ways to create a no-risk situation for clients... and... for you. Strategic thinking is what's necessary here. But don't worry. I will show you how to do that during the coaching program.

And right now...

I'm big on swiping. One of the things I do is hunt down ads written by copywriters and marketing consultants. I keep a swipe file of proven ads selling copywriting and marketing services.

Here's an ad written by Gary Halbert. He placed it in the Wall Street Journal to generate leads. I'm sure you can model this ad and generate your own leads...

Need more cash-flow?

**Hot New Reports From
Top Ad Expert Reveal
6 Amazing Secrets!**

1. How to get the exact name and address of every man, woman, and child who is ever likely to become one of your customers!
2. How to mail up to 100,000 sales letters per week at no cost whatsoever... *not even postage!*
3. How to get yourself or your product featured on cable TV... *without spending a penny!*
4. How to get as much money as you need to expand your business... *and get it without borrowing!*
5. How to get movie and TV stars to help you sell your products and services... *and get them at dirt-cheap prices!*
6. How to use cheap little classified ads to generate an enormous daily cash-flow!

**Call for free brochure:
(800) 327-0028**

What Gary Halbert did was simple. He took six of his newsletters and packaged them. Then he wrote the ad above targeting business owners who wanted more cash flow. His reports, of course, included strategies for doing that.

I'm not sure what the entire marketing process was. My guess is this: Prospects calling the toll-free number left their name and address. The reports were mailed to them. Then Gary, or someone on his staff, followed up by phone. That conversation led to a free phone consultation. Or prospects were "closed" right then and there.

Those who did not become clients were put on a mailing list. Gary followed up with them with other offers.

Something like that.

Anyway, now you have yet another way to generate quality leads.

Imagine what you'll get if you qualify to be one of our coaching students.

5 FREE Training Videos for Freelance Copywriters Here:

<http://www.copywritingcode.com/lessons/>