

www.Simple-Marketing-Solutions.com

The Email
Copywriting
Success
Formula
Created For
Your Business

Done Right, it Kills Boring Communication... DEAD

Raja Hireker raja.hireker@gmail.com

Let Me Help You Pack an Electronic Punch Into the Inboxes of Your Prospects, Clients and Customers (Oh, it will help you sell **MORE**, also!)

From: Raja Hireker
Marketing Writer & Consultant

Dear Serious Business Owner / Entrepreneur,

If you'd like to ramp up your sales, create amazing customer relationships as well as enjoy more thrills, fun and excitement in your online business... ***just by using simple, well crafted, power packed emails that gets the job done***... then this is an extremely timely letter for you to read.

In fact, did you know some of the smartest businesses in the world, use powerfully persuasive, extraordinarily compelling emails to sell more of their goods and services? And I mean large, medium sized and a few of the millions of smaller companies, business owners, and solo entrepreneurs.

And just so you know, we're talking about using the selling power of email for a *range* of products and services in a variety of industries, markets and categories - everything from Sports, Education & Training, Personal Care, Personal Development, Business resources, Health, Finance... however...

...There's a Creeping Problem...

There's a really *massive* problem for those companies & business owners who do not use, or *haven't yet grasped* the enormous selling & connecting power of the unheralded, *lowly* email.

And that problem is...

There **aren't** many people in the world who know *how* to construct these little *power packed capsules of explosive copy*...and, to do it... day after day, week after week, month after month... to have it all be fresh, timely and wonderfully welcomed!

There just aren't many people around who have this skill... because... amazingly, there are *very few* practitioners in the world who teach it... really teach it (Most other teaching & training on this vital subject matter is notably ineffective, lifeless, and simply... flat out *wrong*.)

What that all means is those who have learnt this skill, will most likely have been fed a watery weak, luke warm version containing the same, theoretical, boring nonsense that is replicated throughout the whole business world *desperately disguised as new, effective and cutting edge!*)

Now if you already **have a top class email copywriter** on your books...

- ❖ *someone who can craft entertaining, engaging, fun-to-read, highly responsive emails...*
- ❖ *where sales are coming from those emails in high regularity...*
- ❖ *where subscribers and customers actually look forward (gasp! – imagine that!) to receiving your email communications...*
- ❖ *where your email communications (and therefore you, and your business) are the highlight of your customer's day...*
- ❖ *where readers become somewhat addicted to your email communication messages...*

...If you have someone who can do that for you, *really* do that for you, then my suggestion to you is to **hold on to them** *because* they are worth their weight in gold to you, *and more*.

In fact, I'd go as far to say that *pay them more* than what you currently do! Yes, that's right. And again, the reason *why* is simple; **it's because they have an enviable and profitable skill that most in the world of business, simply don't have to that level of expertise.**

And sure, ANYONE can write an email, we all can, we all *do, don't we?* However, there's a totally different & unique way *of thinking, of creating, of laying out and constructing* email communications that **entertain, bond, as well as ask for a sale...** and that too, *without* seeming desperate, bland or cold.

There's an art and craft to the whole process, though totally invisible to the naked and untrained eye.

So, when you value these email producing experts in demonstrable ways they can **see, understand and appreciate**, they'll produce *even better results* for you than what you're currently getting.

And frankly, if you're not looking after these people in the *right* way, don't be surprised to find, that, *out of the blue*, your champion email marketing copywriter has been head

hunted and been given a more exciting '*perk package*' by another employer; someone who knows and understands the **true value and worth** of your now... *ex-employee!*

So why is this important to you?

As mentioned above, I'm a direct response copywriter and marketing strategist. I've been writing, a lot, for various clients, creating a whole range of marketing documents and promotions – from sales letters, reports, websites, articles, newsletters, video scripts, audio scripts, speeches, squeeze pages, and in fact, *emails* – both for clients as well as for my own services through my website – www.Simple-Marketing-Solutions.com

A Marketing Switchover

Now, I've recently switched over most of my marketing writing and services from creating the above mentioned work, to that of simply focusing most of my energy, creativity and input to creating email communications for clients.

And let me tell you upfront that my email copywriting services aren't cheap.

They're actually pretty expensive. And quite frankly, they're meant to be that way as I'm only looking to attract and help serious business owners who are growth obsessed and is committed to strengthening the on-going relationship with their clients and customers.

In fact, if you flip back to the opening of this letter where I mentioned this is for *serious business people only*, the mere fact that you're reading this letter to this point makes you a semi-qualified, self-selected prospect.

However, if what you've read so far has you quivering, intent on leaping out of the window, desperate to bail out of this letter *without* knowing what my fees and charges are or what's involved in this work, then you're probably not as serious as you thought you were.

You may not have fully grasped the profitable power of email to sell more of your goods and services, to bond more with your customer, clients and prospects... and... to have a really fun time in your business because of it... *you may not have fully grasped that.*

And if that *is* the case, then most likely, I've probably lost you already from reading any further.

However, **before, and if you finally must leave**, you may like to know that compared to all the money that has probably been wasted on various marketing promotions, on

sending non selling, non-entertaining emails, on the high cost of all the marketing media spend as well as the various technology and CRM software you've spent, you would've no doubt wasted money in some way or another.

So taking all that into account, what I've got for you is, *comparatively*, a first class bargain. (Of course, only YOU can really decide if it just rings true for you and if it makes complete sense – only *you* can ultimately decide that)

The *Bread and Butter*... KING!

Writing emails are the "bread and butter" of ANY business with a website and having a database of prospects, customers and clients to sell to.

However, as already mentioned, most businesses do not how to harness the real power of their email database of customers and clients, especially to the kind of profitable levels they could.

And if that sounds like I'm describing *you*, then please hear me when I say that it's not your fault in any way – it's simply that those you may have hired to do this extraordinarily valuable work for you, just do not know how to do it in the ways I've outlined in this letter.

Maybe it's the kind of training they've had, or, in the not having any training whatsoever. (*I myself have spent well over 65K in my own copywriting and marketing education by investing time, money and energy in getting all I need to know by studying, learning and emulating the best practitioners and teachers in the world – and, I still invest in that education to this very day*)

So, if you know that you're currently not connecting with your customers in ways that you should, through the power of your email communications... and that you KNOW you have to be doing something different, then it's quite possible we could be a match for each other.

If you are a serious marketer and business owner, *someone who wants to leverage the awesome and exciting power of having powerful, short, money-making emails written and sent to your prospects and customers – to have them bond with you like never before, to have them buying from you in larger quantities, and, with more regularity and in a more frequent manner*, then please read the information below very carefully because it will show you exactly *what* you get and *how* you can benefit from my email copywriting services.

Below are the pre-requisite factors to be considered regarding the email copywriting work I can do for you.

1. **You must have an established business with a responsive email database list, or be in the process of building it. (Sorry, no new start-up ventures or *just getting started* businesses)**
2. **I'm to be hired on a monthly fixed fee plus a small % of royalties on gross sales the emails produce (minimum hire period is 3-months.)**
3. **I would need access to sales stats if I choose to check things through.**
4. **All fixed fees are payable upfront, before commencement of any work, with any royalties on gross sales to be paid promptly.**
5. **All emails written are "licensed" from me (which means, I own the emails I write and you can use them for as long as you comply with the terms of our agreement)**

Again, this is only for you if you're a *serious* business owner, looking to maximize the selling power and profitability of your email database. Now, if paying a £3,500 a month retainer fee and 7.5% of gross sales is not for you, then I have three alternative options for you to consider.

Alternative Option 1:

A ONE month email tester period:

For a one-off fee of £2750, I will create a series of 20 emails for you to send to your email database of clients, customers and prospects, which you can spread out over a 2 month period. If after that period you feel you would like this relationship to continue, we'll create a new agreement based on the 3 monthly minimum period outlined above. (*Sales generated here via the emails will be at 5% of gross sales*)

Alternative Option 2:

I will re-write your current emails:

The fee for this option will be given once the core work to be done, is decided.

Alternative Option 3:

2 x One Hour email critique/consultation

For a £597 fee, you'll have 2 one hour critique/consultation sessions. You can use this time to ask anything about your email writing, your email marketing campaigns, the kind of story lines to use - in fact, you can also use these consultation sessions for *any* copywriting or marketing issues relating to your business.

Extra option below ONLY for Simple-Marketing-Solutions.com subscribers or subscribers of any of my (Raja Hireker) other newsletters.

Would You Like Personal & Private Program Of Hands On Coaching Instruction Where We'll Walk Through What It Takes For You To Write Profitable, Effective, Personality Driven, Emotionally Engaging Emails For Your Business – And, Where You Can Use This Extraordinarily Effective Skill In Your Business *Again And Again And Again* To Profitable Effect... *for the rest of your life?*

Dear Simple-Marketing-Solutions, Selling to The Rich Coaching-By-Writing or S4tFences Subscriber:

The 3 email copywriting services options given above are suitable only if you want someone else to do the work of creating effective emails for you.

Now here's the truth of the matter - YOU are the *best* salesperson and communicator of your products and services, and as such, are best equipped to create the most responsive marketing your customers and prospects have ever seen.

However, it may be that your profits and results are being rather *hampered* (maybe, *stalled?*) because you've not allowed your writing and your *voice* to fully shine through in your emails and, in your other forms of communications.

So, taking that into account, and also, taking into account the business people who have mentioned to me that they'd rather *own* the golden goose that lays all the golden email eggs – *to be in the position to create their own email marketing assets in their own style, at the drop of a hat* – I've decided to do something about it by creating a personal, hands on, **6 Session Email Copywriting Coaching Programme.**

Here's some of what will be covered in this personal program (*And when I say personal, I mean that - it's just you and me and NOT dozens or hundreds of people all crammed together to work on something generic. This is all about you and your business communications relating everything to your products and services*)

- **To give you proof that you are *already* a super writer, though may not fully realise it. We'll be extracting all that *inner writing gold* from the depths of your head, converting it into meaningful conversations delivered to your customer's and prospect's inboxes for *sparkling* effect...**
- How to create engaging email communications that asks for a sale, but not in the obnoxious *in- your- face* type way that'll have many *turning AWAY* from you instead of running towards you...

- **How to create dramatic, eye opening subject lines that get your emails opened, read and responded to...**
- How to *involve* your audience into a conversation that they'll love and can't wait to hear from your next instalment! (yes, the moment you view your communications as *on-going soap operas*... you'll have hit the nail right on the head)
- **How to turn your everyday events, occurrences and happenings - into *content driven experiences* for your audience that'll have them bonded to you like never before...**
- The exact emails to write if you're creating your first email auto-responder series – emails that'll bond new subscribers to you right away, build unbreakable trust and persuade new subscribers to buy what you're selling on the first contact...
- The best way to use *other people's content* for your emails... and to do it **ethically, above board, and WITHOUT BREAKING any kind of copyright laws...**
- How to keep readers in the flow of your emails - just like sliding down a greased slide.

And there's *much much* more that will be covered in the Personal Email Copywriting Coaching Programme - including, ***how to get you writing super relevant emails... in around 20 minutes flat!***

Now the format is designed with this aim: to give you maximum input so you can get maximum output, and... for your customers and clients to receive *maximum impact from your email communications*. (Despite the thoroughness of the training and coaching, it won't be delivered in a way that'll have you bogged down, confused or overwhelmed)

What that means is we'll be working on perfecting your email writing, slowing everything down until you master this whole process.

And just so you know, **there will be hands on work**, '*homework*' assignments, testing various emails, sending LIVE emails to your customers and clients, building YOU as a personal asset in your clients and customers eyes, hearts and minds (*there is nothing more powerful and more impactful you can do than to be that one single person your clients and prospects simply love, admire and trust*).

This is a hands-on, practical, doing programme.

The sessions will be conducted via Skype, and will be delivered weekly for six weeks.

The fee for this fun, immensely practical & profitable **Email Copywriting Coaching Program** is £750.

However, to take advantage of this programme, you're going to have to see if you qualify for it.

And here are the qualifying criteria:

1. You have to be fully committed to the programme and show up to the sessions at the agreed upon time. *(If you're in any doubt as to your own commitment to this, then this isn't for you)*
2. You have to be self-convinced about the value of this work and the effect it can have in your own business. *(If you need more convincing, validation, approval of the power of email copywriting, then at this time, this program isn't for you. By all means, do what you have to do in terms of verifying and putting your mind at ease about things, before committing to this work)*
3. The fee is payable up front and is non-refundable. *(if the investment for this is too high for you, then please refer to point 2 above)*
4. Your personal Email Copywriting Coaching Program will commence 14-21 days after you've decided you want to be part of this programme and once the payment side of things have been completed.

Here's what to do next if you want to be part of this programme...

If the Personal Email Copywriting Coaching Program is something you know and feel deep down feel inside that this would absolutely benefit you, your business results and your clients and customers *(by having them bond to you like never before and by they being more inclined to buy more of what you have to sell because of viewing you as a true trusted adviser and friend) ...*

... and... with the investment working out to be free for you over the following few months because you'll find that because of your email communications, you'll be selling a lot more goods, products and services, as well as retaining those customers and prospects who simply may have walked away because of being un-cared for, un communicated to and were just flat out neglected)...

Then here's what to do next...

Please send a confirmation email that you want in on the programme, to the following: raja.hireker@gmail.com . Please insert "PECCP" *(personal email copywriting coaching program)* in the subject line of your email.

Once I receive your email, I will give you all the necessary follow on information and instructions.

Warm thanks and I look forward to working with you to create the type of email communications that'll make you the *boss* in your marketplace and, have you be the *daily joy* to your customers, clients and prospects.

Raja Hireker

P.S You'll find that once you begin to master the art of creating hyper effective, persuasively exciting email communications, this ability will have a dramatically positive *knock on effect* that'll make your *other* writings more responsive, too — including your sales letters, PPC ads, e-zine articles, blog posts, and even your social media messages (especially, *tweets*).

P.P.S I forgot to add that being part of the Email Copywriting Coaching Programme entitles you to a full **60-Days Email Access to me after your 6 session programme is complete**. This could prove to be really valuable to you because I'll be there with you as you craft and send out your email communications - helping, analysing, giving suggestions and feedback. (*I have a monthly coaching by email programme for £350-£550 a month so you're getting this extra £900 or so value, FREE.*)

P.P.P.S It doesn't matter what business category or profession you're in, whether you're a solo professional or have 1, 5, 20, 100 or 5000 plus people in your business, email communication *done well through powerful, persuasive, response producing emails that get open read and replied to*, can dramatically *multiply* the overall results of your business. And remember – **the email that doesn't get written and doesn't get sent** (*or emails that are bland, boring and as friendly as a cold fish*) **doesn't have a chance to make any sales, any friends or create any kind of positive impact!** The Personal Email Copywriting Coaching Program fixes all that. Email me today and let's get cracking in turning you into an *email copywriting top-gun for your business venture*.

When you think about **the inbox circus** competing for your reader's attention – then creating the kinds of emails that get pushed to the top of the pile, that are keenly awaited and eagerly wanted, is *everything*.

If you would like to take advantage of the email copywriting services you've read about here, then here's what to do next:

In the first instance, please send an email to: raja.hireker@gmail.com

Once I receive your mail, and depending on the nature of your enquiry, I'll get back to you within 48 hours.

Warm thanks,

Raja Hireker

P.S Please note that at this current time, I am not taking on any 'creative alternatives' to the options outlined in this letter. *Thank you.*

"Raja, your writing (which is to say your heart and your soul when expressed) is so heartbreakingly powerful that I am beyond describing it anymore."

Steve Chandler - International Best Selling Author (*Story of YOU and Fearless, amongst others*) and World Class Coach and Corporate Trainer (www.SteveChandler.com)

"If there was one copywriter and marketing mastermind I would rather keep under wraps and not share with anyone else it would be Raja. I would dearly love to keep him under 'lock and key' as a full time member of my team. In reality, that's just not possible. Raja's genuine enthusiasm for each project he becomes involved in is overwhelming. He truly ensures everything that can be done IS DONE in order for a promotion to pull its best response possible. One little change Raja put in place with my marketing copy doubled the conversion rate of my subscription website almost overnight. When you find a copywriter like that YOU'LL want to keep him quite too!"

Nick James - Entrepreneur & Million Pound Earner via Internet & Mail Order Nick-James.com

"Raja, a million Thank you's... I love it! You have written it so beautifully and with such sincerity. You have captured everything from my mind and heart. I am still digesting it and once I meet up with my web designer I will let you know how it is all coming along. You will be informed of my next move. Thank you for all your help Raja, *This* was worth waiting for!"

Lily Trainor – Training and Coaching Specialist.

I am literally amazed at the creative head of Raja. As a professional Leadership Consultant, I thought I knew how to purposefully communicate ideas and innovation to potential clients. Raja took my expression to a whole new and inspiring level. His ideas are brilliant. I only have one warning. If you are afraid of growing your business and having the clients of your dreams you best side-step using him. Otherwise, you can be prepared to exponentially increasing your business and stare into the faces of your dream clients. This man is for real."

Stephen McGhee Leadership Consultant - www.miracleleader.com

"Raja is BRILLIANT! He has given me a ton of help and sound, practical advice. He is firing with ideas and strategies and is always focused to help you in your current situation and, moves you forward profitably, and with patience. I hang onto his every word and also can't wait for his emails and newsletters also. If you get the chance to work alongside him...GRAB IT!" **David Nickalls - Pro Infomedia**

"I had a 10 minute talk with Raja and he absolutely blew me away with the number of ideas he gave me to boost my profits in my business. He constantly asks question upon question to uncover the solutions to my problems. He really cared about me and my business and I would recommend him to anyone. He has one of the sharpest marketing minds I have ever met"

Hayden Sullivan – Marketer of Personal Care & Therapy Services

Raja really is the Deepak Chopra of copywriting, coaching and direct marketing. Thanks a lot for your insights and your teaching.

Caroline Eddins - Copywriting workshop delegate-Heathrow, London.

"I find Raja to be one of the most inspiring, poetic figures of our time. His writings vibrate at such a high vibrational frequency that I have little doubt he can help transform the soul of humanity. We are honored to have him as an official member of our network and I would highly recommend his coaching services to anyone who is serious about developing real change in their lives."

Jason McElhone, Founder - Jasons network .com

"Raja knows more about the techniques of persuasion than nine out of ten copywriters. He has a winning style, great determination, huge enthusiasm and unusual ingenuity"

Drayton Bird - Author Commonsense Direct Marketing & Sales letters That Sell and Former International VP & Creative Director O&M Direct

"If you need fresh ideas, new ways to sell your products or services, super fresh marketing and copywriting, then you've got to check this guy out. Raja's worked on a number of secret projects for me and I'm pretty reluctant to let others know about him. His work is solid and his word is golden. Plus, he's just a really nice guy. I don't think you'll go wrong in having him help you out in your business".

Ron G Holland, author of Talk & Grow Rich and The Eureka! Enigma

Raja, your ideas are exceptional. I'll be using them for a number of promotions I'm doing.
Thanks! - Troy White - Business Builder and Small Business Contributor to 'The Total Package'

"Raja's copywriting and marketing, is magic and he has used them to great effect for us" -
JONATHAN JAY – Former MD of Europe's Largest Coaching & Training Organisation, The Coaching Academy