

# Something's gone ROTTEN in the Coaching + Info-Publishing Industry...

*Can you spot the symptoms? They could be eating away at your business like a tapeworm right now...*

- Overnight Marketing “Gurus” who talk a big game... and promise you the “New Secret To Riches!”... only to leave you more confused than ever!
- A buyer environment of *distrust and apathy* towards your offers...
- Customers “burnt out” on overblown claims and promises...
- Everyone is suddenly an “expert”— and therefore *nobody* is!...
- Having to work harder and longer just to keep the lights on. What you could achieve with a simple email a few years ago... suddenly demands a 30-email sequence... eight sales funnels... and a *bajillion* “Hail Marys” for good luck.

You might think it's just the ‘March of Progress’... weeding out the strong from the weak.

But I believe there's a far simpler reason:

**Many Info-Marketers are looking to *each other* to figure out “what to do next”... rather than the market itself.**

So they throw caution to the wind and believe their own hype.

But their audience has been spoon-fed enough hype already. So they get ticked off, and raise their guard *even more*.

And now the info-marketer has to work twice as hard to make *half as much!*

When the competition are *all pulling the same stunt*, EVERYONE LOSES. They poison the well your market drinks from.

But there is a silver lining here:

You can make money from the very disease that plagues your competition!

## 'THE COCKTAIL NAPKIN TEST'

For all the talk of “funnel hacking” *this* and “Facebook algorithms” *that*, this business only really requires *one thing* to make you all the profits you could ever want:

**Finding the right message... to connect with the right people... in the right place... at the right time.**

Try this thought experiment:

Imagine you're in a bar— sitting next to your ideal prospect for your coaching services.

All you have is a pen... and a cocktail napkin.

What you write on that napkin will decide whether she says “I NEED to know more about this RIGHT NOW”...

Or whether she goes back to her friends.

So... do you know what you would write?

What most marketing gurus would teach is just about everything BUT the words on the napkin:

“Gee, we should get a nicer napkin... made of velvet... with gold edges!”

“No, we need to build our Cocktail Napkin Sequence first-- 40 napkins in 72 hours, then repeat it from the beginning until she buys or dies!”

“We need to automate the process of handing over the napkin! Let's build a Napkin Messenger Robot to deliver napkins all day!”

Then they high five each other... while taking your hard-earned money to the bank.

And you STILL don't have a targeted message.

Then a hooded figure walks over. Takes the napkin. And without saying a word, scrawls something down, slips it to her.

You don't know what he wrote, but the girl gets up off her stool, looks you *dead in the eye*-- "Here, please take my money!"

The mystery man returns. Dramatic Blade Runner-esque music plays as he reveals his face. "The name's Oakley," he says. "Tom Oakley. *Copywriter.*"

*Roll credits. Box Office Hit.*

# LET ME WORRY ABOUT YOUR SALES MESSAGES— SO YOU DON'T HAVE TO!

**Okay, so in reality, what I do is probably less glamorous than that scenario.** It's not considered "sexy" to say "I help you find the right words for a living." 🙄

But when those words lead your business to either MASSIVE SUCCESS... or DISMAL FAILURE... then "who should write those words for us?" becomes a *life-or-death* question.

As a 'Dan Kennedy-Certified Copywriter For Information Marketers', I understand the unique, sensitive nature of your business.

And I know how hard it is to find someone you can trust.

Someone who 'gets' what you're doing right away. Who cares about your success. Who won't just "take the money and run". Who can handle whatever selling job needs to be done-- without sleazebag gimmicks or trickery.

And I know how to sing in your customer's "key"-- as I've been a customer of information publishers and coaches since I was a teenager! I've bought-- and still buy-- information products for dating, fitness, communication skills, business & marketing... and more. And I've been to the live "bootcamps" and coaching sessions. No marketing textbook can beat that boots-on-ground experience!

Every major life change starts with a kick-ass sales message. That's the impact I bring-- be it a 64-page sales letter, a 23-email sales sequence... or a note on a cocktail napkin.

# Writing Samples

I've included a few samples of my writing below. These are all taken from 'real-world' client work in the coaching/ info-publishing industry.

Some samples are shorter excerpts taken from longer pieces of copy. I've included '[/excerpt]' markers to indicate where copy has been cut off.

All samples are presented as "text only", using the original copy submitted to clients.

I've also included a brief introduction to the key strategic ideas involved in each piece... to put the samples in their broader context.

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# Sample 1: Landing Page for Lead Generation

**Client:** Patrice Bisiot, 'Image Interventionist', [www.imageimpactindex.com](http://www.imageimpactindex.com)

**Brief:** Generate email opt-ins for free PDF report titled 'Image Impact Index'.

**Market:** Affluent, Business-minded, entrepreneurs, ambitious employees, C-Suite execs; aware that their appearances make a first impression... but unaware of all the subtle details they're missing that are costing them deals and business relationships.

Want the respect and esteem of their business peers, to feel desired and important, and to feel good about themselves in all situations, whether business or personal, at home or in the boardroom.

May have insecurities about their appearance, their childhood, or their job competence, but don't want those insecurities to undermine their business development. They may already have financial independence, but also have a drive to DO more, BE more, and ACHIEVE more.

*One look at you from across the room...  
One split-second first impression...  
One chance to make an impact...*

# **... And Your 'Image' Decides It All!**

Look at the clothes you wear to work— the way you style your hair— how you enter a room— or the pitch and cadence of your voice.

***Did you know... just ONE small detail such as these... can make-or-break your success in business?***

Whether you're a business owner, entrepreneur, employee... or even a public figure or 'influencer'... you must understand:

**People react to the Image you present. And that emotional reaction happens in NANOSECONDS— deciding the outcome of pivotal moments in your career.**

Whether that's your 'dream job' interview... a high-stakes negotiation... a multi-million dollar sales pitch... or asking for that promotion you spent years working towards.

That reaction defies all rationality and "fair game". It's primal. Fight-or-flight.

And it doesn't do "second chances" or do-overs. Once someone reacts to your image, that's it!— the emotional imprint is permanent, TATTOOED into their brains forever.

Now be honest: do you know what your Image says about you?

***Is it CREATING new career opportunities— or SABOTAGING them?***

# The REAL Reason “Influencing” Other People

## Feels Like Pulling Teeth...

When your Image is out of balance, or lacking clarity and purpose, it leaves you:

- Unsure whether to show up as the “real you”... or as this “business persona” your peers expect;
- Not knowing how to update your Image... to fit the new person you’re becoming;
- Constantly second-guessing yourself— never sure if your ideas are being taken seriously, or if people are just ‘playing nice’ to cover up their disinterest;
- Wanting to assert yourself and stand for your convictions. But then, not wanting to offend anyone, you play it safe. Perfectly inoffensive and agreeable— yet totally ignored;
- Not knowing how to talk about the things you want to express— you feel yourself losing the room, but feel powerless to do anything;
- Feeling like you’re playing a rigged game— losing hope people will EVER see you the way you want to be perceived.

***When the frustration reaches that point, you may even start doubting whether you’ve chosen the right career in the first place.***

You know deep down you’re not the kind of person to throw in the towel. And yet... you just don’t see how things could be DIFFERENT.

**There’s few things as frustrating— or damaging— as being MISUNDERSTOOD. Especially when your livelihood depends on being understood by the right people, at the right moments.**

What’s more, DECADES of conditioning by the media, advertisers... and even our own upbringing and emotional patterns... have left people more confused than ever about their Image.

Should you be wearing ‘this’ or act like ‘that’?! Should you follow the trend or create your own style?! So much access to data and yet so much confusion. **And the misunderstandings just keep piling up!!**

I’m Patrice Bisiot, Executive Coach at Bisiot Image Reading, and I’m here to put an end to all this confusion and self-doubt. To empower you to align your personal and professional Image— so your message gets heard the way you always intended.

All it takes is a few simple Image-tweaking secrets— and an “owner’s manual” for how to APPLY them.

## **FINALLY— A Proven Process For Getting Your Image “Just Right”— 100% FREE, No-Obligation, & No-Stress!**

Imagine the difference it would make... to ‘fine-tune’ your Image just once.. then never have to second-guess yourself again. Being in total control of your message, every hour of every day.

- **You’ll strike the right chord with everyone you meet**— coming off confident but not arrogant... assertive but not abrasive... kind but not weak... charming but not tasteless... attractive but not ‘try-hard’.
- **People will treat you like a LEADER**... looking up to you... eager to do business with you (WITHOUT manipulation or ‘office politics’ on your part).
- **You’ll be your own #1 advocate, acting without self-doubt or fear**— knowing your Image is working for you, you’ll turn up every day, setting more ambitious goals. You’ll embrace the ‘spotlight’ and act with conviction. Rather than shying away, hiding your ‘gifts’ from the world.
- **You’ll understand how your inner emotional world affects your outer appearance and communication**— People make decisions based on emotion, NOT logic. So when you convey the right emotions through your Image, you’ll be 10x more persuasive, with a fraction of the effort. Never again will people’s eyes glaze over as you present your ideas! **[/excerpt]**



# Sample 2: Sales Page for Entry-Level Ebook Purchase

**Client:** Seanlai, 'Behaviorist' + Relationships Coach, [www.seanlai.net](http://www.seanlai.net)

**Brief:** Generate direct sales (\$7 entry tier) for a 'Couples' Connection Report' PDF, which is customised based on the buyer's responses to a free online quiz.

**Market:** Mainly women, buying on behalf of themselves and their partners... but also men; anyone who wants to understand why their partner behaves and acts the way they do, especially in times of stress, conflict, or withdrawal from intimacy.

Prospects should have some level of brand awareness, as they come directly from the online quiz to the sales page. But they are highly 'sophisticated', as "relationship advice" is a dime a dozen to them, but much of that advice fails to address the root causes.

# “We Love Each Other, But...”

There's always a “but”.

In the background.

You can't pinpoint it exactly.

But you feel it there. Gnawing at you. Sowing seeds of doubt in your otherwise “happy” relationship.

Your “but” is unique to you. Like a fingerprint.

But the feelings of anxiety and frustration hit us all the same way.

You want to shed your burdens, tell your partner what's eating at you.

But you feel guilty.

“I should be happy and grateful. I don't want to hurt his feelings. It's not fair on him.”

Maybe even resentful.

“She should be able to read me like a book! It's her fault I feel trapped in these feelings.”

So you stay quiet, and hope the “but” goes away.

But it never goes away.

In my work with couples over the years, I've seen every imaginable “but” feed on a relationship, slowly hollowing them out from the inside:

*“I love her... but she gets a bit TOO friendly after a few drinks downtown.”*

*“I love him... but he's such a slob!”*

*“... But she shuts me out whenever an argument is coming.”*

*“... But he doesn't ravish me in bed like he used to.”*

*“... But she always changes the topic when I talk about my ambitions for the future.”*

*“... But he only sees the side of me that he wants to see.”*

*“... But she acts cold and aloof to me, like we're playing High School 'games' all over again.”*

*“... But he's always around the house, expecting me to drop everything for him when I get home.”*

*“... But she's a workaholic and doesn't know how to switch off.”*

On and on it goes.

## **THE “IF ONLY” DELUSION**

All these “buts” point towards the same delusional narrative:

*“We could have a perfect relationship... IF ONLY I could change this one thing about him.”*

This narrative is so powerful, it can linger long after a relationship has ended:

*“We could have lived happily ever after... IF ONLY I could've changed this one thing about her.”*

Sometimes, it can even be self-directed:

*“We could have a perfect relationship... IF ONLY I could change this one thing about MYSELF that's filling his head with BUTS.”*

All these “buts” and “if onlys” paint a pretty grim picture if left unresolved.

But they don't wreck relationships overnight.

They're a slow-acting poison. One drop at a time. Over weeks or months or even years.

## **EVERYTHING'S "FINE"-- UNTIL IT'S NOT**

But on the surface, everything is "fine".

You still watch movies together. Cook for each other. Make silly jokes. All the stuff that makes your relationship tick from day-to-day.

And why wouldn't you? YOU REALLY DO LOVE THEM.

But that doesn't mean you're not dripping poison into your own ear every day.

You can rarely observe this poisoning directly.

Its effects can only be seen in what's MISSING:

- Certain topics of conversation off-limits-- and if brought up, are quickly deflected or met with stony silence
- A hasty peck on the cheek instead of a welcoming smooch
- An argument that plays out silently, in your heads, unbeknownst to one another
- Not being "in the mood"... when before you would've been tearing each other's clothes off
- A feeling of having "lost" something-- a shared connectedness that gradually morphs, day by day, into a sense of obligation
- Acting like a 'parent' instead of a 'lover'

Add up all the "buts"...

The "if onlys"...

The "it's fines"...

And the things you miss out on as a result.

What are you left with? A relationship crisis, brewing silently, under the guise of "this is just how relationships work".

Until one day, it erupts in some dramatic, life-altering event.

You have an affair, or get cheated on. Or say something horrible during a big fight that can never be taken back. Or something even worse.

Whatever it is, couples always look at the fallout of these nuclear events and wonder “what the hell went wrong?? WE LOVED EACH OTHER!”

## **BEING OKAY WITH “NOT BEING OKAY”**

You really only have two choices for what to do about all this:

1. Shove it down and hope it goes away on its own (BAD!)
2. Accept it, then do something constructive about it (BETTER!)

Accepting yourself and your partner-- along with your combined “buts”-- is no easy task.

But it beats the alternative EVERY TIME.

If you can just understand *why you do what you do...*

And *why your partner does what they do...*

Then acceptance becomes much easier. Even if it means feeling temporarily “not okay” as you face your demons.

That “but” never seems so bad when exposed to broad daylight. Rather than being left to lurk and breed in the shadows.

But acceptance alone isn’t enough. You need a roadmap. A strategy for changing your relationship with your “but”. For both you AND your partner.

That’s where I come in.

## **MY OBSESSION, YOUR GAIN**

In my near-decade of research and working directly with couples, I’ve figured out the Science of Connection...

...boiled it down to a set of *personalised strategies* that any couple can use right away...

... to get an instant boost to the quality-- and security-- of your relationship. No matter how big your “buts” are!

Even if you and your partner lead busy lives... with high-level careers... constant family obligations.

Even if you have conflicting personality types.

Even if mainstream ‘relationship advice’ has left you more confused about connecting with your partner than ever.

## **YOUR REAL JOB IN A RELATIONSHIP**

How many chances to connect with your partner have you missed because you were too busy sitting on your “but”?

How many nights spent lying in bed, wanting to tap your partner on the shoulder... and tell them everything on your mind... but then doing nothing and letting it all pile up instead?

How many gestures of affection from your partner have you FAILED TO NOTICE... because you were too fixated on “that one flaw” that keeps pissing you off?

How does that make you feel? How do you think it makes THEM feel? Unappreciated? Confused? Ashamed?

What you need to realise is that all of this collateral damage is 100% SELF-INFLICTED.

Somewhere along the line, YOU decided to take something about your partner and turn it into a “but”.

YOU made a choice to be a critic instead of a lover.

YOU chose to put some perceived flaw in your partner above your own happiness.

But none of this is your real job in a relationship.

If you’ve taken my free quiz, you’ve already learned a bit about your own **‘Connection Points’**. (ED NOTE: WHAT NAME DID WE SETTLE ON FOR THIS?) You’ve learned where you go when you’re at your ‘Peak’-- and when you’re in your ‘Valley’.

In essence, there are two different versions of “you”. And each version speaks their own language. Has their own priorities. Engages with the world in their own special way.

**So your only job in a relationship... is to turn up at your ‘Peak’... and to pull yourself out when you go into the ‘Valley’.**

**And to understand where your partner goes... when they’re at *their* ‘Peak’... and in their ‘Valley’.**

When you look at your role in the relationship this way, everything changes.

You can just be who you are, and let your partner be who they are, and let go of trying to control things that can’t be controlled.

The results are beautiful, and liberating.

You start to TEAR DOWN WALLS between you and your partner... instead of building ‘better ladders’.

Imagine the difference it would make:

- To understand the root cause of “that one argument” you two keep having;
- To see the things they do to make you happy that you never noticed before-- just because they were trying to make you happy *in their “language”*;
- To realise that what you see as “unusual” behaviour is totally normal to them;
- To understand where they go when they’re stuck in a mental loop-- and the simple things you can do to help them out of the VALLEY;
- To give them a thought-out compliment, delivered in *their* language, about a trait they value highly-- and to watch their face LIGHT UP like you’ve never seen before;
- To have them be thinking “sexy” thoughts about you during their daily tasks, rather than thinking “practical” thoughts like ‘*who does the dishes?*’
- To have the peace of mind that their behaviour is not their way of punishing or annoying you-- that they truly are unique, and want to share their unique self with

you.

And now, read all those again but from your partner's point of view. What goes around, comes around!

## **FINALLY! A PERSONALISED 'ROADMAP' TO CONNECTION**

It's with all this in mind that I created the 'Couples Connection Guide'.

Inside this exclusive PDF report, you'll get the proven strategies, tips, and resources you need for turning up at your Peak... and letting go of your "but".

What's more, it's 100% customised to you and your partner's PEAK/ VALLEY combinations. **[/excerpt]**



# 10 Simple Steps To A Successful “Done-For-You” Copywriting Project

My aim is to provide a frictionless service. From the initial discussions... to the final copy submission... I tackle writing projects methodically, with clear timelines for deliverables.

This is the ‘template’ I tend to follow— although this could vary according to your needs, project scope, etc. (There are less steps for, say, writing a sales email where all research is provided upfront... compared with a 45 minute Video Sales Letter script for an untested, unknown market.)

## **1. Initial 20-Minute Strategy Call**

When you book your free strategy call via my website, we’ll identify your marketing challenges... the sales copy elements you require... your budget... and start putting together an action plan and fee estimate.

This is a great chance for you to get a first impression of how I might fit in with your business needs. There’s no financial commitment needed at this stage, and you’re not locked into anything.

If more details need to be hammered down before moving forward, then we can communicate via email.

## **2. Project Proposal**

As soon as our strategy call is finished, I’ll mockup a Project Proposal— with an itemized breakdown of all writing services requested, along with fees for each sales copy element.

If your needs are more complicated, and our initial call wasn’t enough to get the details hammered out... then we’ll continue to communicate back and forth... until we have a clear vision of your goals... and the sales copy required to hit those

goals.

### 3. Negotiate Details/ Sign Project Agreement

Once the project details are nailed down, and we're on the same page in regards to pricing, terms, etc... then I'll send a formal Project Agreement. Once that's signed, I'm officially on the clock! We'll then set deadlines for deliverables, and move into the next phase...

### 4. Quick-Start Project Call

*(\* where applicable)*

Now we've agreed on the scope of the project, we'll set up a conference call between you, your team (where applicable), and myself.

I'll speak to the product expert/ 'executive coach' about their vision for their product/ coaching program/ live event.

I'll speak to your marketing director about the technical details of how the sales copy will fit into existing marketing systems— and to identify where new systems may need putting in place.

If you have a Copy Chief on-staff, then I'll continue to liaise with them as the project progresses. If you have a copy-editor, I'll ask them about any style guidelines the company uses... to which my sales copy should conform.

We'll dig deeper into your company background, the coach's credentials, the origins of the product, the offer/ pricing/ product tiers & bundles, etc.

All this will help arm me with the 'ammunition' required... to craft a compelling series of sales messages.

It will also give a chance for the whole group to put any ideas across which they may like to see implemented.

This call should take about an hour, and is the only planned conference call for each project.

Subsequent calls may take place between myself and an individual member of staff/ third party contributor (as in the case where you're working with other freelancers for web design, email automation, etc.).

All calls for 'official business' are by appointment only. I may have limited

availability for quick impromptu calls, but generally speaking, video calls should be scheduled with at least 24 hours' notice.

If the call agenda takes us beyond the scope of our Project Agreement in a substantial way, then it may be charged by the hour, in accordance with my consulting fees.

All calls are recorded, and recordings can be made available on request. These recordings are for internal use only, and I will never disclose private information without express written consent.

## 5. Research Phase

Research can be broken down into two main phases:

- 1) Company Research
- 2) Independent Research

Independent Research is all the stuff I do on my own time. I might conduct interviews, study your target audience, look at competitor's marketing, etc. You don't need to fret over this part— it's all done for you.

Company Research will involve some co-operation on your end. I'll send you over a checklist of resources, for which I'll request access.

The more of those resources you can provide access to, the more I'll have to work with in the Message Development and Writing phases.

This may include things like:

- Recordings of customer service calls
- Product factsheets/ technical specs
- Testimonials
- Previous 'controls' (sales pages, emails, and ads that got the highest conversions)
- Previous marketing tests that failed to beat the control
- Focus group transcripts

## 6. Message Development Phase

This is the "creative" bit where I come up with different themes, hooks, 'big ideas', and headlines for the promotion.

I'll keep you in the loop on my best ideas— usually in the form of a few headlines with a couple sentences of the lead. For email sequences, I'll show you an outline of “email A → email B → email C” etc, along with the main idea/ theme/ subject matter behind each email.

## 7. Writing Phase (+early feedback)

Now I write the actual copy!

I'll send a headline and lead— or the first email in an email sequence— for you to review.

This allows us to stay on the same page, and identify any issues *before* I commit to finishing the entire sales piece.

Then, if you're happy with the direction I'm going, I'll complete the rest of the promotion/s and send a complete first draft.

## 8. Final Review/ Editing Phase

Up to two rounds of revisions are included in the Project Agreement. I can make edits with your comments in mind— or if you're satisfied with my first submission, we can be done with it there and then.

## 9. Project Debrief + Follow-up Strategy

Once you've let the final promotion run for a week or two, we can schedule an (optional) call to discuss results, performance, and analytics.

Then we'll use those results to inform our decision of what next steps should be taken.

## 10. [optional] Conversion Optimisation Phase

Most marketing tests take at least a week or two for results to become clear.

So herein lies the fundamental 'tension' that every copywriter faces: *we don't know how our work is performing until after the fact.*

This is a pretty unique tension compared to most professions. The boiler knows his work is done when the boiler is returned to full function. The electrician knows the lights are fixed when they turn on.

The copywriter is, in a sense, “swinging blind”. So we make a series of educated guesses... rough estimations... calculated risks. And then, we change course as the results average out over time.

For this reason, you have the option— upon hiring me, or upon project completion— to order an additional series of “hotfixes” to improve conversion rates, opt-in rates... or whatever other success metrics the project was designed to increase.

In practical terms, this means I can provide multiple “test cells”, each of which modifies the sales message in some way. For example, if we want to test 2 headlines and 2 pricing options, then that will provide the basis for a ‘split-test matrix’ comprised of 4 test cells:

1. Headline A + Price A
2. Headline A + Price B
3. Headline B + Price A
4. Headline B + Price B

Things can get more complex than this, but the basic logic is the same: each new variable introduced into the Split-test Matrix leads to an exponential increase in the total number of test cells... thereby increasing the odds of an increased response rate.

(Don’t worry if the technical stuff is new to you— we can scale these activities upwards or downwards according to your internal resources. Not everyone has the means to do a 32-cell split test on a sales page, but some marketers thrive on such complexities.)



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*The Transformation Marketer's Handbook* **Today At:**

[www.tomoakley.com/book](http://www.tomoakley.com/book)

- ✓ Improve your marketing message
  - ✓ Eliminate 'bottlenecks' from your sales process
  - ✓ Separate yourself from the competition
  - ✓ Dozens of strategies and tactics to use right away
- ✓ Get clarity on your sales messages, brand vision, and positioning statement
  - ✓ Attract high quality leads for your coaching/ info-publishing business
  - ✓ Build a loyal 'tribe' of followers
- ✓ No sneaky course upsells— just FREE info you can start using TODAY
  - ✓ Quick-fire "masterclasses" on sales psychology, message development, and direct response copywriting
  - ✓ Ascend customers through your back-end catalogue

*(Read This Before Launching Your Next Online Course or Coaching Program!)*

# Fee Schedule

## Price Estimates on 10 Most Commonly Requested Copywriting Projects.

*All prices presented are only an indicator of the lower end of the fee ranges for common project types... based on the 'minimum viable scope' of each project type.*

*May be subject to change at any time. For the most up-to-date rates... and detailed fee breakdown for your next marketing project... you can schedule your free strategy call at: [www.tomoakley.com/contact-me/](http://www.tomoakley.com/contact-me/) to get started.*

|  |                          |
|--|--------------------------|
| Sales email                                      | Starts at £150           |
| Facebook Ad                                      | Starts at £250           |
| Landing Page for Lead Generation                 | Starts at £500           |
| 4-page Website copy (home, about, services, FAQ) | Starts at £1200          |
| Online Sales Page; longform, single promotion    | Starts at £2000          |
| Video Explainer Script (3-5 mins)                | Starts at £500           |
| Product Description                              | Starts at £250           |
| SEO-friendly web article                         | Starts at £300           |
| Special Report                                   | Starts at £150 per page* |
| Case Study                                       | Starts at £400           |

*\*(1 page = 12pt. Times New Roman, Word Docx. format, 1.5 line spacing, subheads + paragraph line breaks)*

# “So.. Now What?”

I can't know the exact nature of your marketing needs without talking to you directly. For that purpose, you can book a free 20 minute strategy call over at [www.tomoakley.com/contact-me](http://www.tomoakley.com/contact-me) anytime.

Now, the fact that you're reading this in the first place tells me something... about where you are in your decision-making process:

Either:

**A. You have an immediate need for a copywriter... and you know the exact sales copy/ content you require to fulfil those needs—**

*Great! You already know what you want, and by now you've (hopefully!) assessed whether I'm the guy for the job. Use the above link to schedule a call and you can walk me through your current strategy... and I can offer suggestions of my own... and we'll come away with a clear roadmap to get you the results you want.*

**B. You have an immediate need for a copywriter... but the specifics of your next copywriting project are unclear... and the strategy is still taking form—**

*No worries! Part of my role as a copywriter... is to help get your strategy and content needs pinned down BEFORE the writing begins. Use the link above to schedule your free strategy call, and we'll get that process started. And if you want to expand your strategic understanding that goes into each sales message... then I also recommend reading my free book, available here: [www.tomoakley.com/book/](http://www.tomoakley.com/book/)*

**C. You have an upcoming need for a copywriter within the next few weeks... and for now you're just weighing up your options—**

*No pressure— I'm not going anywhere! :-)* If you have any further questions about me or my services, you can send them to [tom@tomoakley.com](mailto:tom@tomoakley.com)... and then schedule a strategy call whenever you feel ready.

**D. You have no copywriting needs in the immediate future... but you want to connect with a copywriter in the meantime... who understands your industry and your market—**

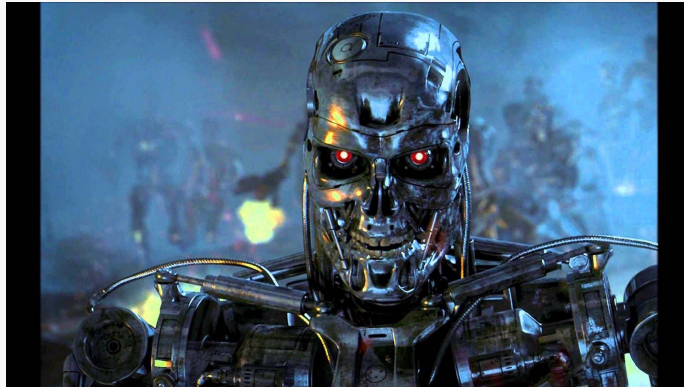
*You can connect with me on LinkedIn at <https://www.linkedin.com/in/tom-oakley/>. Drop me a message anytime— I'm always up for a chat.*



# This is Tom.



Don't be fooled— behind that innocent smile lies a twisted, remorseless selling machine... who will stop at nothing to bring value to your audience... and get them addicted to your content... and lining up for your sales promotions!



*(This guy knows what's up...)*

Tom lives in London, England. Come find him by asking around posh coffee shops for “the four-eyed guy sitting— pretentiously— with his laptop in the corner all day”. They'll send you his way.

If you dare, you can let Tom write your sales copy for you. You can get started on that right here:

**[WWW.TOMOAKLEY.COM](http://WWW.TOMOAKLEY.COM)**