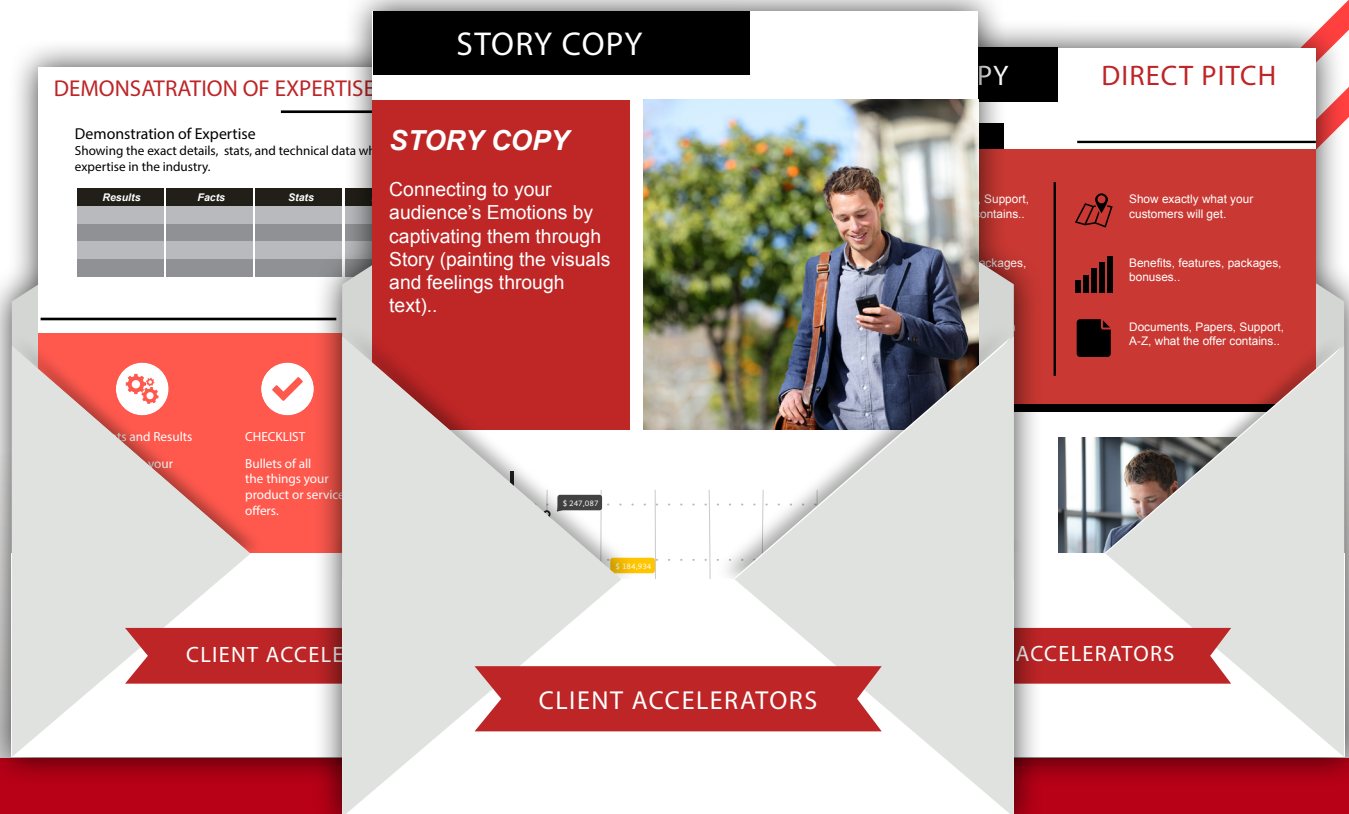


CLIENT ACCELERATORS

EMAIL SEQUENCES



MIKE BUONTEMPO

ACCELERATE TO THE NEXT LEVEL



MIKE BUONTEMPO

FOUNDER & CEO of CLIENT ACCELERATORS

Mike Buontempo has been marketing online since 2009 and has spent over \$50 million dollars on paid advertising in this time period. His agency regularly manages over \$1.5 million dollars in ad spend every month and brings in tens of thousands of customers from across over 25 different niches. Past clientele includes big-name heavyweights like Anik Singal, Russell Brunson, and Rob Kosberg.

The right ads, when paired with the right copy... can increase the likelihood of conversion by as much as 3x. Any and every business can benefit from high-converting ad copy.

Copy is the thing that takes your product or service and makes it shine for potential customers. Ad copy can appeal to emotions, fears, desires, etc.!

Good copy taps into the feelings that make a prospect want to convert. Is your business taking advantage of this powerful tool?

WARNING: We seek to add value to society. We do not condone the use of this methodology for the purposes of deceit or deception.

Please use the following case study responsibly. The ability to guide a prospect to your product or service by connecting with them emotionally... This is super powerful and must only be used for good. Read on for details on how your business can implement these techniques...

Email is a surprisingly potent marketing tool that flies under the radar of most businesses. That's because most businesses don't actually know how to write compelling emails that resonate with their audience. There are three kinds of emails we write at our agency: Story-Copy, Direct-Pitch, and Demonstration-of-Expertise.

Let's talk about each.

STORY-COPY

With the right “Story Copy” email, we can connect to our prospect’s emotions. If the chosen story gives us a chance to empathize with the prospect, we can forge a lasting bond with them. This makes it much easier to “close” them, or make the sale.

The main goal of the Story-Copy is to show you’re human. We want to level the playing field by showing the prospect you’re equal to them. “I was once in your shoes, experienced the same problems, dealt with the same struggles, but found the exact solutions that may help you

as well.” It’s about equalizing and having your prospect feel you’re an emotional equal to them.

In our example, “got my dream car... on the top of the world... Then it all came crashing down,” the emotional trigger we are actively pulling is fear. In this case, it’s fear of failure. Maybe even the fear of experiencing success and then failing all over again. These are common anxieties people face in the entrepreneurial space, and savvy marketers know how to tug on those strings.

Goal of Email: Move your prospect emotionally and get them to bond with you. This email goes over all of the struggles I had to go through to get to where I’m at.

Your prospect is probably struggling with a lot of the same things and when you can empathize with them, it’s a lot easier to get them to book a call and make the sale.

Subject Line: The #1 thing that generates sales immediately

Got my dream car, a brand new Dodge Viper at 21 years old.

Bought a Range Rover too.

On top of the world..

Then it all came crashing down..

In 2014, I lost my merchant accounts and over **\$400,000 in recurring revenue** a month that I couldn’t process.

I basically got a call in Las Vegas that my merchant account was being shutdown because I was over the threshold for chargebacks (*which I didn’t really understand at the time - being so new to everything*)

I basically lost 75% of my income (luckily I still had some CPA offers going)..

I had a team to pay, rent for my office, exotic cars to pay, affiliates..etc..

THIS COPY USES STORY TO CONNECT WITH HUMAN EMOTION

*Mike references this Facebook Ad to illustrate Email Copy Concepts



Mike Buontempo

May 30, 2019 · 🌐

Just some quick advice for young entrepreneurs or guys making their first buck..

I made my first Million Dollars by 21 years old, killed it with CPA Offers and my own Digital Product, ended up having a little over \$400,000 in my bank account after paying Affiliates, Merchant Fees, Ads, etc..

I went out and spent it like crazy, bought a brand new Dodge Viper for \$125,000, bought a Range Rover, bottle service, trips, taxes etc..

Ended up having some merchant accounts shut down and a major FB Ad Account shut down and struggled for a little bit because of all of the overhead I added to my life.

(My insurance alone for the Viper & Range Rover was over \$15,000 a year)

Now at 27 years old, we're making some real good money again, but I haven't spent a nickle of it other then buying a 6 Unit Apartment Building and Investing into building my team for my Agency.

I could easily go buy the Lamborghini I've been wanting cash right now, but I'm not looking to make the same mistakes twice. (And believe me, it takes me a lot not to go get one right now..)

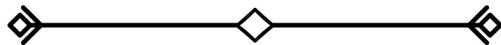
Key is, save your money, invest into building a team so you can grow a lot faster and get multiples on your money so you can get wealthy and have Millions in Real Estate, Millions in your company, and not be one bad decision away from going back to not much.

Especially if your young and you have no kids, no spouse, etc.. this is where you can really get a hard start on everyone else, so by the time your 30 - 35 your a Multi-Millionaire many times over and your investments pay for your life.

Build your team, build an actual company, put processes in place, and then go out and buy a toy.

(Obligatory Douchebag Pic for Reference 🤔)





Mike Buontempo

February 5, 2019 · 🌐

👍 How to Close The Gap Between Your Average Cart Value & Cost Per Acquisition 👍

So many business owners can't make paid advertising work because they can't close the distance between how much they spend on acquiring a customer and what that initial transaction is.

Most people have CPAs which are 3-5x their average cart value which makes it impossible to actually make a profit in the long run.

In this brand new podcast I go over some of our struggles with the above problem for our audiobook and how we're planning to add another \$7 to our ACV this month.

Definitely a must listen if you're looking to get your Paid Traffic working.

<https://digitalmarketersvault.com/podcast/averagecartvalue/>



DIGITALMARKETERSVAULT.COM

Closing The Gap Between Your Average Cart Value & Cost Per Acquisition - Digital Marketing Vault

**THIS COPY
DIRECTLY SHOWS
PRODUCT VALUE**

DIRECT-PITCH Example #1

*Mike references this Facebook Ad to illustrate
Email Copy Concepts

EMAIL SEQUENCES

DIRECT-PITCH

These emails are straightforward and heavy on product information.

"What will I get?"

"How will I benefit?"

"And what exactly is the process?"

These are the kind of questions a Direct-Pitch email will address. Because sometimes, prospects simply want to hear the offer in-a-nutshell and then take action accordingly.

In our example, we go over the specifics:

- Strategy sessions
- Scaling on Facebook
- YouTube, Google, Instagram...
- Google
- Instagram Ads
- Special offer positioning
- Metric tracking
- Omnipresence
- Ad creation
- 1-on-1 Coaching

Bit of a mouthful, yes. But that's what we're going for: Direct-Pitch emails appeal to prospects who value clarity, and brevity.) Plus, if a prospect is burdened by a specific pain or problem, a Direct-Pitch style list of specific solutions will be highly effective.

*Mike references this Facebook Ad to illustrate Email Copy Concepts

THIS COPY USES FACTS, STATS, & PROVEN RESULTS TO GET CLICKS

DEMONSTRATION OF EXPERTISE (DOE)

These emails show our expertise without a shadow of a doubt..

Details of our process, proof of our achievement, proof of customer success, etc.

For Agencies and Consultant, DoE emails are very effective. We have brought in over \$500,000 of sales thanks to DoE emails and Facebook Posts.

It presents undeniable evidence of your success and competency, and makes it that much easier to close a client.

On the left is a recent example of producing \$1.1 Million Net Profit for one of our Clients.

DoE emails are all about expertise. The focus should be on displaying proof of achievements, proof of customer successes, impressive metrics, etc.

DoE emails tend to work best for agencies and consulting offices, but establishing expertise is important in any niche. We have brought in over \$500K in sales thanks to DoE emails and Facebook Posts alone.

Sharing proof of experience and competency with the prospect makes it that much easier to close the deal.

Generally, when a business provides data-based evidence of their success, in-market standing and conversion rate increases.

Mike Buontempo
October 29, 2019 · 🌐

Solid last couple month's on this campaign, \$1.1 Million Net from the front end funnel (which includes High Ticket)

Then they sell higher ticket coaching packages later through events, and other things.

Simple book funnel with a couple upsells. We're also running YouTube, Google Display, and Search for them as well.

One of the key things I want to say here, is focus on the retention of the customer so your LTV keeps going higher all of the time.

Keep building the relationship with your clients all of the time so they're always going to go with you and your business.

Delivery	Cost per Result	Results	Unique Link Clicks	CPC (Cost per Link Click)	Unique CTR (Link Click- Impressions)	CPM (Cost per 1,000 Impressions)	Added To Cart - Book Funnel	Amount Spent	Purchases Conversion Value
In Review	Per Purchase	Purchase	---	---	---	---	---	\$0.00	\$0.00
In Review	Per Purchase	Purchase	---	---	---	---	---	\$0.00	\$0.00
Active	\$70.32 Per Purchase	3 Purchases	44	\$4.79	0.60%	\$28.00	5	\$210.95	\$21.89
Active	\$74.80 Per Purchase	6 Purchases	88	\$4.88	0.67%	\$32.54	20	\$448.80	\$91.04
Active	\$66.88 Per Purchase	11 Purchases	103	\$6.81	0.94%	\$49.29	57	\$735.72	\$206.89
Active	\$46.57 Per Purchase	59 Purchases	458	\$5.56	1.65%	\$61.69	162	\$2,747.78	\$12,253.66
Active	\$61.86 Per Purchase	117 Purchases	1,619	\$4.07	3.21%	\$68.58	377	\$7,237.33	\$24,056.76
Active	\$43.27 Per Purchase	393 Purchases	2,451	\$5.81	3.65%	\$64.70	1,017	\$17,004.54	\$31,497.46
Active	\$47.33 Per Purchase	134 Purchases	898	\$6.22	2.66%	\$80.76	344	\$6,341.67	\$19,303.92
Active	\$45.15 Per Purchase	157 Purchases	1,705	\$4.01	0.92%	\$34.08	369	\$7,088.21	\$6,637.16
Active	\$60.02 Per Purchase	798 Purchases	10,016	\$4.52	1.21%	\$39.42	1,934	\$47,897.61	\$72,047.16
Multiple Con...	Multiple Con...	Multiple Con...	96,576 Total	\$4.37 Per Action	2.74% Per Person	\$53.24 Per 1,000 Im...	23,849 Total	\$545,419.45 Total Spent	\$1,410,976.06 Total

DoE Example #1

Q&A HIGHLIGHTS

Q: In terms of a company... If I'm promoting my company, would I go out and promote myself? Or how would I implement story-copy? How does this story-copy relate to a business like mine (window installation and roofing)?

Mike's Answer: This email Story-Copy is for follow-up emails. So if someone opt-ins, you're going to have a follow-up email sequence.. So you're follow-up emails can have a story like this..

Q: So if they want to know more about the founders of the business or the type of people are backing the product we're putting in their house, this would be the backstory to it?

Mike's Answer: Exactly. If we take window installations, for example, it's a commoditized market. When you're commoditized, it's better to move someone with a story. For example, if a customer is deciding between brands (between yours and the competition)... if they're moved by your story, then they'll choose you instead of the competition.

Q: I got ya. Okay. That makes a lot more sense. I just thought, "buying windows, who cares about my story?" You know? But that makes more sense now.

Mike's Answer: Yes. And in your case, it might be that the founder started the company because his kid kept getting sick. Because it was too cold in the house, and he couldn't figure out the problem until he checked all the windows and noticed... something to that effect. So that your prospects might say, "oh, wow, so that's why he started the company," i.e., emotional connection. If the prospect's options are exceedingly similar, then an emotionally captivating story will help differentiate you from the competition.

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