



Conversational
Copywriting

Email Marketing of Conversational Copywriting Digital Course

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#1

Subject: Conversational Copy – The day I punched out of the 9-to-5 grind...

This is the FIRST in a series of 5 emails promoting the Conversational Copywriting course, written by fellow copywriter and course alumnus, Johnny Makohen. Study his writing... and enroll in the course! :) - *Nick*

Dear (Name)

Before I took the Conversational Copywriting course, freelancing was my side job.

I was hungry to jump off the 9-5 wheel, but I was averaging about \$8,000 a year working part-time.

For me to stop punching a clock, I needed to make **FIVE** times that number.

I needed to take my business to the next level.

I knew I had to invest in myself, so I could offer more services and find better writing gigs.

While I was looking around, a new training in Conversational Copywriting was launched. The movement to write more conversationally was just starting to take hold.

I didn't think twice about taking the course.

I had taken several of Nick's courses in the past. Nick's style of copywriting appealed to me. His emails, sales pages, and web pages never made me feel pressured to buy. I wanted to learn how to create this same feeling with my copy.

Nick's approach to training is different, too.

He doesn't just sell you a training and disappear. No way. Nick is invested in your success. If you study, apply yourself, and ask questions you can't lose.

Conversational Copywriting paid off. In a little under 18 months, I punched out of the 9-5 for good.

I applied what I learned in the course to my warm email prospecting, web pages and social media marketing. I established meaningful relationships with prospects and started landing more gigs.

Within a year from finishing Conversational Copywriting I signed two contracts \$3,500.00/month for 6 months.

BTW: These clients have since re-contracted at \$4500.00/month.

Are you ready to feel good about the words you publish? To take the pressure out of your sales, and establish meaningful relationships with your prospective clients?

Are you ready to “speak human”? To use the language of your audience and connect with your readers in a new and powerful way?

Nick Usborne will show you how when you sign up for his Conversational Copywriting course.

From now until Friday you'll get an instant \$70 off the regular price.

[Don't put it off until the last moment... enroll now...](#)

Best wishes,

Johnny

P.S. Tomorrow I'll tell you about my weekend in Provincetown, Ma, USA. And how a conversation I had in a cafe helped my husband and me find a new piece for our art collection.

#2

Subject: Conversational Copy – When salespeople just won't stop talking...

This is the SECOND in a series of 5 emails promoting the Conversational Copywriting course, written by fellow copywriter and course alumnus, Johnny Makohen. Study his writing... and enroll in the course! :) - *Nick*

Dear (Name)

May was a hectic month.

I knew I needed to unplug from NYC for a minute.

I love my city. But I get overwhelmed month after month from all the concrete, noise, and hustle.

I didn't realize this until I started freelancing. Leaving my day job gave me the freedom to disconnect from the intensity of NYC.

My husband and I usually escape to someplace rural, to slow down and restore our connection to each other, nature and the universe.

On Wednesday afternoon I booked our travel to Provincetown (Ptown) Massachusetts. I also found a cozy beachside Bed and Breakfast.

During the trip, Eddie and I talked about buying a new piece of art from a local artist.

As we walked down Commercial Street, I looked at the signs in the windows and several brochures I picked up at the Bed and Breakfast. For whale watching, haunted tours, PRIDE weekend events, art walks, and gallery listings.

I paid close attention to the horrible copy hitting me over the head - listing feature after feature. Eddie tapped me on the shoulder and gave me a look.

He knew what I was doing.

He stopped, and said, "Please stop, I don't want to talk about business this weekend."

“Okay. I’ll do my best. Let’s look at art?”

Warning: *Learning Conversational Copywriting will make super-aware of how confusing most marketing copy can be on billboards, brochures, and business webpages.*

You’ll learn how to actively listen and communicate.

Conversational Copywriting will become your philosophy and literally change the way you think about the world of marketing.

OK... Back to Ptown and our quest for art.

With my coffee in hand, Eddie and I started to look at art. Like any New England town, Commercial Street in Provincetown houses storefronts. Art galleries, mom and pop shops, and gourmet restaurants line the street.

Eddie noticed a piece of art he liked in a shop. We popped in. The dealer stopped us in our tracks before we even made it to the piece of art hanging near to the door.

She was lightning quick. Her sales pitch was armed. She fired.

“Hi. How are you today? This is the first week of summer and we have 30% off.

What medium do you prefer? (Medium?)

Canvas dimensions, framed?

What movement interests you? (Huh?)

I’m sure I have something you two will love. (Really? How do you know what we love?)

What’s your price range?

Are you looking for...?

We do custom framing too.

Can I help you?...”

"Um, we wanted to look at that piece, but...?"

She cut me off and took the conversation back under control.

"Oh, that's wonderful. It is one of my originals. I painted it several years ago it. 'Cause it's mine, I can do better than 30%. It makes you feel... because it makes me remember..."

I couldn't help myself. I had to interrupt her, "Stop! How do you know how this art makes me feel?"

Eddie grabbed my hand before I let my emotions get carried away and we left.

She said, *"If you decide you want it, remember we do custom framing"*.

As we were walking away, I told Eddie I should buy that painting to remind me how **NOT** to sell. We laughed and walked away.

The conversational approach to selling changes everything...

Conversational Copywriting will teach you how to get down from that soap box and start conversations with your readers.

You will learn how to write web copy, social media updates, and email marketing messages that will make your readers feel comfortable, safe and trust you.

Think about some of the words the art dealer used when *pitching at* Eddie and me.

The words 'medium' and 'movement' are art industry specific words. Medium refers to the materials used to create the work (Paints acrylic, oil, ink, canvas, paper, print, mixed media, etc.)

I knew what she meant, but she didn't know this. She didn't stop for a second to learn one thing about us.

Even though she didn't have any idea who just landed in her shop, she had no problem assuming how her art would make us feel.

Not only did she shout her pitch at me, but she also interrupted me when I was trying to engage her in a conversation about art.

Instead of giving into the frustration, I chose to use the experience as a teaching moment... because I'm a lifetime student of Conversational Copywriting.

I learn from these moments. I analyze the interactions I have with others to find ways to make these experiences more friendly.

I write down these interactions. I then rewrite the experience from a friendly perspective. Doing this exercise strengthens my conversational writing style.

Stop shouting and interrupting your readers.

Instead, show, join and engage with them...

This is an approach you can take too.

[Become part of the Conversational Copywriting movement by Friday - you'll save \\$70.](#)

Best wishes,

Johnny

#3

Subject: Conversational Copy – Ogilvy, Caples, Bly... they all agree...

This is the THIRD in a series of 5 emails promoting the Conversational Copywriting course, written by fellow copywriter and course alumnus, Johnny Makohen. Study his writing... and enroll in the course! :) - Nick

Dear [Name]

Earlier this week I mentioned a universal truth that master copywriters and content marketing writers believe.

“Speak Human.”

What does that mean?

It means use the language of your readers... so your copywriting relates and unifies the reader with your marketing message.

Here's what other great copywriters have to say about using Conversational Copywriting...

“I don't know the rules of grammar. If you're trying to persuade people to do something, or buy something, it seems to me you should use their language.”

— **David Ogilvy**

“All good copy – whether corporate or promotional – should be simple, direct and easy to read.”

— **Bob Bly**

“Unless you have some reason to be solemn and pretentious, write your copy in the colloquial language which your customers use in everyday conversation.”

— **David Ogilvy**

“The problem is sales writing that is not crafted in the right conversational style. It's either too stiff and formal or too overblown with hype. Neither of these options is good.”

— **Casey Demchak**

"Remember that the reader's attention is yours for only a single instant. They will not use up their valuable time trying to figure out what you mean."
– **John Caples**

"Speak Human, We don't mean it to be; instead, we are implementing you to create content that sounds as though a person, not a corporate department fashioned. How? Simply: write the way you talk."
– **Ann Handley**

If you can hold an engaging conversation with a mate at the pub or a girlfriend over a lazy coffee date, then you have the ability to write conversational copy.
– **Darren Rowse**

Sounds easy, right?

Well, yes and no.

The biggest mistake in copywriting is not starting with research.

With any kind of copywriting you have to know your audience.

But when using a conversational style, your research must go further.

You have to create the exact right message, written in the language of your market.

Copywriter Dan Kennedy calls this *"message to market watch."*

Conversational Copywriting will teach you how to research way more than just the demographics of your target readers.

Nick helps you find all the hidden places where your readers hang out online.

Once you know where to look you can learn how they talk about their worries, needs, and desires.

Then Nick helps you **'join the conversation'** instead of interrupting it.

"Conversational copywriting is still about selling ... but in a way that is honest, transparent, and respectful of your audience. It's the zero-hype, no-

BS antidote to the hard-sell approach. Truth be told, this has always been at the heart of the very best copywriting.”

— **Nick Osborne.**

Understanding how your audience communicates is only half of your job as a conversational copywriter.

The second part is to write simple sentences. Strike out all the jargon, hype, and nonsense.

Don't confuse Ann Handley's quote about **speaking human** to mean dumbing down your copy.

The Conversational Copywriting course will guide you into the non-complicated, jargon-free future of selling.

And remember, [enroll before the end of day Friday and you'll save \\$70 off the regular fee.](#)

Best wishes

Johnny

#4

Subject: Conversational Copy – How I landed 2 new projects THIS week...

This is the FOURTH in a series of 5 emails promoting the Conversational Copywriting course, written by fellow copywriter and course alumnus, Johnny Makohen. Study his writing... and enroll in the course! :) - Nick

Dear [Name]

I'm excited to share with you what happened in my writing business this week.

Not only did this breakthrough land me TWO new writing gigs, but it also validated the Conversational Copywriting approach in a BIG way.

And it proved, without a shadow of a doubt, Conversational Copywriting is way more than just a "soft skill".

Before I knew any better - like many other copywriters - I would spend hour after hour mining through freelance writing job boards looking for gigs. I thought I was marketing... and that searching boards was the best way to find work.

I'd replied to hundreds of ads. I took the writing tests. Worst of all, I believed that the sample assignments I wrote would get me the gig. Instead, it turned out I was simply giving away my work for free.

I still spend about 20 minutes a week reading through select job boards.

While I was searching through the ads, I was wondering if I could write a response to these ads that would stand apart from the thousands of others.

It occurred to me that marketing directors have to be tired of sifting through generic responses filled with industry-specific buzz.

So instead of writing what I believed most other freelancers would write, I explained why Conversational Copywriting is different and perfect for the Web.

I made sure to explain why the project would benefit from using a more natural, conversational style.

I replied to 3 freelance job postings.

Here's what I wrote to a surf company that posted a copywriting gig:

Hello Tiana,

I'm Johnny a NYC based, conversational copywriter.

Let me explain why I call myself a conversational copywriter by telling you how my approach to writing copy is different from the other copywriters replying to your project.

I am not a run of the mill hard-hitting, keyword stuffing copywriter. Instead, I write friendly copy that speaks to your readers using the language they are familiar with.

My aim is to start natural conversations with your target audience to build trust and rapport. Using a friendly writing style builds trust. Not only will it build trust but the SEO/keywords will be natural sounding and work while for voice optimization. Mobile devices and voice search will be responsible for 50% of all searches by next year.

Once we start a conversation and build trust we will get down to the business of introducing your products and services to them. Establishing trust means more conversions.

I don't use hype, jargon, our hardcore sales messages. Instead, I use natural language to engage with your reader.

I research the target audience's language by studying the comments, reviews, and social media posts. In your description, you express that your content should sound "fun" and "catchy," so I'll search for language which is laid back, witty, and colorful. Using this approach will be perfect for capturing a friendly humourful tone for your surf company's project

Conversational Copywriting creates an enjoyable user experience while visiting your web page and engaging with your content. A useful, pleasant, and trusting web experience equals more conversions and sales.

Want to learn more? See some samples? Let's schedule a free 15-minute call about how Conversational Copywriting can make your web page shine.

Cheers,

Johnny

When checking my email at the end of my work day, I had received three email notifications from the job board. I was excited to see if my experiment worked.

The replies used words like "intrigued," "love to hear more," and "not sure friendly is what we need." However, the job poster was interested enough to want to hear more about conversational copywriting.

Check it out:



Hi Johnny

I'd like to talk more about this, but I'm not sure friendly is what we need. We are a B2B SaaS product.

When it's convenient, please call me, at

616-459-8745

Steven

Senior Marketing Director

www.stevenson.com

Not bad, right?

Most of the time, I send responses to job postings and hear nothing.

But not anymore.

This the magic of the conversational approach. It attracts new clients and makes me money!

For me, Conversational Copywriting is now the #1 skill for all my digital content marketing... and for replying to job board gigs.

Maybe it's time for you to join us and tap into this powerful approach to copywriting.

Join our community of like-minded copywriters who have trained in the craft of Conversational Copywriting.

Join the conversations in our private Facebook Group, so you can continue to build, strengthen, and hone your Conversational Copywriting skills.

And remember, the \$70 discount Nick is offering this week expires tomorrow night – Friday – at midnight EST.

Don't wait for my "last chance" email tomorrow. You might miss it or be too busy to read it.

[Enroll right now...](#)

Best wishes,

Johnny

#5

Subject: Conversational Copy – Last chance, and a trip to the theater..

This is the FINAL in a series of 5 emails promoting the Conversational Copywriting course, written by fellow copywriter and course alumnus, Johnny Makohen. Study his writing... and enroll in the course! :) - *Nick*

Dear [Name]

A quick reminder that today is the last day to get \$70 off the Conversational Copywriting Course.

But first... a quick story...

Earlier this week, I forgot to tell you about the show I saw on our last night in Provincetown.

While Eddie and I were walking back to our room after dinner, we were stopped by a woman on the sidewalk.

She introduced herself as Harriet. She asked how we were doing and where we were headed.

I told her we were calling it an early night because we had to travel in the morning.

Harriet said, "I've got a better idea."

Harriet then explained that she was helping her friend sell tickets to his show.

While she told us about the show, she asked questions about our lives. She listened and also told us more about her friend David, who was putting on the show.

Harriet sprinkled facts about the show into our conversation.

We learned David is unique, kind, and a fantastic storyteller. He wrote, produced, and is the only actor in the performance of 7 characters.

He changes his wardrobe in less than 30 seconds.

In front of you!

Why did Harriet's approach work so well?

She started a conversation with Eddie and me. She never tried to sell us. Instead, Harriet connected us to David.

Harriet handed the tickets to me while we talked, and I gave her the money. I was sold, but she didn't stop talking to us until it was time to go inside.

She finished by saying, "It's time to go in!"

This was one of the best last-minute decisions I ever made. Honestly, I don't recall making the decision. The woman's kindness, transparency, and ability to engage Eddie and I in conversation made us feel relaxed and connected.

Before we went in, I told her I thought she was a natural saleswoman.

She said. "Oh, I could never sell anything. I just love talking about my friend David."

The show was amazing. Harriet was right. We connected with several of David's stories of triumph.

Eddie and I were glad Harriet had stopped to speak with us.

You can do the same as a copywriter.

Once you learn how to engage your readers in conversation just like Harriet did to me, you'll stop forcing your web, social media, and email copy.

If you're sitting on the fence, and not 100% sure Conversational Copywriting is for you... keep in mind, Nick will let you test drive the course for 30 days. If it's not for you, you can get a full refund. No questions asked.

And remember, the \$70 discount on the course expires at midnight TONIGHT, EST.

[Enroll in the Conversational Copywriting course right now...](#)

Best wishes

Johnny

P.S. This is the last in this series of emails. I hope you enjoyed them! And be sure to enroll right now, because there'll be no more last-minute reminders.

[Join the conversation now...](#) :)