

Charge More Sell More

— BLUEPRINT —

COPY SCRIPTS & TEMPLATES

Please modify these scripts to suit your offerings and your brand.

Free Gift Opt-in Page

Build A Captivating Brand That Makes Prospects Flock to Pay You

Download My **3 Tips to Build Your Brand Authority** and discover the three ways to make sure your brand grabs your prospects' attention and gets them to pick up the phone.

Just enter your first name, your email address and click the "Send My 3 Tips to Build Your Brand Authority" button below and you'll instantly receive the My 3 Tips to Build Your Brand Authority in your email.

And, on the next page, you'll receive all the information that shows you how you can take this a step further in your business.

YES! I'm ready to discover how to build a captivating brand that makes prospects flock to pay me and attract higher quality leads! Please send my My 3 Tips to Build Your Brand Authority now...

[OPT IN FORM]

Sales Page

[HEADLINE OPTIONS]

"How Successful Online Coaches And Consultants Attract Higher Paying Clients"

"How To Attract Higher Paying Clients The Smart Way"

"The Authority Branding Solution To Attract Higher Paying Clients"

"Super-Charge Your Authority Branding"

"Here's Our Super-Smart Plan To Attract Higher Paying Clients"

[WRITE ABOUT THEIR CORE FRUSTRATION - CAN START WITH BELOW...]

-Maybe you can relate...

-Have you ever felt this way?

-Does this sound familiar?

[SHOW A SOLUTION - CAN START WITH BELOW...]

-What if it didn't have to be this way?

-Imagine if there was another way

-What if it could look like this...?

[MAKE AN OFFER - THIS IS WHERE YOU GO INTO DETAILS OF WHAT YOUR OFFER INCLUDES]

[CALL TO ACTION WITH A BUTTON TO SCHEDULE A CALL]

"YES! I'm Ready To Create A Professional Brand That Will Attract The Right Audience And Help You Sell More"

"YES! I Want To Create A Professional Brand That Will Attract The Right Audience And Help You Sell More in 3 Months"

"I'm Ready To Make More Money With "Brand Authority Builder" Today"

"YES! Send My Video Training Plus Workbooks Immediately For \$997"

[INTRODUCE YOURSELF]

I'm Kelly Garrett and my team and I help online coaches and consultants fill up their calendars quickly with the right clients.

If you hope to make more money while working less by following a step-by-step solution from someone who has gone before them then I can definitely help you.

When you want to fill up your calendar quickly with the right clients, you need the true experts in building brands that sell, improving the effectiveness of your online marketing, and finding the right tech solutions to make it all happen.

[THIS IS NOT FOR... - EXPLAIN WHO WOULD NOT BE A GOOD FIT FOR THIS SERVICE OR PROGRAM]

[ANSWER FAQs - MAKE A LIST OF FREQUENTLY ASKED QUESTIONS AND ANSWER THEM]

[FINAL CTA - REPEAT THE OFFER, CTA AND BUTTON]

[SPRINKLE TESTIMONIALS THROUGHOUT THE PAGE]

Followup Email Sequence

Email #1 - Immediately after sign up

[SUBJECT] Here's your PDF download, [FIRST NAME]

Hi [FIRST NAME]

Here's the PDF download, "3 Tips to Build Your Brand Authority", you requested to help you to improve your brand's authority and attract the right customers! :-)

You can access it here: www.ekcetera.com/brandauthority

Online coaches and consultants just like you have used this PDF download to get amazing results with Building an effective brand while working less, and now you can too!

Please let us know what you think!

We'd love to hear from you.

Please join in the discussion with us over on Facebook where you can meet like-minded online coaches and consultants and get your Building an effective brand while working less questions answered :-)

facebook.com/ekcetera

See you there!

Thanks,

Kelly Garrett
Founder of Ekcetera

"Create a massively effective brand even if you don't know branding"

Email #2 - 1 day later

[SUBJECT] How to get your fastest WIN with your free download

Hey there,

Kelly Garrett here from Brand Authority Builder with a quick update.

I want to tell you how you can get a fast WIN with the PDF you downloaded and really set your brand authority efforts on fire so you can attract the right clients, make more money and avoid brand inconsistency.

The single most important thing you can do right now is choose colors, fonts, and one logo to carry throughout all your branding and update.

You should do this because a graphic update is one of the quickest, easiest things you can do to improve your brand authority.

So there you have it... the fastest path to your first brand authority WIN with Brand Authority Builder!

Again, if you have any questions or concerns, please contact us in our help desk using info@ekcetera.com

Talk soon,

Kelly Garrett
Creator
Brand Authority Builder

PS - Next time I'm going to share with you the personal story behind Brand Authority Builder.

We'll really pull back the curtain for you and help you understand the big WHY that makes us work so hard to help you with your brand authority.

Email #3 - 1 day later

[SUBJECT] Very few people know this about me [FIRST NAME]...

Hi [FIRST NAME],

I sure hope you're enjoying the PDF download you requested.
(If you haven't already, you can grab it here www.ekcetera.com/brandauthority)

A lot of people don't know this about me, but I really struggled when I got started with Building an effective brand while working less.

Here's my story...

**** Write about your story and your struggles and how you overcame them**

So if you're serious about getting great results with Building an effective brand while working less, then please check out www.ekcetera.com/brandauthoritybuilder right now for more information on how you can improve your brand's authority and attract the right customers fast!

Click here => www.ekcetera.com/brandauthoritybuilder

See you there!

Thanks,

Kelly Garrett
Founder of Ekcetera

"Create a massively effective brand even if you don't know branding"

Email #4 - 2 days later

[SUBJECT] Brand Authority Builder: Keeping you up with the latest brand authority news and breakthroughs

Hey there,

Kelly Garrett here from Brand Authority Builder with an invitation.

How would you like to quickly and easily keep up with the latest news, tips, tricks, and breakthroughs in brand authority?

Would you like to join a community of like-minded folks who want to attract the right clients and make more money and avoid brand inconsistency and not enough impact just like you do?

Well, the good news is you CAN do exactly that - for FREE - right now :-)

Join us on Facebook here:

facebook.com/ekcetera

And on Twitter here:
twitter.com/ekcetera

This will help you stay up-to-date on everything that's important in the world of brand authority.

We do live updates, post goodies, answer questions... and lots more!

So join us and the rest of the Brand Authority Builder community as we build an authoritative brand together :-)

See you there!

Kelly Garrett
Creator
Brand Authority Builder

Email #5 - 2 days later

[SUBJECT] Let's have a chat (open up!)

Hey there

Kelly Garrett here from Brand Authority Builder with a sweet offer to get to know each other better.

I want to reward you for trusting me and do everything I can to help you succeed with your brand authority :-)

So, I'd love the opportunity to jump on the phone with you and personally show you how you can take your brand to the next level.

I'll be able to help you gain confidence you're headed in the right direction

Click Here to grab a spot on my calendar:
=> **YOUR CALENDAR LINK**

I know we're going to get along great!

Thanks again,

Kelly Garrett
Creator
Brand Authority Builder

PS - The number ONE reason you should grab a spot on my calendar is because it will immediately help you get a set of professional eyes on your brand style and plan.

Go ahead... schedule it right now!

Email #6

[SUBJECT] Brand Authority Builder: NEW brand authority success story for you!

Hey there

Kelly Garrett here from Brand Authority Builder with an amazing case study that is going to blow your mind when it comes to what you think is possible for brand authority success.

Here's the story...

TESTIMONIAL OR SUCCESS STORY

Have a great day,

Kelly Garrett
Creator
Brand Authority Builder

P.S. Have you scheduled your free call with me yet? If not, better snatch one up quick, my calendar fills quickly. **SCHEDULING LINK**