

COPYWRITING PROPOSAL



Courtesy of
THE COPYWRITER'S CRUCIBLE

“Nobody is going to pay you to write for them!”

That was the extent of the support I got from buddies when starting out as a copywriter. Can't blame them really.

I had zero experience... zero clients... and a website cobbled together with Dreamweaver (*yep, THAT long ago*).

An overnight success I was not.

I spent years attending networking events in person (*gasp!*)...

Years of handing out leaflets, only to find them in the trash...

And years of mailing letters to marketing agencies begging them to give this plucky young copywriter a shot.

Many times I'd awake in the night wondering what the heck I was doing.

Had my friends been right all along?

Should I have followed the rulebook...

Endured the drudgery of climbing the corporate ladder...

While sacrificing my soul to cubicle hell?

Because, in the early years, I was FAR from living the freelance dream.

I'd wake up and chain myself to a conveyor belt of hammering out keyword articles at \$20 a pop...

And when I was lucky, writing the occasional brochure website.

But I'm one stubborn MOFO.

I've always had a smouldering *'I'm gonna prove you wrong'* attitude.

So I kept hammering out keyword articles...

Ironing my shirt and showing up for networking events...

And handwriting marketing agency addresses on envelopes.

Until finally, I made a breakthrough.

I was hired by a B2B marketing agency to write their blog.

A small task, yes.

But a foot in the door...

A chink of light...

And a window of opportunity I quickly threw open...

Because I was writing email campaigns... brochures... and videos for their corporate clients.

My portfolio evolved from SEO articles about cake decorations to sharply designed case studies for Technicolor, Siemens and Sony.

I'd made it!

I'd proved all the doubters wrong!

But something was missing.

Nothing I wrote was tracked.

Nobody had a clue if my copy WORKED.

I wasn't a copywriter. I was a fraud.

A glorified content marketer.

I wasn't pushing myself to become the greatest copywriter I could be.

And what's the point of doing *anything* unless you're competing to be the BEST?

Well...

That was ONE demand that the Universe answered.

Because I randomly got an email from a performance marketing agency in New York.

Their CEO asked if I had any experience writing VSLs.

I said "*No*".

He said "*Let's do it anyway.*"

So I re-engineered a top performing fitness VSL to create one of our own.

Beyond all expectations, it converted!

The results were "*Stellar*"!

Word spread.

Soon I was writing for performance marketing agencies and high level marketers across the US.

And I was getting results!

This includes a VSL for a golf training aid that did 7 figures on COLD traffic...

SKYROCKETING conversions 428% for a probiotic sales letter....

And being invited by Clayton Makepeace to write for Money Map Press.

But then like Icarus who flew too close to the sun...

The chinks in my copy skills became glaring holes.

I'd been taking on projects way above my pay grade.

Because at that stage, I'd done ZERO mentoring...

ZERO courses...

And I didn't even have a basic template to hang my copy on.

I started bombing so hard it was like going kamikaze on my own career.

I had to stop.

To pullback on the big projects and rebuild my copy skills from the ground up.

So I started buying up as many courses as my bank balance would allow.

I sought out mentors to iron out my mistakes, like Lukas Resheske, Russ Reynolds and Kevin Rogers.

Yet it was a 10 month mentorship with Kim Schwalm when the REAL magic happened.

Through our twice monthly calls and no nonsense feedback...

I experienced what it took to be an A lister.

The depth of research...

The raw emotions you have to dig out and display to the reader...

And the amount of planning that has to happen before you even attempt the headline.

I became reskilled from a wannabe to a hard hitting direct response copywriter.

I then bolted on Stefan's RMBC Method to my copywriting skillset (*and made \$6,000 from affiliate sales in the process*)...

The time then came to put my newly upgraded copy skills to the test.

Stefan ran a competition to write a sales letter about a clay mask.

I entered along with 100 other candidates...

I made the shortlist of finalists who got hired...

And then I WON!

That moment was like the starting gun on my direct response career...

When I leapt from the starting blocks and charged full pelt ever since.

I'm now writing 1-2 sales letters a month...

Along with all the upsells, presells and emails to go with them.

This includes two VSLs set to be launched on Clickbank (*a SUPER aggressive weight loss and manifestation VSL*).

Based on the marketing talents of the people who've hired me...

There's every reason to think they'll be crushing it in Clickbank's gravity scores very soon.

So that's my story until now.

Will you be joining me on this adventure?

Because after chatting with you briefly at Copy Accelerator Live, I think we'd make a great team.

Here are three reasons why:

1. I spent years writing for corporate clients. I never miss deadlines and I bring corporate professionalism to the craft.
2. Kim has told me my skills are 'A list'. But I'm not *yet* charging A list rates.
3. I offer a 'stand behind my work guarantee'. I will continue to update sales letters, presells or anything else in the funnel until we hit our conversion goals for up to two months after we launch.

Need more convincing?

Then check out my examples of Facebook ads, emails and sales letters on yonder pages...

copywriterscrucible.com

Then read feedback from Kim Schwalm, Stefan Georgi and Jason Akatif (*with whom I created a 7 figure winner*).

If that piques your interest, continue to the close for my recommendations on working together...


And taking both our businesses to the next level.

Samples

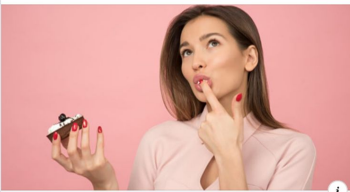
Emails

[Advanced Bionutritionals - Nitric-Oxide-Supplement Email](#)
[Green Valley - Vital Force emails x 2](#)
[NASA pillow gives me best sleep in years](#)

Facebook Ads

**Erudite Lifestyle**
June 13, 2019 · 🌐

I admit it, I'm a dark chocolate addict.
After a long day, I love to indulge my taste buds with a few of Lindt's dark squares.
But when experts said dark chocolate is healthy, I don't think they meant to eat the whole bar!
Sadly, I'm not alone in struggling with overpowering cravings for foods that give me comfort amidst the daily grind.
According to the American Psychological Association, 38% of US adults admit to bingeing on unhealthy foods to relieve stress.
Of those, over half say the joy of biting into a juicy burger or sweet release of a slice of cake leaves them feeling ashamed afterwards. While 1 in 3 say filling up on unhealthy foods leaves them feeling sluggish and drained.
So cravings don't just ruin clean eating attempts and stretch people's waistlines. They harm people's self confidence too.
That's the bad news.
The good news is a team of scientists from Louisiana State University (LSU) has found cravings for unhealthy foods can be reduced or even stopped altogether. Even better, the method they discovered doesn't involve willpower, overpriced supplements, or diet pills.
Click the image below to read the rest of this article...



ERUDITELIFESTYLE.CO.UK
Emotional Eating: Experts Reveal 6 Habits That Can Make Cravings for Junk Food WORSE and How to Avoid Them -...

11,333
People Reached

409
Engagements

Boost Post

29


7 Shares

Like


Comment

Share

Write a comment...


**Erudite Lifestyle**
Sponsored (demo) · 🌐

"Improving the habitual diet to modulate the gut microbiota has the potential to promote healthier ageing." - European study on link between gut health and longevity.(1)
We're always told to eat our greens and avoid sugary snacks.
But turning down a moist slice of chocolate cake is easier said than done.
Well, many people may find healthy food choices a LOT easier to stick to following a huge European study.
In the study, a team of European scientists gave 612 people a list of key foods to eat and inflammatory foods to avoid.
The scientists then tracked their health markers for a year.
At the end, the scientists were STUNNED to discover the small diet changes they'd recommended led to:
✓ A huge reduction in inflammatory markers
✓ Improved memory and brain function
✓ Slowed signs of physical aging, such as walk speed and hand grip strength
✓ Reduced bone loss for stronger, more flexible joints
✓ Improved blood pressure and healthier arteries
✓ Sustainable weight loss
✓ Lower risk of erratic blood sugar, low moods and severe ill health
Click this link to find out more about the study and discover which foods scientists recommend:
<https://eruditelifestyle.co.uk/best-foods-for-gut-health-a...> ✓
It was like the scientists had found a magic pill to robust good health and slowing down the aging clock.
So after reading the study, I combined some of the foods it recommended to create a 'five minute gut health hack'.
It takes only minutes to make. And it feeds the gut with a MOTHERLOAD of gut enriching nutrients.
No, it doesn't involve choking down platefuls of weird fermented foods like sauerkraut.
Yet it helped me gain:
✓ Twice daily bowel movements like clockwork
✓ Being able to enjoy my favorite foods again
✓ Relieved my allergies and blotchy skin
✓ Improved my sleep, so I now jump out of bed bursting with energy
✓ Helped strengthen my immune defenses against colds and flu
So for anyone that wants to heal and strengthen their gut...
Slow down the aging clock...
And more vim and vigor in daily life...
Click the link below to read more about the study and get my 'five minute gut health hack' for gaining similar benefits each morning:
<https://eruditelifestyle.co.uk/best-foods-for-gut-health-a...> ✓
(1) <https://pubmed.ncbi.nlm.nih.gov/32066625/> ✓




ERUDITELIFESTYLE.CO.UK
Best Foods for Gut Health and Longevity Revealed in New Study - Erudite Lifestyle ✓

Learn More

**Erudite Lifestyle**
Sponsored (demo) · 🌐

"The findings suggest that there may be a connection between IBD and neurocognitive decline." - Dr. Bing Zhang, University of California (1)
Millions of people struggle with blowing up like a balloon after meals... explosive gas... and rumbling bowels that keep them awake at night.
Poor gut health may be impacting their brain health too.
This was the finding of a team of scientists from the University of California and Taiwan.
After tracking the health of 1,742 people aged over 44 and diagnosed with irritable bowels...
The scientists were SHOCKED to discover people with irritable bowels have DOUBLE the risk of memory loss and brain decay.
The good news is the gut can be healed and strengthened through swapping inflammatory foods for key healthier ones.
Click this link to read more about the study and find out which brain healthy foods scientists recommend:
<https://eruditelifestyle.co.uk/a-healthy-gut-health-halves-risk-of-brain-decline-say-scientists/>
After reading the study, I tracked down the best foods I could find for gut health.
I then combined them to create a 'five minute gut health hack'.
It takes only minutes to make.
And it feeds the gut with a MOTHERLOAD of nutrients for strengthening the gut and BRAIN at the same time.
No, it doesn't involve eating platefuls of weird fermented foods like sauerkraut.
Yet it helped me gain:
✓ Twice daily bowel movements like clockwork
✓ Being able to enjoy my favorite foods again
✓ Relieved my allergies and blotchy skin
✓ Improved my sleep, so I now jump out of bed bursting with energy
✓ Helped strengthen my immune defenses against colds and flu
So for anyone that wants to heal and strengthen their gut...
Gain a clearer thinking brain...
And more vim and vig in daily life...
Click the link below to find out more about the study and the '5 minute gut health hack' I created:
<https://eruditelifestyle.co.uk/a-healthy-gut-health-halves-risk-of-brain-decline-say-scientists/>
(1) <https://gut.bmj.com/content/early/.../04/28/gutjnl-2020-320789> ✓



ERUDITELIFESTYLE.CO.UK
A Healthy Gut HALVES Risk of Memory Loss Finds UCLA Study - Erudite Lifestyle ✓

Learn More

Landing Pages

nutrionolabs

Call us at 1-800-356-5587 or
click here to submit a ticket to our agent.

A Cooling Blast Of Fast Action Pain Relief For Aches, Joints, And Injuries

What is Arctic Blast?

ArcticBlast is a safe, natural, one-of-a-kind pain-relieving drop that contains a unique combination of natural ingredients individually tested under clinical settings for their potency, safety, and ability to relieve pain.


What's more, it's 100% natural. Arctic Blast has none of the side effects or risks of pharmaceutical painkillers.

Since its launch, ArcticBlast has helped people to relieve joint pain, ease the raging pain in their back, to regain mobility from an old injury, and to have a more active life.

Benefits of ArcticBlast:

- Promotes local blood circulation
- Helps reduce aches and pain from exertion
- Helps support healthy joints





Powered Content by Optivus Life Labs • ADVERTISEMENT
Capitalize Support

HIGHLY CONTRADICTION VIDEO REVEALS:

"BIG PHARMA'S ALZHEIMER'S DRUGS AREN'T THAT INEFFECTIVE BUT MAKE THE BRAIN WORSE..."

And a Breakthrough System Proven to Improve Memory 69%, Lengthen Concentration 54%, and Physically Grow Brain by Strengthening a Key Area of Mainstream Medicine is Ignoring

Despite costing as little as \$400 per month, it's not a single case of Alzheimer's has been cured by prescription meds



WARNING:

If you're worried that you, your partner, or someone you love may fall victim to Alzheimer's...

Or even worse, if someone in your family (it could be your parent, sibling, aunt, uncle or grandparent) has already been diagnosed with dementia and you're afraid it's in your future...

You need to know that mounting research proves avoiding the brain disease doesn't come down to good genetics or a lucky roll of the dice.

It's also NOT from taking the right medications (the video exposes how they may actually make your brain worse) despite \$259 billion spent on them every year).

In fact, breakthrough studies now suggest the best way to avoid Alzheimer's is to strengthen a key area of your mind. An area that mainstream medicine is ignoring. Yet new advances in neuroscience show it to be the key to protecting your memories, thoughts, and emotions from the brain stealing disease.

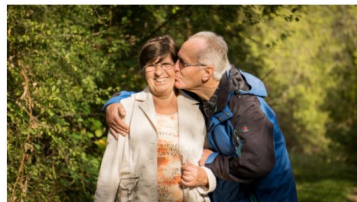
The image shows a YouTube video player. The video title is "Lumina Energy Medicine". The video content shows a man speaking, with a red play button overlay. The video is from the channel "Lumina Energy Medicine".

Advertorials

Why People Are Throwing Away Omega 3 And Taking This Supernutrient Instead

Do you take Omega 3? A lot of people do. A daily capsule of Omega 3 fish oil can help lubricate the joints, lower cholesterol and enhance memory. In fact, some doctors even recommend it for ADHD and Alzheimer's.

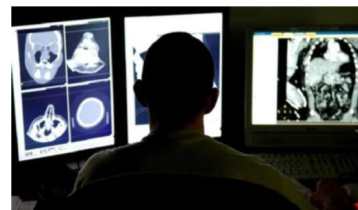
People who live on the Mediterranean are famed for their high levels of Omega 3 and low levels of heart disease. However, people living on the Mediterranean are FAR from the healthiest people on the planet.



Could this supernutrient protect millions from dementia or heart disease?

The Hidden Reason Why People's Brains are Aging Faster (and How to SLAM on the Brakes)

If you've noticed yourself mixing up people's names, forgetting where you left the car keys or struggling to focus while someone is talking, neuroscientists have discovered the disturbing reason why.



Dementia now affects 50 million people worldwide and may spike to 125 million by 2050. In America alone about 14 million baby boomers are expected to soon become victims, and risk becoming prisoners in their own minds. Recent advances in neuroscience have revealed what may be driving the mental health tsunami and how to stop it.

Sales letters

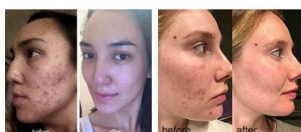
Fed Up with Clogged Pores, Greasy Skin and Irritating Breakouts?

How Being in TWO Catastrophic Car Accidents in ONE Day Led a Hollywood Model to...

**Discover the World's First
'Four Clay Facial' that
Cleanses and Detoxes the
Skin like a Magnet...**

Enabling him to fade his scars, gain porcelain smooth skin and be back modelling for Macy's in just 7 weeks.

Millions of people are now using this amazing 'med spa at home' facial to fade blemishes, pull out toxins, gain radiant, youthful looking skin in as little as 20 minutes... just like these women:



**Discover The 'Empath Switch' for
Naturally Turning UP Her Energy,
Vitality and Joy**

And Fully Embrace Her Empathic Gifts as a
SUPERPOWER of Love and Compassion

Now thousands of highly sensitive people use this 30 second ritual to turn down their stress and overwhelm and enjoy flowing energy and vitality instead.

Hi, my name is Emily.

Over the next few minutes, I'm going to tell you a story that nearly ended in disaster.

A moment where I got flooded with stress and emotion...

It nearly triggered a terrible accident.

It led to me discovering the 'Empath Switch'.



**Gets MORE
Wind in Your
Sails!**

Now with High Absorption
Turmeric.
16+ Million Sold.



...**"Super Heart"** health pill is now even **BETTER** at giving you **MORE** 'get up and go'. New and improved formula includes high absorption CurcuWIN® turmeric for elevated immunity support.

Turns out age really is just a number. Countless Americans are now rediscovering what it's like to live with more wind in their sails.

No longer are they prisoners in their armchairs, watching life pass them by. Instead they're doing the gardening... embarking on long cycle rides... giving back doing charity work... chasing the grandkids around the park... and doing all the things that give life joy.

What's their secret?

Omega Q Plus MAX

A one-of-a-kind heart health supplement. A supplement packed with all the heavy hitters for healthy arteries, energizing blood flow and more.



MUCH more.

Testimonials



"If you're looking to boost sales skyward with your promotions, look no further than Matt Ambrose. Matt's ability to write powerful, persuasive health copy has helped him create a string of successful promos for the clients who've been fortunate enough to work with him. His years of experience have given him a deep knowledge of and passion for the health market. He's also developed a mastery of writing copy that sells like hotcakes while staying compliant. But that's not all. When you hire Matt, you get more than a top-notch health copywriter. You also get someone who understands marketing and the latest tactics that are working online to make your promotions even more effective. I highly recommend you consider Matt for your next copywriting project and, if he's available, book him as fast as you can!" — Kim Krause Schwalm, A-List Copywriter and Copy Mentor



"Matt – great work. We loved your letter and you really just nailed it on so many different levels – from the formatting which was really on point, to the story telling and big ideas."
– Billion Dollar Selling Copywriter Stefan Georgi



"Matt has worked on a number of projects for A4D, writing VSLs, advertorials and landing pages. This includes a VSL for the PowerChute golf training aid which, after some fine tuning, is on course to be a million dollar selling promotion."
– Jason Akatiff

[View more client testimonials](#)

Current Rates

- 30 x emails: \$5,000
- Long presell advertorials with 5 x headlines + 3 x leads: \$1,000
- Short advertorials: \$500
- Full length sales letter/VSL script: \$10,000
- Complete funnel, with presell advertorials, upsell pages, checkout page and followup emails: \$15,000

Let's Start with a Test Project

Interested in working together?

Then I recommend we get started with something small, like a lead, email or advertorial. That way we can kick things off at low risk, and get some data on the results we can expect from a larger project.

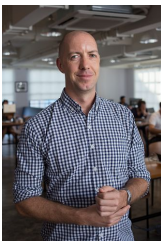
What I DON'T recommend is putting the decision on the backburner.

Right now, there are open slots on my dance card. But they're filling up fast.

So if you even have a passing interest in putting my copy skills to the test...

Get in touch to secure your spot. And let's work together to make this our most profitable year yet.

Matt Ambrose



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Skype - matt_ambrose

[Website - The Copywriter's Crucible](#)

[LinkedIn](#)

copywriterscrucible.com

