

# ANDREW FOLKLER

B2B COPYWRITER AND  
CONTENT WRITER



## INFO PACKET

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STARTNOW@ANDREWFOLKLER.COM

ANDREWFOLKLER.COM

517 - 435 - 6196

@ANDREWFOLKLER



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# ABOUT ANDREW FOLKLER

From 2013 - 2016, I was at my lowest point in life.

My father was in the process of a bitter divorce and his Multiple Sclerosis (MS) had made him incapable of going to work. I abandoned a full-ride scholarship in a prestigious institution in Singapore to follow my father back to the United States. We were American citizens and that was the only place he could get needed healthcare. His MS episodes were getting worse, he almost lost vision in one eye in 2012. I still remember driving him to get chemotherapy in 2015. I watched the chills go through his body as the chemo entered his system from the IV.

I grew up poor. My parents would fight over money often. I remember in Singapore, I would get \$10 a week for lunch money. The average meal cost about \$3. And so every day for years, I ate the same thing. A plate of noodles with a little bit of chicken. Cost me \$1.50, leaving me \$5.50 each week to save up for school supplies, new shoes (played soccer a lot), and on days when I wanted to splurge... I treated myself to bubble tea.



## THE 10 YEAR PLAN

A lot has changed since then. Many people might feel vindictive towards the mistakes of their parents. But I knew I needed to focus on the solution.

In 2015, I dropped out of college. I knew that incurring a lifetime of student debt was not the wisest investment.

By 2016, I wasn't sure where my life was going so I did the one thing I do best. I made a plan. Not a simple, one-sentence, vague aspiration for "the future". This was a 10 year plan with major milestone objectives.

The 10 Year Plan was a declaration that I would live life on my own terms. I had 3 objectives:

- Buy a House
- Start a business
- Help my family recover from the divorce

The 10 Year Plan was set to officially start at the beginning of 2018. By December 2017, I bought my house (I was 22). And by August 2021, I had my own freelance business and my family was closer than before. What I thought would take me 10 years and hundreds of thousands of dollars took less than 4 years and significantly less money.

I want to share this with you not to brag, but to remind you that all of us have the capacity to bounce back from the greatest hardships. I believe that if you are firmly rooted in your personal "why" and you carefully plan ahead, you can achieve anything.

# **PORTFOLIO**

## **Summary of Portfolio Experience**



### **Copywriting**

I have written copy for a variety of businesses in B2B, Personal Development, SaaS, Business Development, and Non-Profits.



### **Podcasting**

I am experienced in Podcasting and public speaking. I was a co-host for Season 1 of the Broken Families Podcast and have been a guest speaker at multiple podcasts and radio talks.

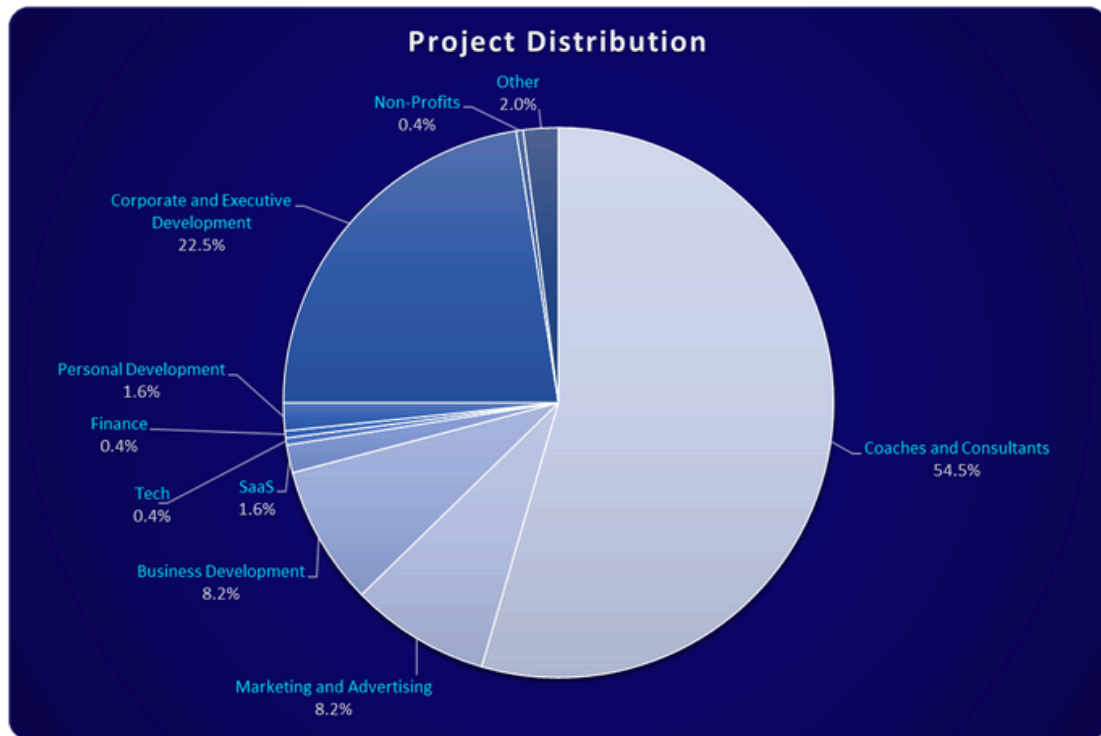


### **Content Marketing**

I have optimized and written content for a variety of businesses including but not limited to case studies, blog articles, reports, ebooks, and downloadable brand materials.



# Portfolio Highlights



## A Snapshot of My Past Projects

| Content Projects   | Quantity |
|--------------------|----------|
| Blogs              | 147      |
| White Papers       | 2        |
| Lead Magnets       | 11       |
| Books              | 2        |
| Reports            | 53       |
| Social Media Posts | 134      |

| Copywriting Projects | Quantity |
|----------------------|----------|
| Sales Letters        | 4        |
| Websites             | 10       |
| Facebook Ads         | 2        |
| Video Sales Letters  | 1        |
| Emails               | 354      |
|                      |          |

1

## Business Name

**MIRASEE**

2

## Project Type

**BLOG POSTS**

3

## Project Scope

Mirasee is a Canadian Business Coaching and Development Company that helps entrepreneurs who want to grow their businesses with online courses.

As part of the content writing team, I wrote over 120 blog articles along with many other forms of content. I was also part of their in-house digital marketing agency MIST.

To view my other live articles for Mirasee,  
click [here](#).

# How to Write a Blog Post: An 11-Step Guide (Updated for 2023)



Andrew Folger

Jun 21, 2023

If you think back to your days in school, you might remember the times when you had to write essays. You would research a topic, write your composition, edit it, and then submit it for grading. And for most of your essays, that was probably the end of the story.

So a blog post should be similar, right?

If only it were that simple.

As it turns out, writing a blog post is very different from writing an English essay. And if you simply apply the principles of academic writing to online content writing, you will not get the results you were looking for – and chances are, no one will read your post.

So how should you write your blog posts? What structures and frameworks increase the likelihood of your posts being read?

In this article, you will learn the A-Z's of blog writing. You will go through each step of the blog writing process so that you can write a blog post that will compel your audience to read.

## How to Write a Blog Post in 11 Steps

Before diving into how to write a blog, you must first understand what a blog post is.

A blog post (sometimes called a blog article) is an online article that seeks to entertain, educate, or sell to a reader. Blogs tend to be used as part of a larger content strategy to attract new leads and nurture your target audience. Your blog is part of your selling strategy.

If you do not incorporate your blog into your marketing strategy, people might still read it, but that will be the end of their journey with your brand.

So how should you structure your blog articles? Here are 11 steps to writing engaging blog posts.



### Step 1: Choose a Compelling Topic

One of the easiest ways to choose compelling topics for your blog is to ask yourself this one question: what problem is your target audience dealing with?

Your target audience is likely to go online to search for advice on a specific challenge they are experiencing. In order to get on their radar, you need to address the pain points they are seeking help with.

You can use several strategies to research the pain points of your target audience. One of the first ways is to read through consumer reviews of your products and your competitors' products. Product reviews show you exactly what a consumer liked and disliked and whether their purchase helped them solve their problem. When a buyer writes a negative review, they communicate that they feel cheated. They expected a solution, but unfortunately, the product did not deliver.

For example, if you are writing a blog about financial literacy, you might know through





writing a blog post about the types of things that are toxic to cats. You might have an H1 headline that says something like, "Toxic! 35 Things Your Cat Should Never Eat."

As you outline your post, you might separate the things your cat shouldn't eat into groups. One H2 headline could be "Plants," where you could go into detail about how cats should never eat lilies, chrysanthemums, and azaleas. If you wanted to make flowers its own category, you could make flowers be an H3 headline underneath the H2 headline "Plants". Afterward, you could have another H2 headline for "Human Medicines and Vitamins," and so on.

H1 – H6 headlines help you organize your information so that the reader can easily understand what they will learn. If they skim through your article, they will quickly see what each section will be about through the headlines. This means, you must ensure your headlines motivate your reader to continue reading.

A great technique you can use to create irresistible headlines is known as the 4 U's. Your headlines should be unique, useful, urgent, and ultra-specific. If you leverage this technique, you can craft headlines that will engage and intrigue your readers. They will be motivated to continue reading your article for fear of missing out on something valuable.

#### Step 4: Research and Outline Your Post



Now that you know how to create irresistible headlines, it is time for you to conduct research and outline your post. When it comes to writing compelling blog posts, you will need to ensure you have enough structure so your readers will be able to follow your thought process easily.

One common fear people have when it comes to writing is writer's block. One of the best ways to counteract writer's block is to conduct thorough research. Your brain needs enough information about the topic to explain something effectively. If you feel that you cannot adequately describe a concept, then that indicates that you must conduct further research.

Once you have enough research, you must organize the information into a cohesive outline. Outlines enable you to map out where you will explain specific concepts to minimize reader confusion. There are several frameworks you can use to outline your blog post. Remember, these frameworks are guidelines. You can always take elements of other frameworks and incorporate them into your blog posts. Let's dive into them individually!

##### PAS Framework

PAS stands for problem, agitate, and solution. The purpose of a PAS post is to hone into your reader's pain points regarding a specific issue. Once you have fully outlined the problem, you move to the second stage, agitate. Now, you emphasize the additional issues that will crop up if the reader does not address the core pain point. Finally, you finish your article by providing a solution to the reader.

##### AIDA Framework

AIDA stands for attention, interest, desire, and action. While the PAS framework focuses on the negative consequences of inaction, the AIDA framework focuses on the reader's desires. For example, you might write a travel blog article and feature a picturesque scene, grabbing their attention. Then you build further intrigue by talking about your experiences at this scenic location. After that, you can build desire by inviting readers to envision themselves coming to this same destination on a special event such as an anniversary. At the end of the post, you can encourage the reader to take action.

##### BAB Framework

Before, after, and bridge is a framework that helps readers visualize a transformation. By sharply contrasting the before and after, you can build a sense of awe in your readers that will motivate them to take a specific action. One of the most common places you see a BAB blog post would be the alternative health industry. Think of how often you have seen the contrast of someone experiencing extreme pain from a physical ailment, then smiling and active in the next moment. Afterward, a supplement or a weight loss product is promoted. The BAB framework is a powerful way to convey transformation to your reader.

##### Listicles

Listicles are "list articles." If you have read a blog post with a headline like, "Top 10 vacation destinations for 2022," then you have seen a listicle. Listicles are great for

highlighting a great number of options. You can compare and contrast the various options

highlighting a task, method or approach. You can compare your services and services against you include in your list. This blog post about [learning management systems](#) is an excellent example of a listicle.

### How-to Guides

A how-to-guide is precisely what it sounds like. It is a step-by-step explanation of how to accomplish a specific task so your reader can follow at their own pace. Look no further than this post to see how you can structure a how-to-guide post.

### Storytelling Posts

Storytelling has always been a core part of human interaction. So it should not be surprising that some posts might have a story as the core. When you write a storytelling post, you want to focus only on the plot's relevant details and the characters' experiences. At the end, be sure to highlight the lesson of the story. That way, you can motivate your readers to avoid the core problem that occurs in the story and take a specific action.

### Current Events Posts

If you take a more journalistic approach, current events posts are great for objectively describing the news. Unlike a storytelling post, you will be more detailed on the events. Less emphasis is placed on the emotional experiences of the people involved.

### Case Studies

Case studies combine the positive experiences of a previous client into a blog post. Most case studies are a hybrid of storytelling posts and the PAS framework. You start by explaining the challenges that the client was having. Then describe the methodologies they tried and how those strategies didn't quite bring the success the client was hoping for. At the end of the post, you go into detail about how your solution brought them satisfactory results and showcase the transformation they could attain through your solution.

### Interview Posts

Interview posts are where you take the transcript of an interview and edit it to be a blog post. Typically, you will remove all filler words and grammatical errors so that the post will be easier to read. Then, you can showcase your interview in a blog post!

### Glossary Posts

A glossary post can help your readers learn the terminology in your niche if you work in an industry with a lot of technical jargon. Glossary posts are very similar to listicles, which feature a long list of terms and their respective explanations.

## Step 5: Write a Captivating Introduction

Sometimes one of the most complex parts of writing a blog post is how you start. It might feel like everything you write sounds silly, so you end up deleting it and starting over again. Recognizing that there will never be a perfect introduction to your blog post is essential. With that said, you can still write captivating introductions that compel your reader to dig deep into your article.

One of the first ways you can write a captivating introduction is to start with the transformation in mind. If your blog post is about providing the reader with meaningful information that will change their lives, explore that transformation with them. Share how they will be transformed and the benefits they will reap when applying the principles you teach.

If you are telling a story, use the strategy of *In Media Res*. Based on the Latin phrase meaning, "in the midst of," *In Media Res* is about placing your reader in the middle of the action in your story. Let's say you are opening up with a story about climbing Mount Everest. You wouldn't want to start your post talking about how you woke up one day, drank coffee, and contemplated mountain climbing as a hobby. Your reader wants to be in the middle of the action. You can grab their attention by describing how you are climbing the slippery slopes, thousands of feet above sea level.

Another strategy is to invoke a question in the mind of the reader. When you get the reader thinking about a question, their curiosity will naturally start to build interest in their mind. There are several ways you could approach this. You could ask the reader a direct question or pique their interest with a related quote or statistic.

If you are writing more objectively, you can state the problem and explain to the reader what they will learn after reading your blog post. If you read back to the introduction of this article, this is the type of introduction used.

## Step 6: Deliver a Clear and Actionable Message

As you build the body of your article, you will want to ensure that you are prioritizing clarity. It is best to assume that your reader is unfamiliar with the fundamentals of your topic.

A good practice to use when you write your articles is to ask yourself, "Can a 5th grader read this and understand it?" This approach might seem derogatory and assume a lower reading level from your audience.

However, in a globalizing world, writing at this reading level increases your likelihood of being understood even by people who do not speak English as a first language. In addition, people can read your article faster as they don't need a lot of time to process your article's meaning.



your blog post will need to convey a clear and actionable message. Avoid padding your article with irrelevant content. If you pack too many ideas into your writing, it will feel cluttered and messy. The reader might get confused and feel your article is not worth reading. If you are worried about whether you have enough information in your post, go back to the research stage. Examine your competing blog posts and gauge how much content you should put into your blog post.

### Step 7: Craft a Conclusion that Motivates Readers

Your conclusion will have two components. First, you must summarize your core ideas so that the reader can better retain the information you have shared with them. Second, you will need to provide a clear next step for the reader to take.

When you write your conclusion, you don't need to explain every specific point. Instead, you can take 1 – 3 core ideas you wrote about and explain how they bring the desired transformation to the reader.

Additionally, all blog posts require a clear and actionable message at the end of the article. Without a clear call to action (CTA), your post will feel like a sandwich without a bottom slice of bread. Your CTA gives the reader an action item that can help further their relationship with your brand and connect them with more of your resources.

Here are some calls to action that you could link to the end of your blog posts.

- Subscribe to your email newsletter
- Read a tangential article
- Download a lead magnet
- Book a consultation call with your company
- Follow your company on social media
- View a sales video
- Purchase a product
- Take a quiz
- Apply the guide/tutorial to your needs

### Step 8: Edit and Polish Your Post

Once you have drafted your blog post, it is time to start polishing it. As mentioned in Step 6, you will want to write such that a 5th-grade student could read your article and be able to understand it. When you are editing and polishing your blog post, you will build upon this through your editing process.

You can edit your article in several ways to ensure your reader can fully understand your post. First, you can read the blog post out loud or have voice-to-text software read the post to you. When you read in your mind, it is very easy to gloss over grammatical errors.

But reading aloud improves your ability to identify weird sentence structures and awkward alliteration. You can then rewrite these sentences to clarify your points better.

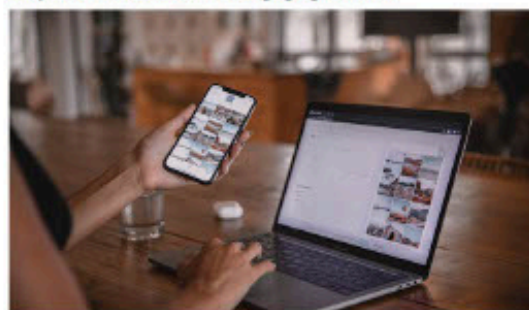
Another strategy is to use a grammar checker such as Grammarly, Hemingway, or Readable. These tools help you quickly identify grammatical errors so you can correct them accordingly. It is important to note that not every grammar checker is 100% accurate. Some suggestions may not apply to your blog article, so you must use your best judgment.

The last thing you could do when polishing your article is to look at the Flesch-Kincaid scores (FK score). There are two metrics that the FK score can provide you with. The first is a reading score from 0 – 100. The closer the score is to 100, the easier the text is to read. Ideally, you will want to aim for a score above 65.

The second metric is the grade level score. This metric approximates the reading level of your content based on educational grade level. If you score 12, you need to be in 12th grade or higher to understand the blog post thoroughly. If you score above 12, the reader must have a college reading level. When polishing your content, you want to aim for an FK grade level score of 7 or lower.

As mentioned above, you will want to write your blog post so that a 5th-grade student can understand it. However, it is exceptionally challenging to talk about complex topics and get an FK score of 5. Therefore, a meaningful compromise would be a score of 7. You can check your FK score through Microsoft Word or the use of a grammar checker.

### Step 9: Add Relevant and Engaging Visuals





Reading through a vast block of text can feel overwhelming to your reader. That's why you may consider posting photos and videos between significant sections of your post to break it up. Adding relevant visuals makes your post more appealing and can give your reader a quick mental break. Ensure that your photos are sized correctly and are relevant to your core message.

In addition, if you reference any specific video or image, your readers can view the visual content and build a clear understanding of what you are teaching them. Use this blog post as an example. Notice how pictures are interspersed throughout the article to give you, the reader, an opportunity to pause and take a mental break. Without these photos, you might lose your spot and have to reread some text. Or you may get confused as there is too much information to process all at once.

Another visual you could include in your blog post is a progression bar. As you read through a blog, the progression bar grows to show you how much of the article you have left to read. They are especially useful in managing your reader's expectations. To get a progression bar onto your website, you may need to install a specific plugin or code into the website.

## Step 10: Optimize Your Post for SEO

Once you have finalized your article and added photos, you are almost ready to post your blog. However, you have one more step before you post, optimizing your article for SEO.

SEO (Search engine optimization) increases the visibility of your post in search engines through the use of keywords. If you recall, in Step 2, you conducted keyword research based on your compelling topics. You want to ensure that you have incorporated your keywords into your article so your blog post will rank in the search results.

To optimize your post for SEO, start by adding your keywords to the SEO title, the URL, the meta description, the body of your post, and the alt text in your images.

Your SEO title should not be longer than 580 pixels (approx 60 characters including spaces), otherwise, it will not be entirely legible on Google's search results. A valuable tool you can use is a [SERP optimization tool](#). This tool allows you to visually see what your blog post search result would look like on Google.

Likewise, you will want to ensure that the keyword in your URL matches the keyword in your SEO title. Consistency is crucial here. If you try to force too many keywords, Google will flag your post for "keyword stuffing," which will diminish your post ranking.

Your meta description is a short description of your post, which will appear under your search results. You can only fit approximately 300 characters, including spaces, so be sure to make the most of the space you have available. Once again, include your keyword to maximize your visibility.

Lastly, images have an option where you can insert alt text for photos. Alt text is a short image description to help visually impaired readers. Google uses alt text as part of its SEO ranking. Looking for opportunities to incorporate your keyword into your alt text is advised.

Once you have finalized your SEO optimizations, you are ready to publish your blog post!

## Step 11: Publish and Promote Your Post

Once you hit publish, you have hit a significant milestone in your blogging journey. However, the road doesn't end here. Now that you have published your article, you need to promote it to your audience.

Every day, your audience is flooded with information. If your target audience does not see your blog post the moment you publish it, it's not their fault. Chances are, they are actively filtering the firehose of content streamed to them via email, social media, television, and the Internet.

This means you must promote your content to your target audience on as many channels as possible. If you rely on word-of-mouth referrals, you are missing a considerable portion of your audience because they might not even realize your blog post existed.

So how do you promote your new blog post? Here are a few tricks that you can use to get the word out about your recent article.

**The first strategy is to leverage your social media.** Broadcasting your blog post to your audience on social media can create an opportunity for your followers to tune in and read your posts. Sharing your blog posts can invite discussion and even attract new followers to discover your brand through your blog article. You can post on social media platforms such as Facebook, Twitter, [Pinterest](#), Instagram, TikTok, and LinkedIn.

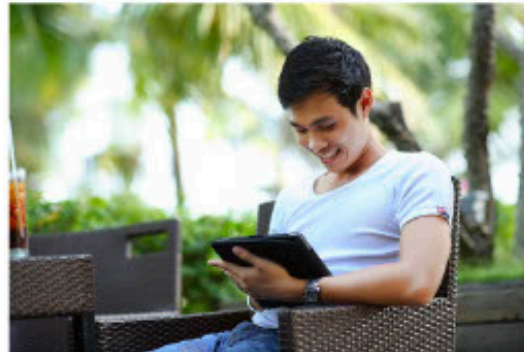
You can feature your new blog post in your newsletter if you have an email list. This allows you to deliver your post to your following's inbox personally. This is a strategy you might see implemented in our newsletter, [2 Sigma Sundays](#).

**The last strategy that you can use is known as content multiplication.** Content multiplication is creating multiple forms of content from one content piece. For example, you could take a subsection of your article and edit it to act as a short blog post. Then you could post that shorter blog as a LinkedIn article. At the end, you can encourage readers to learn more by going to your website to read the full blog post. Another way to multiply content is to take



specific quotes or short paragraphs and turn them into social media posts. If you have a podcast, you can read your blog post to a microphone and create a new podcast episode with it.

At first, content multiplication might feel like you are milking an idea. However, realizing that your target audience will be active on multiple platforms is essential. Some people might stumble onto your brand through LinkedIn or a podcast. Some might learn about your post through your email newsletters. What might work for one audience member may be entirely different for another. The purpose of content multiplication is to maximize your reach and cater to the vast needs of your audience.



## How to Write a Blog Post Today

In this article, you learned the 11-step process of writing a blog post. While it might seem intimidating at first, writing a blog post is a lot of fun. It gives you an opportunity to teach and build a positive relationship with your audience. Once you write a few blog articles, you will start to build a rhythm.

By following these tips on how to write a blog post, you will be able to create compelling content that will engage your readers. Most importantly, be sure to remember that writing a blog post is a creative process. Once you know the rules of blogging, you will learn which rules you can break to fit your business needs.

So if you have never written a blog post, I challenge you to start writing your first blog post today. Follow this 11-step guide, and you will be well on your way to publishing your first blog post!



ABOUT AUTHOR

### Andrew Folkler

Andrew is a writer whose passion for psychology led him down the path of marketing. He is a firm believer that changing the world begins from within. As a result, he has traveled to multiple countries, spoken at several conventions, and is an Associate Producer for the documentary *Erasing Family*.

[Read more posts by Andrew Folkler](#)

1

## Business Name

**BARBARA LA POINTE COACHING**

2

## Project Type

**BLOG POSTS**

3

## Project Scope

Barbara La Pointe is a Canadian divorce coach who assists women dealing with high-conflict divorces. She is an expert in Family Constellation work, Inherited Family Trauma, and spiritual healing.

To boost her presence online, I wrote five blog articles for her.

# The Divorce Talk: 8 Steps to Discussing Your Divorce with Your Child

#Divorce #Love #Relationships #Heartbreak #Breaking Up #Family Law #Parenting #Family #Healthy Relationships #Toxic #Marriage #Law

Jul 06, 2021



## 1. Have a Plan

As with any difficult task, it is important to plan ahead to avoid confusion and mistakes. Discuss with your partner what would be the best way to explain the divorce to your children. Having a plan will help prevent any disagreements or quarrels in front of the children. This ensures they have a safe environment to discuss the divorce with both parents.

Be sure to plan out:

- Living situation between both parents
- Living situation with the children
- Visitation with the children
- When to discuss the divorce
- When the divorce will happen
- Why the divorce is happening
- How you expect your kids will react
- Informing the child's teachers and coaches

## 2. Explain to Their Teachers and Coaches About the Coming Divorce Prior to Speaking to the Children

Teachers can assist you by addressing any outbursts your children have at school. When the teacher is unaware of the divorce, they may misinterpret your child's behaviour as being intentionally disruptive. Your child will need all the support they can get. Having their teachers be understanding of their situation will help them open up and share their feelings about the divorce. Be sure to leave the teachers your contact information so they can communicate with you if your child has any emotional outbursts at school.

If your child acts out in school, it is best to exercise patience with them. Their world is changing too. Your child may not know how best to convey their emotions.

## 3. Speak to Them at a Time When They Can Think About it, Not During a High-Pressure Period.

When a child learns about the divorce, they will feel incredibly distracted until they have had enough time to process their emotions. Children may find it hard to focus in school, sports, or extracurricular activities. As parents, it is important to take note of any major events they may be participating in, such as exams, major sports games, big projects etc. Once the child learns of the divorce, they will lose all focus in any of these endeavours. A good time to talk to them is at the beginning of a weekend, so the children will have a few days to think about and process their emotions regarding the divorce.

## 4. Talk to Them as a Couple

To ensure that both parents are fairly represented and that the divorce is mutually felt, it is best to speak to your children as a couple. Take turns explaining what will happen and how this will impact your children's day-to-day life.

Address the family together. If you are worried about conflict, then address the children one by one. When you explain why you are getting a divorce, use simple explanations. For example, you could say, "Mom and Dad don't want to be married anymore" or "Mom and Dad are going to spend some time away from each other for now". Your child may ask why or try to convince you to stay with your ex. When they communicate this, be understanding but do not try to convince them. Just repeat your explanation, "Mom and Dad don't want to be married anymore". Your child might not be ready to understand why the divorce is happening.

It is important to avoid going into detail about why the divorce is happening. You do not want to polarise your child towards a parent. This kind of behaviour can lead to parental alienation.

Your child is likely going to be fearful. They may be afraid that if Mom and Dad do not love each other anymore, then

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#Family #Healthy Relationships  
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#Money  
#Toxic Relationships  
#Healthy Relationships  
#Commonlaw #Heartbreak  
#Love #Healthy Relationships  
#Codependency  
Brain  
Divorce  
Neurolinguistic  
Nlp  
Support

### Follow Us





maybe they will stop loving them. Be reassuring, but firm. Remind the children that you will always love them no matter what.

#### 5. Do Not Engage in Any Blaming Behavior

Divorce shatters the world of children. To ensure they feel safe enough to voice their concerns, it is critical that both parents avoid any blaming behavior. When one parent starts to lay blame on the other, the other parent will feel inclined to engage in a blaming argument. This can easily lead to a conflict in front of the children. The children will be less likely to trust you. They will withhold their questions and concerns of the divorce and may act these fears out.

Children are easily manipulated and susceptible to alienation. When a parent criticizes and blames the other parent, they are beginning the process of parental alienation. This will hurt the child in the long term as they will begin to mimic these attacks on to the target parent. Their relationship with that parent will be severely damaged. In advanced cases, the child might end up going no contact for years, or even decades.

While you may have your own reasons for divorce, these reasons are only for you. The children should not be privy to the intimate details of your relationship. Likewise, they should not be privy to the personal reasons for the divorce.

#### 6. Reassure the Child This is Not Their Fault

Divorces are caused by a number of breakdowns within the relationship. Most children will not be able to understand this and will look for a specific reason behind the marital breakdown. Children are likely to blame themselves for the divorce and will bottle up these emotions. Ensure your children know the divorce is not their fault with constant reassurance.

Child may look for reasons to blame themselves. They may innocently suggest errors they made. This is them trying to reconcile the split to preserve the family.

#### 7. Know That Their Reactions are Normal and They May React Differently

Your children will react differently according to their temperament and their age. Some kids may be in emotional shock and not know how to express their emotions at that level of intensity.

Toddlers are likely to fear for their own safety. They may feel that if Mom and Dad don't love each other, then does this mean Mom and/or Dad may stop loving them? Reassure them that both parents will always love them.

Adolescents are most likely to blame themselves for the divorce. They may feel that their behavior caused conflict within the relationship of the parents and will bear the burden of responsibility even though it was never theirs to begin with. Reassure your children the divorce is not their fault.

Teenagers and older are likely to react with anger and grief. They may take sides in the divorce and may actively blame one or both parents for the divorce. In high conflict divorces, older children are likely to disassociate and avoid the home as much as possible. Patience and love are needed to help your children work through these feelings of anger and grief.

#### 8. Follow Up Conversations – Be Reassuring and Patient

One conversation with your child is likely to not be enough. After your initial discussion with your children, consider holding follow up discussions with them. This will give them to discuss and voice their concerns about the divorce. Your child will be experiencing many emotions during this process. This is why it is vital to help them work through each stage of grief so they can find their emotional center and not become traumatized by the divorce process.

When you follow up with the child, it is best to do so as a couple. Take time to actively listen to them. Use reflective communication to help them explain their emotions. This will help minimize the trauma of the divorce and give your child the chance to move past this event without feeling frozen inside.

#### How Do you Talk to Your Children About Divorce with a High Conflict Partner?

In a perfect world, parents wouldn't need to have this conversation with their children. The reality is that in many marriages, especially with high conflict personalities, these steps are too hard to follow. Your ex might try to alienate you from your children. They may blame you for the divorce or neglect the children entirely. In some cases, a parent may even take a child away without your consent.

If you're considering a separation or divorce with a high conflict personality, reach out to me and I can help you prepare for the journey ahead. We will discuss how to best protect your children from the trauma of divorce, how to take back your personal freedom, and live life on your terms.

Don't dive into divorce alone without a plan!

If you are worried about...

- Spending more money than you have on divorce fees and lawyers
- The safety of yourself and your kids during and after the divorce
- Not knowing what is the right next step

Then click here to schedule a free 45-minute call with me and we can discuss how divorce coaching can help you navigate the fear and confusion of divorce.

Stay connected with news and updates!

Join our mailing list to receive the latest news and updates from our team.

Don't worry, your information will not be shared.

1

## Business Name

**2000 BOOKS**

2

## Project Type

**DIRECT RESPONSE SALES LETTER**

3

## Project Scope

Mani Vaya, the founder of 2000 Books, wanted to expand into business coaching. As part of his launch, I helped write the direct response sales letter for his 6 - Figure Business Accelerator Program.

# 6 Figure Online Business Accelerator

## Never Feel Stuck in Your Business Again

*What if you could accelerate your online content business to 6 figures without spending thousands of dollars on courses, books, seminars, and apps?*

*What if I could show you the “1 thing” you need to do to accelerate your business to 6 Figures?*

*What if you could work on your online business whenever you wanted? Wherever you wanted? For as much time as you like?*

*What if you knew the exact methodology of already successful online entrepreneurs so you could implement strategies that will work and not hacks that “might work”?*

There is ONLY “1 thing” you need to do in order to grow your online business. Just “1 thing”.

You might be thinking that I am crazy to say that because you have so many things to do....

Believe it or not, your online business is just a small step away from accelerating your revenue and profits 4x or even 10x compared to what you are making now.

I have seen many businesses that were stuck at the same size for months, sometimes years. I have also seen those same businesses double their size overnight with just one small change.

But now the cold hard truth. The “1 thing” may be easy to implement, but it is not easy to find. There are many entrepreneurs that spend months, even years, searching for the “1 thing” that can help grow their online business. Some never find it.

However, I have helped numerous entrepreneurs get unstuck and blow up their business using this “1 thing”.

But rather than tell you how I can find this “1 thing” for your business, let me introduce you to someone who was stuck in his business.

And how that same business exploded overnight.



# Rent is Due Next Month. What Do I Do Man?

Meet Chris Legaspi.

Chris has a very popular YouTube channel called "Draw with Chris" which has over 40,000 subscribers. Not only that, his blog [drawwithchris.com](http://drawwithchris.com) has over 8,000+ email subscribers.

But even with this audience size, he was struggling to make consistent money in his online business. That's when he came to me.

As I dug deeper, I found out that Chris was doing a lot of different things to make more money. Chris was writing a new book, doing live in-person seminars and creating courses for other people's platforms.

He asked me - "Mani! I am doing all these things. But I am barely making any money. Rent is due next month. What do I do?"

Here is the problem Chris was facing in this situation:

He is working hard. He is doing a lot of different things.

But he is NOT doing the RIGHT things he MUST do at THIS stage of his business. And as a result, he feels stuck and overwhelmed.

Well, this is a classic entrepreneurial struggle. I personally struggled with this issue in the early stages of building 2000 Books and I see this all the time with my coaching clients.

Maybe you can relate this to your business right now. You are getting pulled in 7 different directions....

- One day you decide to grow your blog so you commit to writing 2 blog posts a week.
- The next day, someone shows you how they are making 6 figures on Youtube.... So you jump into YouTube as well.
- A few days later someone shows you how to build a shiny new marketing funnel.... So you get into it
- And then you come across a guy telling you how you can become famous by writing a book... so you start writing a book.
- Meanwhile someone tells you that the secret to SEO is to write guest posts on other people's blogs... so you buy a program on that
- And then someone tells you to convert your youtube videos into podcasts so you can leverage podcasting
- And then you hear about the power of LinkedIn and how this guy is making millions closing clients by direct-messaging them.... So you chase that down.

Do all of the above techniques/strategies work? Hell yes!

Because they have never built an online business they do not know what will work at their current stage. They do not know which thing will give them the highest leverage at the current stage of their business.

So they are stumbling their way through business..... Throwing a bunch of things against the wall, hoping that something will stick.

## Does this sound familiar?

You stay up late, burning the midnight oil, just to drag yourself out of bed early in the morning. With only a few hours of sleep, you try to stay productive and grind for yet another day. Day by day, you do this until you crash from exhaustion.

Even with 60 - 70 hour work weeks you feel like you haven't made enough progress in your online business.

You worry about whether you might have to get a 9 - 5 job. The bills won't pay themselves.

Family at home begins to wonder when you will come home. But how can you go home when the business demands so much time and energy?

After all this time, you keep trying a bunch of things.... wasting precious money..... but nothing works.

But here is the worst thing to waste - your time and your life. Should you waste months and months of your life trying to figure out the right thing to focus your energy on?

Or would it better to know that right away, so you can save months or even years of your life?

In order to find the "1 thing" to grow your business right now, you need to have clarity.

With clarity the "1 thing" becomes obvious. You will know exactly what you should focus your energy, time and resources on.

When Chris came to me, he did not have that clarity.

However, because I have walked the path that Chris was trying to walk on, I could clearly see what Chris was struggling with and what his next steps needed to be. But he could not see that because he hasn't built a profitable online business yet. He does not have that context and perspective. He is not clear on where to focus his time, energy... so he is trying a lot of things, hoping that something sticks.

In the case of Chris, he needed to STOP running in 10 different directions at the same time.



Is there anything wrong with any of these strategies or tactics? No!

Should you pursue them?

Well... that's what we need to talk about.

I bet you know how it feels to chase one "shiny object" after another, each time thinking it will give you the breakthrough you need...

You try something for a bit. It doesn't give you the results you want right away. A few weeks later, all your enthusiasm for that new platform/strategy/tactic is gone. You feel you are making no progress. And you are filled with disappointment.

Now you start looking for the next silver bullet. You find it. You work on it. And again, the results were disappointing.

Everyday, you are doing more and more. Staying up late. Getting up early. Burning the candle at both ends. Yet you are feeling more and more stuck.

Here is the thing I wish every entrepreneur knew:

In business you do not get rewarded for doing a lot of things.

If you got rewarded just for doing a lot of things - well most people would have successful businesses. But that never happens. 95% of businesses fail in the first 5 years.

Here is the ultimate truth of business:

In business, you only get rewarded for doing the RIGHT things at the RIGHT time.

Doing Right things at the wrong time? Pain

Doing a lot of right things at the wrong time? More Pain

Doing wrong things at the right time? Pain

Doing a lot of wrong things at the right time? More Pain

There is only 1 recipe for business success and it is this: You have to do the right things at the right time.

The problem most early stage entrepreneurs face is that they are not sure what is the right thing to do at their current stage of the business.

Instead he had to leverage his existing audience, marketing channels and products to make consistent revenue. I showed him how to create an email marketing funnel to sell his existing courses - on autopilot. That was Chris' "1 thing"

And within 5 days of working with me, Chris made \$4,600 from his email marketing systems and automations.

That was life changing for Chris - because now he knew how to make consistent revenue in his business.

I have coached a lot of people like Chris and helped them grow their online business.

While many new entrepreneurs face the same struggles in business, the "1 thing" their business needs is not always the same.

Take Joe Ducard for example.

## Joe was about to quit his business

Joe is a dating coach at [joeducard.com](http://joeducard.com) and he has a popular youtube channel called "Joe Ducard" with over 5,000 subscribers.

When Joe came to me, Joe was on the verge of quitting his business and taking up a job instead.

He was putting a lot of FREE content on Youtube/Blog etc. but he was unable to make enough money from all the work he was doing.

One day he was trying webinars, the next day funnels, the next day advertising.... Joe was all over the place trying to make money.

So he reached out to me.

Given his traffic and his online assets, I simplified his funnel down to one simple offer. Within a week, he started to see the results of this simplified funnel. He started to get men to apply for his dating coaching.

However, he was then unable to close the clients on the phone. So, he asked for my feedback again. I showed him one simple strategy to sign up potential coaching clients on the phone right away.

And the NEXT day, he got 2 potential coaching clients to pay for his long term coaching right away... on the phone.

And today... he is still in business and he is constantly putting out phenomenal dating advice for men out there :)

Watch Joe's video below:

[Joe Testimonial]

Most entrepreneurs get stuck because they are not clear on the "1 thing" that they need to focus on right now. No two businesses are alike. As your business grows and evolves, your "1 thing" will change and evolve.

In Joe's case, he needed to simplify his funnels and improve his strategy in closing clients.

In Chris' case, he needed to leverage his existing audience through email marketing to generate revenue.

Their struggles however were very similar. They were both trying several different strategies all at once hoping to find the solution they needed.

Maybe you have felt that way, running wild in different directions hoping for a breakthrough. Everyday you felt like you were caught in a hamster wheel, feeling burnt out and frustrated.

So what should you do?

Once Chris and Joe knew the "1 thing" their business needed, both of them were able to generate consistent revenue and grow their business.

But in a world where so many courses, strategies, and funnels are constantly demanding your time and attention how do you find the "1 thing" your business needs?

That's where I come in.

## Accelerate Your Business to 100K with a Mentor

In case you are not familiar with me, let me introduce myself.

My name is Mani Vaya and I am the CEO and founder of 2000 Books.

Back in 2015, I left a very lucrative 6 Figure Computer Engineering career at a Fortune 500 Tech giant to start 2000 Books.

Since then, I have built 2000 Books into a very successful online business with thousands of customers around the world.



Now you might be wondering: Mani, if you have such a profitable book summary business, why are you doing coaching?

## His Dying Dad Changed Everything For Me

Well, I never set out to be a business coach. But there was one moment that changed it all for me.....

One day, I was talking to an old colleague of mine who was still working at the high tech company which I had left in 2015.

I could sense a lot of sadness around him.... So I asked him about it.

He told me that his dad who was in India had just been diagnosed with terminal cancer. Doctors had given his dad just 6 months to live.

"So are you going to India to spend the last 6 months of life with your dad?", I asked him.

He said that it wasn't possible because his manager wouldn't let him take such a long leave of absence.

"Leave the job! Go spend your dad's last days with him. That is more important than anything else" I said.

However, he said "Well, I can't. I need the job to make the money to be able to pay for dad's treatment and care."

I felt a rush of sadness come all over me. I was heartbroken.

I could not believe that my friend could not spend time with his dad when he needed him the most. Since that moment, I hated the idea of being tied up to a job more than EVER before.

I wanted my friend to have the same freedom that I have enjoyed as a result of building 2000 Books.

One of the greatest gifts of building 2000 Books has been that I have been able to take care of my mom and dad whenever I wanted to - without ever having to worry about my income. I can run this business from anywhere in the world...

And that is what I want for you.... Having the freedom to live life on your own terms. Exactly as you had dreamt.

This is all possible once you start working on the "1 thing".

- Having the freedom to spend time with those you love... whenever you want

As you know, at 2000 Books, we compress the best ideas from the world's greatest business and personal development books into actionable video lessons.

As I have grown this business, I have personally read over 1,500 of the world's greatest Business and self help books.

As I am writing this, our YouTube Channel has over 62,000 subscribers from around the world.

[Screenshot of YouTube Channel]

Our Podcast "2000 Books" has been downloaded over 1 Million times!

[Screenshot of Podcast]

Not only that, this business has given me location and time freedom so that I can enjoy life on my own terms.

Just in 2019, I took 8 international trips and I was able to run 2000 Books from exotic locations around the world like Bali, Thailand, Mexico, India and California where I live. Traveling is one of my greatest passions and I have been able to do a lot of traveling over the last 5 years as I have built 2000 Books.

Having a wildly profitable online business that I can run from anywhere in the world is great.

But there is something much more important that I am really proud of.

As a result of the 2000 Books Business - I have been able to take care of my loved ones whenever I wanted to.

Late in March of 2020, just when the COVID-19 pandemic was starting to take hold across the world, I flew out to India to take care of my parents and make sure they were safe from the pandemic.

I spent 5 months with them in India .... And during that time, 2000 Books has seen phenomenal growth. In Q2, 2020 while I was in India - 2000 Books had its best quarter ever.

Now, I want to show you how to build a successful online business so that you can finally live the life that you dreamed of when you started on your online business journey.

I have coached a lot of online entrepreneurs and helped them take their business to the next level.

Most of my online business coaching clients come to me with different symptoms - but the problem is ALWAYS the same. They are doing the wrong things at their current stage of business. I help them figure out the PRECISE thing to do at the current stage of their business... and I show them how to do it. That grows their business dramatically.

- Having the freedom to work from any location in the world
- Having the freedom to pick your own hours
- Having the freedom to watch your kids grow up
- Having the freedom to ultimately be the commander of your life....

## Money, Health, and Family. Most people can only choose 2. Jarvis chose all 3.

Let me tell you the story of Jarvis Levenson who was struggling to meet all the demands of his family.

He had just left his career as a Commercial Realtor to pursue his business full time. Money was tight. He was newly married and he had a baby on the way. Talk about stress!

Jarvis is the founder of [The Morning Hero](#) - a Daily Accountability Program.

Jarvis has a great program but he was struggling to make enough sales to keep the business going.

He was going crazy doing so many different things all at once in his business ....

- Organizing monthly LIVE seminars
- Collecting leads from those seminars
- Following up with those leads
- Meeting people in-person to have 1-1 sales conversations
- Posting on Instagram to build audience
- Running his daily accountability program (starting at 5 AM!)

And don't forget that he had a baby on the way.

Needless to say, Jarvis was burning out fast.

That is when he came to me. He needed help urgently. He could not continue to spend so much time doing live seminars and face-to-face sales conversations while also living the life of a newly married man who had a baby on the way.

I helped him cut out all the noise from his business and identify the "1 thing" he needed to focus on.

He needed to build an Online Marketing Funnel where he could close sales on autopilot. I helped him install a powerful email marketing system and a Webinar to close the sales.



As a result of that Online Marketing Funnel, Jarvis has taken his business completely online and is closing more clients for his program than ever before.

Instead of spending hours and hours on face to face sales conversations, he is able to sell his coaching program through email marketing and automated online webinars.

Today, Jarvis is a new man. He is relaxed and upbeat. He is able to work from home, while being able to spend time with his wife and take care of his newborn baby.

That is the power of focusing on the right thing at the right time to make exponential progress in your business and life.

Check out what Jarvis had to say about my coaching in this video below:

[Jarvis Testimonial]

## Never Be Forced to Choose Between Family and Money Ever Again

Chances are you have seen many of these struggles in your own business. Whether you are looking for help in:

- Building your audience
- Marketing and selling your products/services
- Generating consistent revenue
- Simplifying your sales funnels
- Achieving financial freedom within your business

I want to help you achieve those goals. Ever since I had the conversation with my friend who had to work instead of being with his dying father, I have been committed to helping people. I don't want anyone to have to choose between making money or taking care of their dying father.

| Instead of...   | I want you to...  |
|---|---|
| <ul style="list-style-type: none"><li>• Being forced to choose between making money and taking care of family</li><li>• Eating cold dinners alone</li><li>• Burning the midnight oil everyday</li><li>• Watching your kids grow up through recordings</li><li>• Worrying about whether you can close enough sales for the month</li></ul> | <ul style="list-style-type: none"><li>• Have the means to take care of your family and still have enough money</li><li>• Join your family for dinner</li><li>• Get a full night of rest. Start every day at 100%</li><li>• Join your kids and watch all their events.</li><li>• Celebrate another record breaking quarter with your team.</li></ul> |

And that is why I have created a coaching program for people like you.

Typically, due to time constraints my 1 on 1 coaching fees costs thousands of dollars. However, I want to help as many people as I can and the best way to do that is in a group setting.

To make my mentorship more accessible to you, I have created a group mentorship program. It is for those who are dedicated to achieving 6 figures in their business.

Introducing...

## **The 6 Figure Online Business Accelerator**

### **I will personally coach you and help you build your dream Online Business**

In the Accelerator, you will get laser focused coaching from me to help you grow your business to 6 figures as fast as possible.

Through the Accelerator you will get:

#### Live weekly group coaching calls

In these calls, we will work together to hone in on the "1 thing" you need to focus on to grow your business right now. I will help you resolve your most pressing business challenges and help you get unstuck.

When you leave these calls, you will know exactly where to focus your energy and what to do until our next meeting. You will have clear action steps to execute on your "1 thing" every single time.

#### Live monthly book discussion calls to help elevate your business

Each month, I will share the best ideas from the greatest books for entrepreneurs. Each book is jam packed with strategies that you can leverage and apply immediately in your business and in your life.

These calls will be more than just a book summary presentation. This will be an open discussion.

We will discuss the most actionable strategies and how you can apply these powerful ideas into your business.

Many of these books would take a huge time investment to read and apply their strategies. In these calls, I will share with you the distilled ideas that you can apply immediately. You will know the best points of the book without spending the time or money reading it.



And knowing those points will help you take your business one step closer to 6 figures.

### Live monthly online business training

Each month, you will join live business training where you will learn different strategies to grow your online business dramatically.

These trainings include but are not limited to:

- Business Strategy
- Entrepreneurial Productivity
- Copywriting
- Email Marketing
- Content Marketing
- Growing your YouTube channel
- Growing your podcast
- Joint Venture Partnerships
- And much more...

Most online courses on these topics can cost hundreds or even thousands of dollars. Not only that, they are full of fluff to justify their high prices. In my trainings, you will get core actionable insights with zero fluff.

Instead of spending money on those courses, you can spend your hard earned money on growing your business.

These trainings will help you grow your audience, build your marketing systems, and bring in consistent revenue every single month.

### Monthly Accountability Calls

Most people fail in business because they do not follow through on their plans and commitments. They make plans, only to change them again and again. One of the most powerful ways to follow through on your plans is through external accountability.

Once I show you the "1 thing" your business needs, it will be up to you to see it put in action.

The difference between those who succeed and those who fail is action. I want you to succeed. And that is why I will hold you accountable to stay consistent with your monthly targets.

### Private Mastermind to network with other like minded entrepreneurs

As the old adage goes, *"You are the average of the 5 people you spend the most time with."* One of the fastest ways to grow is to be around people who are on the same journey as you are.

By joining a mastermind with other like minded entrepreneurs, you get the added bonus of learning from their experiences.

When your peers are struggling you will be able to help them get unstuck. Likewise, when you are struggling, your peers can help you get unstuck.

You might find people to partner or collaborate with and even make money together.

[ Button - Yes I want to make 100K]

## "If I have seen further, it is by standing upon the shoulders of giants" ~ Sir Isaac Newton

Many people know Alexander as Alexander the Great, but they do not know the reason behind his greatness. At a young age, Alexander had one of the most powerful mentors - Aristotle. Aristotle was one of the most influential greek philosophers in history.

But Aristotle was not born into greatness either. In fact, Aristotle was mentored by the great greek philosopher Plato.

Even then, Plato himself was not born a great philosopher. Plato was mentored by Socrates, another great and influential philosopher.

As you can see even 2000 years ago, the great ones knew the value of mentorship.

Through mentorship, the student is able to fast track their learning. Problems that would take a beginner months to figure out, a mentor can solve in minutes. This allows the student to achieve years of progress in a matter of days.

In the "6 Figure Online Business Accelerator", I will personally mentor and guide you to reach your biggest goals.

## In the "6 Figure Online Business Accelerator" you will...

- Join live weekly group coaching calls
- Join live monthly book discussion calls to help elevate your business
- Join live monthly training calls on business website building, sales funnels, content and more...
- Participate in monthly accountability calls to ensure your success
- Join the private Facebook group mastermind to network with other like minded professionals.

[Button - Join the Accelerator]

## [Testimonials]

Satya - "Before working with Mani I had a very successful consulting business. However, I hadn't made even \$1 from my blog. I was planning to do a giant, time consuming kickstarter campaign to launch my course. I was dreading that whole effort. Mani showed me that there was no need for a giant kick starter campaign. He showed me how to structure a launch using Email Marketing. With Mani's help, I made \$98,456 in course sales within 6 months using the power of email marketing."

Lakshmi - "With Mani's help I know exactly what I need to do in order to make maximum progress with the effort I am putting in. I have a very clear sense of direction."

The difference between working on the business without Mani's coaching and WITH Mani's coaching is night and day. I had no clear goal and no clear strategy to accomplish anything. I just knew that I had to improve my blog and build my online presence and build a business around that. And I was just stabbing in the dark to make it all work with no tangible results."

Jarvis - "In a 6 minute conversation, you helped me solve a sales problem that was really frustrating me for weeks. As a result of that 6 minute conversation, I signed up 6 people who are paying me \$200/month. That's \$1,200/month in additional income from just a 6 minute conversation with you. The lifetime value of those customers will be upwards of over \$10,000.... all because of a 6 minute conversation with you."

## **Get your evenings and weekends back starting today...**

Now here is the good news. Because the "*6 Figure Online Business Accelerator*" is easy to deliver and it's done in a group setting, I can give you access to the Accelerator at a much lower rate than my regular coaching rate of thousands of dollars.

However, there is one thing I want you to be aware of.... As the number of members in the accelerator grows, the monthly rates will go up.

However, if you join today, you will lock in at the current monthly price and will never have to pay a penny more than that.

Right now is the lowest rate you will ever get.

## **But first, you must qualify...**

Obviously, if I'm going to devote my time to coaching you, I need to make sure you are a good fit.



Below are the 4 criteria you must meet in order to become a 6 Figure Online Business Accelerator member.

## **You are starting or growing an Online Business**

The *6 Figure Online Business Accelerator* is not for tire kickers. If you are not yet taking action on your business, this is not the place for you.

I am only looking for people who are on the growth path - not the tire kickers who just want to talk about business.

## **You're driven and ambitious**

You have a deeper mission than simply making money.

Maybe it's to take care of your children or your parents. Or serve your community. Or simply prove that bully from your high school wrong.

The fact is, there will be times when things get tough. If you don't have a powerful "*why*" driving you, there isn't much I can do for you.

I need you to have a burning desire to make yourself a success. I can give you every strategy and tactic on building an online business - but I can't give you desire.

## **You're not just looking to "get rich quick"**

This isn't about making a quick buck. It's about better serving your customers. And creating a thriving business that runs without you.

Many of my mentees do end up making a lot of money quickly. But that's because they care about delivering a top-notch service or product to as many people as possible.

If all you care about is your bank account, this won't be a good fit.

## **You are not cynical, negative or a victim of life**

If you feel you are a victim of life/circumstances, this is not the place for you. This is a positive place for growth minded people who are ready to take their business to the next level.

## **You are 100% Committed to making this work**

If you are a committed business owner and you are serious about taking your business to the next level.... Then I want to help you succeed.

If you believe you qualify, click on the button below to join the 6 Figure Online Business Accelerator before the prices go up.

If you take this path, it will help you put an end to:

- The overwhelm of not knowing the best way to grow your business
- Trading dollars for hours
- "Feast or famine" revenue cycles
- Grinding 24/7 and not making much money
- Your revenue being dependent on one platform (like Facebook, Instagram, Youtube, Podcast etc)

And BTW, there is no long term commitment. No long term contracts. You can cancel your membership at any time. So there is no risk.

So click on the button below to join the *6 Figure Online Business Accelerator* and I will see you inside.

This is NOT about More Content. It is about interaction - whether it is with me or with other members of this Accelerator.

Instead you will enjoy

- Predictable, recurring income
- Constant leadflow
- Your mornings, evenings, and weekends free
- Run a business where you can pick your own hours
- Close more clients
- Time to take care of your loved ones
- Watching your kids grow up
- Be the Commander of your life

[Button - Join the Accelerator]

[Risk Reversal - Cancel Anytime. No Long Term Contracts]

## **Never feel stuck in your online business again**

Time waits for no one. With each passing moment, time and money are going by with little return.

At this point you have two choices for your business.

You can continue to struggle and figure things out for yourself. Continuing to be trapped in your business hamster wheel.

You can hustle everyday, burning the midnight oil, only to drag yourself out of bed to keep working with only a few hours of sleep. Working 60 hour weeks until you are numb from exhaustion.

Waste precious time working on things that are giving you ZERO results or worse... have setbacks that take weeks to fix. (Yes, that is possible... I have been there, done that.)

Months and months go by as you are trying to solve business challenges that I can help you solve in minutes.

If you have tens of years to struggle and figure things out all by yourself... if you prefer to go at it alone, then you should continue down the path of struggle.

But if you are the kind who wants to make money rather than waste years and years trying to figure it all out by yourself.... I want to invite you in.

As you saw earlier, I was able to help Jarvis Levenson automate his sales funnel to generate revenue in his sleep. Instead of being tied down to his business, Jarvis could spend more of his time with his wife and newborn baby.

Joe Ducard was on the verge of quitting his business and getting a job. However with my help, Joe learned to make consistent revenue. Now Joe never has to worry about getting a 9 - 5 job again.

Chris Legaspi was struggling to grow his business because he did not know the "1 thing" his business needed. Chris came to me and I showed him how to leverage his current audience to generate revenue.

Not only that, all the risk is mine. You can take advantage of my coaching.... build your business... and make money.

And even after using all my help, support, and guidance, if you decide that this program is not for you, just let us know and we will cancel your program and refund you for that month. No long term contracts.

With each passing day, your kids are getting older, your parents are getting older, even you are getting older.

Would you rather take the hard way or the easy way? Do you want to continue to struggle for years or make years of progress in a matter of days?

**In the "6 Figure Online Business Accelerator" you will...**

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## FAQ's

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1

## Business Name

**Bruton Electric**

2

## Project Type

**MAGAZINE ARTICLE**

3

## Project Scope

Ryan Berridge, owner of Bruton Electric, needed help writing an article for the local magazine Jackson Magazine, Issue February 2022.

The article was about the importance of seeking the services of local contractors over national/statewide contractors to boost the local economy.

To view the live article, click [here](#).



# BUILDING JACKSON LOCALLY

## 5 Reasons Why Hiring Local Contractors Grows Your Community



**RYAN A  
BERRIDGE**

OWNER

Bruton Electric  
LLC

As the saying goes, "what goes around comes around." This wisdom is especially true when spending money in your community. As someone who has been a part of the Jackson Commercial Contractors Association, I have seen first-hand how local contractors can make a significant impact on Jackson. When individuals and businesses in Jackson spend their money with local contractors, they are helping to grow the Jackson economy. That money will have a ripple effect throughout the community. Here are five reasons why it is beneficial to hire local contractors rather than those from outside of Jackson.

### YOU SAVE MONEY ON YOUR PROJECT WITH LOCAL CONTRACTORS

Hiring contractors from out of town can incur a higher price tag on your project. Contractors out of town and out of state will add their travel expenses to your total bill. These expenses can include but are not limited to paying for their drives, flights, and even hotel fees. Furthermore, their business is often subject to more state and national regulations. As a result, it is common to see contractors from out-of-town charge much higher rates for the same amount of work. When you work with a local contractor, you don't have to pay for travel expenses or other ancillary fees. You can keep more of your hard-earned money by working with a local contractor.

### LOCAL CONTRACTORS KNOW THE LOCAL CODES AND REGULATIONS

Working with a local contractor ensures that you comply with all applicable codes and regulations. Local contractors are familiar with the ordinances and building requirements specific to Jackson County, so you will know that they completed the job correctly and up to code. On the other hand, contractors from out of town are less familiar with the local regulations. If your project is completed without following local codes and regulations, you are more prone to safety hazards and costly fines.


### LOCAL CONTRACTORS HAVE LOCAL PRIDE

Jackson businesses are more likely to be involved in the Jackson community and support local charities and events. When you hire a local contractor, you are supporting a company invested in your community, and they will be there for you should any future problems arise. While the quality of work is about the same, I believe the customer gets a higher quality job because that contractor has an emotional investment in the community. Those contractors want to see Jackson grow and prosper.

### LOCAL CONTRACTORS KNOW OTHER SUBCONTRACTORS IN THE COMMUNITY

If a local contractor needs help with your project, they will be familiar with the subcontractors in the Jackson area. They can put you in touch with someone who can get the job done quickly and efficiently. These referrals can help you immediately find someone who can help with your project. Furthermore, you will also have the assurance from your contractor that the referred subcontractor is someone you can trust to do the job well. When the different trade contractors know each other, they can work together on a project quickly and efficiently. This level of teamwork creates a higher quality service for the customer, and the project runs much smoother. In the end, the customer gets a much better job.

### MONEY SPENT IN THE COMMUNITY GROWS THE LOCAL ECONOMY

Local businesses will keep more of the revenue they generate within the Jackson community than national businesses. National companies will most likely spend their earnings out of state. However, when you spend your money with a local contractor, that money is recirculated right back into Jackson. Recirculating money back into the community helps grow the economy, making Jackson a better place for everyone. Local contractors are more likely to hire other local subcontractors, which helps generate even more business for local companies. Furthermore, when local businesses do well, they are more likely to reinvest in the community, creating a continuous growth cycle. 

# Barbara La Pointe

## Broken Families Podcast

On February 14th, 2021, Barbara La Pointe and I launched the Broken Families Podcast. In each episode, we held conversations about divorce, parental alienation, and high conflict relationships. We interviewed many guests including subject matter experts like Bill Eddy from the High Conflict Institute, Dean Tong, Ginger Gentile (Director of the documentary Erasing Family), and many more.

Our objective was to provide tangible action steps for our listeners, especially if they are caught in a high-conflict divorce. In addition to the podcast episodes, I wrote a document to summarize the content for listeners to download.

I was in charge of onboarding guest speakers. Barbara would tap into her network and find potential interviewees and then direct them to me.

I scheduled guests with the use of email templates. I wrote the email templates so that I could maximize efficiency. This also allowed me to still be able to customize each email with respect to the guest speaker. This email chain would first onboard them with a warm introduction to the podcast. This was followed by an email to schedule their interview. Prior to every interview, I would send an email detailing the logistics of the podcast.

Guest speakers also received a list of 8 – 12 questions that we would ask them. I ensured every guest knew the focus topic prior to the interview and would be adequately prepared for the interview.

After every interview, guest speakers received an automated thank you email as well. Once the episode was launched, a final thank you email was sent to the guest speaker. This email included all the relevant links to their episode so they could share it with their audience.

After Season 1, I departed from the podcast to pursue my writing career. The podcast has since rebranded as the Healing Broken Families Podcast.

To view episodes on Youtube, click [here](#).

To listen on Spotify, click [here](#).

To learn more about the podcast, click [here](#).

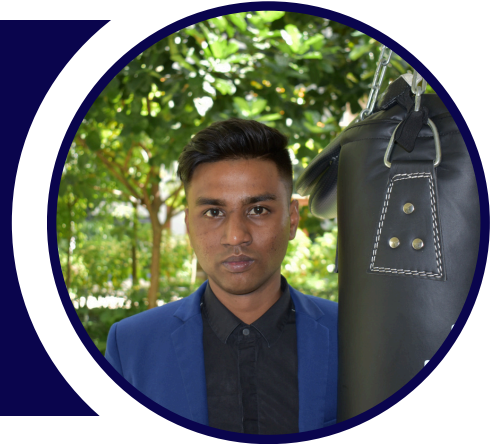


# TESTIMONIALS

## *"I give Andrew Folkler my highest recommendation"*

I give Andrew Folkler my highest recommendation to any businesses that are looking for copywriting services – be it for their website contents, blogs or marketing collaterals. Because I do believe the increased quality will indirectly convert to sales for your company, and essentially that's something we all want.

**Mikhail Adnan**  
Momentum Taekwondo



## *"expert in personal development and copywriting"*

Andrew is an expert in personal development and copywriting with passion. He knows how to bring the words to life with clarity and emotion. Professionalism is important to Andrew and you can count on him to be professional without a doubt.

**Barbara La Pointe**  
Barbara La Pointe Coaching



## *"not some generic script"*

Andrew met with me and helped me to craft some ideas that led to ad funnels. He asked a lot of good questions, but still allowed me to have a lot of input in the copy, which helped it feel more like "me" talking and not some generic script. It's important for me to be able to connect to people and Andrew helped me with that!

**Jim Stovall**  
Jim 2 Snakes





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