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RMBC Case Study with Jake Hoffberg

Hi, I'm Jake Hoffberg. And this is a case study video for how I use the RMBC method to write a financial promotion for a financial publishing and software company that generated about \$247,000 from under 4,000 person email list and how I actually got the whole thing, from the time that I had the first kickoff call with the client to discuss the project two first lead in the door when marketing had to begin.

[00:00:34] I think I did it in three weeks, right? So 21 days and the whole promotion lasted about 31 days, or I'm sorry the whole project front to back was 31 days. So, it was a pretty monstrous amount of copy that I had to write for you know, a competitive offer in a competitive niche but I want to just start off by showing you these stats.

[00:00:55] So what had happened was, my client was doing a JV, deal with another financial publishing company. So that was the practice that I came in to work on and we have three weeks until launch. So by the time, we started the actual, the actual VSL that, that went out to the list. We had 3,791 names on that list.

[00:01:23] We generated \$247,467 in the seven days that we did the promotion. So we had a, you know, open, close, reopened, close at a higher price. Did 114 orders. So we had an AOV of \$2,171, which means we were looking at \$65 earned per name that opted in for that hotlist and converted a little bit over 3% of the entire file, but it actually gets crazier.

[00:01:51] When we dig deeper into the numbers on the JV traffic we had did not convert well at all for whatever reason. And if we just take the internal names from the client, which is where most of the money actually came from. Here's what actually happened. So we had 1,946 names from the client's internal lists, and that, that piece of the list generated \$236,979 at 110 orders.

[00:02:18] So keeping right about it, the AOV, but we're talking about \$121 per name that opted in for this small launch. And we converted to out of that more than 5% of that file. So, It wasn't, you know, a million-dollar launch or anything, but. This just goes to show you that if you've got a really dialed in the campaign, you can, you can do extremely well, even on small lists, if you, if you understand how to talk to your customers.

[00:02:44] so what I'm going to do in this video is since this is a case study, is I actually just wanted to walk you through, start to finish as to like what I actually did. I know sometimes, there are these like hyped up case studies where you don't get a lot of it. You don't get the real information as to who this person was and how it actually worked.

[00:03:01] So I'm going to show you. All right. So, if you, if you don't know who I am, by the way, never heard of me, which I don't expect you to. So my name's Jake Hoffberg and for the past

four years, I've written copy, financial copy specifically for, for several Gore affiliates. I was copy chief for one of their imprints.

[00:03:20] so I've been writing direct response, financial copy for awhile. I've built teams, I've trained copywriters. I have my own. Processes that I've developed over the years. So, by no means, am I like a copywriting newbie, but I got to say the RMBC method really helped me pull a lot of the concepts and ideas I had that I wasn't really sure how to put into a streamlined system yet.

[00:03:41] And it really was that missing piece for me. So, Stefan really appreciate you sharing this and, A thousand bucks was definitely, an incredible credible offer for this. So again, I'm so happy that I signed up. so what happened was, is, so I had the call with the client here at 11:00 AM on Tuesday, April 28th.

[00:04:00] This was the kickoff call for this thing. And here's my receipt. So at 2:11 later that day, it's when I bought the RMBC method because I realized that I way over committed to this project and I had to have all the copy ready, to take, like to receive traffic basically within 14 to 21 days. So it was a massive project and not only was it a new launch, I was putting together, it was a new client.

[00:04:27] So I still had to go through all those beginning stages of getting familiar with their product set, the voice of the, of the guru, their team. Like I do all that from scratch. So what happened this, this first week was a lot of, it was just spent researching. And so, what I did was read a lot of the past issues went and played with their product read and, you know, some of the books that they had written just to get a feel for, you know, what he does and what he teaches.

[00:04:55] So I spent a lot of time reading it. And by the way, this is, this is on top of me running my agency. So like I have other clients and other projects that are also going on and other responsibilities. So this, this wasn't like, this was my only thing I had to do. This was on top of everything else on, on top of two other projects running at the same time.

[00:05:13] So, so that happened. and then, I was really just trying to get familiar, but so typically what I do when I first start off is I'm actually just going through the product and this isn't specifically in RMBC this way. but you'll see a lot of things that are here. So mostly I just wanted to go through and really understand what does the product do?

[00:05:33] How does it work? Are there competing products? so I spent a lot of time going through that. but yeah, really where things came into play was this next week over here. And this is when, and let me see if I can zoom in here. So this is when right here. Was this following Tuesday was when I was, when I started putting together the RMBC brief stuff.

[00:05:56] And, so what I did is I actually went to the city-data.com the forum. And, I, I normally skip this part with the whole research part. And I think a lot of financial writers do this because

we think that we know who our avatar is. It's this 65 year old, you know, conservative Christian White male, who has a, you know, a hundred thousand dollars.

[00:06:16] Stadium's not enough for retirement. And we think that that's just, that's just it. but it's not. And so I actually spent, I think, seven hours that day, just going on forums, going on, Quora, going through Reddit and just, just going through and just trying to figure out where people were. Now, just because what people say in forums, and that doesn't necessarily mean that's who's on the list, but it was really insightful for me to kind of figure it out.

[00:06:42] with financial it's, it's a lot more important to, in my, in my opinion, it's a lot more important to understand the beliefs the person has about the future of the markets and less so about kind of like specific problem solution kind of copy. And so really kind of understanding people's viewpoints of did they think the market was going to go up, go down trade sideways is, you know, was the coronavirus just, cover for some deep, deep state nefarious plot, are other people just value investors?

[00:07:11] Right. So I was really kind of getting exposed to all these different types of people and it helped me orient, like what kinds of things am I going to have to talk to? and it also influenced some of the copy. I want to testing email creatives and, some engagement content I was putting together. So that happened here.

[00:07:29] And then I think actually, so, okay, so then over here on Thursday, so I had other stuff I had to do, right. So I had other, other projects, other clients I had to work with at the same time. then on Thursday, the seventh I put together, I started the promo, and. so basically, so I went through here and I already have the audience in another document.

[00:07:54] And so I went through the RMBC promotion, stuff, and I had to adjust some stuff in here for financial. And if you're a financial writer and looking at RMBC and being like this doesn't apply to me because Stefan+ writes. supplement offers. that's a very, short-sighted way of thinking about this.

[00:08:10] just make some adjustments so that it fits what you're doing, but it's the practice of getting everything into one area so that you've done all your thinking first, which is really the hard part. So went through, got their, their fears. and, where did we just went through? All of this and, sort of filling out problems with other solutions in the space.

[00:08:31] other trading newsletters, trading services, software platforms, trading rooms, all the stuff that people get exposed to all the time in the traders education space or the financial publishing space, or, you know, the make money, doing something. And I would say the, the thing I had to spend the most time really was trying to coming up with the, the unique mechanism behind the problem.

[00:08:54] and trying to figure out how to describe what's really going on in the markets and why this person isn't, isn't making more money and, and all these other things. And generally

speaking, right? The, in financial, the unique mechanism behind the problem is typically it's because they don't know something or there's a secret that's been held from them by the, by the elite or powerful.

[00:09:15] Or there's some kind of special traded up there. There's, there's typically it's about information they don't have. and it's very rarely things like, you suck at trading, your position sizes are bad, you're too emotional, right? Those are like too, too much responsibility for them to take. So like usually it's always this, external, villain that's, that's the reason why they're not making money.

[00:09:38] and then doing stock stories is a whole different thing, which I don't have time to cover in this video. So, so I went through this and, describing how the unique, the unique mechanism on the solution works. And, another thing that you're going to see if you're running like a systems promotion and financial is the unique mechanism.

[00:09:57] it's kind of like two fold. typically the, there is a, a system and typically that system has a name of some kind. And inside of that system, the system runs on probably like indicators, proprietary data or other stuff. So like the mechanism has. Some explaining to do, and there's some development and proof about how does it work and how do I know this is real, et cetera, et cetera.

[00:10:20] So, went through and was really building out kind of the philosophy of the guru and turning it into a clean nameable strategy and then going through and figuring out exactly how I was going to explain it. I thought the paradoxical question or the other, the rhetorical question was, was fantastic.

[00:10:37] Just kind of trying to. Use that, getting people's mind open was great. And then, I wound up trying to come up with some metaphors that I did not actually use and I use something else later on the promo. So, really, really fantastic going through here. And what eventually happened was it started with here and I had to rebuild this again in a new document and, The way that I personally do these things, it's called a copy platform.

[00:11:04] And I have like a specific way that I write financial promos. And so what I did was I incorporated, the elements from RMBC that I knew I was missing in my sales letters. And I had to kind of make some slight adjustments to explain specifically a financial product. Because again, it's a little bit different than like, like a consumable or a product that has consistent results.

[00:11:24] It's all speculative. So, so basically what I did is I got on the phone with the, with the guru and I had all this stuff in here and I had a bunch of stuff filled out and I went over it with him and we just, you know, we just kind of went through all of these things and made sure that I was on the right track.

[00:11:42] I presented him my, the, the unique mechanism behind the problem, the unique mechanism behind the solution. the branded term I was coming up, we got that fleshed out. Put it all in here. And a lot of what I did by the way is I went to, the other sales letters that the client had already run. And I just kind of went through and just like looked for copy.

[00:12:04] That looked kind of like what I wanted and I just popped it in here because I knew I can kind of adjust some of those claims or take some of that framework and repurpose that. So sort a lot of time reading the client's other sales letters, by the way. So, so. You'll have to answer some new questions and financial, like, you know, is it, is it proven?

[00:12:24] Is it new? Is it easy? Is it safe? Is it big? Is it fast? You know, like, is it, is it special? What can I only get it here? You have to answer those things. How much time does it take? How hard is it to, why haven't I heard about this before? Why are you telling me this? This is so good. Like, why are you telling me this?

[00:12:40] how I know this is real, all these things, but where it really came into play was when I was developing the, the guru story, right? The, the backstory. where is it? And I wound up doing again. So I had to really flush this out with the gurus was sat down for probably two hours and just really trying to building out the story and the timeline and getting all the, all the points.

[00:13:04] Right. And figuring out how to position him correctly. And then also, the thing that probably took the longest was building the gurus track record is we didn't really have anything there to begin with. So I had to go back through all the newsletters, all the editorial, and kind of build my own track record for the gear in the product, which, which took time.

[00:13:23] but put all this together. And so you can see here on this left side, there's like an outline that I use and it's all straight, you know, RMBC kind of stuff with, with some modifications. So I just. Made this little document. I started filling in stuff. I moved things around until I had the basic outline of it.

[00:13:41] and then I got a bunch of testimonials from the client, so that I kind of knew how to, I make some claims that aren't super, non-compliant and too aggressive. And I think I wound up getting this finished, we think? Yeah. Huh? I forgot about that. Okay. So, so I want, I'm getting like all the setup stuff done here Friday the eighth.

[00:14:05] So this is kinda like I've done all of this setup work and that took from, so that was basically 10 days. So from the 28th, the previous week to the eighth, right. So Tuesday to Friday, and again, This was not a full-time effort. I had other projects I also had to do on top of this. So then what happened, which is crazy.

[00:14:28] So right here on Sunday, right? So mother's day, May 10th. I have to get basically a ton of copy up and ready, this week, because like we're about to, we're about to go live to traffic. And so. And I still have to get stuff approved, edited, and all this, and it gets, it had to get, go through production.

[00:14:47] So literally here at Monday and Tuesday, all the screen is me writing. I wrote, I built the entire microsite that had to go through it. I built, I wrote an entire like, so once they opt in and they're going to see a one-time offer, I wrote that entire offer in, basically a day and two days. So I had no copywritten at all on Sunday.

[00:15:08] And by the end of day, Tuesday, I had. an entire Microsoft site built, for video scripts and an entire sales letter, right. In three days, what I built and then I had to keep going. So I had all this email copy. I had to write I, so I had read all the filming emails. And so I'm like writing more copy again.

[00:15:27] I have other stuff to do. And then here's where it gets really crazy. So, the, the hotlist is, is building, It started on Sunday. I believe the 17th. So traffic is running to this funnel right now. I still have not written the actual webinar, the VSL, if they're going to see, and it has not been recorded and it's supposed to go live on Thursday the 21st.

[00:15:50] So basically for two straight days, Monday through Tuesday, I wrote the entire VSL script from scratch based on the RMBC stuff. And it was, it was, it was. Hard. I'm not going to pretend. Right. So I wrote for about 12 hours here. I probably wrote 10,000 words in this day alone, which is the most I've ever written, ever kept writing, kept writing cart opens, and we closed on Sunday and we do a reopen and closing in on Wednesday.

[00:16:20] and then I had some follow-up stuff here. So, so basically, right. So, so just a quick refresher, and I'm going to show you some more stuff here as to what that looked like. I had the call with the prospect. Here on the 28th I bought RMBC right after that call, I had to do my new client onboarding stuff here this week.

[00:16:39] The next week I did all of the RMBC prep stuff right here. And then basically here I wrote, I built an entire brand, like entire microsite, all the video, copy all the email and the upsell copy this week. And then in two days, I'd write the whole VSL and we had to get it filmed. And launch in here, and that was 270 something thousand or \$250,000.

[00:17:04] So, an incredible, incredible experience. It really broke a lot of belief barriers for me to be able to produce that much, copy that fast, especially with other, deadlines and other responsibilities I had to take care of. And eventually what happened is I turned all of this into a really cool project doc.

[00:17:20] So I wanted to show this to you. So I had to wind up building all of this stuff. And, it's really frustrating to manage complicated projects like this when you can't see it visually and you don't have access to the client system. So what I want to doing to manage this whole project and making sure that production put it together correctly, and everyone understood how this, this launch was working.

[00:17:42] I actually put this into just a Google sheet and our Google drawing. And so you can see how this works. So we had, Lead generation, right? So this was this first opt-in. So we had

traffic driving emails go into the squeeze page. And then the upsell copy that I wrote in like two days went here and there's a cart page, et cetera, and some fulfillment emails.

[00:18:05] Then once they got on the list, we had, four days of warmups. So, hot lists, this was the micro-site had all these video copies, or video, video scripts had to get done. And then a webinar goes, live zoom in here. So we did the live webinar. we did that at 1:00 PM and then closed it and then did an Encore broadcast at seven.

[00:18:28] Closed it again. Next day, I tested that video as a straight VSL. So just drive traffic straight to a page with a magic button. the day after that on Saturday, I tested it as, Oh, I forgot that. So, this whole script that I wrote for the VSL, I had to turn it into an HTML sales letter. So we did that.

[00:18:46] did that in a day. And then we drove traffic to that, and then we closed the cart on Sunday and then the following week we reopened it and did a Q&A reopen and, close to more people at a higher price. and so. It it's really quite. And now that I have this, by the way, and now, and then we built the onboarding sequence for the new customers based out of that to try and upsell them into the next level or to, pick up any new, lifetime customers.

[00:19:13] And then what happens is, this week that we're in right now, I haven't built it out. We're going to do a down sell sequence based off of the, the whole brief that I've already put together. And then we're going to do a cross sell sequence into some of the other, products again. And we figured all of this stuff out in the brief process as to not only what are we going to do, to actually get that initial sale, but we have this list and if we're not remarketing to that hot list, well, 95% of people did not buy.

[00:19:41] So if I just end my efforts there, I'm really lowering my lifetime value of that funnel. And so it was basically, it was a complete launch with three weeks of email. Follow-up. To continue to monetize that list as much as possible into the other offers. So, and then now I have this, you know, Google drive full of tons and tons and tons and tons and tons of tons of tons of copy that I've written and it's all annotated and very cool.

[00:20:07] So, This, this is, this is awesome. I love RMBC now. it's the first time I've used it and I'm instituting it across my agency right now. and we're using it for a couple of other financial funnels for putting together. And, it's amazing how much faster everything is moving and how much easier it is to communicate with my team and with the clients about what's going on and what to expect.

[00:20:30] so again, thank you so much for staff and for putting this together. And if you are in financial and you are trying to figure out, should I invest in our in RMBC will work for me? Does it work in financial? the short answer is absolutely. Yes. The longer answer is will you have to make a couple adjustments to fit exactly what you're selling.

[00:20:49] Yes, you will. but it's fantastic. And it's going to work far better than anything you're doing right now, unless you have a system that you're already using. So. hopefully that helps. And if by the way, if you're in the financial niche and you want to run the software to your list, or you want to, you want to see more about it, you can just send me a private message or not, and we can talk offline.

[00:21:07] So thanks again.