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# COPYWRITING SAMPLE

## MACDERMOTT METHOD

Following is a lead follow-up sequence I wrote for our list of leads, who are primarily financial advisors and wealth managers. The open rate on all emails in in this sequence is at least 34 percent, and as high as 48 percent.

[www.writerjocelynbaker.com](http://www.writerjocelynbaker.com)

**EMAIL 1**

**SUBJECT:** Here is the intake script you requested

When you become a Resilient Family Strategist, you will be the person responsible for shaping a brighter future for your clients and their families.

After all, you will have access to a Content Library packed with tools that have been validated in four studies with researchers from the Duke Clinical Research Institute to improve resilience.

Our research has been funded by Pfizer, Amgen, National Institutes of Health, Livestrong, and Navy SEAL Family Foundation.

And you'll have access to it all!

Best of all, we make it easy for you to start using this content. We do all the work for you, including writing the script that you can use to differentiate yourself and let your prospects know that you are committed to helping them build both financial and family capital.

Download the script [here](#).

**EMAIL 4**

**SUBJECT:** Let your assistant do the work.

I hear you: You don't have the bandwidth to add anything new to your plate.

That's why we have designed the Content Library so that you can boost your relationships with your clients without adding anything new to your plate. In fact, you can delegate almost everything to your assistant.

Let's take a look at how easy this is ....

Imagine you are meeting with a client who says their adult children are fighting, and the conflict seems to be escalating.

You can simply say to your client, "I have access to some powerful, evidence-based tools for de-escalating conflict. Would you like me to send them to you?"

Then, you'll just ask your assistant to send the conflict tools to the client. The emails that accompany these tools are already written, so all your assistant needs to do is copy and paste, attach the evidence-based tool, and press send.

To show you just how easy these tools are, I've attached one of our conflict-related email templates, as well as a conflict-related tool. Be sure to check them out!



## **EMAIL 7**

**SUBJECT:** "My in-laws are driving me crazy!"

Here's a great example of how you can use the resources in our Content Library ...

Let's say one of your clients mentions that her in-laws are getting on her very last nerve. She wants to keep the peace, and she truly does love them, but they violate her boundaries and interfere with things that are just none of their business.

Fortunately, you can help. If you are a member of our Content Library, you have access to the best, evidence-based tools out there, including this two-part booklet called "The Resentment Equation," which helps families understand how to nip resentment in the bud by doing two simple things.

Download the tool [here](#).

If you are interested in making these evidence-based resources available to your clients, [enroll here](#). Or, contact us directly at (310) 365-6805.

We look forward to hearing from you!

P.S. Our guarantee is that each of these tools is more powerful than the average therapy session. (And, at \$150/month, the Content Library is much more cost-effective!) Check it out, and let us know what you think.



## **EMAIL 11**

**SUBJECT:** Quick email clarifying the concept of boundaries

Most people don't really understand what boundaries are, much less how to enforce them. Here is a quick email that might help clarify this concept:

Generally, people know that boundaries are lines they draw in the sand around how they will and will not be treated. In other words, boundaries help them get their needs met. But drawing a line in the sand is only part of the equation. After all, a boundary that isn't enforced isn't a boundary: It's a wish.

Boundaries also entail what you will do to make sure you get your needs met.

You might need 15 minutes of quiet time to decompress when you come home from work. But if you make a request that your family members do not respect, your boundary needs to be enforced ... or it's just a wish.

To draw a boundary, you need to make sure your needs get met. You might sit in your car and decompress in the garage before going into the house. You might say hello, and then walk straight into your home office. You might go to a park on the way home and decompress there.

A boundary is a verb. It's the enforcer.

A person's ability to enforce a boundary in order to get their needs met is the key factor in eliminating resentment in relationships.

If you want to learn more about how you can help your clients set boundaries and eliminate resentment in their relationships, please email us to book a non-obligation consultation. We look forward to sharing our resources with you.