

Phor
818-470-



Jason
c/o

, CA

Dear Jason,

As you can see, I have attached a crisp five-dollar bill to the top of this letter... and... I have FedEx'd it to you. Why have I done this? Actually, there are two reasons:

1. I have something extremely important and somewhat time-sensitive to tell you... and... I needed a way to make sure you got this letter immediately... and... that it would catch your attention.
2. And since what I have to tell you concerns money... that is, *me helping you make more (much more) money from your paid social media ads (which run about \$5.26 per click)...* I thought using a five-dollar bill as a little financial "eye-catcher" was especially appropriate.

Here's what it's all about:

I know you're busy, so I'll make this brief. My name is Aaron Downes. You and I last spoke in 2016, when you were running a marketing agency with a partner. It was for a PPC Internship job. We talked on the phone, and I appreciated the fact that you were incredibly

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honest. You told me I wasn't quite ready yet. But you gave me a real shot, Jason, and I've always remembered that.

We were both Veterans, yes. But I also like to think maybe you liked the "cut of my jib" as well. A little bold. A little bit rebellious. Kind of like you.

As I said above, I think I can help you make more (much more) money from your social media ads - especially LinkedIn. A bold statement? Perhaps. But I believe I've now got the chops to back it up. Let me give you a little background...

Since 2012, I've bailed eCommerce websites out of "Google jail" (and then back to first-page status!). I send e-mail that **customers actually read and look forward to** (between 28%-29% open rates in an industry where 19% is the benchmark). And... I spent 8 months **selling website design and SEO services to Lawyers**. I know enough about attorneys to be dangerous. And... I have a few ideas for how we can use my niche experience to your benefit!

Anyway, I'm just telling you this to give you a little background. Kind of a lot of bragging, isn't it? However, it's all true! And I've gotten a helluva education along the way.

Here's the main reason I'm writing to you: I'm trying to add more **Paid Social Media** case studies to my writing portfolio. Also... I have to admit that one of the biggest reasons I'm writing you is that I'd just really like to

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study under you! I admire your entrepreneurship. Your hustle. Your rebellious streak. I want to be like you.

Why am I able to work for free? Quite frankly, I have a very "safe", full-time job. They treat me well and, as a new father, I'm incredibly grateful for the steady work.

However, the scope of my employer's marketing is very limited. So, I'm hungry to try new assignments and challenges, grow as a marketer, and level-up my career. Therefore, this letter.

So now, I've decided...

I really want to go for it!

And since you're "The Man"... I thought contacting you would be the best place to start. **What I'm looking for is any kind of Social Media or Pay-Per Click Advertising work.**

For instance, let me "beat the control" of your best running LinkedIn Ad - Google AdWords copy - or even just running Excel reports for you. That way, if I can't absolutely, positively "prove" my worth to you... and... help you make more (much more) money from your promotions, I'm out! Very little, if any, risk on your part.

If that sounds like something you're interested in... please give me a quick call or an e-mail. (My contact info is at the top of the first page.) I can send samples, or whatever you need.

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To get a quick review of my work, visit my web site at: www.EbizMarketer.com. It's not quite finished, but it'll at least give you some idea of what I can do. I'd like the opportunity to work with you... and... advance my career. Looking forward to hearing from you soon.

Sincerely,

Aaron Downes

P.S. I'm confident in writing to Lawyers, and I have experience selling to them. However, CPAs, Dentists and other practitioners are good choices for me too. Email me today, and let's set up a time to talk, and maybe try one of my ads in an A/B test.

P.P.S. In the opening of the letter, I wrote that what I had to tell you was extremely important and somewhat time-sensitive. Let me justify that a little: Right now, my schedule has openings... and... I want to fill those openings with the highest quality work possible. I believe you can help me do that. However, I need to move fast! My other side-hustle (an eBook project) is on "hiatus" until the Winter. So there is a nice "lull" right in which I can take quality assignments.

Once my partner returns, I'm afraid I'll be booked solid into 2023. That's what I meant by "extremely important" and "time-sensitive." Probably more so for me than you. But it would be nice if I could fill this "lull" working with a smart, driven businessman like you.