



**DROPSERVICING**  
**BLUEPRINT**

**DROPSERVICING**

---

**\$12,000**

**TEMPLATE**



# Tactics Deployed

## 01

### ATTENTION



*The true art of memory,  
is the art of attention.  
- Samuel Johnson*

In order to communicate your message **to the right person**, they first need to know it's meant for them, they need to know it exists. We can't just assume that by putting your message out there it'll be noticed.

We must construct our message in a way that first grabs our audience's attention and we only give attention to things that are **relevant to us**.

So, in any video, the first line should be a call out to our viewer, peaking their attention. A simple, classic example of this is to say who the message is for, e.g 'Attention: Software developers' or 'Are You Looking For More Website Visitors?'

The biggest mistake we see amongst our clients is a tendency to focus on their business first, assuming that anybody automatically cares. We only care about our **needs**, what is **relevant to us**, this is our nature as goal seeking beings.

So, before you start jabbering on about how great your business is, **focus on the person you're trying to communicate to**, what simple call out can you use that'll have them subconsciously feel "Hey, this message looks like it might be relevant to me".

Once we have them thinking that, it's time to dive right in to **HOW** the message is relevant, through defining their problem...

# 02

## IRRESISTIBLE OFFER



*Unless your advertising contains a big idea, it will pass like a ship in the night.*  
- David Ogilvy

It's not enough to simply have a better price or nice branding.

You can't just put a product or service on the market and expect it to sell like hot cakes.

Your offer must be so ridiculously **irresistible** that your potential buyer **sees 0 barriers in moving forward with you.**

This is done by providing **the best price they've ever seen alongside the highest quality solution that they can comprehend.** Pairing an amazing price with an amazing solution is what makes an offer irresistible.

You can't just have a great solution or just have a great price. This will make a tempting offer but not an irresistible one.

Make sure that you construct your offer **in a way that they would feel stupid for not buying.**

**The best irresistible offer possible** is to give someone everything they could every dream of for \$0 per month on an infinite contract.

# 03

## SOLUTION URGENCY



*Focus 10% of your time on problems, and 90% of your time on solutions.*  
- Anthony J. De'Angelo

Once they see your offer as an amazing deal they must have, you must give them **a reason to have it now.**

They need to not only want your solution to their problem, but want it **right now.** Explain your solution in a **simple enough way**, so that it clearly solves their problem, remove all ambiguity.

However, remember it's not enough for your solution to solve the problem in a simple way, it **must also be attainable.**

You can find the right audience, get their attention, and tell them the amazing solution to their problem, but if they can't actually attain that solution due to a lack of resources or availability, then it's pointless.

So, **try to make it attainable for them!** offer multiple packages in different price ranges, make it easy for them to get started, make it more of a done for you process.

When they know your solution fixes their problem, and they can easily get it, the barriers and objections melt away, making the process much smoother for them and you.

Make sure that they understand your solution, feel the pull of your offer, and realize that they need your solution right now.

# 04

## PROOF AND CREDIBILITY



*Propaganda, to be effective, must be believed. To be believed, it must be credible.*  
- Hubert H. Humphrey

So, great, you've got the first 3 steps, you've peaked their attention, they're | interested..

**BUT** if you can't prove to them via past work, examples, demonstration etc. that it works then you leave doubt in their mind!

You must **demonstrate that you're a credible provider** of that solution or you won't have the most important thing in converting someone to a paying client or customer **TRUST!**

We only trust people we believe are **authorities in their field.**

Another way beyond just having examples is **explaining the ways each component will solve their problem**, because if it sounds feasible then it has more credibility.

**Remember:** case studies, testimonials, reviews, all build trust...

# 05

## CALL TO ACTION



*Pull the trigger.  
- Troy Rawlings*

Now, you've got their attention, their interest, and their trust.

### What do you do next?

It may seem obvious, but time and time again I see examples of people beautifully explaining their amazing product and FAILING to do anything with the relationship capital just built up.

You need to have that **one line that tells them what you want them to do next**, whether it be visiting a landing page, entering an email address, or setting up a call.

This is the perfect moment to get your potential customer/client **to take that next step**.

If you fail to ask for that next action you may never get it.

You have a small chance to ask the person exploring your product **to take action...**

# Copy-Paste Template

---

[\\*Adjust the template for your own service](#)

**Subject: [Company name]'s Facebook Ads**

Hi [their first name],

Still not doing Facebook Advertising?

Get this...

We run Facebook campaigns for companies like yours, running 6 figure campaigns, across 20 products in the space, at a 3-4X return on ad spend, which is insane.

But right now we are looking to bring on a few more companies in the space by offering a few campaigns behind the scenes to FREE (you pay \$0 for campaign setup).

Here's everything you get for free: Ad Design, Copywriting, Campaign and Account setup plus Optimization, Split Testing, Scaling... everything that makes a campaign work.

The only cost to get started is the monthly management fee determined by your budget.

Pretty ridiculous offer right? why would we do that...

Well, our hope is that after the free campaign setup and month of management you'll love the results so much that you decide to become a client.

It's the old 'give tonnes of value and results in advance for free so they want to work with you' trick.

If not, you can take the successful campaign we create for you for free and manage it yourself.

Sound like something you'd want to discuss? Setup a call with me here:  
[your calendar link]

And check out our website here: [your website]

Cheers,