

CFB Copywriting 3: CANDIDATE RELATIONSHIP BUILDING



With David Garfinkel



Today we'll cover...

- **Why you're a natural at this (you may not even realize it... yet)**
- **How to transfer your people skills to the written word**
- **5 steps to building a relationship**
- **Questions you can use in your emails to build a relationship with your candidate**
- **And more, more, more!**

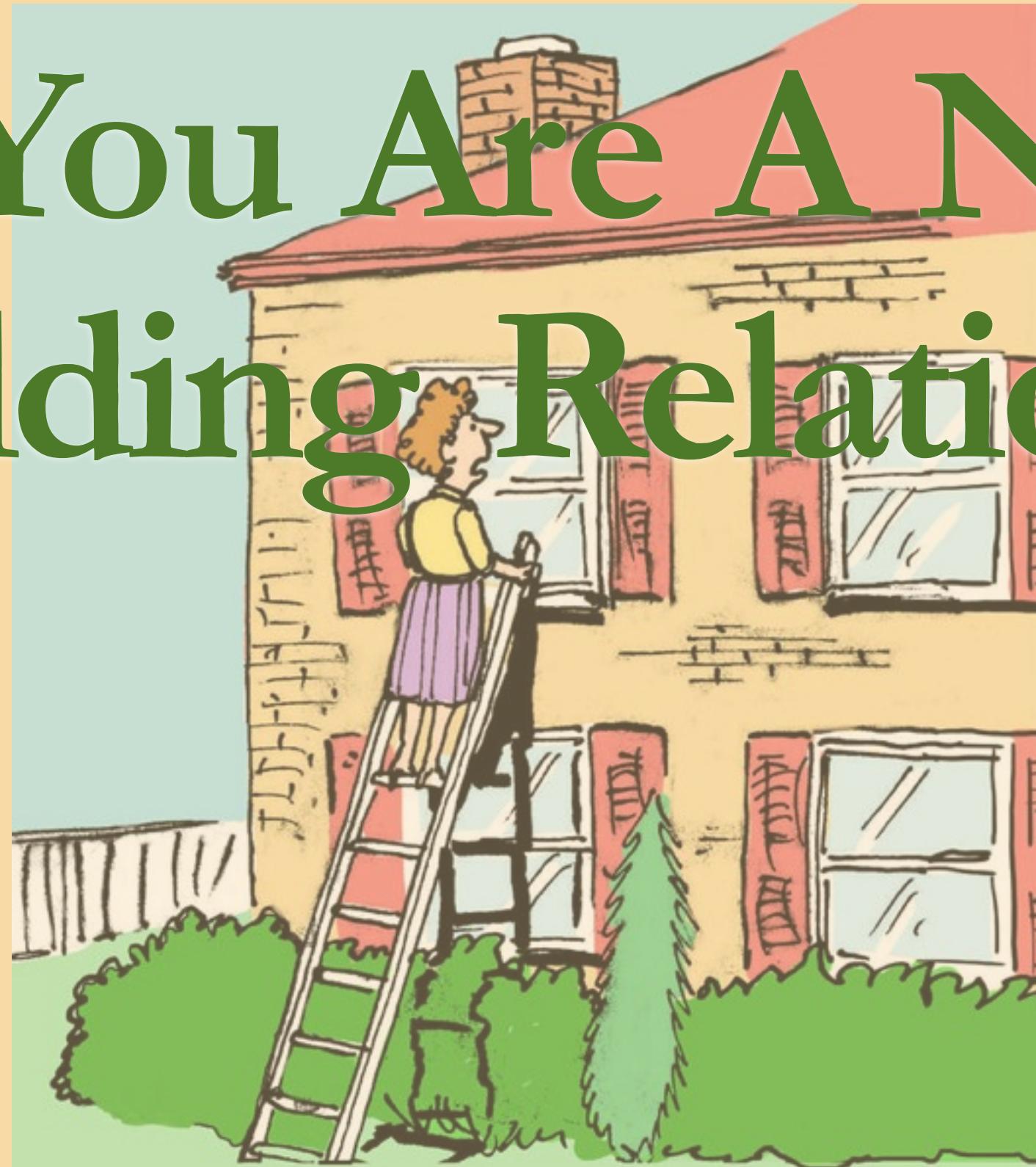
Franchise Copywriting Specialist — FCS

- **CFB Copywriting 1: Lead Generation**
(still available — ask Lori)
- **CFB Copywriting 2: Lead Nurturing** (also still available — again, ask Lori)
- **CFB Copywriting 3:**
Candidate Relationship Building
(today's course)

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Candidate Relationship Building

Why You Are A Natural At Building Relationships



“Oh hi, son. It’s Mom again.”

You're a natural...

- Because... you're a people person
- Because... you got where you are,
through *relationship skills*
- Because... you can build relationships
without even thinking about it!

Making the Leap - 1

Writing is more concise than speech.

(Sometimes this takes longer.. but it's worth it!)

Making the Leap - 2

Writing is faster-paced.

(If you talked the way good email writing is, you would sound really weird!)

Making the Leap - 3

There's no inflection with the written word.

Therefore, make your writing hard or impossible to misinterpret.

(Read it out loud. Think of every possible way you could be misunderstood. Refine until it's unmistakable, what you're saying.)

Biggest Problem

Developing Trust

- How do they know you're on their side?
- How do they know you "get" who they really are?
- How do they know they can count on you?

Tools We Will Use

- 1. More about them than about you**
- 2. Dialogue, with the written word**
- 3. Deep stuff: values, meaning, the big picture of life the way they want it**

Mistakes To Avoid

1. Being impersonal
2. Writing anything complicated
3. Getting too familiar, too quickly
4. Sarcasm (which could be misinterpreted as hostility, since there's no inflection with the written word)
5. Boring your prospect (think of a conversation you wouldn't have in person because it's a "yawner")

5 Steps: Building a Relationship With Email

Step 1

Getting to know the candidate

Step 2

Getting a dialogue going

Step 3

Getting the candidate to know you

Step 4

Going deeper (values, meaning)

Step 5

Rapport — a “business friend”

**How to Become
Your Candidate's
Hero!**

Find out...

... what they want to do that nobody in their life (besides them) is enthusiastic about

Find out...

... why they want to do it

Tell them...

**... you support their dream, and give
them solid reasons why!**

Checklists

Emails

✓ **“I-you” ratio**

✓ **Short words**

✓ **Active verbs**

Trust-busters

- ✓ Pushing too hard
- ✓ Not listening
- ✓ Answering a different question than the one they asked

Trust-builders

- ✓ Asking open-ended questions
- ✓ Letting your prospect know you heard what they said
- ✓ Creating “aha” moments

Guerrilla Branding

Part 3

Guerrilla Branding, Part 1

- Choose the *experience* you want your buyers to have with you
- Based on your strong suit and the type of buyer you do best with

Guerilla Branding, Part 2

- **After you've chosen that experience you want your buyers to have...**
- **DELIVER that experience, and talk about it as you're delivering it**

Guerrilla Branding, Part 3

- **ASK** them to talk about what's uniquely valuable about you
- **GET** them to talk about what's uniquely valuable about you

REMINDER: REACTIVATING DEAD LEADS

★ The 9-Word Email!

Subj: David [prospect's name]

Are you still interested in getting a good franchise?

5 Killer Email Subject Lines

***Lori's franchise**

***Who's the boss?**

***Reward for your expertise**

***The right combination**

***And the winner is...**

5 questions that
build relationship

***How many of these traits are yours?**

***If you found a franchise that made you happier than your job does, what would you do?**

***What time would you like to go to work every day?**

***Who is your favorite
celebrity?**

***Can I share a secret with
you?**



7. QUESTIONS

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