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**PROPOSAL
HOOKS TO GET
RESPONSE ON
UPWORK**



1. Personal Results

Sharing personal results does 3 things:
First, it attracts audience attention.
Second, that interest is in YOU and
lastly, it makes the client trust YOU,
which leads to more responses, more
meetings and more clients.

Example:

- The PPC strategy I used to make \$11k last month for my Amazon client
- Here are my top 12 tips that will make your emails convert
- If I wanted to build an Ecommerce website in 2024, I'd do this:



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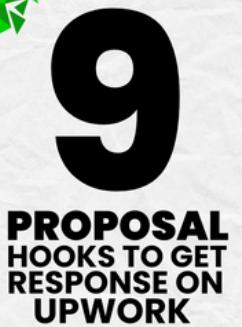


2. Client Results

This is same as the first one but instead of talking about YOUR results, you talk about your clients. If you're an email marketer, talk about a client's Black Friday sale. If you run a social media marketing agency, talk about how many followers your clients gained.

Example:

- My client got 37.1% CTR on his 19 days old website, here's how:
- I made my client over \$10k profit during COVID-19
- Day 14 of my recent Facebook ads client (\$1,000 per day ad spend)...



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good story...

3. Start a Story

People love stories. You can hook your clients by starting to tell the story.

There are 3 ways to do that. First, you can start from the beginning. Second, you can start from the middle or the end (this is more interesting). And, you can also summarize the story into one or two sentences.

Example:

- I built a strategy that can rank your website in 35 days or less.
- For you to run a successful e-commerce store you have to understand this first
- This is a brand new app (out of 40+ I've developed).

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4. If, Then Formula

Starting with an “if” statement calls a certain kind of person out and makes them especially interested in the proposal. Then the “then” statement drag them to read the whole proposal.

Example:

- If you value quality over price, this is for you:
- If you are in need of a FREE graphic designer, read this:
- If you want to grow on Amazon right now, then follow my strategy:



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5. Stats

People love stats. I don't know why, but they DO. When you use stats then they pay attention. That works only if the stats are relevant to the interested of your client.

Example:

- Gmail has 1.8 billion users. But 99% people don't use it effectively.
- 10,000 Shopify stores are being created per week, almost 99% of them fail because of poor landing page.
- I use this framework to get most conversions out of my landing pages:

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6. Get X Without Y

This is the most effective in copywriting. Promising to help someone get something (X) they desire to have. Without having to do something (Y) they don't want to do make it even more appealing.

Example:

- How to make \$10k per month if you're average in English
- How I'd start my first PPC campaign without loosing \$1000 on testings:
- 7 ways I use to make any product launch run successfully without spending any money on ads



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7. I Did The Hard Work For YOU

People don't just want what they want. They also usually want it quickly, easily, and affordably. That's what makes this hook super powerful. You tell them that you did the difficult part, and they get more interested.

Example:

- I spent \$100,000 on ads so you don't have to.
- I designed 100+ websites to crack the code, and it's simple than 99% freelancers would tell you
- I sent 1 million emails in last 13 months, these 13 mistakes will murder your email sales if you ignore this:

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8. Give me X & I'll Give You Y

The key is to make X small and then Y much bigger so people feel like they're getting an amazing deal.

Example:

- Give me 2 mins, and I'll share 7 reasons why I'm the perfect fit for this role
- Give me 3 days, and I'll share a way to land your emails in primary inbox
- Give me 14 days, and I'll rank your website on Google's first page without bleeding your profits

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9. Offer a FREE Lead Magnet

Think of this like a cheat code to know the password of your client's piggy bank (\$\$\$)... Even if it takes you time and money to do it, DO IT. A little \$50 investment might get you a client worth \$50,000 USD.

Example:

- I will build 2 FREE email flows for you (to prove that I'm the right fit)
- Check these 3 web designs I created for you and let me know which one you like - I'll create the home page for FREE
- I'll write the first 3 emails for FREE (work with me ONLY when you see results)

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SWEET... IMPORTANT NOTE FOR YOU!

There's no reason for you to fail after reading this, I personally made millions on Upwork using these hooks but you've to put in the work to make it work.

These hooks can be combined as well to make it more effective.

So keep your excuses behind, and start writing your own hooks using above.

Your #1 Fan,

Syed Muhammad Ahmad

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