



Always Be Winning

Your Pitch To The World
Your Online Presence

No Fluff. All substance.

- These sessions are deliberately short
- I can't and won't deliver filler material
- The slides aren't pretty. This isn't a beauty contest!
- It's all actionable. It's all important
- Less time learning -> More time taking action
- I speak fast. Keep up! :)

“Jon Buchan Charm Offensive”

Jon Buchan | Professional Profile - LinkedIn

<https://uk.linkedin.com/in/jonbuchan>

View Jon Buchan 's professional profile on LinkedIn. LinkedIn is the ... I lead a 3,700+ strong community dedicated to the "Charm Offensive" approach at: ...

Charm Offensive Blog

www.charm-offensive.co.uk/

Created demand for a course that details my "Charm Offensive" way of opening opportunities. Discovered that I have a specific skill that is far more valuable than ...

Jon Buchan (@JonBuchan) | Twitter

<https://twitter.com/jonbuchan?lang=en>

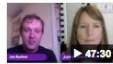
The latest Tweets from Jon Buchan (@JonBuchan). The right words in the right order to the right people can get you anywhere in life. London, England.

Start here! – The Email Charm Offensive | Email Magpie

<https://emailmagpie.com/start-here/>

7 Jun 2017 - Intro – Jon is one of our favourite copywriters we know, he runs a Jon Buchan runs Charm Offensive in London, UK and has worked with ...

Disruptive B2B Sales with Jon Buchan of Charm Offe - YouTube



<https://www.youtube.com/watch?v=wEJUn67B5U>

5 Jul 2017 - Uploaded by Lynda M. West

Disruptive B2B Sales with Jon Buchan of Charm Offensive 6 years ago, Jon desperately needed sales for ...

Copy Chief – Ep 121: Jon Buchan – How To Reach Important People ...

<https://copychief.com/ep-121-jon-buchan/>

18 Jun 2017 - Today I've got Jon Buchan from "Charm Offensive" on the show. Jon helps clients craft cold emails, direct mail, and ad copy that jolt even the ...

Charm Offensive - Effective Cold Email, Direct Mail & Ad Copy - Reddit

<https://www.reddit.com/r/charmoffensive/>

1 May 2017 - 3 Drink Minimum. No Monocles Allowed. Facebook Group: <https://www.facebook.com/groups/charmoffensivegroup/>. created by jonbuchana ...

City A.M. Unregulated podcast: How to be an email hero - learn to ...

www.cityam.com/264944/city-am-unregulated-podcast-email-hero

18 May 2017 - We're joined this week by Martin Perry, the man behind Taming Your Inbox, and Jon Buchan, the founder of Charm Offensive, to talk everything ...

audioBoom / 58. How to be an email hero

<https://audioboom.com/posts/5928158-58-how-to-be-an-email-hero>

17 May 2017 - We're joined this week by Martin Perry, the man behind Taming Your Inbox, and Jon Buchan, the founder of Charm Offensive, to talk everything ...

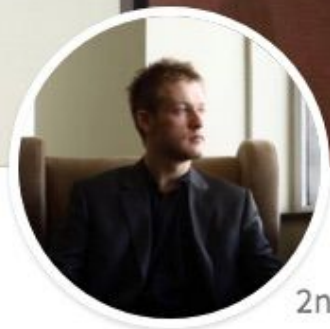
TSE 556: The Secret To Getting Response With Unconventional Email ...

thesalesevangelist.com/episode556/

13 May 2017 - Donald Kelly, Jon Buchan, Direct Prospecting, Creative Prospecting ... Jon is the owner of the company, Charm Offensive, where they focus on ...

Firstly let me congratulate you on the most entertaining cold call/email that I have received recently, or possible ever. And I get a lot. It's so rare to get a truly creative communication from an agency that purports to be creative, so thank you. I'm going to build a Wall of Fame for examples of good marketing, on the basis of your letter. It might be quite a small wall though, or perhaps just a few tiles.

Let's talk? We can probably use some help with value



2nd

Jon Buchan



I help founders stand out, book more sales calls and build their influence online.

Charm Offensive • Dormston School

London, Greater London, United Kingdom • 500+



Greetings LinkedIner,

My life changed when I was desperate for sales, got drunk and sent the most absurd cold email to senior marketing directors at some of the world's largest brands. To my amazement, it worked. My favourite response read "My colleague forwarded me your spam email and we would like to meet you to discuss opportunities". I booked meetings with Redbull, Pepsi, Hewlett Packard, Symantec, and countless other global brands and corporations.

Long story short, I discovered what I'm best at. I can get the attention of busy people. I help ambitious businesses stand out, book sales calls and build their influence online.

The right words in the right order to the right people can get you anywhere in life. They open doors that would otherwise be locked.

I lead a 3,700+ strong community dedicated to the "Charm Offensive" approach at:
<https://www.facebook.com/groups/charmoffensivegroup/>

You can learn how to:

- Book sales calls and meetings - even with senior decision makers at big brands
- Get the attention of journalists and influencers to get PR coverage for you and your clients
- Book awesome podcast guests and get on awesome podcasts
- Schedule speaking gigs
- ... and other dastardly things ...

If you need your message to cut-through the noise, you should get in touch.

Stay splendid,

Jon

- **Identity**
- **Struggle**
- **Discovery**
- **Surprise**

- **Link to any groups or lead magnets**

- **Call to action**

Bio

- Informal tone
- Refreshing honesty is welcome
- Tell your story
- Add a link to any external sites you wish to promote (e.g. Facebook groups or Lead Magnets)
- Talk about how you can help potential clients

Media (2)

Learn how to write effective cold email and direct mail.



Link to my group



Ep 121: Jon Buchan – How To Reach Important People With Humor



Podcast appearance

Recommendations

Ask to be recommended 

Received (30)

Given (36)



Aaron Krall

Free Trial Conversion
Specialist | SaaS Lead
Nurturing

July 28, 2017, Aaron worked with
Jon but at different companies

Jon is one of the best cold email writers that I've ever met. He gives away great advice, he's generous with his time and resources. I've made thousands of dollars and met some amazing people with the emails he's helped me write. I've recommended him to numerous people and will continue to recommend him because he is amazing at what he does. If you have a chance to work with Jon, do it.



Silvestru Iapascurta

I write copy that makes you



May 21, 2017, Silvestru worked
with Jon in different groups

Jon has a very unique approach to business outreach. So unique that it converts way above your average cold email campaigns, calls, etc..

I've had the opportunity to peek in his bag of marketing tricks and use his methods to grow my own business.

What can I say? His approach works and darn well too.

If you're trying to get the attention and interest of busy decision-makers, I'd listen to what he has to say.



Noah Roberts

Online Reputation
Managment & Repair
Specialist and Copywriter

May 20, 2017, Noah was a client
of Jon's

When Jon says, "I can book you a meeting with just about anyone," he's being humble. Nothing short of magic happens when you couple Jon's unique approach to copy and his ability to collect large amounts of very specific, accurate data - money making magic.

Give Recommendations



Emem Rita Usanga

Founder | Mentor |
Consultant

July 13, 2016, Jon worked with
Emem Rita but at different
companies

I remember when I met Rita and we hit it off immediately. She's great company and a good friend I have around 4 or 5 people I call when I have something I'm struggling with and Rita is one of them. She has a level of knowledge of marketing and advertising and especially user experience and user acquisition that you don't find often. I know so many people in this sector but few I would call top-tier or elite. She definitely is and she's not afraid to take on huge challenges. She seems to relish it. This may be why we get on. I'd recommend her to anyone as her advice will be on point, she won't dance around things and she's not got an ego. She's charming and I know has tremendous sales skills. Diverse. Daring. Clever. She also makes laugh, and helps me whenever I need. You should message her as she's better than the other people you were considering hiring. I know that for a fact.

Reciprocation In Action



Emem Rita Usanga

Founder | Mentor |
Consultant

July 19, 2016, Emem Rita worked
with Jon but at different
companies

Jon is a rare breed, a mixture of talent, charm and wicked humour. He has a natural affinity for words and psychology of influence that results in the most brilliant content. Add that to his all round creative mindset and you have fireworks, His approach to marketing campaigns, even on supposedly "dry" areas or sectors is nothing short of genius, he can make anything come to life. Describing him as out of the box or a left field thinker really doesn't do him justice. Whether it be Search, Social, Direct or Content Marketing, Jon will come up with something clever, tactical and that ultimately produces the desired outcome.

Education



Dormston School

Pretty Mediocre GCSEs, Various

1995 – 2000

GCSEs



Featured Skills & Endorsements

Add a new skill 

SEO · 89



Endorsed by Des Martin and 4 others who are highly skilled at this

Online Marketing · 85



Endorsed by Danish Bagadia and 10 others who are highly skilled at this



Endorsed by 6 of Jon's colleagues at Render Positive

Digital Marketing · 83



Endorsed by Des Martin and 8 others who are highly skilled at this



Endorsed by 7 of Jon's colleagues at Render Positive

Jon is also good at...

PPC · 66

Social Media · 44

SEM · 33

Online Advertising · 26

Blogging · 19

Digital Strategy · 19

Social Media Mar... · 18

Marketing · 17

Link Building · 16

Email Marketing · 16

Google Adwords · 15

Web Marketing · 13

Organic Search · 13

Web Analytics · 11

Google Webmast... · 10

Google Analytics · 8

Conversion Opti... · 8

Copywriting · 8

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ably use some help with value
general thinking. You don't
but if it helps, don't let us stop

Jon Buchan

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...

Timeline

About

Friends 2,120

Photos

More ▼



Intro

I help founders stand out, book more sales calls
and build their influence online. 🚀

+ Add Info About You





You can be wacky :)

Q&A