

# One-Time Offer

**Bộ Sơ Tập 13 Proposal Tốt Nhất & Những Mẫu  
Câu Tiếng Anh Thường Dùng**



# MINH XIN CHÀO

## Phần 1: 14 Proposals Từ Những Copywriter Hàng Đầu

Phần 1 này sẽ là 14 proposal tốt nhất từ 2 người rất có tiếng trong lĩnh vực Upwork này là Daniel Throssell (người đã tính phí khách hàng của mình \$200/tiếng) và Danny Margulies (người đã kiếm được hơn \$250.000 trên Upwork)

Đây là những proposal được viết bởi những người copywriter chuyên nghiệp nên cách thể hiện cũng vượt trội hơn rất nhiều so với người bình thường.

Nếu bạn tiếp thu được được cách viết của họ, làm được như họ thì tất nhiên tỷ lệ thắng job và kiếm được nhiều tiền hơn cũng sẽ tăng cao hơn rất nhiều.

### Winning Proposal #1

Trường hợp này anh này phải có kiến thức và hiểu biết rất nhiều nên mới làm được như này. Anh đã thắng được job \$250 trong khi KH chỉ để giá \$150 (cao hơn 60%+ giá gốc).

Chưa kể là anh còn không thèm nghe lời KH mà còn chỉ họ cách làm hoàn toàn ngược lại:

### Engaging Email Copywriter - Soap Opera Welcome Email Series

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**Copywriting**  
Renewed 2 months ago

📌 Specialized profiles can help you better highlight your expertise when submitting proposals to jobs like these. [Create a specialized profile.](#)

🌐 Worldwide

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I'm looking for an experienced, engaging email copy writer to write a 5-part welcome email series following the soap opera framework.

This is in the water quality niche and the audience are health conscious individuals who care about what is in their water and what they are drinking.

I'm looking for someone who:

- Writes extremely engaging copy
- Has experience writing welcome series following the soap opera technique
- Knows how to create drama and get the audience waiting on the edge of their seats in expectation
- Understands how to build trust with the audience

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💰 **\$150**  
Fixed-price

👤 **Intermediate**  
I am looking for a mix of experience and value

“So I see you heard about the soap opera technique. But I hesitate to use it if I were you

You probably learned this technique from Russell Brunson. But the problem is... the soap opera technique was inspired from TV shows.

Using that technique in emails is harder to pull off if you follow exactly how Russell laid it out in the book.

**Alright. You might be thinking... who am I to make such a bold claim?**

Don't get me wrong.

I believe the soap opera technique — if done right — is THE BEST technique you can adopt into your email campaigns.

Since humans have a natural need for closure, they will be glued to your emails every day (which is good for your bank account).

Now.

The reason I hesitate using the soap opera technique is because of this idea:

The technique says you should write a welcome sequence — that shares your backstory by spreading it out over a 5-part email sequence.

**But sharing a backstory can cause two problems:**

1) If your email list doesn't really know you, or like you, or trust you, then personal stories won't be as effective.

For example, people are willing to listen to Russell Brunson's Potato gun story only because he's a SUPER successful guy.

But if people don't know you or like you or trust you... then your backstory will be harder to pull off.

This is why a lot of times, when you hear a backstory of some random guy, you think "who the heck is this guy and why would I care about your story."

Remember all of those “I got rich” stories. We’ve all heard it. And frankly, it’s boring.

The only exception is if you have a truly interesting story, then yes, you can use a backstory (but I’ll have to look into your business first).

**2) Email is not the same medium as Television. In reality, People won’t be as excited to tune into your emails as they would a T.V. Show.**

Most people will forget about you quickly. The fact is... at least 60-40% of the people won’t read your second email.

This means people who don’t read the first email won’t get the second email... and those who don’t read the second won’t follow the third.

BUT:

Like I said before, there is a way to use the soap opera correctly.

And if you want to learn how to keep people glued to your next email...

...then watch out for tomorrow’s email call... “How to Use Soap Opera Technique in Email The Right Way.”

Best Regards,  
Your WATER COMPANY

AAAND TA DA!

See what I am doing here?

I am using the Soap Opera Technique in a better way than Russell Brunson described in his book.

How so?

**First, I created drama by intentionally disagreeing with the soap opera technique (even though I didn't.)**

Second, I'm weaving in a bit of my personality... which over time you will get to know, trust, and like if you continue reading my work.

But most importantly, I AM TALKING ABOUT WHAT IS INTERESTING TO YOU..

When I read your job post, I noticed you liked the Soap Opera Technique.

So I continue elaborating on what you found interesting.

And by talking about your interest, and weaving in my personality...

... we get the same effect of Soap Opera Technique.

People will read your emails. And they'll get to know your business, little by little, all without having to share a backstory.

Plus, your readers won't have to read the first email to appreciate the following emails.

All of this can be done in the Water Quality niche.

See what I mean?

Let me know what you think about this. I'm open to any ideas you have.

Thanks!"

## Winning Proposal #2

Trong trường hợp này, anh ấy là người được invite - và quan trọng nhất đây là invite only, nên là anh ấy rất có tiếng nói. Thật ra trong TH này bạn chỉ cần đặt một vài câu hỏi và hẹn interview là xong (mình đã làm thế nhiều lần).

Nhưng ở đây anh ấy còn gợi ý cả cách làm nữa nên tính thuyết phục cũng cao hơn rất nhiều.



### Job details

#### Landing Page Data needs to enhanced

Copywriting Invite Only Posted May 10, 2016

We need to reword/rewrite the data on our web page and also need to enhance what our site can offer to various actors.

Site: [www. \[REDACTED\] .com](#)

Purpose: One place to store and organize the achievements of students (by parents) and ability to build portfolios/resumes as they are growing.

Goal: To get the users to try our site. [less](#)

[View job posting](#)

Intermediate  
Experience Level

Hours to be  
determined  
Hourly

Less than a  
month  
Project Length

#### Skills and expertise

Copywriting Content Writing

[View Contract](#)

Hi NAME, thanks for the invitation to interview on your job. I've taken a quick look at SERVICE, and the first thing I notice is that if the service is meant to be used by parents, the copy needs to support that!

For example, your headline currently reads: "Build a portfolio by posting your achievements. It's that easy!"

But if parents are going to be using this site, you need your headline to convey a benefit to the parent, not the student.

I noticed this theme throughout the copy, and that's something I really think we could work on to hugely improve your conversion and get more parents signing up.



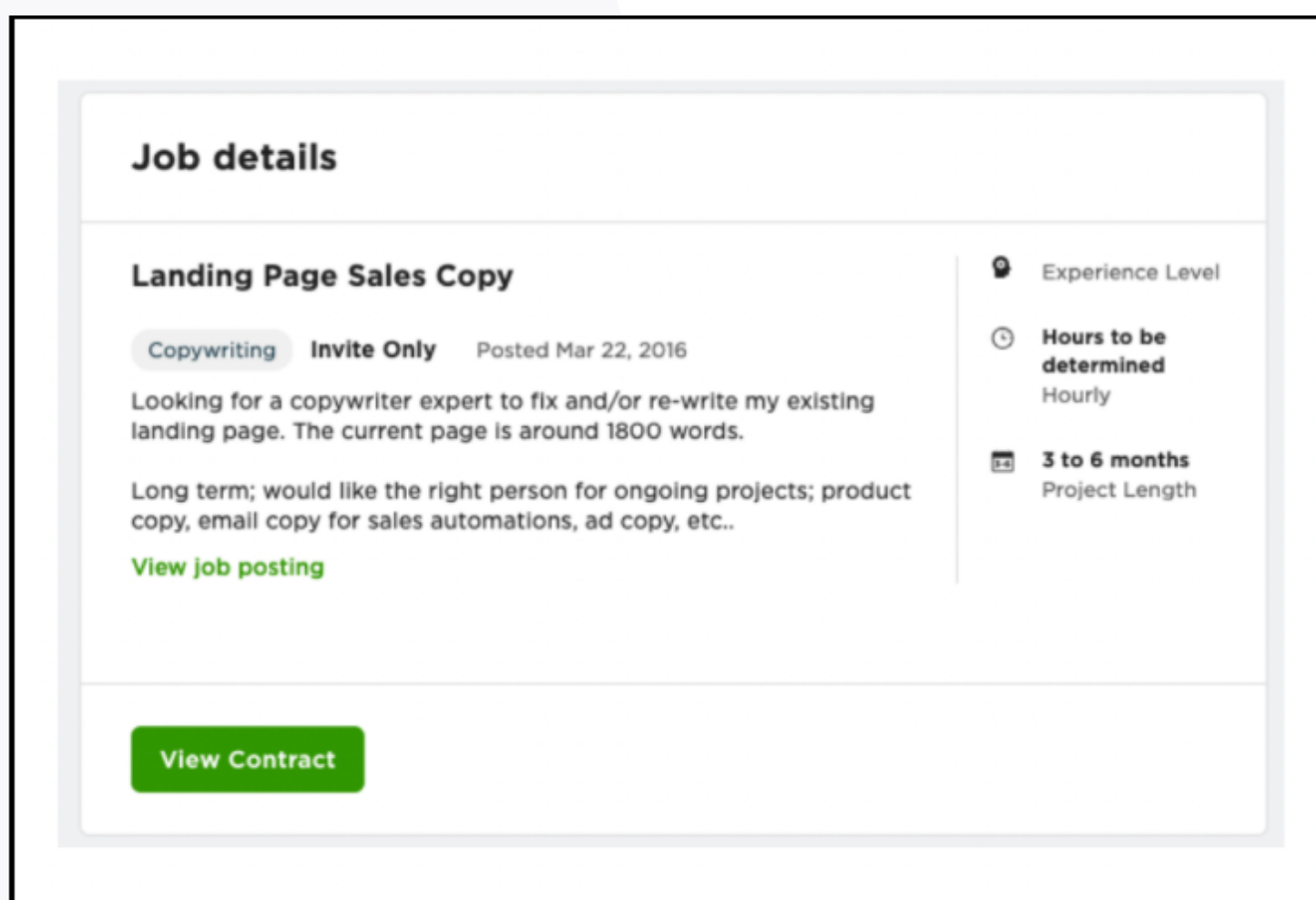
I'd love to talk more about ways we could improve your conversions and get more signups.

Feel free to let me know your thoughts on the above and I'd be happy to discuss more with you!

## Winning Proposal #3

Bạn thấy không, hầu như bất cứ winning proposal nào cũng bao gồm 1 phần đề xuất cách làm dự án đó cả. Điều này khiến KH an tâm hơn rất nhiều trước khi nhấn tin cho bạn.

Thậm chí cái đề xuất đó nó có cơ bản và đơn giản thì nó vẫn hơn rất nhiều 1 cái proposal mà không có bất cứ đề xuất hay ý kiến khách quan nào đến từ bạn.



Hi Chris, thanks for the interview offer--great to hear from you.

You may have read it already, but I'd first just like to direct you to a previous piece of long-form copy I wrote that won a fairly prestigious contest, which should tell you the kind of job I could do on your landing page (some Upworkers have nice profiles... and then their writing samples are awful).

Now, I've had a quick peek at your existing landing page for your Lightroom training course.

I like it--it's not like it's terrible. But my feeling is that it's quite all over the place at the moment: testimonials are scattered throughout; facts/stories/promises are intermingled; and in general it could stand to be cleaned up, structured and polished a bit.

I also think, if you focus on the value of your course and what it will deliver to the customer (who's probably a pro photographer), we could definitely frame this as an investment that you could charge a lot more than \$29 for.

For 7 hours of content, you're almost at risk of devaluing your program in the eyes of the client, and I'd advise you to raise your price.

I'd also be inclined to remove the promise to "master Lightroom in one day". I see the appeal in what you're offering -- but firstly, it's probably not quite accurate that they'll master it in a day, and more importantly, you will raise the perceived value of your course if it's a longer-lasting thing.

I think you should re-frame from "you can finish in one day" to "14+ days of content" or whatever, and space it out (whether they watch it in a day is up to them).

They're just some ideas that come to mind from a quick glance. I'd love to discuss a little more and come up with more ways we could make this shine.

Just feel free to send me a message and we can discuss anything you have questions on!

## Winning Proposal #4

Hãy để ý đoạn: "I'm quite busy at the moment and have a number of other jobs I'm working on, plus tomorrow is a Sunday and not a day I'd normally spend working"

Câu này sẽ giúp bạn nâng vị thế của bản thân lên nhiều lần. Vì nó cho thấy bạn không cần job này - bạn không phải là một người cần tiền mà bất chấp nhận dự án. Thường thì dấu hiệu này sẽ khiến KH cực kỳ muốn làm việc với bạn (đây có thể giải thích đơn giản là "sức mạnh của sự bỏ đi" trong kỹ năng thương lượng).

### Job details

**Writer for Housing Industry award submission.  
Native English speakers only.**

Content Writing Posted Mar 19, 2016

We are entering a house we built into an industry award competition. We're great at building houses but not at writing award submissions.

Its a beautiful house and is designed to withstand the most severe of bushfire conditions.

We're looking for someone who can work with us to take our story of the design challenges and features of the house and translate it into an award submission that will engage the judging panel and get them to want to see more.

The main question that forms the entry is;  
"...brief description of the project including any difficulties encountered, how such difficulties were overcome, any innovative construction techniques employed and any other issues which may have been significant in the successful completion of the project."

This is our opportunity to tell the story of a great challenge for us and we would like your help.

Professional photos have already been taken and we will be able to talk through the design challenges and story via audio recording or Skype/telephone.

We need the entry written by the 21st and will provide any help we can in achieving a great result.

Please include in your reply a few sentences concerning how you feel you can help to tell this story in a way that will give us the maximum chance of realising the potential of this entry.

Further entries will be needed for another two houses later in the year. [less](#)

[View job posting](#)

**Expert**  
Experience Level

**Fixed Price**

Hi Andrew, Thanks for the invitation to apply—it's not normally the kind of job I'd take as a copywriter, but I'm intrigued and I think my skill set might just be what you need here (since you're trying to persuade, not write a blog).

I've looked up the competition and found the 2015 Excellence in Building Awards catalogue to start

looking at what kind of entries the judges appreciate.

It looks like, provided you have a pretty good story of how you overcame those challenges — and did a good job of the construction to boot — it should be fairly straightforward to write something appealing to the judges.

And if I can be blunt (I've been a construction engineer for the last two years so I speak from experience), it's not like you're up against solid competition as far as writing goes — builders generally aren't renowned for their evocative writing skills!

To answer your question, I've written down quotes from the judges' comments on the winners and I notice that the entries which have won show that the judges value a few things in particular:

- 1) overcoming of challenges in the construction;
- 2) high build quality;
- 3) modern design innovations; and
- 4) attitude and technical aptitude of the builder.

Therefore, it's important that we emphasise these points in the entry for best effect.

I'd also recommend telling at least part of the entry in a story format if that's possible, as humans are wired to listen to stories (it's almost impossible for us to stop listening to a story once it's been started).

This is a powerful effect we use in copywriting and if we could get it to work here it might be quite effective.



I'm quite busy at the moment and have a number of other jobs I'm working on, plus tomorrow is a Sunday and not a day I'd normally spend working—but I love challenges like this, so I'm willing to give it a go and block off four hours tomorrow morning.

I doubt I'll get everything done in that block, and I'm not sure what time you need it by on the 21st (I note the entries aren't due till May?), but I'll cap my work at four hours in respect of your budget. If you have any questions, please shoot me a message.

I'm in WA, so I should be able to discuss with you tomorrow reasonably on the same time zone if need be.

I look forward to hearing from you!

## Winning Proposal #5

### Original message from client

Hello!

I'd like you to review our webpage first and tell me

\* how much time it would take you to make it fly,

\* and how much effort you see:

(link removed)

based on this, we can discuss to start a project here.

thanks

martin



Hello Martin!

Thank you for your job offer. I checked out your site, URL. The site looks quite slick, so good job on that! However, I have to admit, even after reading the page, I cannot work out exactly what your service does, or who your market is (is it customers? or merchants?).

So I think it would definitely be a good idea to rewrite this copy to make it clearer and more persuasive (and also make the English sound more natural, which I can do).

For example, your website should lead with a promise that you are making to customers—like, “never forget your credit card again”, or something similar. (Like I said, the service isn’t fully clear to me, so it may differ, but you get the idea).

You should also focus very heavily on how your service **BENEFITS** your users. At the moment, you have your features listed, but not too many benefits, or ‘why’ your users should use your service.

I estimate that to understand, research and rewrite this page would take me 3-5 hours.

I think the copy could use some heavy rewriting and restructuring. I would probably like to discuss with you further on details of the service and who your target market is, so we can write copy that is targeted at them.

However, I am booked out at the moment, and it might take me a week or so before I can get to this project. I need to make that clear now, as if you are on a tight deadline, I won't be able to make it.

But if you're able to wait, I will be able to help you rewrite this copy and make it sparkle.

Thanks again for the offer and I look forward to hearing from you!

## Winning Proposal #6

### Job details

#### 2000 words for front page of hot tech startup service company.


Copywriting Posted Feb 26, 2016

Simple. We'll send the work over, you make it hot, engaging, eye catching and impressive.

Just one page of work. Future work a massive possibility.

[View job posting](#)

 **Expert**  
Experience Level

 **10-30 hrs**  
**/week**  
Hourly

 **Less than a**  
**month**  
Project Length

Hi NAME, I saw you run WEBSITE and I think it's a neat concept!

I'd love to help you with the copy for that (I notice your front page is still all placeholder material).

I think my skills would be a good fit for your startup, and I'd love to work with you to create some content that's very appealing to your market, both the guards and the clients. (Plus, my father's in the security industry with alarm systems too.)

I've recently done the website/product copy for BEARD OIL COMPANY, which was channelling a very 'modern' vibe which I think would also apply to WEBSITE.

My client was delighted, saying "EXACTLY what we needed to move our brand in the right direction," and awarding me five stars. I'd love to be able to do the same for you, obviously adjusting the tone to fit your professional vibe and your industry.

For your page, I could suggest some improvements right off the bat, such as a nice appealing tagline above your main search box that qualifies visitors and moves them to action.

I'd also take a crack at rewriting your 'Why WEBSITE' text from a WEBSITE-centric view ('who we are') to a client-centric view ('How WEBSITE can help you'), which will improve your response. Ideally we want people to see your page and know exactly why they want to use WEBSITE and know exactly where to click to get it.

Obviously there's a whole lot of things we could discuss, and I'd love to talk to you a bit more about the company, your clientele, and your goals.

Please feel free to message me back and we can chat about it a little more and see how I can help you out, or you can ask any questions at all you might have. (Upwork is down for maintenance soon so you can also reach me at EMAIL).

I'd be very keen to help you with this job and any others you might have in future. I look forward to hearing from you!

## Winning Proposal #7

### Cover Letter

"[Name] did a TERRIFIC job on my email campaign. She was able to advise me on how to structure the mailing, setup Mailchimp for me, cleaned up my lists, did email tests ... and made sure the lists went out on time. HIGHLY RECOMMENDED"

The above testimonial, taken directly from my Upwork profile, is from a recent client who also needed a list cleaned and MailChimp set up quickly so he could start sending out his monthly newsletter to his list of over 4,000 subscribers.

Not only would I be able to help you set up MailChimp ASAP, but I could also advise on best practices for email copywriting and write the emails for you if needed.

Here is an email I wrote and designed as part of a promotional campaign for a local juice company:

[https://www.upwork.com/att/download/portfolio/persons/uid/\[redacted\]/profile/projects/files/\[redacted\]](https://www.upwork.com/att/download/portfolio/persons/uid/[redacted]/profile/projects/files/[redacted])

The goal of the campaign was to generate new leads and grow the company's mailing list. The email includes easy ways for the customer to share the offer with friends and colleagues and a clear CTA.

This is an email I wrote for a drip campaign:

[https://www.upwork.com/att/download/portfolio/persons/uid/\[redacted\]/profile/projects/files/\[redacted\]](https://www.upwork.com/att/download/portfolio/persons/uid/[redacted]/profile/projects/files/[redacted])

The sample above was part of a series that offered quick, simple tips for improving marketing emails. By providing valuable information in each email, I was able to transition into a pitch for the client's ebook without being overtly salesy.

I'd love to hear more about your business and this project. How big is your email list? [less](#)

### What challenging part of this job are you most experienced in?

Hi [Name],

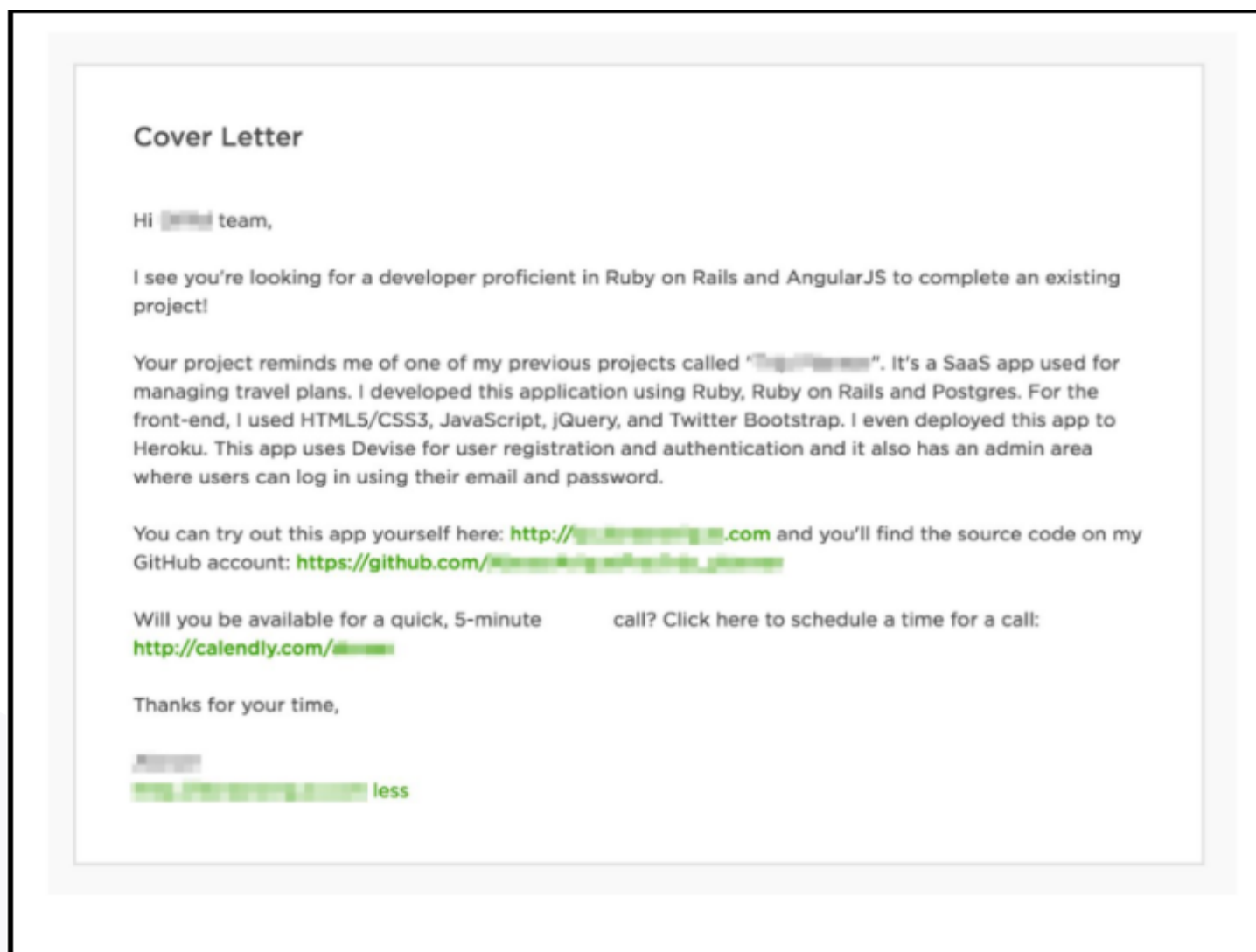
Email newsletter design can actually be rather tricky for two reasons:

-You want your email to look pretty and work correctly across multiple email platforms and different devices. Nearly 68% of all emails are opened on mobile but the majority of conversions occur on desktop. So you need your email to look great on both.

Newsletters tend to contain many different pieces of content. Because of this, they are notorious for being cluttered and often overwhelm the reader. A clean, crisp design and layout is key to creating a great user experience (and improving your click-throughs).

-You want subscribers to actually read your email and click your links! Because newsletters link out to so many different pieces of content, you want to make sure your copy is spot-on and that your CTAs really stand out so you can maximize your click-through rate. [less](#)

## Winning Proposal #8



## Winning Proposal #9

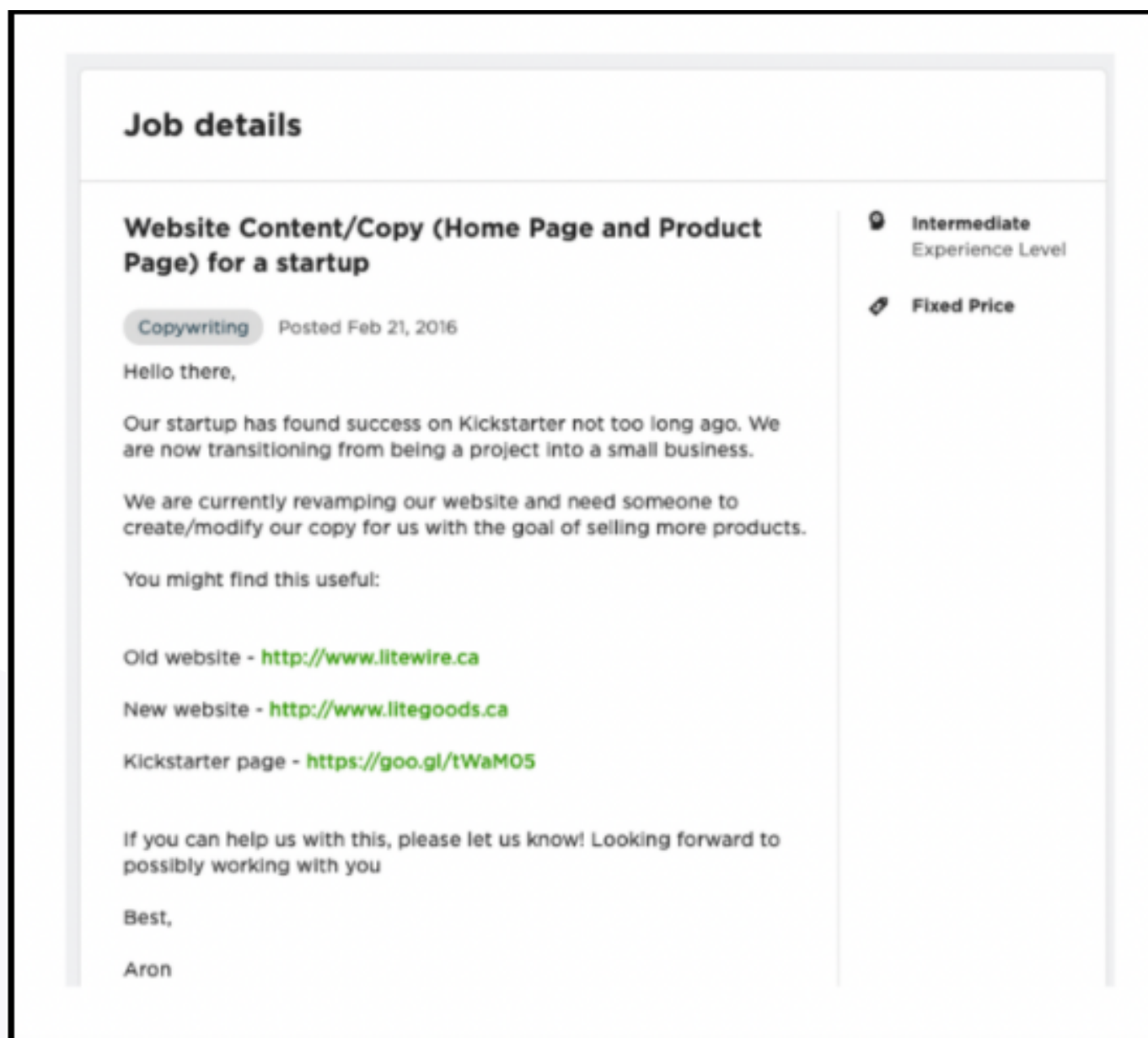
Còn nhớ cái opening line mà mình chia sẻ với bạn trong phần “Opening Line” không? Cái dạng mở đầu này là 1 trong 7 cách mở đầu hiệu quả nhất mà mình đã nói đến này.

Bạn cứ thử hình dung là sẽ thấy: “I just checked out your website and I saw that...” - Nếu KH thực sự quan tâm tới dự án họ đang thì làm thế nào họ có thể không đọc hết proposal của bạn được phải không?

Cái việc khiến cho KH đọc hết proposal của bạn cũng được xem như là một thành công lớn ở giai đoạn đầu rồi.



## Winning Proposal #8



Hey NAME,

I checked out your LiteWire page and I love it! It seems like a really neat gadget and a clever idea—I've been asked for a charging cable more times than I can remember, and it seems a great idea to have one on your keyring!

The design is very slick—nice job on that—but slick design without solid copy is wasted (though it's not too bad already).

I can see you're going for the high-tech, Apple-style copy, which is awesome.



I can help with that. I think, however, you'd do well to adjust the focus of your message a little bit, to really resonate with customers.

More on that below. First, let me give you a couple samples of my work, so you can see I'm the real deal.

Then, let's talk about how I could help you specifically. Sound good? I recently did the website and product copy for a company called COMPANY, which was meant to be quite full of deliberate personality and a company 'voice'. (Being a young, tech-based startup, I think it's important to have a bit of a cool 'vibe' to your copy too.)

They absolutely LOVED my work, and left me a 5-star review, saying that it was "EXACTLY what we needed to push our brand in the right direction".

Check the site out at [URL](#) On the other side of the spectrum, I just finished the copy for a cloud-based storage service for teachers, which focused a lot more on a more professional (but still quite Apple-style) presentation of the features of your product—which you would also want to channel for PRODUCT.

Check that out at [URL](#) (but please bear in mind that that horrible design isn't mine! Just the words.) Now, for you.

One thing I notice about both your old and new site's copy is that the copy doesn't seem to be hitting the 'pain points' that your product solves.

If you've ever heard of legendary ad man David Ogilvy, you'll know the headline is worth 80% of your copy budget! It's that important.

So we want to make sure we're hitting the pain points right from the very start. It's great that it's a safe and fast cable, but probably the main benefit of your cable is actually that it's always there.

It may be true that it's the only cable they need, but their response [persuasivepage.com](https://persuasivepage.com) is, so what? I don't believe you telling me that straight up.

Basically there's no enticing promise to make them keep reading. What you want to be doing is opening with your strongest benefit for the customer.

As I said, I believe that would be the fact that it's so portable and goes on your keychain. The benefit of that is that they can charge anywhere—and never run out of power again.

So that idea would be one to explore as your main headline.

HOWEVER—huge caveat—this is where we need to talk to actual testers and customers to verify what actually matters to them.

It's no good to just guess. So one thing I would propose to do would be to jump on Amazon etc. and do some research on similar products to see what customers loved and hated.

That's a great source of insight we can use for some good copy. I would also like to get in touch with some of your testers/customers and ask them about their experience so we could build that into your copy, so you could possibly help me with that.

I'm sure there are a lot more insights we could come up with once we get into it, as this is just my take on the headline.

I'd like to work closely with you to get your input on what vibe you want to channel (I have a pretty good idea from the copy you've got there now) and craft some compelling copy that gets some sales for this thing.

Now I know my quote is a bit above your budget, but I want to point out that good copy is an investment.

If good copy can boost your sales by 200%, it's well worth paying good money for it—just like it's worth paying \$15 for a LiteWire instead of a cheap Chinese cable on eBay for \$2.

And you can bet that Apple's copywriters get paid bucketloads—because their copy is so darn good.

That said, though, starting on Upwork has meant I start from a clean slate on the site.

I'm keen for portfolio samples and good feedback, and I really like the look of LiteWire, so I'd cap work on this one (assuming it's just the webpage I see here) at two hours' work, though I might spend a good part of that on audience research alone.

I'm really looking forward to hearing from you.

If you have any questions, please don't hesitate to shoot me a message and we can chat about your project a little more.

## Winning Proposal #10


Nếu là mình thì mình sẽ không bao giờ apply vào cái job kiểu như này đâu -  
- Ngay cả cái việc viết cái job description tử tế một tí mà cũng không làm được thì khó có thể nào đây là một KH tốt lắm.

Và như mình có nói, bạn sẽ không muốn làm việc với một KH không tốt đâu.


**Develop copy for a :15 and :30 tv spot**


Copywriting


Posted 5 years ago

 Worldwide

:15 can be a shortened version of the :30. Spot is for a restaurant that is known for wings but offers many other types of food and a great family environment.

 **Hours to be determined**  
Hourly

 **Less than a month**  
Project Length

 **Intermediate**  
I am looking for a mix of experience and value

Hi there

I see you're after a couple of great TV ads to promote your restaurant.

I'd love to help you with that--please see below! I'm sure you've been flooded with a bunch of people telling you how awesome they are, and I could probably start the same way... but I'd rather just show you how I can help.

So, please feel free to check out this similar 30-second TV spot I came up with for a local pizza restaurant, Uncle Tony's Pizzeria:

<https://www.upwork.com/att/download/portfolio/persons/uid/687916638277586944/profile/projects/files/698475027254398976>

I'd love to work with you to create something similar that's tailored to your restaurant.

Unlike web copy, with TV we've only got really one main point to make to the viewer, so it'd probably be the wings--though this would be something good to discuss and get your opinion on.

Let me know what you think of that. I look forward to hearing from you!



## Winning Proposal #11

### Cover Letter

Hello!

First of all, magnetics ARE cool. And you've honed in already on some compelling language using that CNET quote... "Lego for the 21st Century"? I mean, that's a killer line.

Secondly, I love that you're trying to bring voice to this project. I can't tell you how many companies are scared to sound human in their copy. (Hint: it's a lot.)

And since I'm gushing here, I ALSO love that Little Big Planet video. It reminded me of being a kid and visiting San Francisco's Exploratorium. It felt like magic, not science.

So it sounds like you need a script writer who can tie together the actual science behind magnetism, but inject it with enthusiasm and a little bit of magic.

I read through your project sheet and think the video needs to incorporate more storytelling. We can't just tell them how cool magnets are, but the myriad possibilities of creation in their daily lives. To open up that sense of wonder again.

For example, watch this video I wrote, produced and starred in for tech giant, [REDACTED]:

[https://www.youtube.com/\[REDACTED\]](https://www.youtube.com/[REDACTED])

We didn't just tell pros how to use the platform—we illustrated real-life stories that could help relate a tricky piece of technology to their real lives. Make sense?

I'd love to talk more about this. Want to [REDACTED] ?

Best,

[REDACTED]

## Winning Proposal #12

### Job details

#### Persuasive Headline Writers (NOT SEO) - Travel content.

Copywriting Invite Only Posted Feb 9, 2016

We are a travel content startup looking for Copywriters who know how to create effective menu titles.

We want click friendly and effective communicators, NOT SEO WRITERS

There is a potential for long term engagement as we plan to create more than 100 articles a week.

We are clear that we want the right taken (not the cheapest); so it is important that you share your previous work when you reply.

(This job is for 20 finalized titles)

less

[View job posting](#)

Expert  
Experience Level

Fixed Price

### Skills and expertise

Copywriting



Hi, I saw you're after some compelling headlines for your travel startup to get more clicks—and I'd love to help!

On average, four times as many people read headlines than the articles that follow them, so I think you're making a wise choice focusing on that.

I've studied many great headlines and I'd love to bring that experience to write some compelling ones for you. Included for your convenience are some sample article titles which I've written on the topic of travel:

- How I Traveled The World with a Full-Time Job
- "They Didn't Have a Clue": Confessions of a Former Travel Agent
- How to Halve Your Vacation Planning Time -- These 6 Time-Saving Tips
- Is it Really Impossible to Travel with Young Kids?
- 9 Reasons to Make Japan Your Next Destination
- The Detective Technique: How to Save Hundreds on Your Next Airline Ticket
- The Four Types of Hotel Booker - Which Group Are You?
- Why Some People Almost Always Get Free Airline Upgrades These are just a couple of ideas, of course, and we can always adjust the tone and style to match the voice and content of your company.

I'd love to get more of an idea of what that is—do you have a website you could link me?


Look forward to hearing from you!

## Winning Proposal #13

### Nine 200 Word Product Descriptions.

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**Copywriting**  
Posted 5 years ago

 Worldwide

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I am in need of nine different 200 word product descriptions. The product descriptions are geared toward men, and will include references and possibly the history of some essential oils.


Here are some examples of descriptions that I would need these to be similar to:  
<http://www.beardbrand.com/collections/beard-oil/products/temple-smoke-beard-oil>  
<http://thebeardedbastard.com/products/simply-vanilla-beard-oil>  
<http://www.beardbrand.com/collections/beard-oil/products/tree-ranger-beard-oil>

I will provide the main scent ingredients, the type of oils that are included (to inform the customer how said oil will effect them), and a short description of how it smells, and you can do the wordplay from there.

Must write in perfect English, use perfect grammar, and preferably be based in the USA to ensure easy communication and high quality work.

---

 **\$100**  
Fixed-price

 **Expert**  
I am willing to pay higher rates for the most experienced freelancers

Hi, Please refer to the attached sample I have crafted for a hypothetical "Jojoba & Lime Beard Oil" by your company. I have outlined a few recommendations below to be read in conjunction with this.

Given that you require 9x product descriptions, I strongly recommend that your marketing employ a consistent theme for your brand (unlike the samples from Beardbrand which seemed a bit disjointed across their range when I checked).

You'll notice I've deliberately used a closing line that could be tailored amongst all your oils and that positions you deliberately as "combining history's secrets with modern know-how and craftsmanship".

Since you would like to talk about the history of the ingredients and add an element of 'historical mystery' I think this would work well, with maybe some minor tweaks.

Since your target audience are bearded men who use beard oil, what we could consider a 'luxury good', I think a large focus on

- a) the quality and
- b) the uniqueness of your product will be a major selling factor, over price or other things.

Obviously, it is difficult to emphasise the uniqueness of your product in my sample since I do not know any more detail about your product, but I trust my example should give you some idea of how we can flesh something out from your specific details.

Finally, a large portion of this sample is dedicated to the history of the ingredients. This was an arbitrary decision based upon the job description and examples.

Obviously, the proportion we spend on this can be adjusted if you would like it otherwise. This would depend on your desired positioning for your marketing as per the above.

My thanks in advance for your consideration of my proposal and I hope to work with you further on this project.

Regards,

## Phần 2: Mẫu Câu Tiếng Anh Thường Dùng Cho Từng Giai Đoạn

***Những cái được highlight màu đỏ là những cái cần lưu ý để tránh dùng sai***

Đây là những mẫu câu mình dùng trong Proposal của mình suốt!

Lý do đơn giản là để cho nó có mùi “bản xứ hơn”.

Nếu bạn chưa biết thì văn phong của native speakers với những người bthg như chúng ta rất RẤT là khác nhau.

Đọc vào là biết ngay proposal đó có phải là do người bản xứ viết hay không.

Cho nên là khi các bạn dùng những mẫu câu chuẩn mà người bản xứ dùng thì bạn sẽ được cộng khá nhiều điểm trong mắt KH - cơ bản là vì họ thích đọc văn phong của người bản xứ.

Đấy, cho nên là mình tổng hợp lại ở đây những cái mà mình dùng thường xuyên nhất để các bạn tham khảo:

+ **I'd also take a crack at** rewriting your "\_\_\_\_" from a website-centric view (\_\_\_\_) to a customer-centric view (\_\_\_\_) which will improve your response.

+ **I'd also be inclined to** remove the promise to...

**"It's just a placeholder for now"**

**It would not be fair** to my current client to lower it.

I have a more detailed questionnaire I'll ask you to fill out if we decide to go ahead.

## Giai đoạn mở đầu:

+ Hi there - **exciting to hear about** your upcoming re-launch

+ Hey guys, I was so excited to see your course page because **I quickly noticed so many ways to improve it**

+ **I'm sorry to hear** your website was... **It would be my pleasure to** help you get ...

## The upshot: Show the relevance

1) "Hi ... **(Find their name in the feedback section)**"

**I've attached** two sample emails I just wrote for a ... company – **it was a very familiar idea** – educating the email recipients on the danger of various pests, **leading them to** schedule an appointment.

**I went about the project in much the same way that you're describing** – I researched the danger of various pests online, and used that information to write the emails. **So they came out great.** The project went very smoothly, my client was extremely happy (and he became my ongoing repeat client)

**Depending on the length of the emails I could probably do it for about \$150 each.** By the way, how often you (ideally) are trying to get people to replace the filters

2) “Hi there – exciting to hear about your upcoming re-launch! **I recently wrote** an email sequence selling an online class – **I'm attaching it here so you can check it out and get a feel for my work**

**Đây là đoạn mình dùng để thắng được khá nhiều job :v**  
**Cơ bản là vì nó quá hay đối với KH**

A few key points to notice:

The copy **builds excitement about** joining the class. This is KEY because people **don't** just make decisions **based on logic – for** the best results **it's important to appeal to them both logically and emotionally**



The copy **paints the picture of** “transformation”. People join an online class because they want to transform their lives/themselves in some important way... They want to know that you understand where they are at and that you totally can help them get to where they want to be.

The copy doesn't just sell, it also teaches. This is very important because when you're selling an online course, **part of what you're selling is the fact that you're a good teacher. So providing that in the email copy goes a long way.**

The copy makes it easy for the readers to say yes because it offers an incentive for joining now while also removing their risks – **both key elements of a winning email campaign.**

Can you tell me more about the type of class that you're going to be selling?

Cheers,  
Minh.

### **Ending: Khiến KH không thể không trả lời**

“Do you have a specific word count in mind, **or is it not an issue for this project?**”

**I'd love to hear** more about your project, **are you open to a call to discuss further?**

## Interview:

**“Do you have any specific examples of what you consider “fat”** that needs to be trimmed?”

**“Have you decided** what each page will be about?”

“Ok, you mentioned\_\_\_\_, are there any specific examples that you can share with me?”

“It sounds like you are pretty happy with these emails as is, but you would really like to make them better if possible, right?”

**“Do you have any relevant source materials** so I can check it out and give you a suggestion?”

## Pre-ending:

“Have you agreed on the price?”

**“Do you need to give this more thought** or are you **ready to move forward?**”

“How does that sound?” or **“Does this work for you?”**

“How about this... I’d love **to look this over in a bit more detail** and see **whether it sparks any ideas for me**. How about if we schedule another call tomorrow... if you love the ideas, we can talk about how we might move forward. How does that sound? – Because these emails are pretty good and **I just want to go into it with the plan of how to improve them.**”

## Plan the project:

### Main complicated #1: Multi-step process

**“This price includes 2 minor revisions if needed”**

“When can you send me those reference materials - Ok, if I don’t receive it from you for any reason is it OK if I follow up with a friendly reminder?”

“Ok, where am I gonna get my information from Mr...”

“I will receive your feedback, and if needed, **I’m going to have a revised version done within 1-2 business days**”

### Main complicated #2: Setting Expectations

“I will try to get everything I need upfront, **but just in case I need any help or guidance along the way**, what is the best way to reach you?”

“I will fix, edit, tweak, and incorporate your comments into my second version”

“I believe that you already know this... But I always like to make sure to tell my new clients that I can’t guarantee results or conversions – but I will absolutely do my BEST”

**Quan trọng này: Đừng ngại nói câu này với KH nếu họ bắt bạn làm điều gì đó vượt ra ngoài phạm vi công việc đã chốt ngay từ đầu:**

**“If you need anything else outside the scope of what we’ve discussed** so far, I can complete it at my hourly rate at \$20”

### **Get officially hired on Upwork:**

“Ok one last thing... **Can you just officially hire me** on Upwork, it would help me move forward”

“After I get off this call... I’m going to review the offer you just sent... and then... I will accept your offer”

“I will reach out next week to set up that call with you, **along with providing you an update on my process.**”

### **Đây là ví dụ để bạn tham khảo:**

Good morning [CLIENT NAME] - once again I'm excited to start working on this - for your convenience and our mutual benefit, here is a recap of deliverables, due dates, price, and processes we've agreed on for this project:

Deliverables:

- Email copywriting for 6 emails, as follows:
  - a. "Making sure you got the guide"
  - b. "Why choose us?"
  - c. "Increase the value of your home"
  - d. "Why you shouldn't wait to paint"
  - e. "Dangers of hiring the wrong painter"
  - f. "Testimonials / what our customers say"

As discussed, I'll use the guide you sent over, as well as the website, as reference material; if any additional questions come up, I'll reach out to you and ask.

I'll deliver the copy no later than [DATE]. As discussed, I'll share the copy with you on a call -- I'll reach out early next week to set that call up with you, along with providing you with an update on my progress.

After the call, if there are any minor revisions you'd like me to make to the copy, you can let me know (either on the call, or later, perhaps after reviewing with your partner), and I will get those done within 1 business day. (As a reminder, the price includes 2 minor revisions, if needed.)

I think that covers it - if you have any questions or if I've left anything out, feel free to let me know.

Thanks again - looking forward to getting started on this!

-Danny

### **Get the review:**

“Hi..., as I’m just getting started so your review would be very important to me. Can you go on Upwork and leave me a quick review when you’re available?”

Thank you in advance!”