

# My Copywriting Portfolio

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“Matthew has a way of telling stories with everything he writes so that you actually want to finish it, even if you’re being sold on something.”

- Nestene Botha

“It can be hard to find a reliable writer who delivers excellently and on time (often early). But Matthew has been absolutely solid both in the work provided and his communications.”

- Oliver Lynch

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## Sales page sample

### Context

The client is a business success coach, and she just launched a new business accelerator program.

The program is designed for early-stage entrepreneurs struggling to create a consistent income and build a viable business.

The purpose of the sales page is to qualify leads, create empathy and present the client's program as a suitable solution for their problems.

The sales page was accompanied by an email sequence and a series of one:one zoom meetings with potential participants.

# Attracting clients isn't as hard or expensive as you think

*Learn how to attract more potential clients, create raving fans and establish yourself as an authority worth seeking out and investing with.*

**CTA: Learn how to attract steady clients now**

Do you feel heartsick every time you think about getting clients for your business?

Are you struggling to create a business that generates profit to cover your bills and create wealth and impact for you and for the people you serve?

This struggle is costing you sleep, leaving you swimming in fear and self-doubt, and standing at a crossroads. You may even be asking yourself, "do I have what it takes or should I cut my losses and run for the hills?"

## **Well, it's not just you. You are in good company.**

Every week, I see hundreds of early-stage entrepreneurs go through the same challenges.

You launch a business you're passionate about with great expectations for creating impact and earning income, and then nothing happens. You can't find paying clients.

You are posting on social media (come buy my stuff), offering your services for free (gasp) in exchange for testimonials and are attending networking events, and still, crickets.

**The truth is you're running out of money.**

Worse still, you're facing pressure from yourself and your loved ones, and perhaps an ultimatum has been set with a ticking clock that if things don't turn around by X, you need to get a "real job."

I understand the feeling, and I'm here to tell you that you CAN turn things around once you recognize that something needs to change: Your strategy and your approach.

## You need a guide

You may have heard that those who make it follow proven systems with predictable and scalable results. It is true because proven systems are the fastest route to success and remove the guesswork.

There are thousands of entrepreneurs in your niche with successful, scalable businesses. That's evidence that it IS possible. The only difference between them and you is the strategy being used.

Clearly, there is a gap. You can't do it alone. If you could, you would have done it already.

You see, proven formulas only work when you adapt them to YOU and your business and have a STRATEGY to IMPLEMENT them CONSISTENTLY.

As I often say, you cannot willpower your way to success. You definitely cannot simply adopt someone else's affirmations and get the same results. Adopting this strategy makes you a WANNA-Preneur vs an ENTREPRENEUR.

Who do you want to be? I'm betting on the latter.

That is where I can help.

[CTA: Learn how to attract steady clients now](#)

## Together, let's create, plan and execute a blueprint that works for you

I created my 4 Week "Achieve Consistent Client Growth" Group Program because I want to see fewer entrepreneurs struggle to actualize their dream and MORE SUCCEED and create the IMPACT they are here for.

As a coach, my job is to help you gain clarity on what you should be doing and guide you with actionable and practical tips you can implement immediately, and make your dreams a reality.

This isn't a program focused on theory that you have NO CLUE about how to implement. Neither is it a program that you'll forget about in a month or two.

We will be IMPLEMENTING the plan week by week.

The lessons you take from my 4 Week “Achieve Consistent Client Growth” Group Program will help you build the foundations of a successful business today and for many years to come. You will transition the business you dream of every night when you go to sleep into a living breathing real-life success story.

I know these results are possible for you because I’ve helped dozens of entrepreneurs just like you achieve the same.

**CTA: Learn how to attract steady clients now**

## What’s in the 4 Week “Achieve Consistent Client Growth” Group Program?

During the program, you’ll:

- Learn how to grow your audience organically without spending a boatload of money.
- Gain clarity on the problems you solve for your clients and learn how to present your solution in a way that catches their attention.
- Understand how creating value translates into consistent revenue and how multiple offers can help you to scale both revenue and profit.

### The program structure

I want you to have as much opportunity as possible to absorb these lessons and more. That’s why the program has multiple sessions, including:

- 4 weekly hour-long group sessions.
- One open group Q & A session with hot seat coaching.
- Access to the recording after the program has ended.

# It's time to build your business the right way

I'm talking about a business that has predictable client growth month after month.

You don't have to stumble around, trying endless strategies that promise the moon and often fall short because what works for them doesn't automatically mean it will work for you. You certainly don't need to live in constant fear of failure.

Sign up for my 4 Week "Achieve Consistent Client Growth" Group Program today and learn how to attract more potential clients, create raving fans and establish yourself as an authority worth seeking out and investing with.

### **Why will this matter to YOU?**

Not only will you sleep better at night and have more money in your bank, you won't have to succumb to pressures that want you to go back and get a job. (whew what a relief!).

However, the most important benefit is that you will **FINALLY** be able to shut down the voice inside your head that plants seeds of doubt, pulling you from the belief that you were **MADE FOR MORE**.

During and after the program, you will **KNOW** with 100% certainty that you have what it takes. Every day you will be **Chasing Your Dreams & Making A Positive Impact**, and you will **BE** the change you wanted to see in the world.

You will be the **CATALYST** for others that you **SERVE** and will have the **CONFIDENCE** to take on new **OPPORTUNITIES**.

Are you ready?

**CTA: HECK YEAH I am ready for more clients!**

## Case study sample

### Context

The client runs a thriving community of entrepreneurs built around helping every community member thrive in business and life. Their overall approach is to add humanity to business by first connecting with people on a personal level before talking about transactions.

The purpose of the case study was to highlight the community's novel approach to business growth and demonstrate how one of their core members grew a successful business from scratch using their counterintuitive but highly effective approach.

The case study is published on the client's website alongside other success stories and valuable resources that invite entrepreneurs to join their community.



# From employee to global entrepreneur: How the Tribe helped Rene build a successful business

Rene Bresser is the owner of Kraft Digital Design, a digital design company based in South Africa that helps businesses create websites, logos, social media management and any other design needs that represent their brand, reinforce their presence and sell their products and services.

### Highlights

- His business currently outearns his full-time employee income by 15%
- He now gets an average of 5 referrals per month

“When I lost my job, I had to scale my business really quickly. Explore Protech helped me, and now I make 115% of my previous income as a full-time general manager.”

### Challenges

Like many employees in the pandemic, Rene lost his job as a General manager of a packaging company. That meant he could no longer provide for his family because his job was his major source of income. Rene also owned a business – as a freelance web developer and an online marketplace called Kraft Emporium where artists and craftspeople could sell their products. However, he had trouble monetizing the space.

"When I lost my job, I had to scale my business really quickly. My business had to become my sole and permanent income... I realized that these guys [the store owners] were only selling on my platform because they couldn't afford online shops for themselves. But many of them couldn't afford to pay me either."

To sum up, he was unemployed with a fledgling online business model that was struggling to take off, and an overwhelming pressure to find a new source of income.

## The solution

Rene was already a member of the Explore Protech Tribe, so he had access to all the resources the community had to offer.

The remarkable transformation that followed was the result of a joint effort between Rene, Nestene and Peter (the founders of Explore Protech) and the rest of the tribe members under the guidance and support of Steven Levy

Explore Protech prides itself in providing resources to help entrepreneurs solve their problems, as opposed to solving the problems for them.

As Nestene and Peter put it, “I think from our side, we thought we could give him a safe space, where he could find answers to his business problems.

“Rene didn’t expect this group to solve his problem. He expected that the people within the group would help him get value if he put his efforts in. And that's what he did.”

## Support that inspires confidence and growth

Confidence was an issue for Rene at the start. After losing his job and failing to scale his online business, he needed to rebuild faith in his ability.

Nestene and Peter connected him with a few tribe members who specialize in helping people gain perspective.

“The moment that I lost my job, Steven Levy (one of the tribe members) was willing to sit with me and help me put together a plan and just put things in perspective in terms of what I need to do. Because obviously losing your day job is very shocking,” Rene says.

Peter and Nestene also reached out constantly, showing Rene a consistent and supportive presence, a listening ear, and a shoulder to lean on.

## Case study sample

“They would just say to me, ‘listen, let’s do this for you. What do you need?’ and then they would connect me with people who could help me find those resources... I think there are so many people in this tribe that have lost everything and had to start over again. And they’ve helped them do that.”

### **Referrals based on trust**

The tribe also rallied to provide Rene with a constant stream of referrals based on trust in his work and the common thread of support that ran through the whole community.

"There were many people who referred business to me. In the beginning, it wasn't necessarily big ones, but I had clients all over Explore Protech. I've even done many people's websites, including exploreprotech.com"

As word spread of Rene’s skill and unique needs, everyone who needed his service, or knew someone who needed him, sent business his way.

“And all these referrals helped me grow to a point where I could go out and network with people outside the tribe.”

Now, he has referrals coming in from connections all over the world and has been able to surpass his previous employee income by 115%

### **‘Coffee first, business later’**

Another thing that the Tribe helped Rene understand was the ‘Coffee first, business later’ approach. It is one of the tribe’s most important tools for fostering growth, new opportunities, and collaborations.

The gist of this approach is that you should first form relationships with fellow entrepreneurs and strive to understand them as individuals before ever trying to do business with them. According to Nestene and Peter, it’s important to build a great relationship with everyone you’re in business with. And even if you don’t do business, you walk away with one more ally.

... but a little while later, he was all about the coffee. He could just show up to meetings and networking events and form relationships with people” Peter says.

## Case study sample

This unique approach allowed Rene to network with multiple people globally and unlock a steady stream of referrals.

“The majority of my clients now are actually abroad more than local. So Explore Protech helped me grow my company to an international company rather than just local.”

The coffee first, business later approach also allowed Rene to find creative solutions with entrepreneurs and grow their businesses together.

“The collaboration model I learned from Explore Protech was brilliant, and the fact that you need to work with other people and collaborate, and grow together. I currently have collaboration partners all over the world, from designers to copywriters.”

### **The conclusion**

After growing his business to replace his job income, Rene doesn't plan on stopping. He fully intends to continue networking, collaborating with new entrepreneurs, and being an integral part of the Tribe.

“I've grown to a point in my business where I can't do everything myself and I need to outsource some tasks. It's a challenging place to be because I have so many people depending on me to deliver, but it's also very exciting because obviously your financial security gets better and you get a stable long-term income.”

## Lead magnet sample

### Context

The client is a relationship coach who developed a simple SaaS program that helped women in relationships build a more intimate bond by sniffing out possible infidelity and nipping it in the bud.

The lead magnet is designed to attract women who seek serious relationships and it offers to show them how to test the strength of their relationship.

Besides providing value, the lead magnet suggests possible next steps for readers, guiding them further into the client's funnel.

It is accompanied by an email sequence that provides even more free info, and it contains a link to the client's software.

# Is your partner cheating and lying about it? 4 telltale signs

An unfaithful partner is stressful for a lot of reasons. If you're like most people who are committed to their relationship, finding out your partner is cheating can be devastating.

But you know what's even more terrible?

Suspecting that they are cheating, and having no way to confirm. Think about it. If they are cheating, at least you know where you stand and can move on to processing their infidelity and deciding what to do next.

## How can you know for sure?

If your partner is cheating, the odds are that they will deny their infidelity. That means you'll have to rely on your intuition and the strong bonds of your relationship to find the truth.

The good news is that there are tell-tale signs when your partner starts cheating on you. These signs are barely noticeable at first, but the minute you understand them, they become hard to ignore.

### 1. Your communication dynamic changes

This is usually where most people start to suspect infidelity. You can spot these changes in the little things, like how they are no longer excited to see you after a long day, or are not crazy about watching your favorite shows with you.

Changes in communication may be due to stress or pressure from work. But when it is accompanied by other signs, your partner may be seeing someone else.

### 2. Their attitude towards you changes

This is one of the most important red flags to pay attention to. You may observe that they are more negative or dismissive of you, or they are picking fights on things that usually don't mean much.

# Lead magnet sample

Your partner may also get very defensive when you bring up infidelity. Instead of reassuring you, they may flip out and blame you for not trusting them.

## 3. Changes in your sex life

Most infidelity is around sex. If you notice that your partner is no longer interested in getting intimate with you, it could mean that they are getting intimate with someone else.

Sometimes, you're still having the same amount of sex but they keep introducing new things that you never practiced before. These new positions or toys could mean that they are learning things from their other lover.

Without concrete proof, it's impossible to know if your partner is really cheating on you. These signs can only lead you in the right direction.

But how do you get concrete proof without spying on your partner?

You can get that by monitoring your local wifi activity. Our infidelity checker tool is designed to help you get closure by finding out if your partner is visiting popular dating sites like Tinder and Bumble. That way, you can know for sure and decide what your next steps are.

Click the button below to learn more about our infidelity checker and know for sure if they are cheating on you.

**[CTA: Use the Infidelity Checker now](#)**

## Email sequence sample

### Context

The client runs a successful community of entrepreneurs built around helping every community member thrive in business and life. Their overall approach is to add humanity to business by first connecting with people on a personal level before talking about transactions.

We designed the email sequence to be an integral part of their onboarding process. Recipients of the sequence already understand the community's purpose, what it offers, and are currently enjoying a free 1-week membership.

The emails were to provide extra information about what prospects stood to gain by joining the tribe and to show them effective ways to maximize their membership.



## Emails

### Email 1

**Subject:** Welcome to the tribe!

**Pretext:** Here's what you need to know

OMG, [name] we have so much to discuss.

First of all, thank you for agreeing to date our amazing tribe. Over the next week, you'll get a chance to meet a lot of our members, attend our events, and learn how to grow your business.

But more importantly, you'll form relationships that could last a lifetime.

Here are my top 4 favorite events happening this week. We already talked about these, but I want to drop a reminder for you.

#### **1. Coffee shop show for exposure**

On the coffee shop show, you can demonstrate your expertise and position yourself in front of our large audience all over the internet.

You also get to share valuable tips that people can use and pick up some tips for yourself.

#### **2. Tribe training for upskilling**

During tribe training, we invite world-class business owners to teach us how to build successful businesses, leverage relationships and avoid banging our heads on the wall. (Personally, I've been there. It sucks!)

#### **3. Tribal council for business strategy**

# Email sequence sample

During the tribal council, we take everything we've learned and shared in all these other meetings and see how we can actually use them. There, you'll get input from other tribe members for a balanced perspective.

## 4. Our online gym for wellness, focus, and health

We set up an online gym because we want to take care of our health as well as our businesses. Attend to learn how to be mindful, steadfast, and healthy throughout your journey.

Are you as excited as I am?

Enjoy your week (name) and I'll see you in the events.

## Email 2

**Subject:** I forgot to mention these two things

(name) I swear I'm not always like this 😊

### 1. We have a training vault for tribe members only

By now you know that you've missed a ton of tribe training opportunities in the past. But guess what? We recorded them all so you don't have to miss a single thing.

If you join us, you can watch all of them for free!

Personally, I recommend these trainings:

- LinkedIn Video Marketing Training with Greg Friel
- 7 Ways to Make your LinkedIn Profile Stand Out with Jen Taylor
- 5 Marketing Trends to look out for in 2022 and beyond with Marlon August
- Navigating a plot twist with Christine Rapini Campbell
- Setting up for Entrepreneurial Success with Carolyn Cooper

Our trainers share a step-by-step guide on how to implement strategies that can boost your business.

# Email sequence sample

Seriously, you have to watch them.

Once you join the tribe, you'll get access to all these and more!

## 2. You don't have to wait for us to make introductions

Even though we make strategic introductions based on what we think you need, you can chat with anyone.

If you bump into an interesting tribe member during one of our events just reach out. Tell them you're dating the tribe and you'd like to set up a coffee.

It's like we always say, coffee first, business later. They will be more than happy to chat with you and help in any way they can.

### **PS: Did you know that we're currently developing new profit share spaces for our Tribe Members?**

The profit share space is an opportunity for all our tribe members, and they get the chance to build up a new space or revamp an old one.

Profit share tribe members get complete creative freedom to build projects that excite them using all the resources we have in the tribe. Plus, they get to keep most of the profits from the venture.

For example, our Global Online Speed Networking team is responsible for filling seats at the event, but they also keep most of the profit from ticket sales.

Do you have a project idea, something that you're deeply passionate about, but need a team to make it happen?

Then this tribe is the right place for you. Sign up and we will join you to make it happen!

**CTA: I love what I see in the tribe. Let's talk about my membership!**

## Email 3

**Subject:** Please don't go 😞

**Pretext:** Can we at least have a second date?

[name]

What a week it's been! We hope you had as much fun as we did at our events.

Unfortunately, our week together is over.

But it's not all bad because we can start something even better!

So because you were only dating, you didn't get a chance to join our WhatsApp group. That's crazy because we have the most amazing conversations there.

Plus, you only attended a handful of events, which means you missed a great deal, and may probably continue to do so.

**But you don't have to say goodbye.**

You don't have to leave all our amazing perks behind. If you sign up to join the tribe now, you can have permanent access to everything you got during this week, and much more.

I'm talking about:

**VIP seats**

to all our weekly shows, especially the coffee shop show.

**Unlimited tickets**

# Email sequence sample

to our weekly tribe training where we receive tips and resources to grow our business.

## **Free attendance**

to our networking events for life! Plus, you get to invite a guest for free!

## **Access to our wacky Whatsapp and Facebook groups**

where you can have relaxed but meaningful conversations with entrepreneurs.

## **Exclusive discounts**

on all our products and services. Our tribe members never pay full price for anything.

## **Join the pact**

that we made with each other to take 500 of our tribe members to the Forbes 500 list.

## **Profit-sharing opportunities**

on current and future Explore Protech projects.

## **So what do you say?**

Are you ready to get access to all the tools to grow your business, while being surrounded by people who actually care about you?

**CTA: Let's talk. I'm ready to become a member!**

## Blog sample

### Context

The client is a marketing consultant who helps small to medium-sized businesses identify their USP, define their niche, and create a concise image.

The client also helps these businesses to create and manage a comprehensive marketing plan that reaches their target audience, generates leads, and makes sales.

The blog post was designed to educate the client's audience by giving them simple but effective marketing tips to supercharge their business.

The blog was released just as the client launched their business booster program, so the article gently nudges the reader to sign up for the program.

# Top Ten Tips to Boost Your Business

I always tell my clients that marketing is a very methodical process. You can't wake up one day and immediately see unbelievable results.

But you can take daily steps towards refining your message, getting your offers in front of more people, and growing revenue. And that's exactly what I teach in my Business Booster Workshop.

But today, I thought I'd share some of the fundamentals with you. I've seen these principles work over and over again with businesses in several industries from coaching to SaaS. They can help you establish a business and offering that talks to the right market and sets you apart from your competitors.

Are you ready to boost your business? Great. Here's how.

## 1. Increase your awareness through learning

It is so important to know your stuff. You want to be in the know about everything that goes on in your industry. Is there a new, faster way of doing things? Learn it because your potential customers will ask.

The more you know about the products and services you offer, the more confidence you'll inspire in your customers. Even if you're not directly affiliated with the new developments, that knowledge will still serve you in the future.

## 2. Know your customer and your competition

Next, I believe it's critical to read up on your customers and competitors because it has tremendous benefits. How?

Well for starters, understanding customer behavior can shape everything from the layout of your website to the specific words you use in your copy. For example, businesses in the health niche use words that are very different from those in communications. Using these words in your copy immediately makes you appear as an expert.

Resources like social media, surveys, and questionnaires, and even recent studies are invaluable for learning about your customers.

Gaining awareness about your competitors is also an asset. Knowing what they are doing, and more importantly, what they avoid doing, can show you opportunities that you didn't know existed.

**CTA: What does your marketing plan need RIGHT NOW? Take this assessment and find out**

### 3. Don't be scared to ask for feedback

This feeds directly into what I was saying about understanding your customers. Here, you're trying to get an overview of how your customers see your business. Remember that landing page you spent a ton of time and resources on? You'll never know if customers like it without feedback.

And I say, 'Don't be scared' because asking for feedback can be scary indeed. You may just find out that most of the marketing you're proud of isn't appealing to everyone else. In situations like these, it's helpful to think of feedback as a blueprint for even better endeavors.

It helps you know what people want and makes it easier to give it to them.

### 4. Find the gaps and fill them in

There are many ways to find gaps in your market and most of them have to do with research, much like what you did while creating your business plan.

That may include getting even more feedback from customers on what they wish you were doing, watching what competitors are not doing, or if you have the budget, hiring outside resources to do the digging for you.

Sometimes finding the gaps is the easy part. Plugging them may require you to make uncomfortable changes in your business, including creating a new product or adapting existing ones. But when you take advantage of those gaps, the rewards can be phenomenal.



### 5. Create messaging that tells a story

Using your brand to tell a story can make you more relatable while also painting a clear picture of who you are and what you do. The more compelling your story, the more people resonate with and buy from you.

One of the best free tools I've come across for telling stories is the Mystorybrand. It helps you develop a compelling story by filling out a few simple categories. It helps you describe your target audience as being the hero of their story, and you'll see how your unique offers fit into their journey.

One other thing to keep in mind when telling your brand story is simplicity. The best stories are simple enough for most people to understand. That's why they tug at our heartstrings.

**CTA: Read: [Where am I going wrong with my marketing?](#)**

### 6. Capture leads and nurture them

Many business owners get excited here because the results are easy to measure in quantifiable numbers.

You probably have several lead generation tools already, from bonus pdfs to questionnaires and free webinars. But if you don't nurture them, they won't buy from you.

A simple and effective way to nurture your leads is to send them more valuable information about their interests. Did they fill a questionnaire? Share possible next steps. Did they download a bonus PDF? Offer them similar resources.

As you nurture, you can clearly see who responds and who doesn't, deduce why you're losing them, and make adjustments.

### 7. Remain top of mind

Staying top of mind makes you the first business that comes to mind when your audience thinks about your service area. Good thing is, social media makes it incredibly easy to remain top-of-mind. The key is to NOT drone on about how great your service is. You know you hate when other businesses do the same.

Instead, remain in your audience's mind by sharing everything from helpful tips to some personal details. Did you have a long day and lose control of your to-do list? Share it because who doesn't? If you found a helpful solution to the problem, share that too!

They'll still know who you are and what you do. But now, you're humanized and relatable.

### 8. Learn to close a deal

You can't nurture a lead forever. At some point, you'll have given them enough information to make an informed decision, and hopefully, you've shown them how your offer is the best solution for their problem.

The natural next step is to make the proposition and ask them to buy because the longer you wait, the higher the chances that leads will lose interest or buy from your competitors.

If you make the offer and they don't buy, you can continue nurturing and try again after a while.

**CTA: How effective is your marketing? Find out here**

### 9. Manage the customer experience

Your customer experience extends through every area where people contact your brand. These are called touchpoints and they include posts on your blog and social media, your website layout, checkout page, and more.

Your first step will be to analyze your business and find these touchpoints. Next, ensure that you project a consistent message across each of them.

Also, ensure that your brand promise shines through. If you're trying to show clients a simple way to accomplish a task, make sure your website isn't difficult to navigate.

### 10. Build loyal relationships

A lot of the things we've talked about include building relationships with your customers. Doing so keeps you top-of-mind and makes you their go-to person for the product or service you provide.

One critical way to gain loyalty is consistency. Be consistent with all your client-facing communications to establish trust and portray your reliability.

Another effective strategy is to underpromise and overdeliver. This way, you'll always go over and above, improving your credibility and basically making you a rockstar in the eyes.

### It's a lot, I know

I know these ten tips are a lot. That's why I'm dedicating an entire Bootcamp to helping you understand and apply them in your business for remarkable results. Click the button below to reserve your seat and let's boost your business together.

**CTA: Supercharge your marketing with my Business Booster Program**

Let's work together

## Like what you see?

Now you have a good idea of my writing style and technique.

What do you say I write kick-ass copy for your business too?

[Shoot me a mail](#)

[Visit my website](#)

[Schedule a free copy strategy session](#)