

# About Jeremy Reeves

*Am I the right choice for you?*

Hi and thanks for taking a few minutes to read this!

I fully believe you should have a solid background of any person you're considering working with, which is why I put together this quick PDF for you.

In the following pages you'll find various pieces of important information including exactly who I am, who I can help best, and what makes my approach unique/different/more effective.

It also gives some insights into who I like to work with and what types of results I can achieve for you, based on your goals.

The main point is to give you a "quick glimpse" to help you determine if you resonate with who I am, what I do and how I might be able to help you.



**If you do resonate - great!** We probably have a call coming up soon (which is why you're reading this), so I look forward to chatting.

**If you don't resonate - no problem!** Although my ego doesn't like to admit it, I'm certainly not the right fit for everyone who comes across me ;)

Either way, I hope this helps you.

A handwritten signature in black ink that reads "Jeremy Reeves". The signature is stylized and cursive.

Jeremy Reeves  
[www.JeremyReeves.com](http://www.JeremyReeves.com)

# So Are We A Good Fit?

## What We Do

We help our clients build automated marketing funnels. An automated marketing funnel is a series of automated touch points designed to attract, qualify and pre-sell potential prospects on your unique solution to their problem.”

They typically consist of a series of various pages (landing pages, sales pages, etc.) linked together with emails (prospect emails, buyers emails, behavior-based emails, etc.) to take your prospects down a specific path which ends up with them doing business with you.

Most people who build funnels just slap a couple pages/emails together and call it a day. We use STRATEGY as the foundation of everything we do together. That’s because nothing else matters if the strategy is wrong, which is why most sales funnels simply don’t work.

My team and I focus on the strategy and copy, while I have trusted vendors I work with to help with things like design, implementation of emails, setting up of the rules/triggers in CRM’s, and everything else necessary.

Put simply: We build marketing campaigns that help you become more profitable. We can do as little or as much as you need, including handling your entire marketing funnel and your traffic.

## Why Our Approach Is Different, Unique And Effective

We have a lot of things that make us completely unique in the marketplace. Here are a few of them.

1. **Results In So Many Different Industries** - We’ve produced roughly \$50 million in results for our clients in a LOT of different industries. That’s because we’re talented at taking what works in one market and bringing that same concept into others.
2. **A Team Rather Than An Individual** - This is a HUGE deal. With most people, you’re working with one single person. One way of thinking. One set of eyes on the work. Instead we have a team of 3 people who each have their own unique skills which contribute to your project.

My strength is the high-level strategy and copy.

We also have a writer who focuses on the details and the “main guts” of the copy. This person and I work on the copy together very closely.

Plus we have a project manager who keeps everything organized and coordinated for you so you always know what's happening, and a copy editor (same person) who polishes the copy and takes care of edits quickly. Working with a team like this is why we're able to accomplish so much work, with such little hassle for our clients, with such tremendous results, in such a reliable way.

3. **A-Z Funnel Creation** - The biggest bottleneck in putting together a marketing funnel is all of the "little" details. We can help you with every single little detail which not only makes the project go live faster, it also makes it a much less stressful experience. It's 95% hands-off for you, except for things like edits and finalization.
4. **Business Experience** - Most "funnel experts" lack the knowledge of fundamental business growth strategy, because they're a freelancer. They have their place of course (I used to be one myself) but the difference between working with a freelancer, with no real business experience, and someone who actually runs a multi-person team, is enormous. There is much more to building and running a successful business than running a funnel!
5. **Strategy** - We don't just slap a few pages together and call it a day. Just "having a funnel" doesn't mean it's going to be successful. The entire success of your campaign depends on using strategy as the backbone which moves everything else forward. Before doing anything we always sit back and strategize what overall approach to each step of the process is going to work best for you, based off roughly \$50 million worth of experience.

## Who I Can Help Most

I've done all sorts of projects in every industry you can imagine. I've worked with all sorts of entrepreneurs and have built dozens of different types of funnels. However, my clients MAINLY fall into one of two groups...

1. **Doing Well And Want To Go To The Next Level** - You're already doing well and probably have some sort of funnel in place, but you're looking to scale and grow to the next level by finding untapped opportunities, implementing high-end offers, and optimizing each step of your existing funnel with more advanced strategies and split-testing.
2. **Doing Well Even Without An Automated Marketing Funnel** - Many clients of mine were already doing well even without a funnel, but realize how much money they're leaving on the table by not having one.

I also have a few clients who have done well in other businesses and come to me to build a brand-new one for them.

I typically do not work with "newbies", simply due to fees. If you're new, and/or have a very limited budget, we probably aren't a great fit for each other.

*As previously mentioned, we can help you with as little or much as you need. Most clients simply have us build the entire funnel for them because they don't want to deal with the hassle!*

## **How We Go About Fees**

Once again, we figure this out on a project-by-project basis. However most fall into one of three categories...

1. **Flat Fee** - If your project is small/simple and you don't require optimization long-term, a simple flat-fee arrangement typically works best. After we talk I'll send you a proposal along with a flat-fee. Pretty simple!
2. **Retainer** - Some clients have ongoing copywriting requirements. For example, you might need daily emails, or new products launching frequently, or have a project that isn't easy to determine from the start. In this case we'd talk about doing a retainer-based arrangement.
3. **Flat Fee + Revenue Share** - If you fit certain criteria, I may also be interested in doing a flat-fee + revenue share. In this type of arrangement you'd pay a reasonable flat fee upfront for the initial project setup (and sometimes a guaranteed result, depending on the situation), then a revenue share to continue optimizing and managing your entire campaign for you. This offer is exclusively for higher ticket offers, and is also our preferred option because we would much rather focus our energy on a small, select group of clients (as compared to a one-off project).

# My Client List

*(Just a small sample)*

I've worked with well over 100 clients in probably 40+ different industries. I've worked with information product owners, physical product owners, SAAS companies, coaches, consultants, offline business owners, and many others. One of my greatest gifts is taking what works in one industry and implementing it into others.

Below I've listed a handful of names that are extremely well-known in their industries...

- Robert G. Allen - Author of one of the best-selling business books in history, "No Money Down"
- **Mark Victor Hansen - Co-author of the Chicken Soup For The Soul series**
- Brad Fallon - Internet marketer & founder of several multimillion dollar online businesses
- **The Natural Health Sherpa**
- Bel Marra Nutritionals
- **Loral Langamaier ("The Millionaire Maker")**
- Multi-millionaire network marketer Tim Sales (and his wife)
- **TV show host Than Merrill** (you've probably heard him on the radio, regardless of where you live)
- Fitness legend Tom Venuto
- **JT Foxx**
- Chad Tickett & Kim Lyons (Host/personal trainer for hit TV show "Biggest Loser")
- **Real estate mogul David Lindahl**
- The guys who used to manage the well-known band "Guns n Roses"
- **Back pain expert Jesse Cannone**
- Dave Seymour – Real estate investor turned TV show host of "Flipping Boston"
- **Brilliant internet market Mike Lovitch**

- Several Inc. 500 companies...
- **The leader of online eye-tracking and heatmapping technology, CrazyEgg**
- #1 Internet leader of website usability and web analytics, Clicktale
- **Co-creator of 4 different multi-million dollar companies, Mike Litman**
- Garrett Sutton - Corporate attorney on the Rich Dad, Poor Dad advisory board (from the Rich Dad, Poor Dad book series)
- **Dr. Al Sears - Owner of one of the most well-known health & wellness companies in the world**
- Kim Flynn - One of the world's best business coaches for women

Again, you may or may not know those names. However you very likely knew a few.

# Results I've Achieved

*(Another small sample)...*

## **600% ROI In 7 Days...**

"I've been trying to find the right copywriter for business for the past 2 years. I've worked with at least a 1/2 dozen of them... many of them being copywriters who charge \$15,000 + royalties for a single job. Not 1 of them has given me the results Jeremy Reeves has.

So far since hiring him he's already given me a 40% boost on 1 salesletter he re-wrote and a 60% increase on another.

We recently did a very soft launch with a new product and Jeremy somehow managed to get a 5.92% conversion on a \$77 product! In fact, I recouped my investment with Jeremy within the SAME day... and within a week already had made a 600% ROI on the money I invested to hire Jeremy... with a SMALL promotion which went out to a TINY FRACTION of my list!

I've since stopped my look for copywriters, because Jeremy is easy to work with... produces fantastic results... and even sets up multiple split-tests and creates the in-page design for maximum results.

What else can you ask for in a copywriter?

**Jesse Cannone**  
**LoseTheBackPain.com**

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## **Jeremy Reeves Skyrocketed My Email Campaign By 270%!**

I started working with Jeremy about 3 years ago and have gone back to him ANY time I need anything done to increase my profits.

Just a few of the projects we've done together include re-writing a salesletter of mine, creating a 55-email marketing campaign, ongoing split-testing, and creating an automated webinar for my franchise business.

"Jeremy Reeves email marketing service has been a real difference maker for us. Our revenue from our follow up sequences has improved over 270% since we hired Jeremy to map out and create a more effective set of emails for two of our businesses.

If you're looking for writing that produces results, look no further than Jeremy!"

**Pat Rigsby**  
**Co-Owner of Fitness Consulting Group IYCA**

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## **"39% Increase In Conversions!"**

We thought we had the best copy until we met Jeremy. Jeremy did an outstanding job, which had an immediate impact on our campaigns. We saw an instant 39% increase in conversions after he worked his magic on our landing page. This will add tens of thousands of dollars to our bottom line this year".

**- Ramel Levin**  
**Panaya Inc.**

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## **"Jeremy Reeves Took My Family Business From A Measly \$500 Per Month... To \$15,000 Per Month!"**

Nathan made a video instead of writing it in text.

[You can see his video here.](#)

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## **“You Are A Machine!”**

Jeremy,

YOU ARE A MACHINE!!! Great stuff man, I'm definitely hiring you again!

**Brian Cannone**  
**FitnessAtlantic.com**

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## **“The Moment The Campaign Went Live – Sales Shot Up!”**

“Jeremy Reeves wrote a highly effective 8 day email campaign that resulted in higher sales for our company. I'm not exactly sure how much... but the moment the campaign went live – our sales shot up.

He's trustworthy and hard working. I am truly glad that I decided to do business with him.”

**Steve Davis**  
**lifestylesunlimited.com**

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## **“55% Conversion Rate In Under 3 Hours...”**

“55% conversion rate on a last-minute landing page you wrote for us in under 3 hours...need I say more?”

**Leo DeLeon**  
**IRetiredat25.com**

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## **“Produced Cold Traffic Straight To A Salesletter That Is Converting At 4%”**

“Jeremy produced cold traffic (targeted) straight to a salesletter that’s converting at 4%. I’ve never seen that before. Hire Jeremy if you can!”

**Manny Singh**  
**Seattle, WA**  
**Hotel investor/owner**

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## **“Trust him with filling the seats of every seminar I produce...”**

“Since meeting Jeremy a few years ago and seeing his copy work in action... I’ve literally stopped my search for great copywriters – because I found the best for my money! I now trust him with filling the seats of every seminar I produce... which is saying a lot about his skills!”

**John Halpin**  
**Florida**  
**OptionUniversity.com**

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## **“If You’re Thinking Of Using Jeremy’s Services... Go For It!”**

Robert G. Allen (author of several New York Times best-selling books) had me write a salesletter for his book “Cash In A Flash”. Here’s what he had to say about the experience...

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## **“Jeremy’s Direct Mail Campaign Got Me OVER Booked”**

I hired Jeremy to write me a 3-step direct mail campaign for my business. I’d used other copywriters in the past with “ok” experiences so I was a little hesitant moving forward. Until I saw the copy.

A few days after we sent out the first piece, I realized I had to pull the plug on the rest of the campaign. Not because it wasn't working, but because it worked so good I couldn't take on anymore business!

Trust me, he's worth whatever he charges.

Nav Thakur  
Financial advisor

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## **“Jeremy Built Me A 6-Figure+ Business In 2 Months!”**

I was developing a new website and knew I needed fantastic copy and marketing strategy. At first, I hired one of the most expensive copywriters in the world. I didn't like his copy. I then found Jeremy.

Jeremy literally built my entire business from the ground up, including my entire website, various email sequences, and literally everything else to get the website live. He worked with a recommended designer and took all the work off my shoulders.

We went live and I loved the copy, but had no idea the impact it would have! Within two months (with no launch), we're already on track for 6-figures in the first year. I'm still working with him and expect to hit 7-figures in our second year. All as a direct result of Jeremy's copy and marketing strategy.

I've already recommend Jeremy to two of my other business partners, who are also astonished by his work. They're both using him again, and referring him to their business partners as well.

Aaron Samsonoff  
eDiva.com

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## **“I Trust Jeremy So Much, I Referred Him To My Own Sister!”**

I've worked with Jeremy Reeves on many different projects for several different clients.

Originally, I hired Jeremy to assist with ad copy related to my own marketing company. Soon after, I referred him to a close friend for assistance with his business, and finally, I paid Jeremy the ultimate compliment.

I hired him to help my sister's real estate business!

When you introduce a consultant to your own family, you really must believe in the service he provides. And that's how I feel about Jeremy and his work.

Quite simply, the guy is first rate. His marketing sense is of a high order, and this is coming from a person that just sold a 50 person advertising agency in Hunt Valley, Maryland.

On top of being extremely capable, Jeremy knows how to get the job done with a smile! He's extremely task oriented, and he's super competitive about exceeding the goals of his client.

If you're looking for a remote marketing partner who can help you achieve goals of better systems, better writing, more conversions, and more clients, you're lucky to have found Jeremy Reeves. I know I am!

Jon Parks  
CEO, Metric Advertising

## **6x'd My Personal Income With Afternoons Off!**

Before working with Jeremy I was doing about \$4k per month. He then forced me out of my limited mindset and showed me how to command higher fees and attract the "big" clients in my industry. He's even shown me some of the most insane productivity and work-structuring skills I've ever seen.

Plus I've now roughly 6x'd my income and take a lot of afternoons off! What he's done for my life is just downright amazing.

Taylor Welch  
Welch MKTG Group

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## **3-5x'd My Fees While Adding More Value...**

What can I say about my coaching with him? That I'm a better writer because of his actions? That my business has grown faster than I ever imagined? That my clients are happier, pay more, and refer me to other clients more often because of the added value I bring them?

All of that is true. In fact, I've roughly 3-5x my fees and income (depends on the service) and only work with amazing, fun, high-end clients who I get consistent results for!

Geoffrey Yu  
RBM Solutions

You can also find several VIDEO testimonials at...

<http://www.jeremyreeves.com/services/sales-funnel-copywriter/>

OR keep reading below...

## Other Results...

- One landing page I created has a 75.73% conversion rate
- A sales letter I wrote converted at 8.3%... with an upsell of roughly 30% on a \$197 product
- Another one I wrote (one of my side projects)...is converting at about 4-6%, depending on the traffic source
- Another landing page I wrote converted at 60%... for a money-making product!
- A weight loss salesletter I wrote in 3 hours converted at 5% with the right traffic...
- One client hired me to re-do his salesletter in a niche who hated to part with money... and I doubled his conversions within 3 days...
- A salesletter I re-wrote for 1 client ended up giving him a whopping \$10.25 EPC (earnings per click).
- My own product launch for “The Funnel Formula” ended up achieving a \$37 EPC.
- I once doubled the sales for a client after a 3 minute phone call, showing him something that was blindingly obvious to me, but he couldn't see.
- One client of mine got 10x the investment he made in my copy back within a week...
- I worked with one client to launch a supplement which ended up getting 70% open rates, 71% optin rates to a webinar, 10% sales page conversions, 80% of customers choosing recurring billing over one-time payments, and 85% retention rates from those recurring billing customers!
- A dry cleaner client had me rewrite his magazine ad – my new version DOUBLED his previous results...
- I recently had a 30 minute call with a client. In that call we discussed his landing page & free + shipping book offer. I gave him 3 changes to make. He made them and took his landing page conversions from 37% to 77%... and his free + shipping book offer from 6% to 16%.
- My latest promotion for a client (as of the time of this writing) brought him \$81k in sales in 7 days to a list of just 10,000 people (that's \$8 per email subscriber)... and the offer was simply to upgrade from a monthly to yearly membership!

Those results are NOT comprehensive. It's just a small sampling of some of the results I've achieved for my clients.

# Why You Should Get In Touch Today

Over the years I've tweaked and honed the way in which I work with clients to produce the best results and eliminate unnecessary drama. We now have a 70+ point system we go through with each new project to make sure we get the best possible results, every single time.

Besides that, here are a few reasons you should get in touch with me today...

- **No Drama** - I can't stand drama. It wastes time, creates confusion and distraction, and hurts results. I also don't tolerate clients who are in love with drama. So if you tend to fight with a lot of people... we won't be a good fit :)
- **Respect** - Many people see you as "a paycheck". I see you as a human being with (typically) a family. Many times my clients are the sole breadwinner in the family, so their business is supporting the entire family (like myself). Because of that, I keep that in the back of my mind at all times.
- **I Actually Care** - I actually care about YOU as a person. I care about you succeeding, AND your business doing well. The longer we work together, the more you'll see this to be true.
- **My #1 Goal Is Making You Money** - One of my main goals is to work with people LONG term. By working together long-term, it saves both of us time, money and energy. And since your #1 goal in working with me is to get a high return on investment, I do everything in my power to make that happen.
- **I Always Do The Right Thing** - Period.

Thanks again for reading. If after reading this you realize I'm not the right person to help you, please email me and cancel your meeting. Otherwise if you think I am, I appreciate you taking the time to read this, and look forward to speaking with you soon!

Below is my contact information. Feel free to get in touch, and if someone has referred you to me or told you about me, please make sure you mention their name so I can thank them!



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