

Bot Academy Email -- Teaching + Relationship Building

For Bot Academy

COPY ANGLE/TOPIC: Getting clients is easy when you know a few simple strategies. We'll share these on a free webinar. (This is part of a free teaching series.)

AUDIENCE: Prospects who want to build chatbots and sell them as a service, but they're just getting started and worried they won't be able to find clients.

Subject: How to get your first chatbot clients [free workshop]

Body:

If you're digging chatbots but worried about how you'll get clients, listen to this story...

In high school, my friend Henry got a telemarketing job at the newspaper. "You should come do it, too," he said.

That was laughable.

Not only could I NOT sell anything back then, but I didn't even know how to have a simple conversation with another human being. I was more of a reader than a talker.

I was dorky,
but determined



(Turn on images to see a young and ambitious Andrew Warner.)

So of course I told Henry, “Yes, I’d love to come sell with you!”

Why? Because I read that the most successful people know how to sell, so I wanted to learn how to do it, too.

So after school, I started going to a windowless basement office in Queens to make sales calls for the newspaper.

And after 1 week...

...I had ZERO sales.

A big, fat *nada*.

I felt like a total loser. And this was in New York, where the ability to sell and make money is *everything!*

My boss called me into his office and said, “Andrew, you suck.”

I assumed that meant I was fired.

But then he told me something else...

“I want you to sit next to Tony and watch him. He’s our #1 salesman. Copy what he does.”

I assumed Tony was a Vince Vaughn type of guy who could talk his way into anything. But then I saw him: a 100-pound, 25-year-old who almost whispered when he talked.

So how did Tony do it?

As I observed him, I realized that he just had a set of techniques that he used over and over. What little confidence he had came from knowing the techniques worked.

For instance, Tony never told prospects about the great news stories in the paper. Instead, he said the newspaper came with hundreds of dollars worth of coupons. Then he’d ask, “Isn’t that worth the \$7 per week subscription?”

I copied his techniques the same way my youngest son copies his big brother: without even knowing what he’s doing.

And I actually made sales!

The big lesson: selling is often a matter of repeatable techniques. If they’re the right techniques, even a high school dork like me can do it.

So, if you want clients to pay you to build chatbots for them, come learn the repeatable sales techniques that are working for Bot Academy grads.

In [tomorrow’s FREE workshop](#), you will:

>>> **Discover how to find prospects**, using email and chat. I’ll even let you copy my sales scripts, word-for-word.

>>> Learn how to **close a chatbot client *without* “selling”**. I’ll give you an outline of what to do to close the sale.

>>> Get my chatbot demo video. Prospects want to know what a chatbot looks like, but I’ve found that doing a live demo can be frustrating. Sometimes there’s a glitch, or maybe your internet lags. So I’ll **give you a demo video you can use**, and I’ll show you how to use it.

>>> Receive **my #1 recommended tool to help you keep track of your leads**. Follow-up will make a HUGE difference in your revenue!

>>> Participate in a Q&A session. If you've got questions about building bots, selling them, or starting an agency ... bring them! **I'll stay until I've answered them all.**

>>> Find out who won the virtual reality headset! :-) Yes, **I'm announcing the winner.** And you must be present to win.

Remember, this is **TOMORROW**, DATE at TIME Pacific. (Convert time zone)

[Go here to register.](#)

Andrew Warner
Founder, Bot Academy & Mixergy

PS. You learned how to build a bot and get subscribers. Now I'll show you how you to sell chatbots to clients. And I'll announce the winner of the virtual reality headset (must be present at the workshop to win).

[One-click register for tomorrow's workshop here.](#)