



Monica Badiu <monicabadiu.consultant@gmail.com>

I didn't plan for this...

1 message

Matt Barker <[redacted]>

Appealing subject line, breaks the pattern of "biggest black friday sale" etc

love that the link is here, instead of the first line. It works perfectly with the image below

I knew my Black Friday offer would be popular...

But this is mental.

30 people have already bought my **Black Friday bundle**:

the image is pure social proof

☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001763 - Description Total Audience Builder BundleOne-time payment (\$150.00) \$150.00 Subtotal: \$150.00 Sales tax (0%): \$0.00	11:54
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001762 - Description Total Audience Builder BundleOne-time payment (\$150.00) \$150.00 Subtotal: \$150.00 Sales tax (0%): \$0.00	11:41
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001761 - Amount Total Audience Builder BundleOne-time payment (\$150.00) \$150.00+IVA (\$31.50) \$181.50 Subtotal: \$150.00 IVA	10:13
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001760 - Description Total Audience Builder BundleOne-time payment (\$150.00) \$150.00 Subtotal: \$150.00 Sales tax (0%): \$0.00	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001759 - Amount Total Audience Builder BundleOne-time payment (\$150.00) \$150.00 \$150.00 Subtotal: \$150.00 Sales tax (0%): \$0.00	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001758 - Amount Total Audience Builder BundleOne-time payment (\$150.00) \$150.00+IVA (\$31.50) \$181.50 Subtotal: \$150.00 IVA	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001757 - Description Total Audience Builder BundleOne-time payment (\$150.00) \$150.00 Subtotal: \$150.00 Sales tax (0%): \$0.00	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001756 - Amount Total Audience Builder BundleOne-time payment (\$150.00) \$150.00 \$150.00 Subtotal: \$150.00 Sales tax (0%): \$0.00	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001755 - Amount Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00+TVA (\$20.00) \$120.00 Subt...	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001754 - Description Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 Subtotal: \$100.00 Sales	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001753 - Amount Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 \$100.00 Subtotal: \$100.00	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001752 - Description Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 Subtotal: \$100.00 Sales	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001751 - Description Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 Subtotal: \$100.00 Sales	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001750 - Description Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 Subtotal: \$100.00 Sales	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001749 - Amount Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 \$100.00 Subtotal: \$100.00	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001748 - Amount Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 \$100.00 Subtotal: \$100.00	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001747 - Description Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 Subtotal: \$100.00 Sales	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001746 - Description Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 Subtotal: \$100.00 Sales	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001745 - Amount Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00+MwSt (\$19.00) \$119.00 Subt...	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001744 - Amount Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00+TVA (\$20.00) \$120.00 Subt...	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001743 - Description Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 Subtotal: \$100.00 Sales	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001742 - Description Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00 Subtotal: \$100.00 Sales	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001741 - Amount Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00+MwSt (\$19.00) \$119.00 Subt...	27 Nov
☐	★	➤	ThriveCart Order Bot	Inbox	Hello	Sale notification: 000001740 - Amount Total Audience Builder Bundle + Bonuses (WL Only)One-time payment (\$100.00) \$100.00+VAT (\$21.00) \$121.00 Subtotal	27 Nov

calling out the outcome

That's 30 people who have now got access to 17 of my best trainings on how to grow a following on LinkedIn that will bring them more engagement, better connections, and exciting opportunities – for less than a pair of trainers.

price anchoring

They've got over 4.5 hours worth of my best stuff that is going to help them:

- Grow a dedicated audience of people that see them as an expert in their industry



May 5 • Wins



398% more followers and 1 new client in my first week!

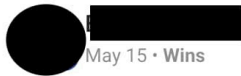
My first week here has been massive.

284 new followers and one new client signed in my first full week of Copy Builders. The week prior to joining I only gained 40 followers, and this had basically become my new normal since the end of last year.

Get people reaching out to them in their DMs because they're genuinely interested in connecting with them

more social proof, answering the objection: does this really work?

specific outcome based on desire, what they wish



May 15 • Wins

4 leads - 1 post, nice.

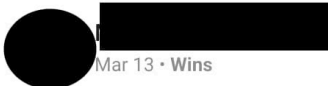
Hey everyone,

I'm not great at BOF (Bottom of Funnel), so here's me trying to get better. Big thanks to the constant inspiration from Matt and everyone else here.

[Here's](#) the post I shared. It only had 1,344 impressions, but I had 4 job seekers message me within 2-3 hours after posting.

more social proof

- Meaningful engagement and connections with people they admire in their industry – the kind of people they'd usually have to network your arse off to talk to



Mar 13 • Wins

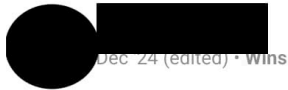


Keep going

So the past couple of weeks have been pretty nuts.

Randomly out of the blue I got invited to a CEO dinner in Manchester that had around 12 people that have all built/exited BIG businesses. The kind of room that you would pay serious money to get into. The crazy part is that I've got 4 meetings booked in off the back of it as they want to work with us.

- Cool opportunities like speaking gigs, podcasts, and interviews coming to THEM, instead of always chasing them



Dec 24 (edited) • Wins



A great week...

Today I crossed 1900 followers, and I started out with 3 in July.
Yesterday I got a request to be a podcast guest.
Another BOFU post reached 1500 impressions.
I sent my first invoice and got already paid.
Will have 5 work collaboration in 2025.
Had the second best post of all time.

That's what I call a strong finish.
And I may reach 2k followers.

specific time-based
outcome - could
have been better
highlighted

Now they've seen how valuable the stuff inside this bundle is – these people are probably laughing at me right now:

'What a sucker'

'Matt, are you insane?'

'I bet he made a mistake with the price, best not tell him'

pattern break
humour

But unfortunately (for me) this is no mistake.

This whole bundle really is just \$150 until Tuesday.

After that, I'm shutting it down and it will never return.

I can't take any more of this humiliation.

reduces resistance,
makes it seem like a no
bargain, stupid to pass

So, if you want to take advantage of the stupidest deal I've ever done – [get your bundle here](#).

FOMO

Matt



Look mum, it's me!

A face increases trust.
A smiling face increases it even
more.
A humorous human caption
increases it exponentially.

