

Ash Waechter

Fairfield, CT | (203) 209-5284

Email: ashwaechter@hotmail.com Samples: <https://freshsalescopy.com/samples/>

Objective: Direct Response Copywriter seeking a full-time remote position with a company that needs to fill online events (i.e., webinars, masterminds, etc.) that lead to a sale. I prefer to work with a company that prioritizes direct response marketing and direct response copywriting for customer acquisition.

DIRECT RESPONSE COPYWRITER

SKILLS

Email Copywriting	ClickFunnels	Active Campaign	Registration pages	AWeber
Longform Copywriting	Copy.ai	LeadPages	Sales pages	Google Docs
B2C Copywriting	Facebook Ads Manager	HubSpot	Offer pages	Microsoft Office

INFLUENCERS

Dan Kennedy	David Ogilvy	Gene Schwartz	Gary Halbert	Gary Bencivenga
Jay Abraham	John Caples	Claude Hopkins	Robert Collier	Russell Brunson

EXPERIENCE

Direct Response Copywriter—Anderson Business Advisors, *Las Vegas, NV (remote)* *11/2020-Present*

Focus: Lead Generation and Sales

Summary: Anderson Advisors is a law firm that helps real estate investors protect their assets and lower their taxes using LLCs and other business structures (i.e., S-corps, C-corps, Land Trusts, etc.). Every month we hold two free webinars to attract leads. These leads eventually turn into sales with an LTV of around \$5,000+.

Achievements:

- Increased revenue by 156% for our signature monthly webinars through direct-response copywriting.
- The company more than doubled in size during my time here (170 to 501) due to an increase in clients.
- Consistently **beat industry benchmarks** (based on MailChimp and Active Campaign benchmarks) for open rates and clickthrough rates for our webinars.
- Email Copywriting Promoting Webinars
 - Written over 1,350 promotional emails for webinars and other online events.
 - Open rate AVG: 42% (industry avg: 21%).
 - CTR AVG: 3.1% (industry avg: 2.3%).
 - Webinar attendance rate AVG: 32% (increased by 28%).
- Email Copywriting Post-Webinar Sales Emails
 - Written over 250 sales emails, generating millions of dollars from each webinar.
 - Open rate AVG: 53.4% (increased by 19%).
 - CTR AVG: 22.7% (increased by 3.1%).
 - AVG Time spent viewing emails: 79%.
- Increased Strategy Sessions by over 53% through NEW opt-in pages written.
- Helped generate millions of dollars a month from post-webinar sales—sales page and follow-up emails.

My tasks include:

- Email Copywriting: **Promotional emails** to get people to register for our online events.
- Email Copywriting: **Follow-up emails** to promote a \$2,997 product & service package after webinar.
- Longform Copywriting: **Sales pages** to sell a \$2,997 product & service package.
- Performed **A/B tests** on subject lines, sales copy, and CTAs to determine the best performers.
- Created new offer pages that **increased conversions by 34%**.
- Longform Copywriting: **Lead Magnets** and Opt-in pages to increase leads for our webinars.

Innovated NEW ideas for the Marketing Department:

- Freemiums for webinars & guarantees on offer pages.
- FREE package (\$2,997) giveaway drawing for webinar sign-ups.

- Remove social media links on sales pages to increase conversions.
- Use two different post-event sales pages (immediately after and for the post-event email campaign)
- Message match for Facebook ads and landing pages for webinars.
- Implemented the “starts in ONE HOUR” email strategy that **increased webinar registrations by 3.6%**.
- Unique webinar registration page only for **YouTube viewers**.

Email Copywriter—Freelance Direct Response Copywriter, *Fairfield, CT* 12/2016-11/2020

- Increased downloads of Children’s mobile learning app for LitLab.
- Email Marketing: Doubled responses on emails for SnoozeHeads apparel.

Direct Response Copywriter/Marketing Consultant— Freelance, *Fairfield, CT* 05/2016-11/2020

- Copywriting: Increased responses for best-selling author Mark Sanborn.
- Facebook ads: Doubled responses for Benchmark Mortgage.
- Facebook: Generated over 16,000 followers for one of my Facebook pages.
- Copywriting: 3X revenue for *GetCollegeRight* college entrance program.

Other Projects

- Created a 5-module course for high-converting book descriptions for Amazon.
- Published two books on marketing: *A Century of Marketing Genius* and *Think Differently...And Profit!* See link: <http://amazon.com/author/ashwaechter>.

Direct Mail Copywriter—Tannen Direct Advertising, *Fairfield, CT* 11/2019-3/2020

- Clients included: Master Card, Virgin Atlantic, NY Solar
- Lost job due to covid shutdowns and clients pulling all advertising.

Direct Response Copywriter—Overpass.com October 2019

- Created copy and headlines for Google, LinkedIn, and Facebook ad campaigns.
- Created copy for sales pages for Overpass and other brands.
- Created email sequence for lead generation and follow-ups.

Graphic Designer – Henkel, *Rocky Hill, CT* 06/2014-8/2014

- Adapted a sales & training brochure into marketing materials.
- Contributed my time to the marketing team to help with special projects.

Content Developer/Marketing Strategist – Bush Pilot Shave, *Monroe, CT* 08/2013-05/2016

- Designed and developed websites using: SEO / Google Ads / Google Analytics.
- Social Media Marketing Manager – Facebook, Google+, Pinterest, Email.
- Developed new markets through new marketing initiatives, persuasive sales copy, sales calls, and email campaigns.

EDUCATION

Tulane University—Bachelor of Arts – Communications

Art Institute of Dallas—Associate of Applied Arts – Computer Animation and Multimedia

RELATED TRAINING

School of Visual Arts | New York, NY | Copywriting

Digital Marketer | Certificates in Client Acquisition and Customer Value Optimization

Dan Kennedy | Information Marketing Copywriting

AWAI | Six-Figure Copywriting Accelerated Program & Self-Help Copywriting

David Deutsch | Inner Circle Coaching

Eben Pagan | Traffic Intensive Training

The Email Copywriter | Email Copy Academy

Email Copywriting Made Easy | Jay White

SAMPLES

<http://freshsalescopy.com/samples/>

<http://amazon.com/author/ashwaechter>

VOLUNTEER

Donated my direct response copywriting services to Project Happiness, Valley Chamber Choir, Sharecare of Leelanau, Inc., and Ubiquity Youth Alliance, Inc.