

CAVE OF MONSTERS PRESENTS:

How to Write Introductions People Remember And Act On

**A SPECIAL REPORT WRITTEN FOR PEOPLE WHO
STUMBLED ACROSS MY BLOG SERIES ON
CONNECTING AND "NETWORKING UPWARDS"**

By Tony Leung

Hey there!

Tony here.

As I promised in my third post on "networking upwards"...
I've compiled a bunch of virtual introductions I've made over the years.
There's a wide spectrum of referrals, JV attempts and favors here.

What I'll do is paste a screenshot of the intro email at the top of a page...
And then add helpful (and/or snarky) comments underneath them.

Here's how you should use this document:

As you review each email...

BEFORE you read my comments... Jot down *your* insights on how damn clever I am...
THEN read my self-aggrandizing comments to see if you missed any of it.

Once you're done, as always, your feedback would be lovely.
Please write us at hello@caveofmonsters.com

Sincerely,
Tony

P.S.

You should probably know now (early in our relationship), I swear. A lot.
Sometimes unnecessarily for attempted humorous effect. (They often fail.)
Seriously though. If you can't handle f-bombs, you should unsubscribe. Alternately...
Skip all my blog posts and only read Joshua's stuff. He's the saintly one.

The One Where I Double Dip

Hi [redacted] and [redacted] meet [redacted].
[redacted], please meet [redacted] and [redacted].

[redacted] is the owner of [redacted].
I wrote the [redacted] letter for him.
[redacted] is [redacted]'s son and will be handling the technology and logistics of getting you hooked up as a JV.

[redacted], [redacted] is the marketing director for [redacted].
Last I talked to them, they had a very responsive list in the millions.
I'm sure it's grown further by this point.

I talked to [redacted] and they are very much interested in mailing out for [redacted].
Please set him up with an affiliate account and let's all make some money and change lives here!

If you need anything else from me, I'm an email away.

So this one is fairly straightforward on the surface.

I wrote a sales letter for a client... and now I'm connecting said client to potential JV partners that can drive traffic to it.

The genius here is that I've arranged a JV agreement with my client where I get 10% of all sales that this joint-venture partnership will create. (That's on top of my 3% royalty for this product.)

I wanted to start this report off on this one... to remind you of the lesson I gave you in week two of the PWA blogs... **Stop Thinking Of Yourself As Just a Copywriter.**

In this instance, I wrote the copy *and* I'm helping with driving traffic to it... because I've developed a network of email list owners.

In fact, this ends up being a selling point for me when I get on that initial call with potential copywriting clients. I tell them my ~~milkshake~~ copy *includes* bringing all the boys to the yard.

The One Where I Refer A Copywriter

Hi [REDACTED], meet [REDACTED].
[REDACTED], meet [REDACTED].

[REDACTED].. [REDACTED] is a great copywriter who I met through [REDACTED] hiring process.
He used to co-own a weight-loss company selling HCG drops.
His business wasn't as big as yours, but he was doing about 12K to 15K a week.
The product sold for \$74 which was mid-priced for the product.
And as you might or might not know about HCG drops, a lot of competition selling for under \$30.
He had some additional products as well, but the HCG drops was the main seller.

[REDACTED]... [REDACTED] is the owner of the [REDACTED] and [REDACTED]
His flagship weight loss product at [REDACTED] is [REDACTED]
It's blown up this past while, doing 7-figure months.
While he's got one of the best copywriters on Earth working with him right now...
He needs secondary full-time commitment help, because they are testing out several funnels.

I think the two of you should at least talk if not anything else.
Let me know now it goes.

Nothing special here except for the fact I took the time to *promote the heck* out of this copywriter.

Seriously, this doesn't take a lot of effort. Just ask them. They'll tell you. Most copywriters have an inferiority complex and don't know how to brag about their *own damn results*. It's absurd.

Oh and yes, 10% referral fee made here from said copywriter.

10% is pretty standard in our world. Referral fees. JV broker fees. It's almost like an unspoken thing. You should make it a point to budget that as a copywriter if you're starting out... and be *happy* to pay it out.

Remember what I said about internal changes like gratitude? Yeah.

The One Where They're In The Same City. So Why Not.

Hi [REDACTED], meet [REDACTED].
[REDACTED], meet [REDACTED].

[REDACTED]...

[REDACTED] just moved to [REDACTED] from [REDACTED].
When he was there, he played a crucial role in growing [REDACTED]'s business.
He now has a weight loss product that's doing quite well.

[REDACTED]...

[REDACTED] was the man behind the scenes for [REDACTED].
Without him, [REDACTED] may not be as big as he is today.
He's one of the most energetic, smartest marketing consultants I know.

I think you two should connect (you're in the same city) and find ways to get big wins together.

BTW, [REDACTED], [REDACTED] just had his third child recently, and I'm about to in a few weeks too.
I don't know if you remember telling this joke back in Los Angeles at [REDACTED] about why you haven't had a third kid yet...
But [REDACTED] and I both are now going from playing "man to man defense" to "zone".
I don't watch football so I have NO IDEA what that means, but I'm sure you find it funny.

Anyway. Connect. Make money. Keep me posted.

In the early parts of my career, I travelled a lot to seed my network. I met a lot of fascinating people. This second guy in this email was the right-hand man of one of the biggest name marketing consultant you've probably heard of... and you'd be hard-pressed to find this "hidden influencer's" name online.

At the end of our day, our industry is weird. I've worked with hundreds of clients I've never met in real life.

So when I found out these two people lived in the same city... I introduced them to each other. Just because.

The One Where I Brought Two Giants Together, But...

Hi [REDACTED], meet [REDACTED].
Hi [REDACTED] meet [REDACTED].

[REDACTED] -- [REDACTED] owns [REDACTED].com, [REDACTED].com
and [REDACTED].com (to be developed next month).
Up until now, he's grown his email list organically.
Starting next month, he's looking to grow it with paid media using co-reg.
I think you may be able to help him out here with email rentals and other media.

[REDACTED] -- [REDACTED] owns [REDACTED] and actually used to be a New Yorker.
He's helped multi-billion brick and mortar companies and multi-million startups.
He may be best known for in our industry as the traffic guy behind [REDACTED]'s rise to success.

I think the two of you should connect and see if anything comes of it.
[REDACTED]'s calendar is here: [REDACTED]

Let me know if you two need anything else.

This one's funny, because as you're about to find out...

They Already Knew Each Other!

Thanks [REDACTED]

Hey [REDACTED]

It's a small world after all ;-).

We met on the roof deck of a hotel in [REDACTED]
[REDACTED] in [REDACTED]. I was attending a [REDACTED]
event and a mutual friend introduced us.

Was it [REDACTED]? [REDACTED]?

Anyways, would love to catch up and see how
we can "play" together.

Let me know when you're most available or
go to [www.\[REDACTED\].com](http://www.[REDACTED].com) if you'd like
to make it easier.

Thanks

Yep. They already knew each other. But it was still worth reconnecting them. They ended up doing business and I got a 10% referral fee from the traffic guy.

The One Where I Help Out A NYT Bestselling Author

Hi [REDACTED], meet [REDACTED]
[REDACTED], meet [REDACTED].

[REDACTED], [REDACTED] is a well-connected mover and a shaker.
Aside from running his speed learning training for both corporate and consumer...
He's putting on an amazing event next month that will have some big names in the guest list.

People like: [REDACTED], [REDACTED], [REDACTED], [REDACTED] and more.
Check out the site here: [REDACTED]

[REDACTED], [REDACTED] is the NYT best-selling author of [REDACTED].
In the last 5 years, he has raised over \$450 MM in VC for his clients.
He's figured out the 20 minute pitch to a tee.

I have no idea what you two could do together and how you can help each other out,
but I have a feeling it would be amazing.

Great minds just come up with cool projects right?
One thing I do know is you both have studied the brain and how it works intensely.
[REDACTED] on the learning side (who can recite over 50 random digits thrown at him from the audience)
And [REDACTED] on the buying side (who goes deep into the chemical reactions in our brain)...

Keep me posted. Look forward to seeing you again in [REDACTED] at the end of May, [REDACTED]

Authors (like copywriters) are some of the worst marketers in the world. It's like all they care about is putting words together or something... *sheesh*.

So even though this guy has raised almost *half-a-fucking-billion-dollars* in VC money and obviously knows how to sell himself and his client's half-baked startup ideas...

He still needed help with pushing his book and the courses he wanted to build around it.

I was glad to help and introduce him to one of my favorite connections... and a few others to boot.

Of course... this author, being in the kind of biz he's in... figured out Internet Marketer fairly quickly, and he's doing quite well for himself in that regard now.

The One Where I Refer A Job

Hi [REDACTED], meet [REDACTED]
Hi [REDACTED], meet [REDACTED].

[REDACTED], [REDACTED] is looking to get into the health publishing space.
The first piece of advice I gave her is to start developing relationships with list owners.
I know you're busy and your time and advice is invaluable, but would you be willing to give [REDACTED] just 10 minutes of time to guide her on how to source these relationships?

[REDACTED] has professionally interviewed scientists, doctors and others in a previous life.
And was also a marketing manager for over 5 years at Hewlett-Packard.
She recently cured herself of diabetes by changing her diet.
She would like to run a telesummit series by interviewing several experts to kickstart this business.
Exactly like what you just did for [REDACTED]

What that means is [REDACTED] will need everything.
From website development, design, technology, email database software and even copy.

[REDACTED], [REDACTED] is one of my closest friends and colleagues in the world.
He is one of the few marketers in the info-publishing space who's an "all-in-one" package.

Let me know how this goes.

Nothing special here. Met someone at an event. She needed a bigger package than I offered. I passed her on.

But do take note on how I position the person I referred her to...

- 10 minutes of his time is invaluable
- He's one of my closest friends and colleagues
- He's the "all-in-one" package

The One Where Give Away A Free Trip

Hi [REDACTED], meet [REDACTED].
[REDACTED], meet [REDACTED].

[REDACTED], [REDACTED] is my business partner at [REDACTED].
He's one of the most versatile marketers I know.
He's a Jeff Walker trained product launch manager, he's worked with Agora, Joe Vitale and several other giants in the self-help/spiritual space.

Like me, he can't settle on a niche and has worked with clients ranging from survivalists (bomb shelters), martial arts training, golf to even dog training.

We've been working together for almost a year now.
(I write copy, he does design & tech, we both do traffic (him more cold, me more JV partners)).

Some of our high converting work includes:

[REDACTED]
[REDACTED]

[REDACTED] is the CEO/Marketing Director over at [REDACTED].
They've had an amazing first 19 months, reaching 7 figures in revenues already.
But that's not too hard to believe because they've got a great product.

[REDACTED] was introduced to me via [REDACTED], and like him...
[REDACTED] is a high-integrity, generous and passionate entrepreneur.

He also "gets" InfusionSoft and segmentation at, (I would say), Perry Marshall's level.
One of the things that impressed me right away was how they "modularized" their VSLs for different diseases (e.g. Same product, but niched for diabetes, high blood pressure, etc.)
And then -- fully leveraging InfusionSoft to have CUSTOM auto-responder series PER tag.

[REDACTED], you and I both know most marketers are too lazy to do this, and leave tons of cash on the table)...

As we had talked about today,
[REDACTED] has ***kindly*** invited me to [REDACTED]'s \$3,000 [REDACTED] seminar.

While I want to go very badly -- I felt it's more important I focus on dedicating every productive day this month to creating some rocking copy for [REDACTED] instead.
(since I'm already taking 3 weekdays out in January for [REDACTED]'s event).

I asked if he'd be willing to share his extra ticket with my trusted business partner
And he said yes. :)

I'll let you two connect from here on out and in San Francisco.

[REDACTED]'s number: [REDACTED]
[REDACTED]'s number: [REDACTED]

This is the reverse of the "same city" email a few ones back.

This is one where I could arrange for them to end up in the same city...

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You should go to our website and subscribe if you like this report.

And because of that... I wrote a super-long intro for both people.

I wanted to prime them before they met face-to-face.

By the way, at this very moment, I'm reading a book called:

The Art of Gathering by Priya Parker

The basic premise is this:

We have meetings and gatherings all the time.

But how many of them are boring, perfunctory, routine, useless and a general waste of time?

Or worse... we're doing it just because we're family, it's a birthday, or an anniversary...

But they don't have that same magical "specialness" like they used to?

Priya Parker is an event facilitator whose work is to make gatherings *meaningful* and *memorable*.

I highly recommend it.

One of her lessons is priming.

The event doesn't begin at the "start time" of your invitation. No. It starts *the moment your guest RECEIVES said invitation*.

Everyone talks about preparing food, logistics, seating, decorations, music...

But we don't prepare the people who have committed their time and energy to attend?

Yeah. Read it.

The One Where I Share My V.A.

Hi [REDACTED], meet [REDACTED]
[REDACTED], meet [REDACTED].

[REDACTED],

[REDACTED] is a performance coach.

And he coaches multiple Tour de France, U2, and Olympic gold medalists.

(Yes, I said U2, as in the band with Bono and The Edge) !!!

He's needing some transcribing work done.

[REDACTED],

[REDACTED] is one of the most awesome person on planet Earth.

I trust her to do all my VA work.

She also owns and runs a pub where local [REDACTED] punk and rock bands play.

It's called [REDACTED] and a young band named

R.E.M. played there once -- a long time ago -- in exchange for a place to crash.

(Look at them now). :)

I'll let you two connect.

I fucking love my V.A.

She's the best.

Unfortunately, I don't have the bandwidth to use her as much as I'd like to. My workload just doesn't have that many moving parts.

So to make up for it, I send her awesome people to work with.

Like this guy.

The One Where I Get My Student A Job

Hi [REDACTED], meet [REDACTED]
[REDACTED], meet [REDACTED].

[REDACTED]
[REDACTED] is an up-and-coming copywriter I have tremendous faith in.
As you saw on [www.\[REDACTED\].com](http://www.[REDACTED].com) already, this guy can write.

[REDACTED],
[REDACTED] owns a multiple product-line health-info business.
Several of his current products needs tweaking on the sales pages.
He's also aiming for a new strategy where he's putting out \$7 reports.
(Each of which needs a somewhat templated sales letter, opt-in, emails, etc.)

In other words - A LOT OF COPY.

[REDACTED] is in the process of moving from working in his business to "on it".
And while he can write decent copy and loves it...
He also has an operations team, product creation team, etc. to take care of.

I think you two will be a good fit.

I'll let you two set up some time to interview each other.

[REDACTED] is on the East Coast of Canada

[REDACTED] is an Englishman who's living in Rome, Italy
So you two are about 6 hours apart.

Keep me posted.

I coach copywriters when they manage to hunt me down and flatter me with compliments.

This guy was an amazing writer from the get-go. So it wasn't hard to refer him business.

You may have notice that I often reiterate what's going on in the potential client's business.

I didn't realize I did this until reviewing these emails for this report. But subconsciously, I think I was subtly showing the client I understood their problem...

Plus -- it gives both parties context so their phone call goes smoother.

The One With A Cute Angle

Hi [REDACTED] meet [REDACTED]
[REDACTED], meet [REDACTED] (copywriting legend)

[REDACTED], [REDACTED] (who goes by the moniker of [REDACTED] these days) is the owner of a wonderful health publishing business which includes best-selling books like [REDACTED]

[REDACTED], [REDACTED] is the co-owner of [REDACTED].
They've done something that surprisingly...
hasn't been done yet, but should've been done ages ago...
Which is: sell supplements specifically to golfers.
As you can imagine, they are doing GREAT.

Now -- I'm sure both of you are friends with Michael Fishman.
And in one of his interviews with Perry Marshall,
he describes his concept of "right angle marketing".

The story goes, Michael tells Brian Kurtz to mail
his health promos to golf, cooking and gardening lists.
And Brain thinks he's crazy. But it worked like gangbusters.
Michael's reasoning is... "passionate people are passionate people".

I'd like to think [REDACTED] and [REDACTED] are more of
an "acute angle" relationship than 90 degrees here.
But I think it would be worthwhile for you two to connect regardless.

Let me know how it goes.

I forget why I introduced these two people... I think it was because one (or both) of them were looking for more traffic and JV partners.

I included it in this report though, because I loved how I connected... not just these two guys... but a third, fourth and fifth "big name" in our industry.

Name-dropping is extremely powerful when you do it like this.

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The One Where I Get Two Jobs In One Email

Hi [redacted] meet [redacted]
[redacted] meet [redacted]
I believe -- that you guys might have even collaborated at one point!
But nevertheless, I'd like to officially introduce you to each other again.

[redacted] I've been doing some work on-and-off with [redacted] for over two years now.
She's one of the most diligent and strongest-voiced copywriters I've met.
She has a genuine curiosity and depth to her...
And I believe she (with my working with her as a copy chief) can deliver some great work to you.

[redacted], [redacted] almost needs no introduction in the Alt Health world.
His reports, work and reputation is up there next to Boardroom, NatureCity and Healthy Directions.

So, cool, now that we're introduced...
Here are what I think would be good next steps.

1. [redacted] have a chat with [redacted] I'll have [redacted] set up the call if you want.
You guys can see if there's a good fit in terms of professionalism and personality.
2. Then -- let's work on a "first project" together.
You have a lot of funnels that you mentioned needs brushing up.
Let's tackle one of those together.
If you like the work, the vibe and the results we get you based on that first project...
3. Then let's talk about a longer term relationship where [redacted] is your full-time employee...
With me acting as a copy consultant to her and you.

Sounds good?

So in my PWA guest post #2, I talked about how you should be constantly looking for connections and job opportunities to insert yourself.

This was one of those cases.

The client wanted a full-time copywriter but didn't feel like they were ready to manage him or her by themselves. So I was asked to coach this copywriter as well.

So not only did I get a copywriter a job here... I tacked on my consulting on top.

Again - pay attention to the compliments I pour on my copywriters. I don't exaggerate though. I truly love promoting good writers when I find them.

The One Where I Play Matchmaker

Hi [REDACTED] meet [REDACTED]
[REDACTED] meet [REDACTED]

[REDACTED] long time no talk.

I'm not sure what your situation is right now in terms of copy...

But I would like to share an amazing writer with you, for present or future needs.

His name is [REDACTED] He's been writing "under my wing" so to speak for over a year now.

But more importantly, [REDACTED]'s copy has converted in the health space.

He's written copy for supplements, info-products and health foods (an avocado oil and oolong tea).

Right now, he's looking to do more health copy.

Is he someone you can use?

[REDACTED], [REDACTED] is the owner of [REDACTED]

He's built one of the largest, most influential health blogs in our world.

He also did it using paid traffic, which is something most blogs don't do.

While he rarely does JV offers to his list, his rates for mailings to his list are beyond reasonable. I think you should definitely consider it.

All the top guys in our industry have mailed to his list with high satisfactory results.

OK -- I'll let you two connect.

Let me know if you need anything.

Same as above... but just promoting one of my students.

He ended up getting three jobs out of this guy. Not bad.

One of them was #1 on a Clickbank category for quite a few months too.

The One Where I Send Free Stuff

> [REDACTED], meet [REDACTED], owner of [REDACTED]
> [REDACTED], meet [REDACTED], publisher at [REDACTED]
>
> [REDACTED], I mentioned something briefly about [REDACTED]'s wonderful [REDACTED] on our call today.
> Here are the sales letters referring to both products:
>
> The [REDACTED] converts well on both health and financial lists.
> Affiliates get a satisfying \$2 - \$3 EPC.
> [REDACTED]
>
> And here's the [REDACTED]
> My associate wrote this with me copy chief'ing earlier this year.
> [REDACTED]
>
> [REDACTED], [REDACTED] works with the guys at [REDACTED] and they have a good size list.
> They could be a potential partnership here ([REDACTED] would have to convince his bosses).
> But I think a good first step is to share some of the wonderful stuff with [REDACTED]
>
> Here's his address:
> [REDACTED]
> [REDACTED]
> [REDACTED]

This is another one where I play JV broker *on top of* being the guy who wrote the copy.

This one is unique though because it was for a physical product that the client was more than willing to send samples for.

And that gives this introduction email a twist...

Because let me tell you, this product is actually *really, really good* and literally ANYONE would love to try it.

So now, not only am I reaching out to new people and making a good first impression... I'm also sending them a gourmet sample... that I don't have to pay for.... And which could also make me JV broker fees... and more royalties...and make my client happy...oh my god... my head is exploding with all the benefits on top of benefits.

Ka-boom.

The One Where I Declare My Love

█ I want you to meet █
█, meet █

█
█ is the goddess of cold traffic.
She's been doing it since 2002.
She's bought over \$25 million in cold traffic at least over the years.
She built one network marketing company to 8 figures.
She worked with █ for three years.
She knows Google PPC, Facebook, Native, you name it, she can do it.
She can also build funnels and optimize them like no other.
TL:DR, she is a rock star.

█,
█ has been running a boutique ad agency since the 80s.
Back then, he was promoting all the hottest rock bands and live shows in █.
He's done everything from media buys (radio, tv, newspapers)...
To doing Big Data stuff. He's got a license to █ which lets him act like the NSA.
His clients include major NFL, NBA teams, Casinos, Property Tax stuff, and more.

The reason I'm introducing you is because...
█s been doing some CUTTING EDGE stuff with his █ license.
This includes native, PPC and other advertising others aren't thinking of.

I'll let you two chat.

Here are two people I fucking love working with but for some reason, I regret to say I never introduced them to each other until this email.

And the reason why was because the "traffic goddess" in this email needed to get her business up and running again.

(She took a year off to pursue a passion hobby).

Within a month, I got her three or four jobs and she was off and running again. Obviously, it's not hard to sell someone when they're this awesome.

Six months later, she was working with clients buying \$60K of traffic a month again.

The One Where I Make Fun Of A Guy

Hi [REDACTED], meet [REDACTED]
[REDACTED], meet [REDACTED]

[REDACTED], [REDACTED] and [REDACTED] are cofounders of [REDACTED]
They are a cherished client of mine who are in the health space.
Within 18 months of business they quickly hit the 7 figure mark and now have sights for much more.
I'm putting you in contact with them as you may be a good fit on the tech and design side for our next level.

[REDACTED] meet [REDACTED]
He's some punk I met at a [REDACTED] event back when I was a rising copywriter.
When I first met him, he was smoking cigarettes outside while we waited for our dinner buddies.
And then, when I went to [REDACTED] a year later for a different event...
he was on a smoothie-only diet and going to every Anthony Robbins live event he put out.
Go figure.

In all seriousness now --
[REDACTED] is a positive, gracious, kind and awesome person.
Whenever I hang out with him, he exudes this energy and vibe that I can't quite put a finger on.
And as an example of what a great friend he is...
On the second [REDACTED] trip, he drove 45 minutes out to my hotel to have dinner with me...
When he wasn't even eating solid foods that week!
He's a dreamer, he's ambitious and on the experience side...
He's been coding for a long time now.

His recent clients include [REDACTED], [REDACTED] and other famous Internet Marketers.

While we may or may not work with him on the evergreen webinars --
He's someone I trust to have in the back pocket in case anything comes up.

OK - I wanted to end this report on a funny one.

Because sometimes, you gotta have fun. Plus, he's awesome and could take it.