# Bot Academy:
# Chat bot copywriting

**Andrew Warner**

**Bot Academy Co-Creator**

# The Modules

Building Your Bot
Copywriting
Growing Subscribers
Landing Clients

# Graceland Housing - Near New Islamabad International Airport

16K people like this including Muhammad Siddique

Organization

MAY 31, 2:31 PM

Get Started

Thank you for contacting Graceland Housing and we will reply soon. For FASTER reply, you are welcome to contact me via WhatsApp: [redacted] or email [redacted]landhousing.com We look forward to serving you. Rizwan Ali, Senior Sales Manager

Welcome Andrew Warner! 👋
We're thrilled to know about your interest in Graceland Housing - Near New Islamabad International Airport. We are going to send you the information shortly.

We look forward to speaking with you soon.

Aa

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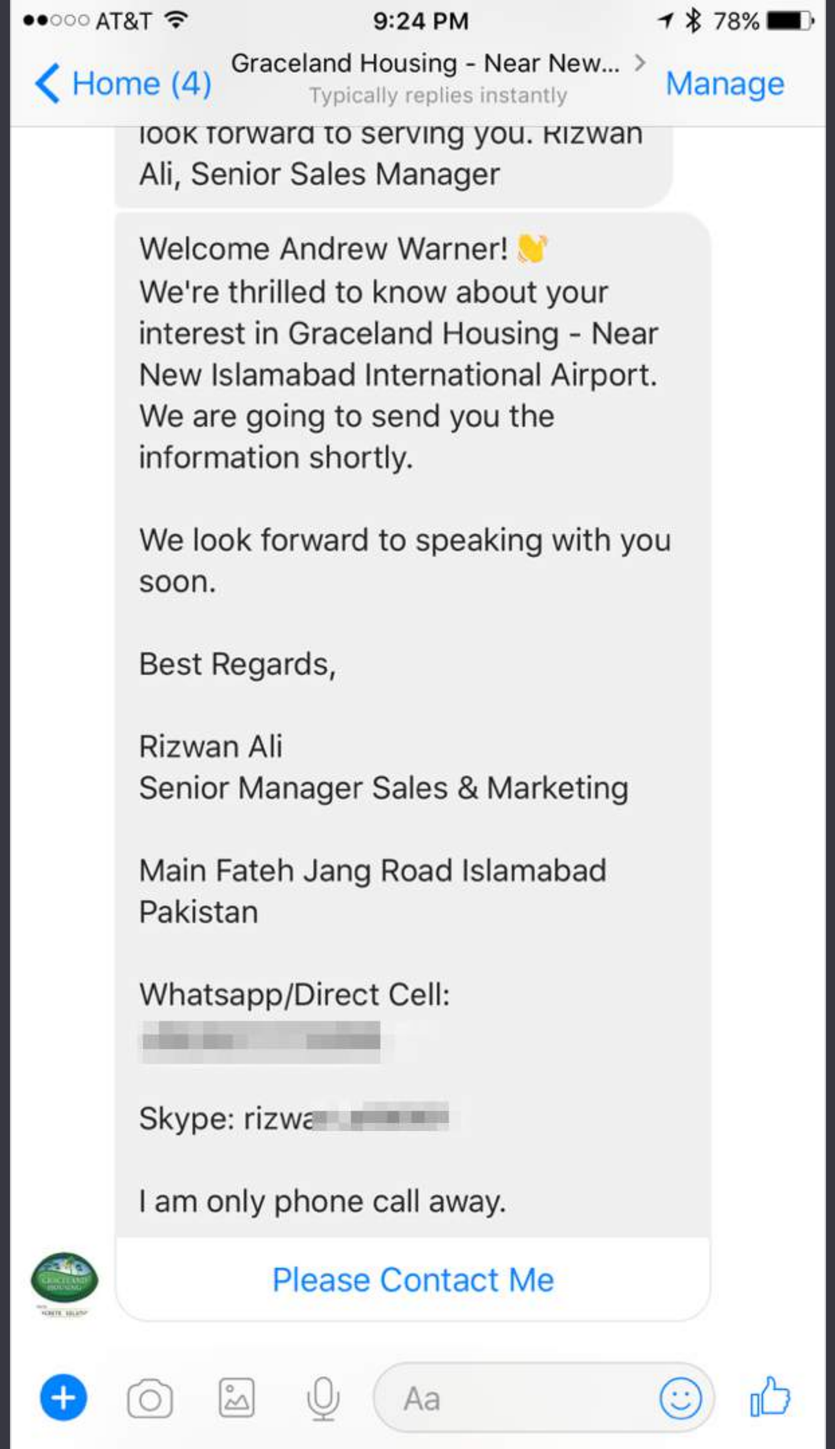

AT&T
9:24 PM
78%
Home (4)
Graceland Housing - Near New...
Typically replies instantly
Manage
look forward to serving you. Rizwan Ali, Senior Sales Manager
Welcome Andrew Warner!
We're thrilled to know about your interest in Graceland Housing - Near New Islamabad International Airport. We are going to send you the information shortly.
We look forward to speaking with you soon.
Best Regards,
Rizwan Ali
Senior Manager Sales & Marketing
Main Fateh Jang Road Islamabad Pakistan
Whatsapp/Direct Cell:
Skype: rizwa
I am only phone call away.
Please Contact Me
Aa

Hi Andrew. I'm Rizwan Ali.

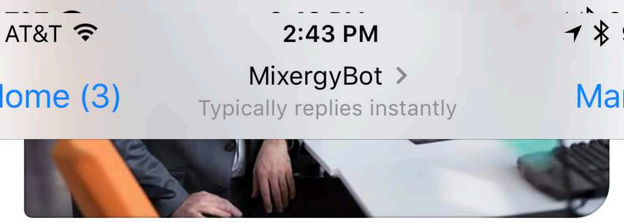
Can I use this chat window to give you the map I promised & help you understand Islamabad real estate?

👍 Yes. Please.

Aa

I | The | I'm

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return



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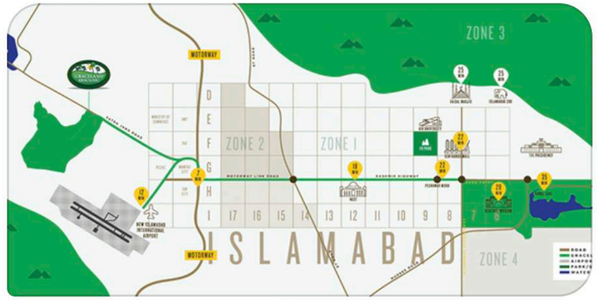
👍 Yes. Please.

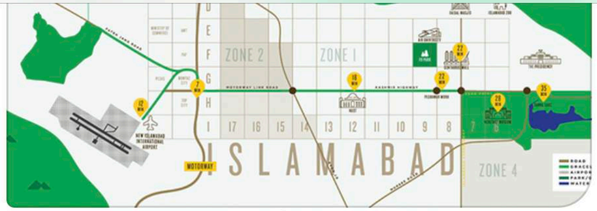



👆That's the map.

There are times when a voice conversation is better than text.

Would you like my phone number, WhatsApp & other contact info?

See it 👉




👆That's the map.

There are times when a voice conversation is better than text.

Would you like my phone number, WhatsApp & other contact info?

See it 👉

See it 👉

Try one of these (any time):

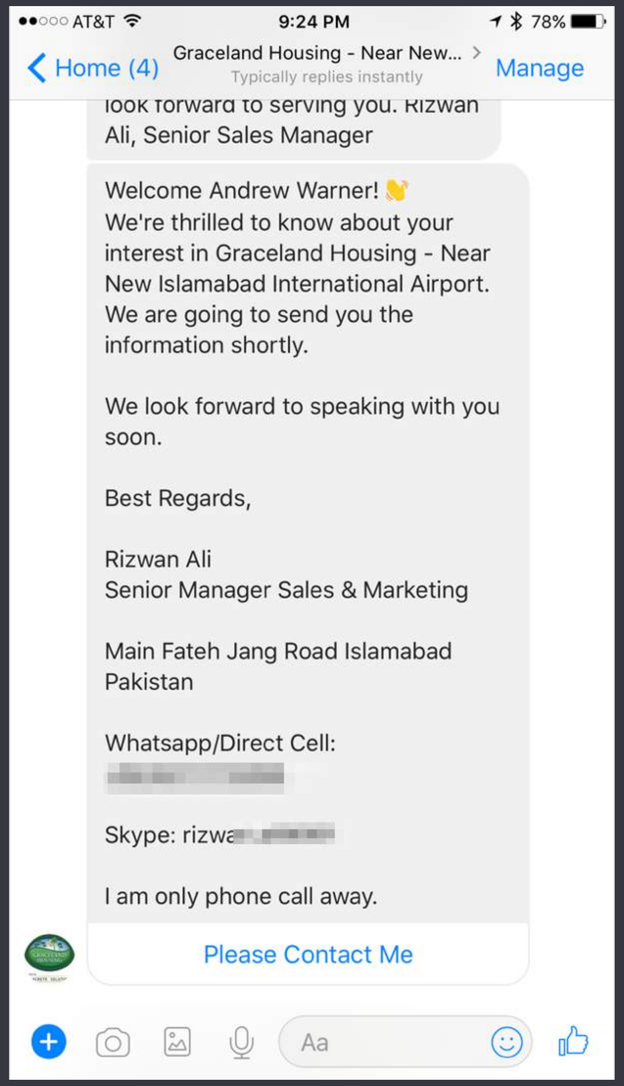
☎️ Phone

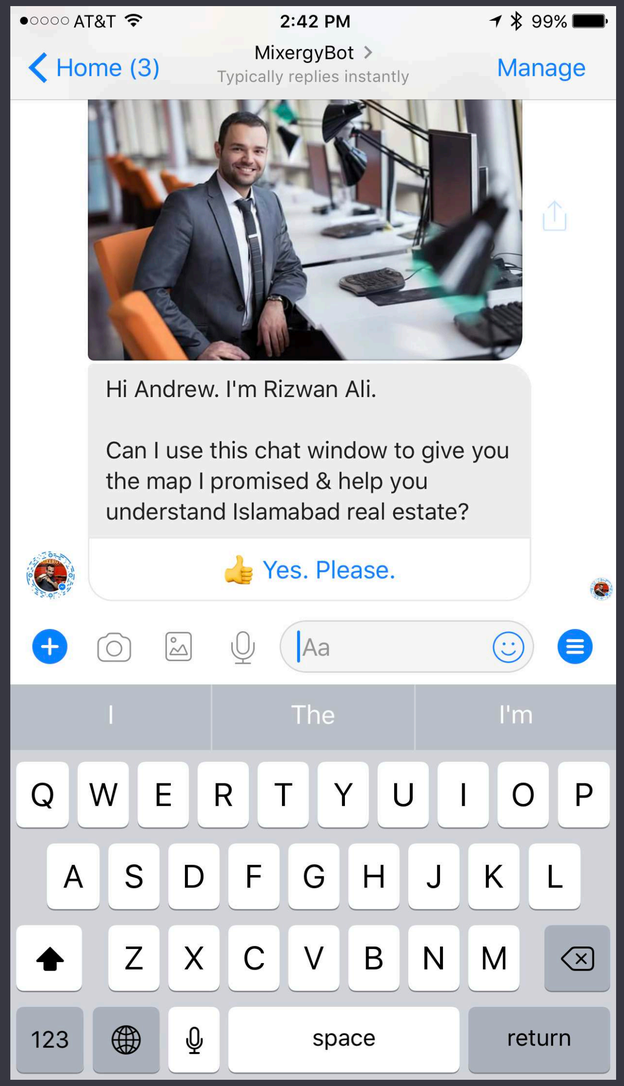
📧 Email

📱 WhatsApp

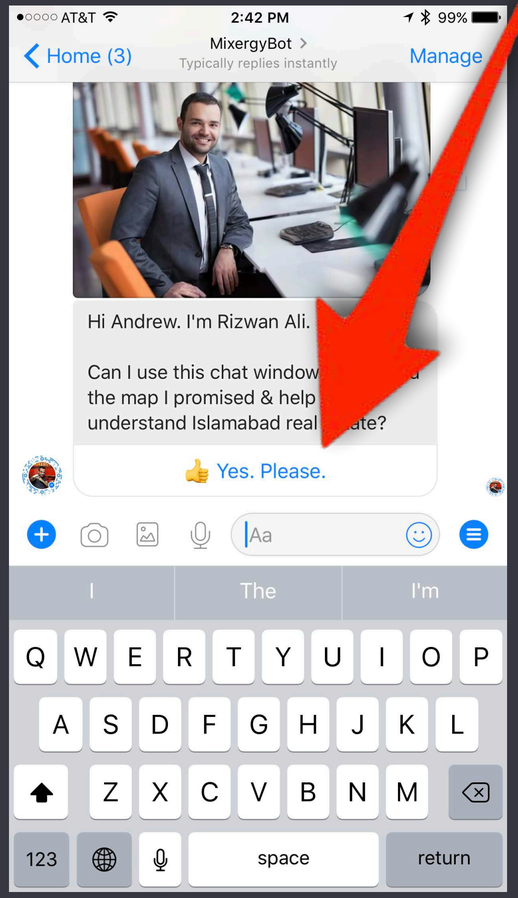
In the next few days, I'll teach you more about real estate.

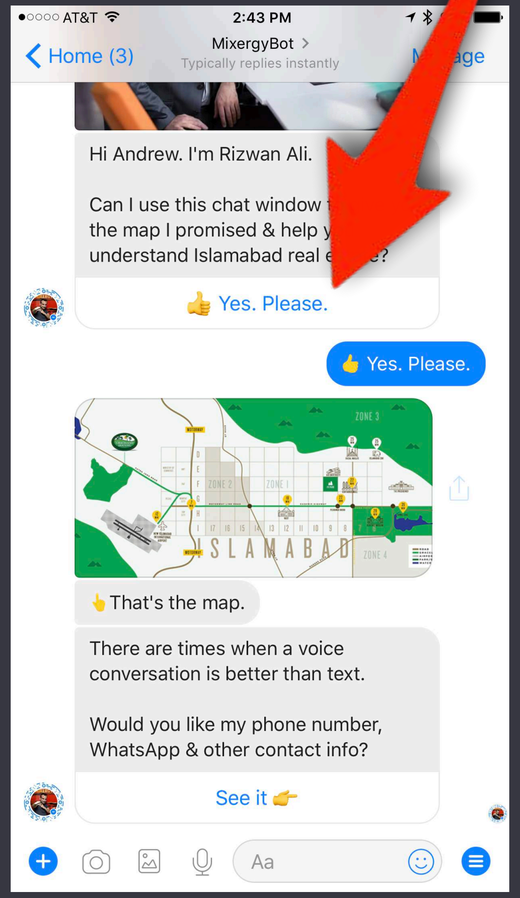
# Compare for yourself

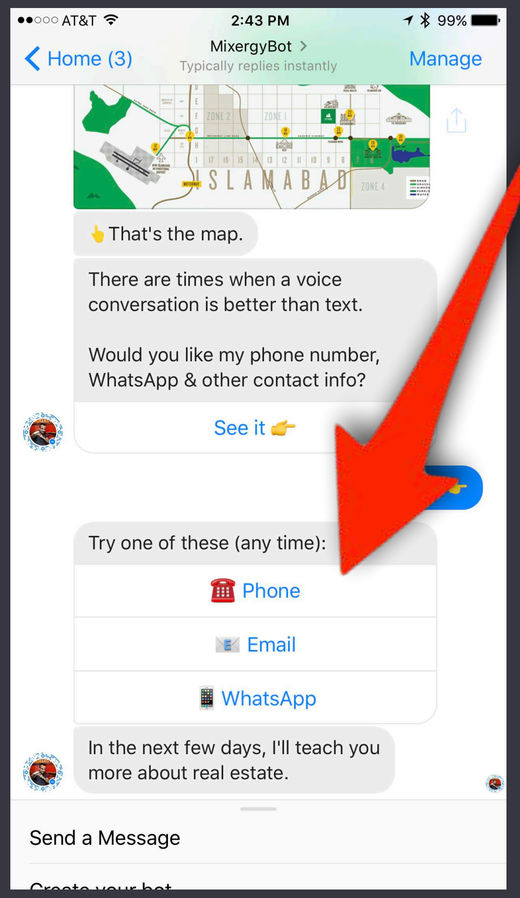


# Tag for improvement & followup!



# Your Super Power 💪🏽

## Write compelling content & get sales

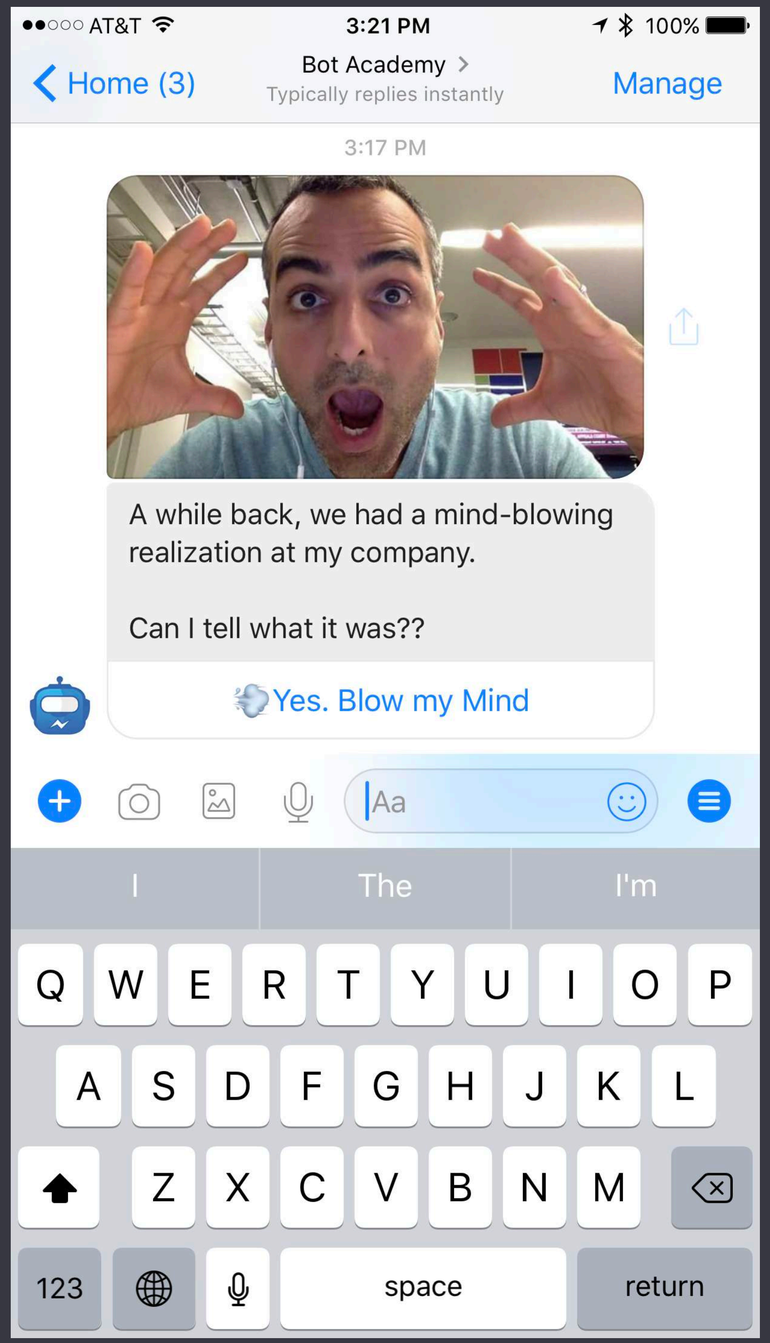
# Visual

⇓

# Concise Text

⇓

# Interaction



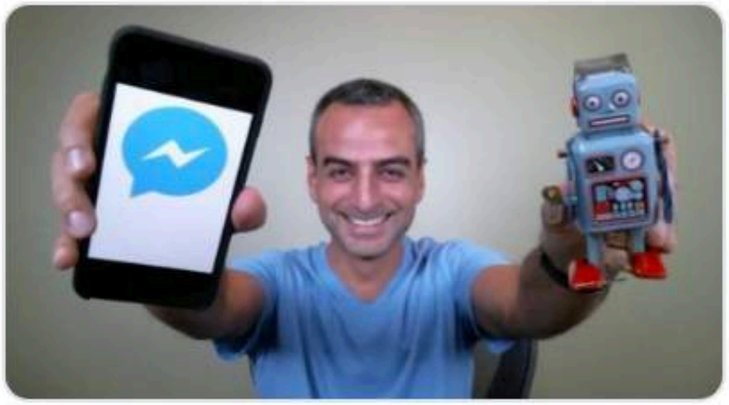
ManyChat

Page
Bot Academy

- Dashboard
- Audience
- Live Chat
- Growth Tools
- Engage
- Auto
  - Main M
  - Default R
  - Welcome Message
  - Keywords
  - Sequences
- Content
- Settings

# Welcome Message

Welcome Message



Bee Blop Beep Bop. I'm Bot Academy's Facebook Messenger bot.

Can I show you how you can get more sales from FB Messenger than from email newsletters?

Yes. Show me how 👀 CTR 82%

Sent
238

Delivered
238
100.0%

Opened
237
99.6%

Clicked
189
79.4%

Typing 6 seconds

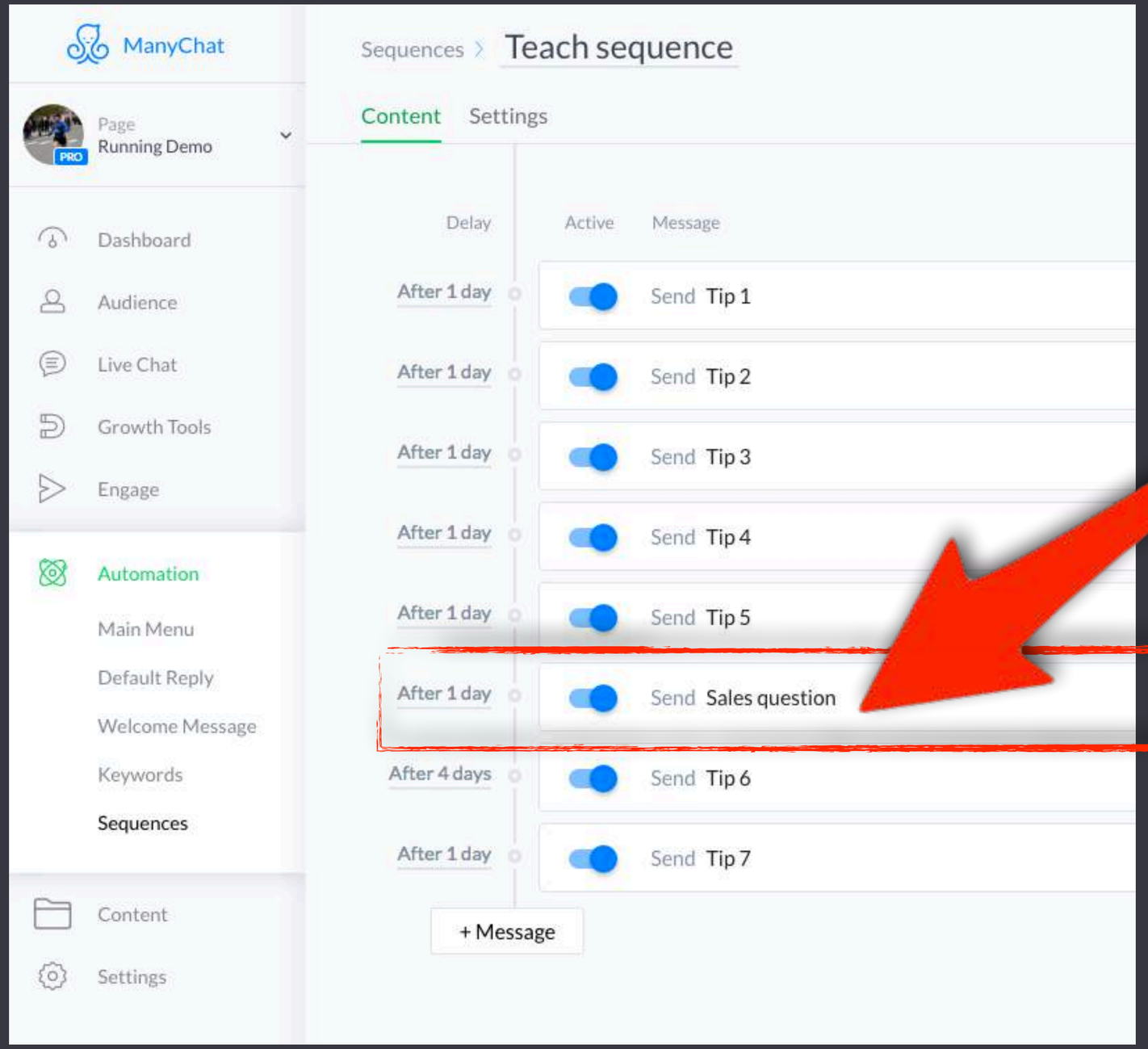
What I'm showing you above is very BASIC marketing automation.

If we had a few hours, I could blow your mind with what's possible.

For now I just want you to know you can automate what you send people when they subscribe to your bot.

Does this make sense?

| | | |
|---|---|---|
| Yes, I understand 👍 | CTR 81% | |
| Kinda 💡 | CTR 14% | |
| No, I'm lost 😊 | CTR 9% | |


ManyChat
Page
Running Demo
PRO
Dashboard
Audience
Live Chat
Growth Tools
Engage
Automation
Main Menu
Default Reply
Welcome Message
Keywords
Sequences
Content
Settings
Sequences
Teach sequence
Content
Settings
Delay
Active
Message
After 1 day
Send Tip 1
After 1 day
Send Tip 2
After 1 day
Send Tip 3
After 1 day
Send Tip 4
After 1 day
Send Tip 5
After 1 day
Send Sales question
After 4 days
Send Tip 6
After 1 day
Send Tip 7
+ Message

Welcome Andrew! 👋 Thank you for subscribing. The next post is coming soon, stay tuned!

P.S. If you ever want to unsubscribe just type "stop".

7:54 PM

As you know, I'm an advocate of slim running sandals.

Would you ever use sandals, like the ones I've advocated here?

👍 Yes - I'd use them

✋ I have a pair

👎 No - not for me

As you know, I'm an advocate of slim running sandals.

Would you ever use sandals, like the ones I've advocated here?

👍 Yes - I'd use them

✋ I have a pair

👎 No - not for me

👍 Yes - I'd use them

✋

High five!

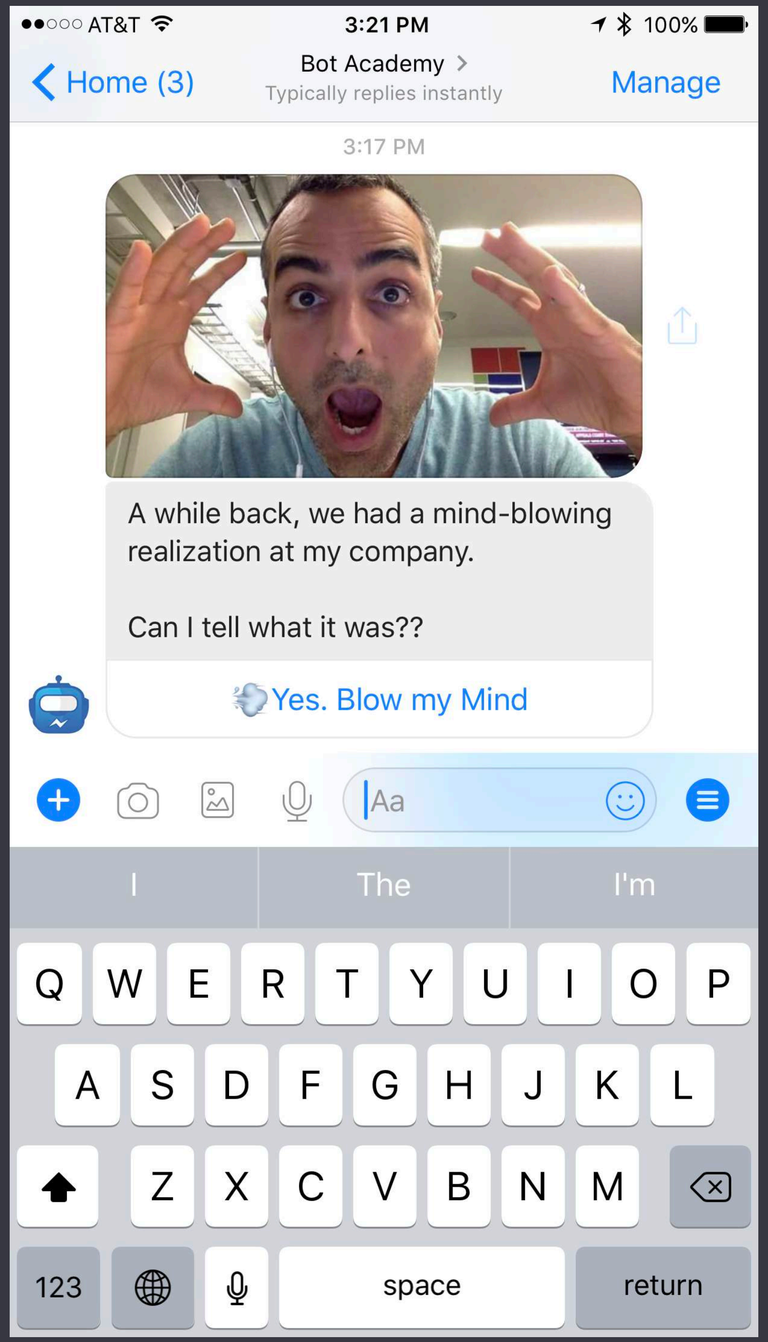
Tomorrow I'll tell you about the new sandals I created for runners like us.

# Write actionable and interesting messages

# Visual

# Concise Text

# Interaction


AT&T
3:21 PM
100%
Home (3)
Bot Academy
Typically replies instantly
Manage
3:17 PM
A while back, we had a mind-blowing realization at my company.
Can I tell what it was??
Yes. Blow my Mind
Aa
I
The
I'm
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return

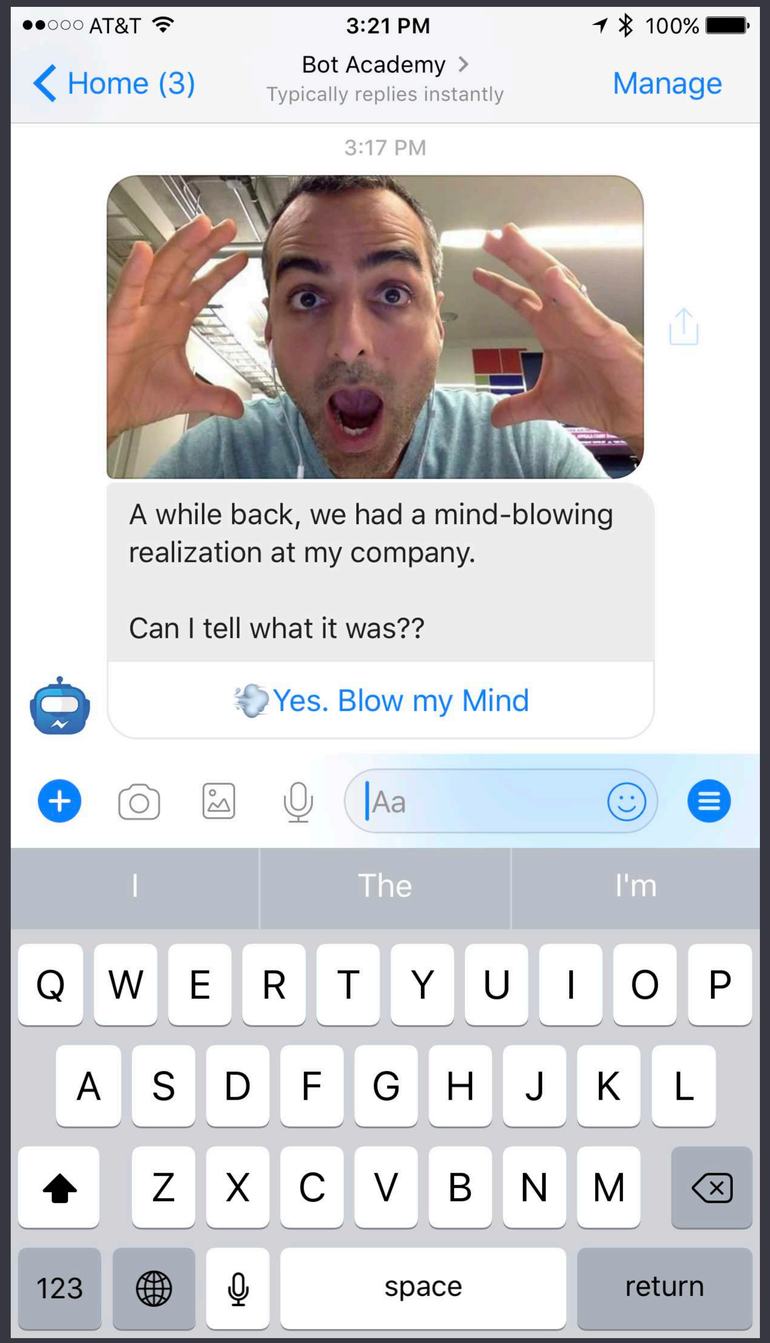
# Visual

⇓

# Concise Text

⇓

# Interaction



# Why heavy visuals, light text, & more interaction

Invite Olivia to Messenger

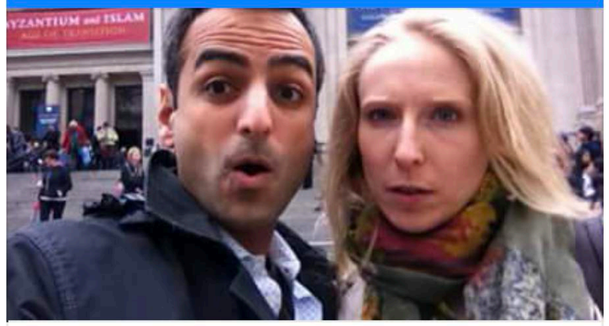
**Jono and Ben added a new video: BBC Interview Parody.**

Shout out to all the working women out there...

Jono and Ben

MAR 31, 1:00 PM

fun memory.



With at the Met

Olivia Khalili

APR 3, 12:14 PM

Yeah, when we took the train to NY for a day. Life was simpler, huh?

Aa

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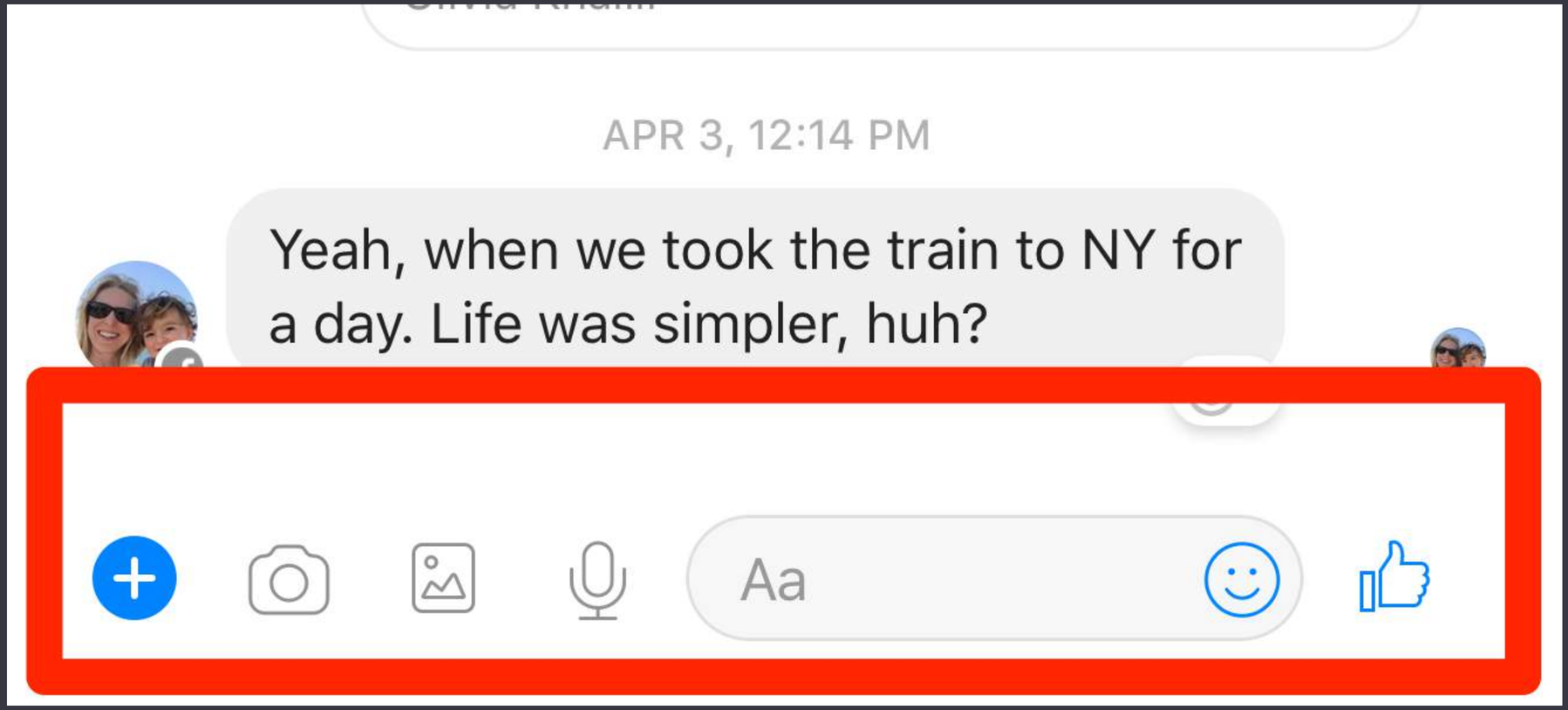
Aa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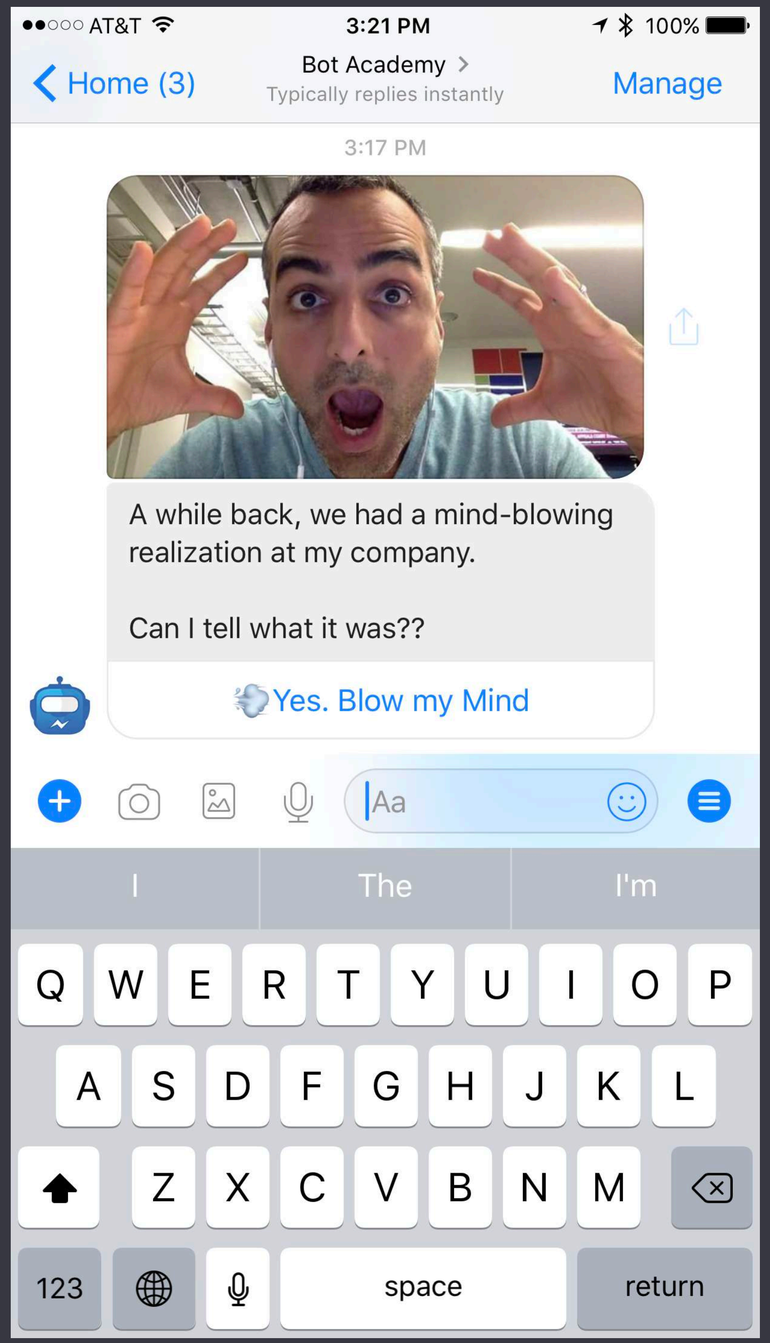
# Visual

⇓

# Concise Text

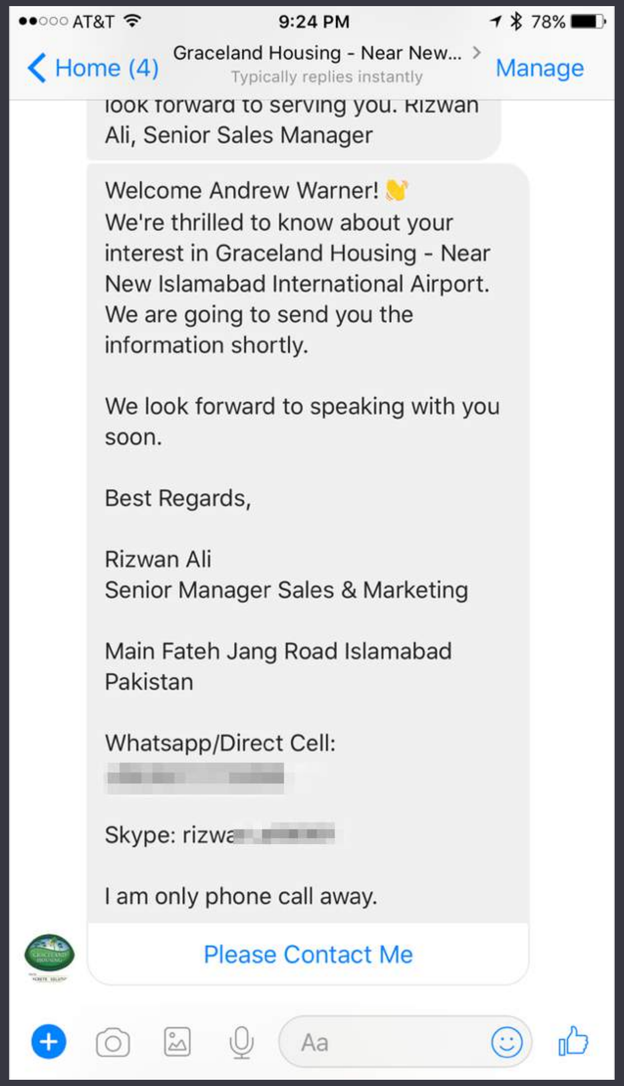
⇓

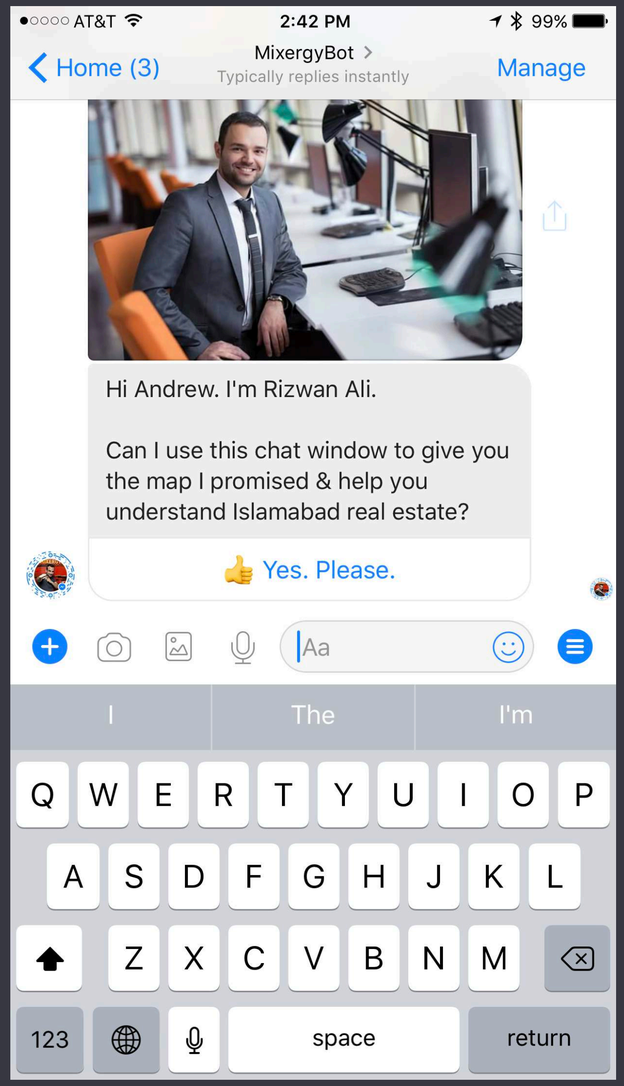
# Interaction

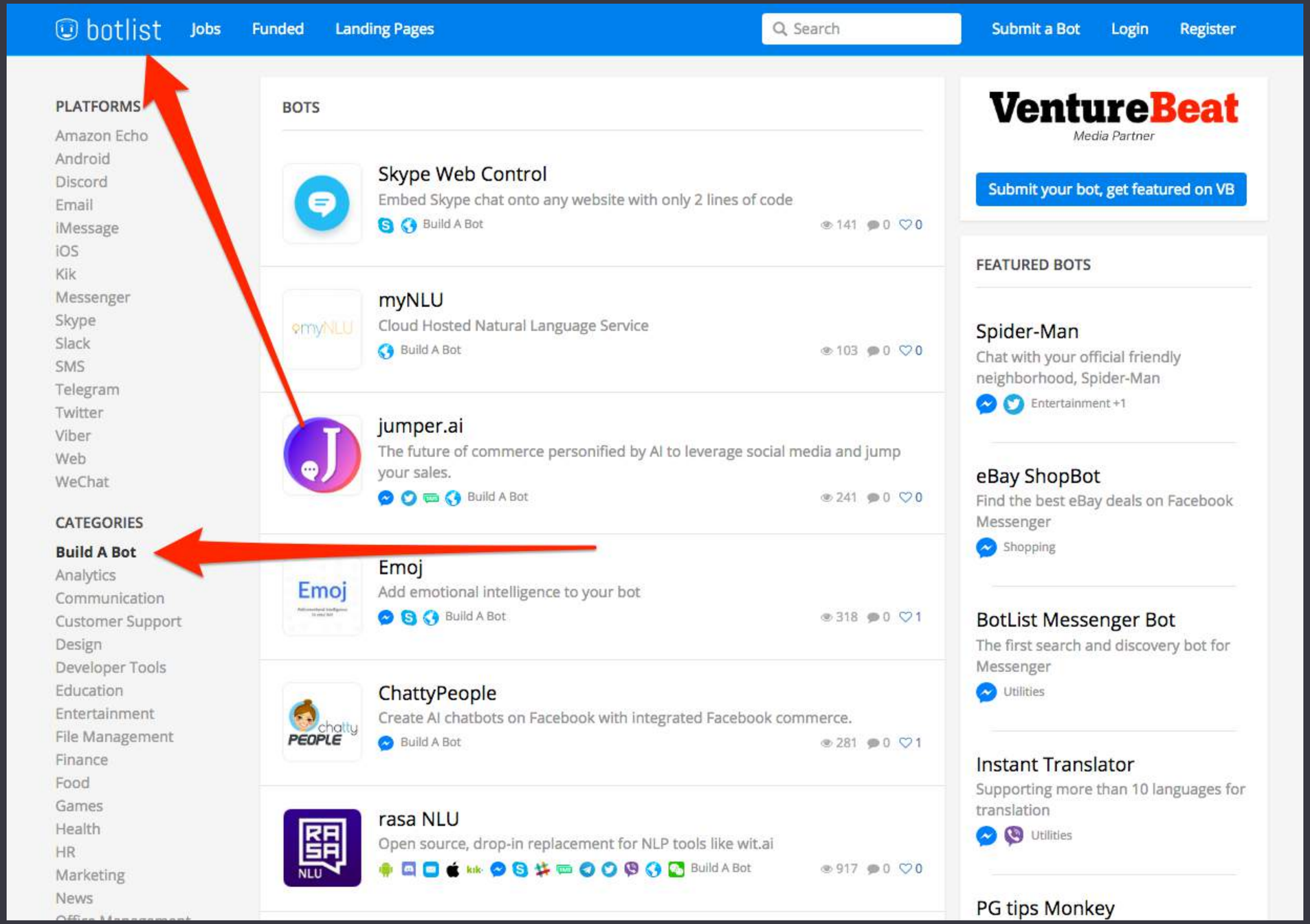


**The 3-sentence rule:**
**Ideally, your bot shouldn't send more than 3 sentences without a user interaction.**

# Compare for yourself




botlist
Jobs
Funded
Landing Pages
Search
Submit a Bot
Login
Register
PLATFORMS
Amazon Echo
Android
Discord
Email
iMessage
iOS
Kik
Messenger
Skype
Slack
SMS
Telegram
Twitter
Viber
Web
WeChat
CATEGORIES
Build A Bot
Analytics
Communication
Customer Support
Design
Developer Tools
Education
Entertainment
File Management
Finance
Food
Games
Health
HR
Marketing
News
BOTS
Skype Web Control
Embed Skype chat onto any website with only 2 lines of code
Build A Bot
141 0 0
myNLU
Cloud Hosted Natural Language Service
Build A Bot
103 0 0
jumper.ai
The future of commerce personified by AI to leverage social media and jump your sales.
Build A Bot
241 0 0
Emoj
Add emotional intelligence to your bot
Build A Bot
318 0 1
ChattyPeople
Create AI chatbots on Facebook with integrated Facebook commerce.
Build A Bot
281 0 1
rasa NLU
Open source, drop-in replacement for NLP tools like wit.ai
Build A Bot
917 0 0
VentureBeat
Media Partner
Submit your bot, get featured on VB
FEATURED BOTS
Spider-Man
Chat with your official friendly neighborhood, Spider-Man
Entertainment +1
eBay ShopBot
Find the best eBay deals on Facebook Messenger
Shopping
BotList Messenger Bot
The first search and discovery bot for Messenger
Utilities
Instant Translator
Supporting more than 10 languages for translation
Utilities
PG tips Monkey

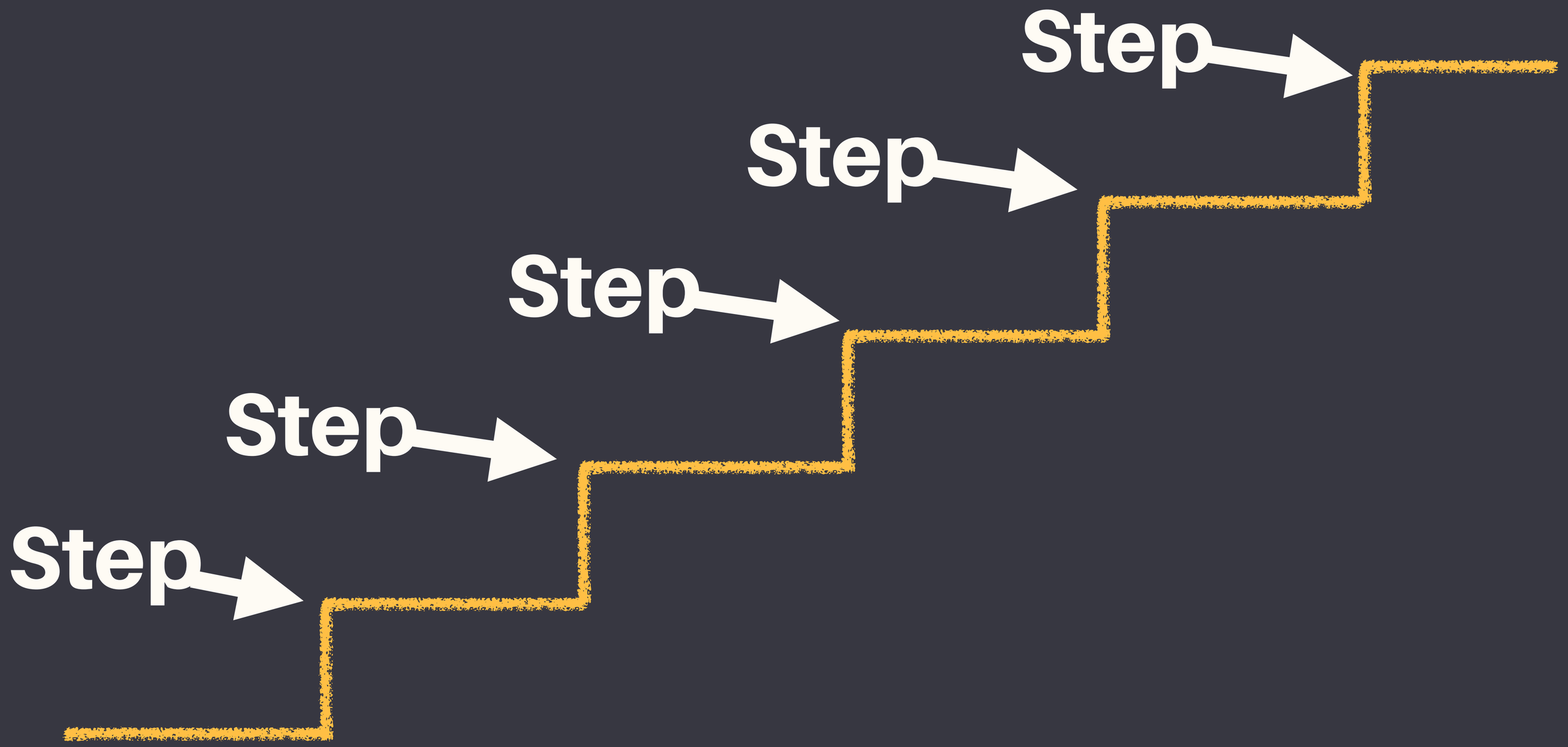
# Start with the goal

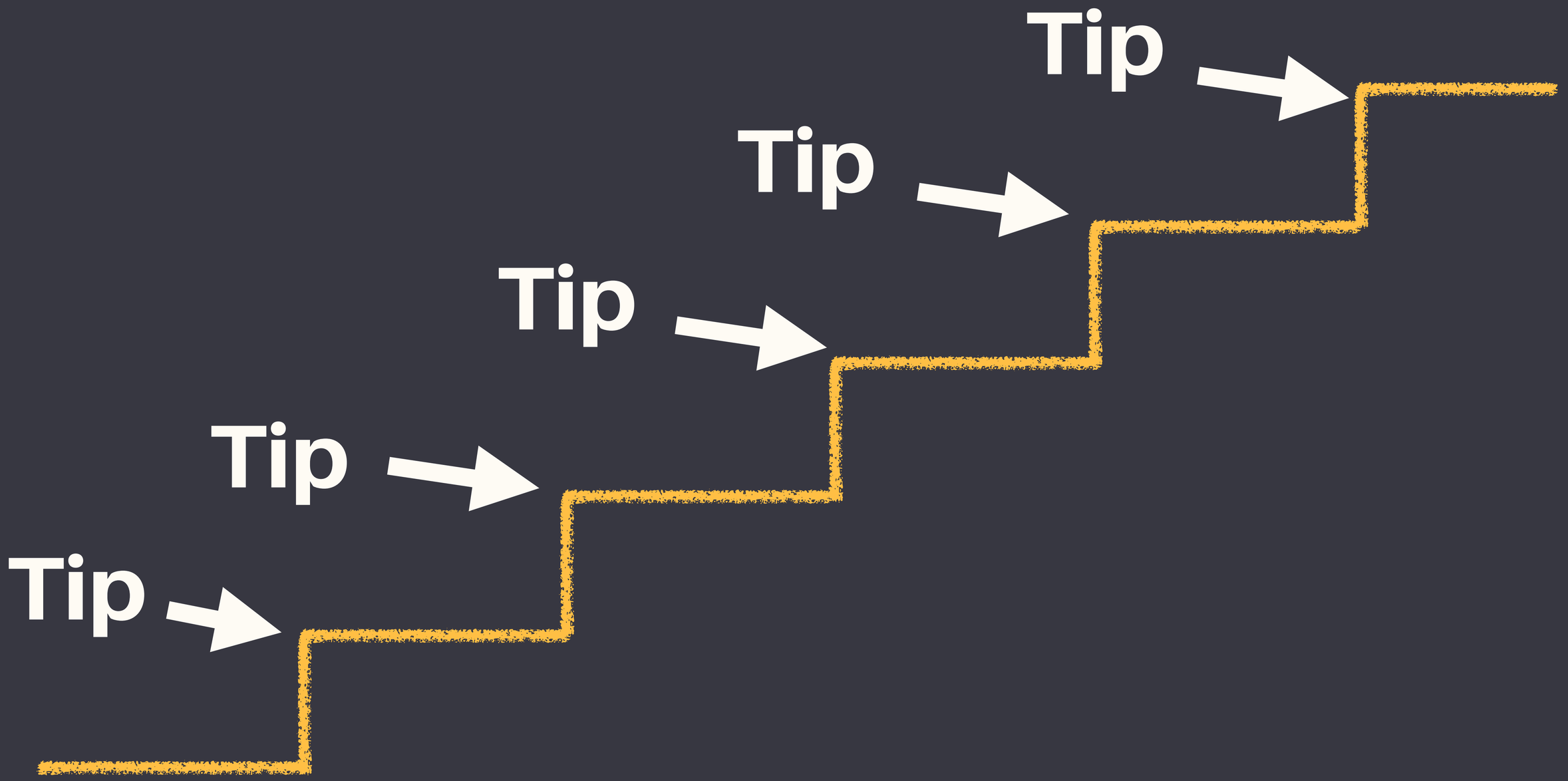
# Our Approach

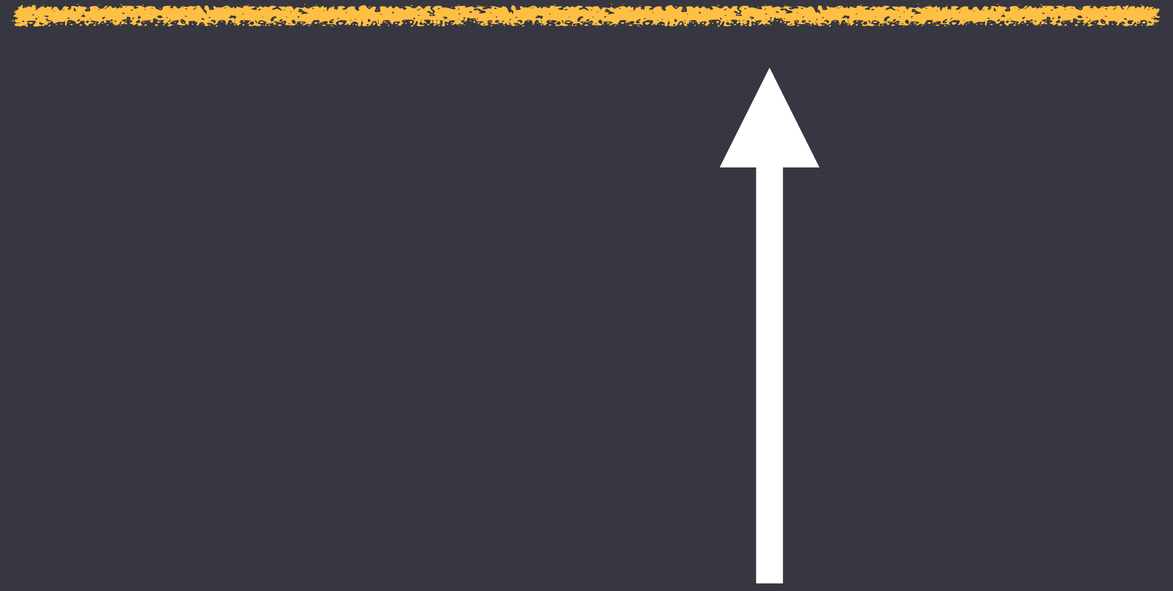
**Teach → Build relationships → Sell**

They're here, but...

...they want to go here.


Step
Step
Step
Step
Step


Tip
Tip
Tip
Tip
Tip



# Get clear on the goal

# My subscriber's goal is:

# My goal is:

# My subscriber's goal is:

To run a marathon for the first time

# My goal is:

To sell running shoes

# My subscriber's goal is:

To run a marathon for the first time

# My goal is:

To sell run coaching programs

# My subscriber's goal is:

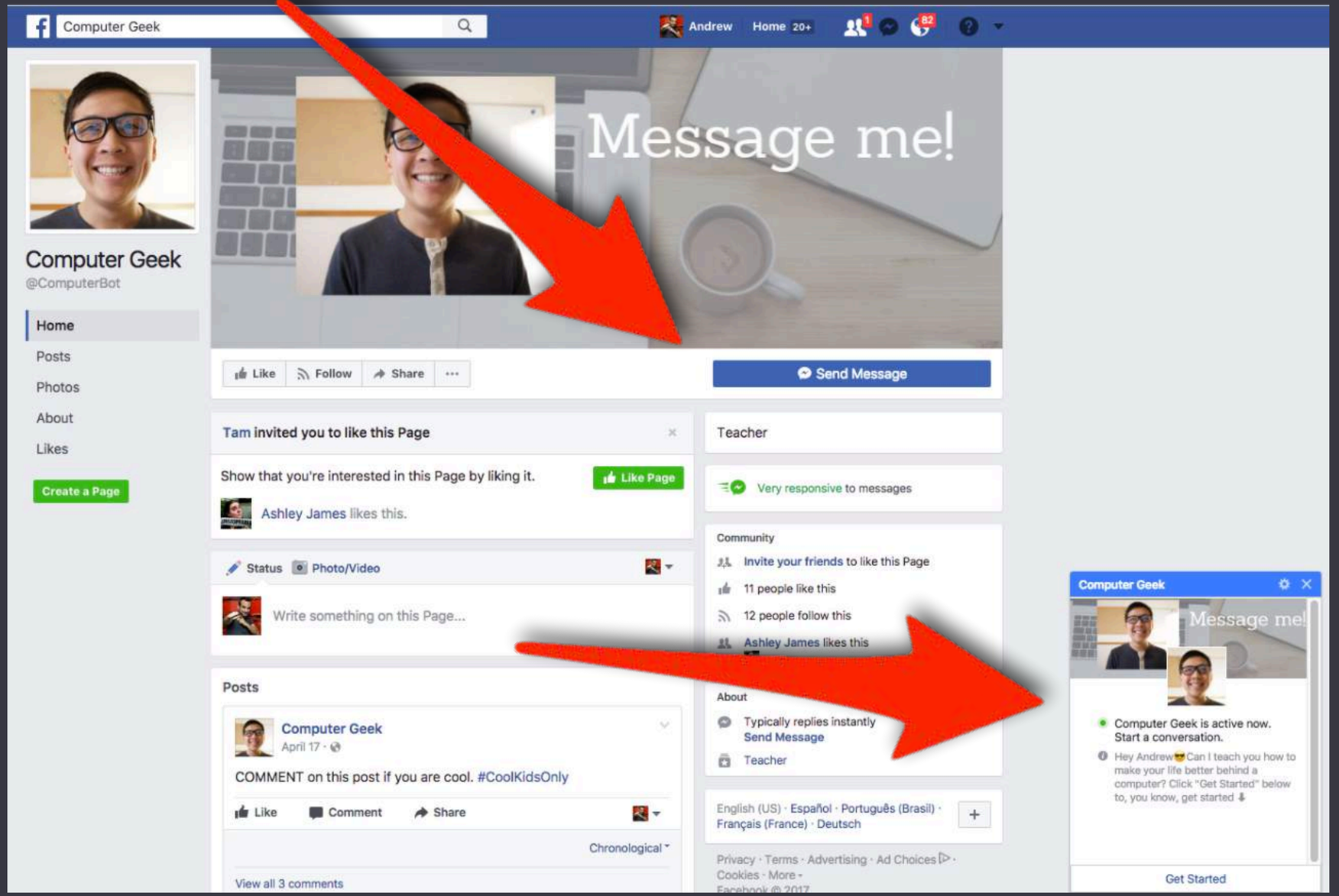
To run a PB marathon

# My goal is:

To sell run coaching programs

# Hey, what about customer service?!

# Write your start message


Computer Geek
Andrew
Home 20+
Message me!
Computer Geek
@ComputerBot
Home
Posts
Photos
About
Likes
Create a Page
Like
Follow
Share
Send Message
Tam invited you to like this Page
Show that you're interested in this Page by liking it.
Like Page
Ashley James likes this.
Status
Photo/Video
Write something on this Page...
Posts
Computer Geek
April 17
COMMENT on this post if you are cool. #CoolKidsOnly
Like
Comment
Share
Chronological
View all 3 comments
Teacher
Very responsive to messages
Community
Invite your friends to like this Page
11 people like this
12 people follow this
Ashley James likes this
About
Typically replies instantly
Send Message
Teacher
English (US) · Español · Português (Brasil) · Français (France) · Deutsch
Privacy · Terms · Advertising · Ad Choices · Cookies · More
Computer Geek
Message me!
Computer Geek is active now. Start a conversation.
Hey Andrew Can I teach you how to make your life better behind a computer? Click "Get Started" below to, you know, get started
Get Started

9:41 AM 100%

Computerbot Cancel

Discover

**Computer Geek**
@ComputerBot
11 people like this including Ashley James
Teacher

If you use a computer every day, my tips will make your life 10x better. Message me and find out... :)

More People



Computerbod Hotmail
@computerbod.hotmail
INVITE

Computerpiet Sinthulp
Worked at Sinterklaas
INVITE

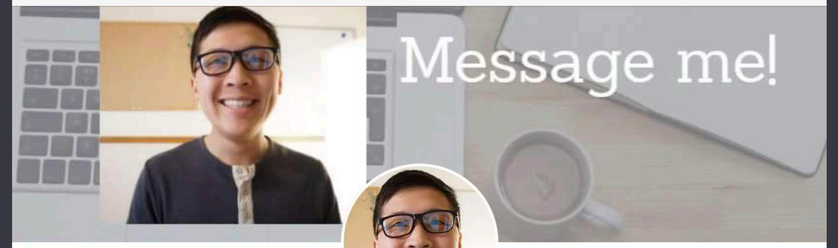
C Omputer Bot
@a.computer.bot · Lives in Halifax, Nova Scotia
INVITE

Computer-Bud Hawaii
@computerbud · Went to Pearl City High Sch...
INVITE



Learnbod Computerbod
@learnbod.computerbod
INVITE

Home 6 Calls People 1 Games




# Computer Geek

Teacher

11 people like this including Ashley James

Typically replies instantly

Hey Andrew😎 Can I teach you how to make your life better behind a computer? Click "Get Started" below to, you know, get started ⬇️

When you tap Get Started, Computer Geek will see your public info.

Get Started

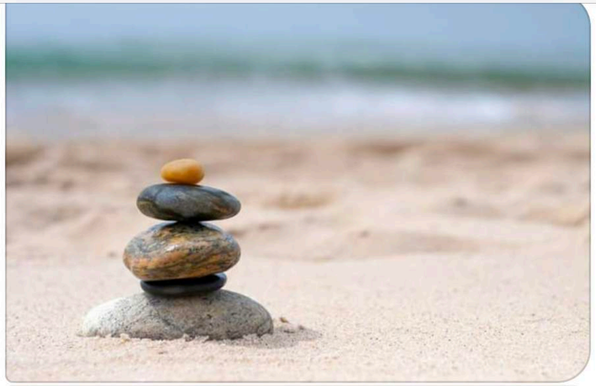
# Get my free yoga guide

Learn the step-by-step method used by millions.

**Send me the guide**

Send to Messenger

Andrew Warner Not you?



Welcome Andrew! 👋

Can I give you the PDF and teach you via this chat?

Yes! Give it to me!

Aa

I The I'm

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123 space return

## Start message's purposes:

1. Give them what you promised
2. Get their permission
3. Pass them to a sequence

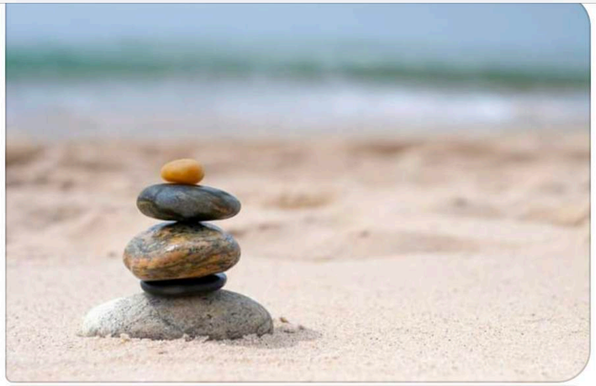
# Get my free yoga guide

Learn the step-by-step method used by millions.

**Send me the guide**

Send to Messenger

Andrew Warner Not you?



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I The I'm

Q W E R T Y U I O P

A S D F G H J K L

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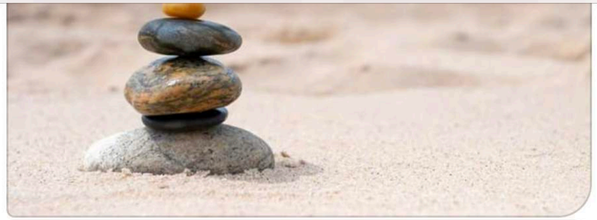
123 space return



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Yes! Give it to me!

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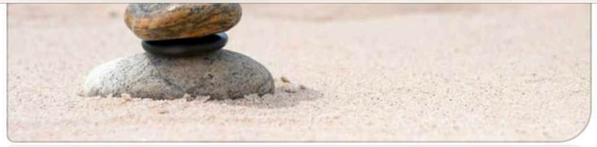
I | The | I'm

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123 space return



Welcome Andrew! 👋

Can I give you the PDF and teach you via this chat?

Yes! Give it to me!

Yes! Give it to me!

Andrew-Warner-...a-Guide-bot.pdf

Ok. Here it is.

Aa

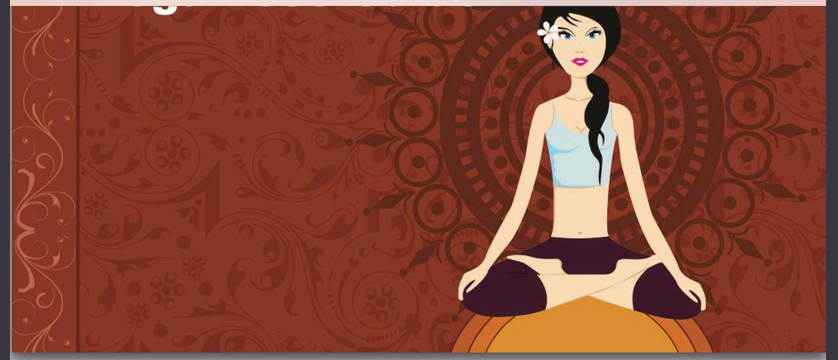
I | The | I'm

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123 space return



## The start message's purposes:

1. Give them what you promised
2. Get their permission
3. Pass them to a sequence

# Do NOT teach in the start message

The page connection was successfully reloaded

ManyChat

Page
Bot Academy

- Dashboard
- Audience
- Live Chat 125
- Growth Tools
- Engage
- Automation
- Content
- Settings

- Help
- Video Tutorials

# Growth Tools

+ New Growth Tool

| | | Widget | | | Opt-In Message | |
|---|---|---|---|---|---|---|
| | Name | Impressions | Opt-Ins | Conversion | Opened | Clicked |
| | test for tam only then delete | - | 1 | - | 100.0% | 0.0% |
| | Growth Tool #44 | - | 0 | - | n/a | n/a |
| | Affiliate partner - EOFire - INWEBINAR bot | - | 145 | - | 100.0% | 91.0% |
| | this sends out what I promised people who came t.. | - | 5 | - | 100.0% | 67.0% |
| | Affiliate partner - Videofruit - INWEBINAR bot | - | 34 | - | 100.0% | 77.0% |
| | Affiliate Partner - Video Fruit | - | 2 | - | 100.0% | 0.0% |
| | Affiliate Partner - Click Funnels | - | 19 | - | 100.0% | 33.0% |
| | Main Webinar Reminders | - | 1032 | - | 100.0% | 44.0% |
| | Affiliate Partner - John Lee Dumas | - | 222 | - | 100.0% | 41.0% |
| | Affiliate Partner - Foundation | - | 19 | - | 100.0% | 37.0% |
| | Growth Tool #35 | - | 57 | - | 100.0% | 87.0% |
| | Growth Tool #34 | - | 0 | - | n/a | n/a |
| | erase me. don't use me :) | - | 0 | - | n/a | n/a |
| | LM 1: Comments-copy-2 | 1 | - | - | - | - |
| | YOUTUBE DEFAULT | - | 2 | - | 100.0% | 0.0 |

ManyChat

Page
Running Demo
PRO

- Dashboard
- Audience
- Live Chat 1
- Grow Tools
- Engage
- Automation
  - Main
  - Default Reply
  - Welcome Message
  - Keywords
  - Sequences
- Content
- Settings

# Welcome Message

Edit Message

Replace

Welcome Message

Hi First Name. I'm a running coach bot.

Can I use this chat window to show you to run your first marathon by using barefoot style running?

👍Teach me coach! CTR 0%

Sen
0

Delivered
0
0.0%

Opened
0
0.0%

Clicked
0
0.0%

Hi Andrew. I'm a running coach bot.

Can I use this chat window to show you to run your first marathon by using barefoot style running?

👍Teach me coach!

Aa

I The I'm

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return

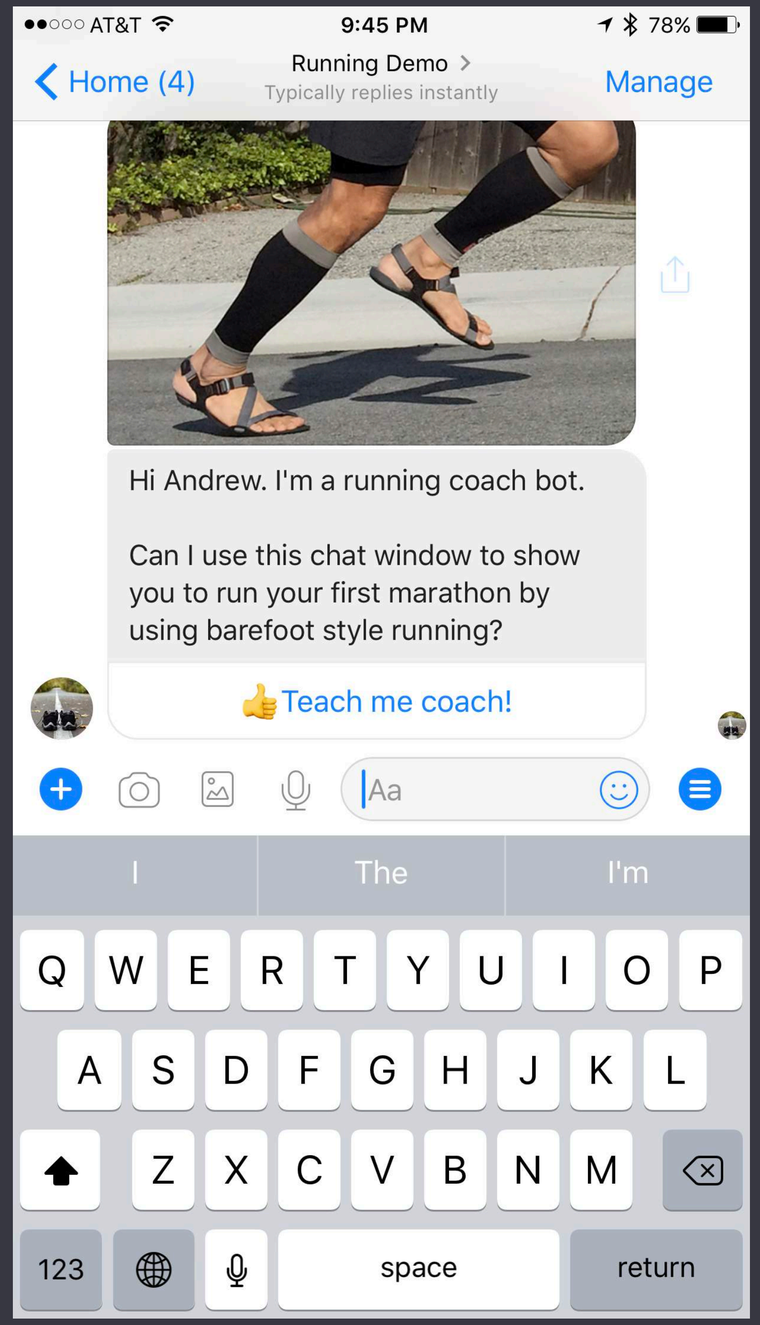
# Visual

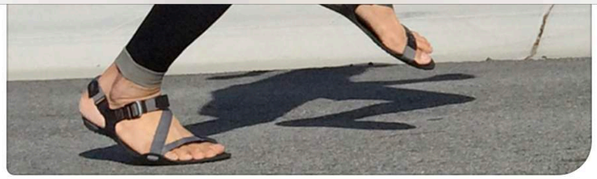
⇓

# Concise Text

⇓

# Interaction





Hi Andrew. I'm a running coach bot.

Can I use this chat window to show you to run your first marathon by using barefoot style running?

👍Teach me coach!

👍Teach me coach!

Will do!

Aa

I | The | I'm

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123 space return

Welcome Message

Hi First Name. I'm a running coach bot.

Can I use this chat window to show you to run your first marathon by using barefoot style running?

👍Teach me coach!

+ Add Button

+ Quick reply

Edit Button

**Button Title:**

👍Teach me coach!

**Do this when user presses the button:**

Reply with message

**Select reply message:**

👍Teach Me Coach!

**Additional Actions**

**Subscribe to sequence**

Teach sequence

+ New Action

Delete

Done

# If you promised a digital product...

Andrew, can I use this chat window to give you the guide I promised...

...& teach you bout chat bots?

Yes. I want it 😍

Andrew, can I use this chat window to give you the guide I promised...

...& teach you bout chat bots?

Yes. I want it 😍

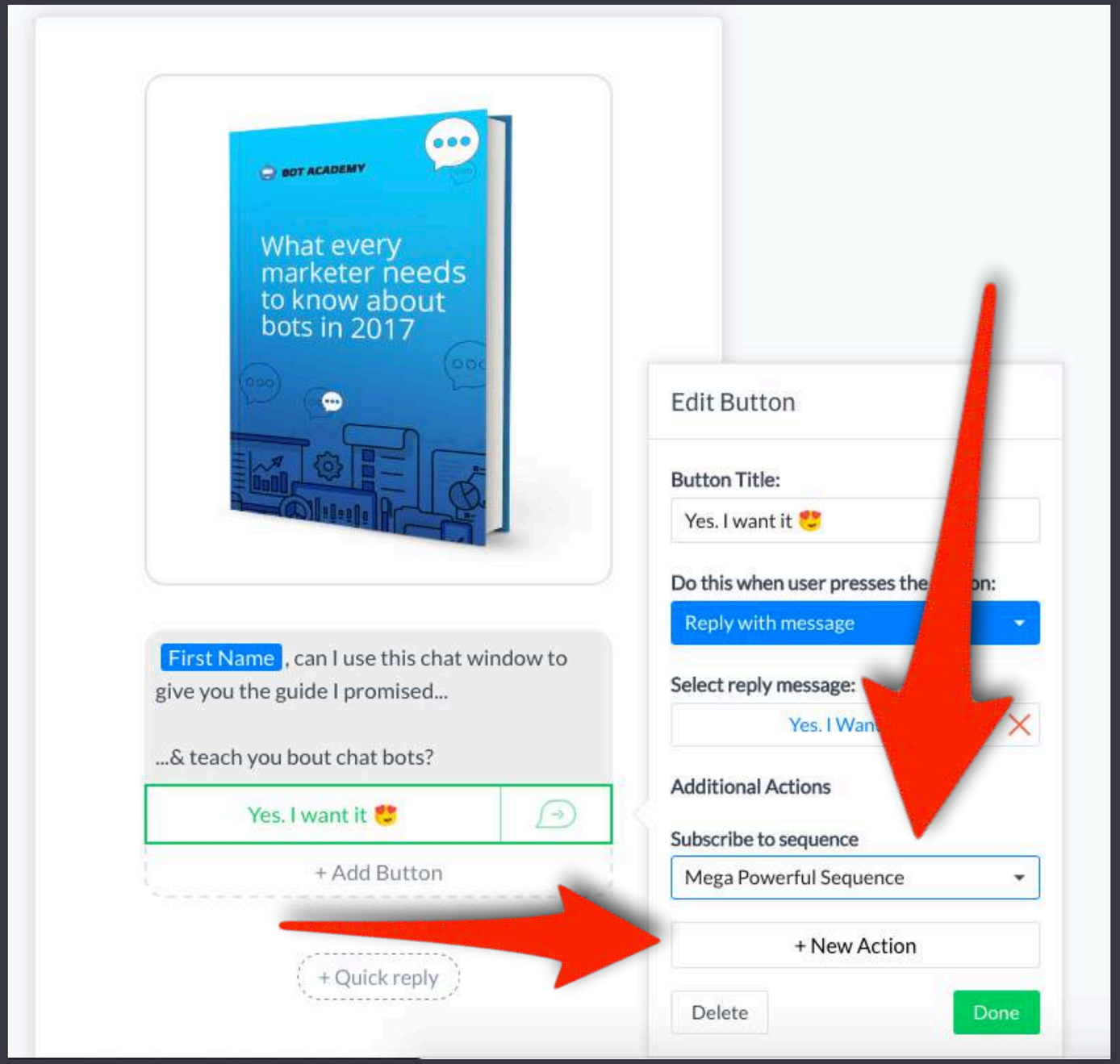
Yes. I want it 😍

Bot-Academy-Guide-to-bots.pdf

👆

There you go.

Aa


BOT ACADEMY
What every marketer needs to know about bots in 2017
First Name , can I use this chat window to give you the guide I promised...
...& teach you bout chat bots?
Yes. I want it 😍
+ Add Button
+ Quick reply
Edit Button
Button Title:
Yes. I want it 😍
Do this when user presses the on:
Reply with message
Select reply message:
Yes. I Wan
Additional Actions
Subscribe to sequence
Mega Powerful Sequence
+ New Action
Delete
Done

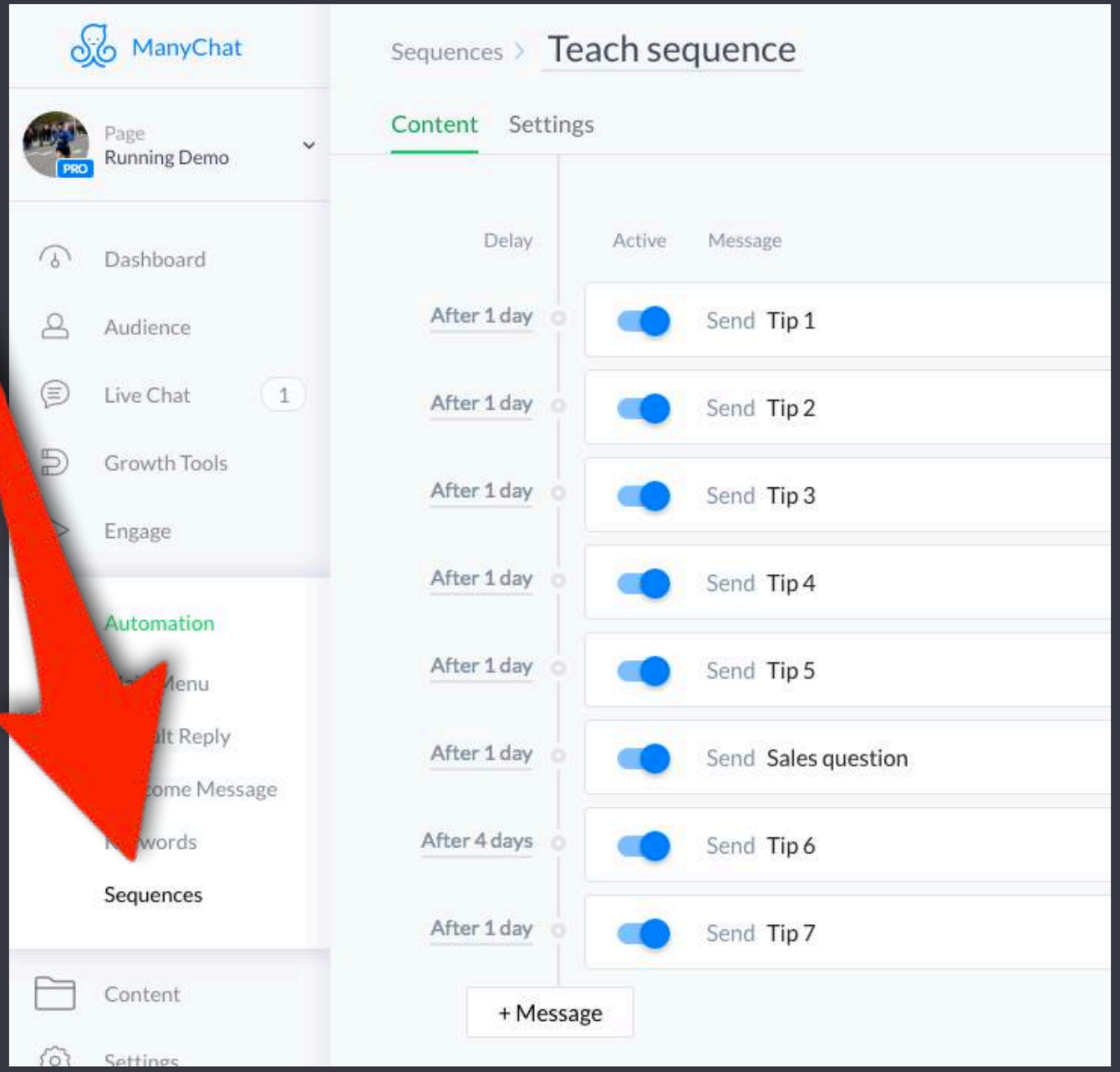
## Start message's purposes:

1. Give them what you promised
2. Get their permission
3. Pass them to a sequence

# Review

1. Messages should be visual, short & interactive
2. Visuals can be photos, illustrations, animated GIFs, etc
3. Know your bot's goal
4. Your welcome message should give what you promised, get permission & add to sequence

# Let your sequence teach & sell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Growth Tools
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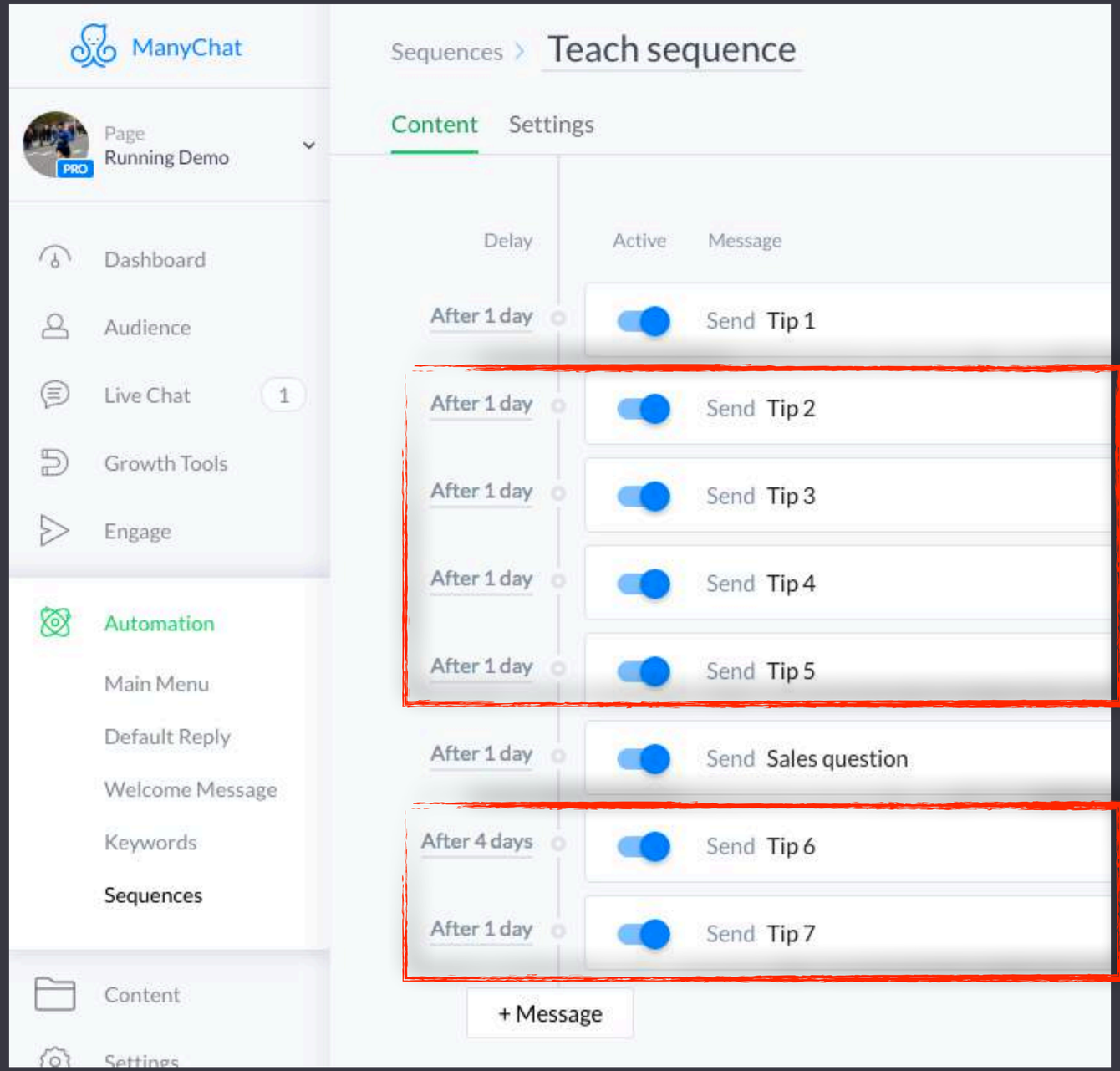
After 1 day
Send Tip 1
After 1 day
Send Tip 2
After 1 day
Send Tip 3
After 1 day
Send Tip 4
After 1 day
Send Tip 5
After 1 day
Send Sales question
After 4 days
Send Tip 6
After 1 day
Send Tip 7
+ Message

# Write your regular messages


ManyChat
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Live Chat
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Growth Tools
Engage
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Main Menu
Default Reply
Welcome Message
Keywords
Sequences
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Sequences
Teach sequence
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Settings
Delay
Active
Message
After 1 day
Send Tip 1
After 1 day
Send Tip 2
After 1 day
Send Tip 3
After 1 day
Send Tip 4
After 1 day
Send Tip 5
After 1 day
Send Sales question
After 4 days
Send Tip 6
After 1 day
Send Tip 7
+ Message

# Persuade
# them to start

Today I'll show you how to put your sales messages on autopilot using FB Messenger.

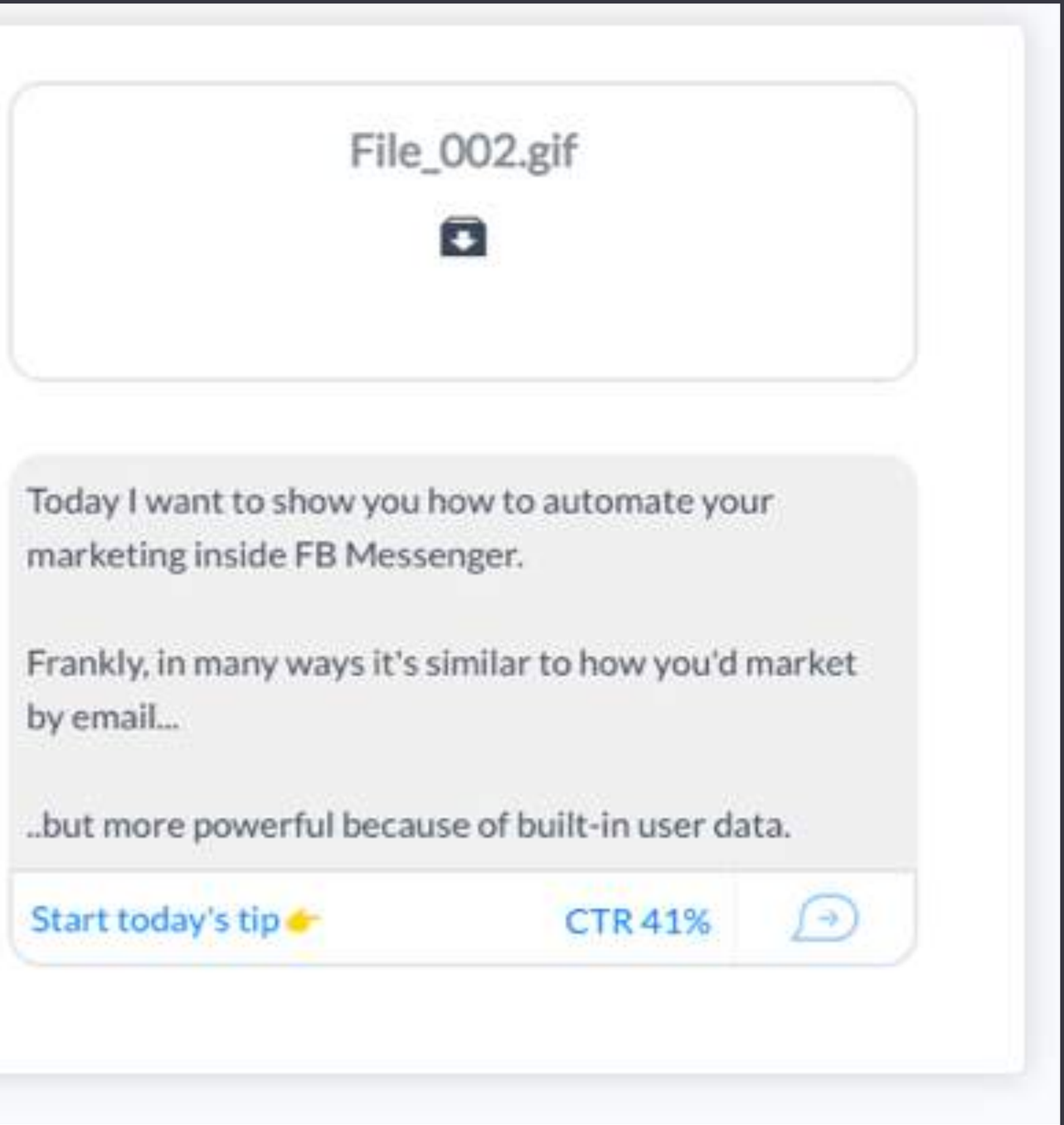
Want to see it?

Start today's tip👉

Aa

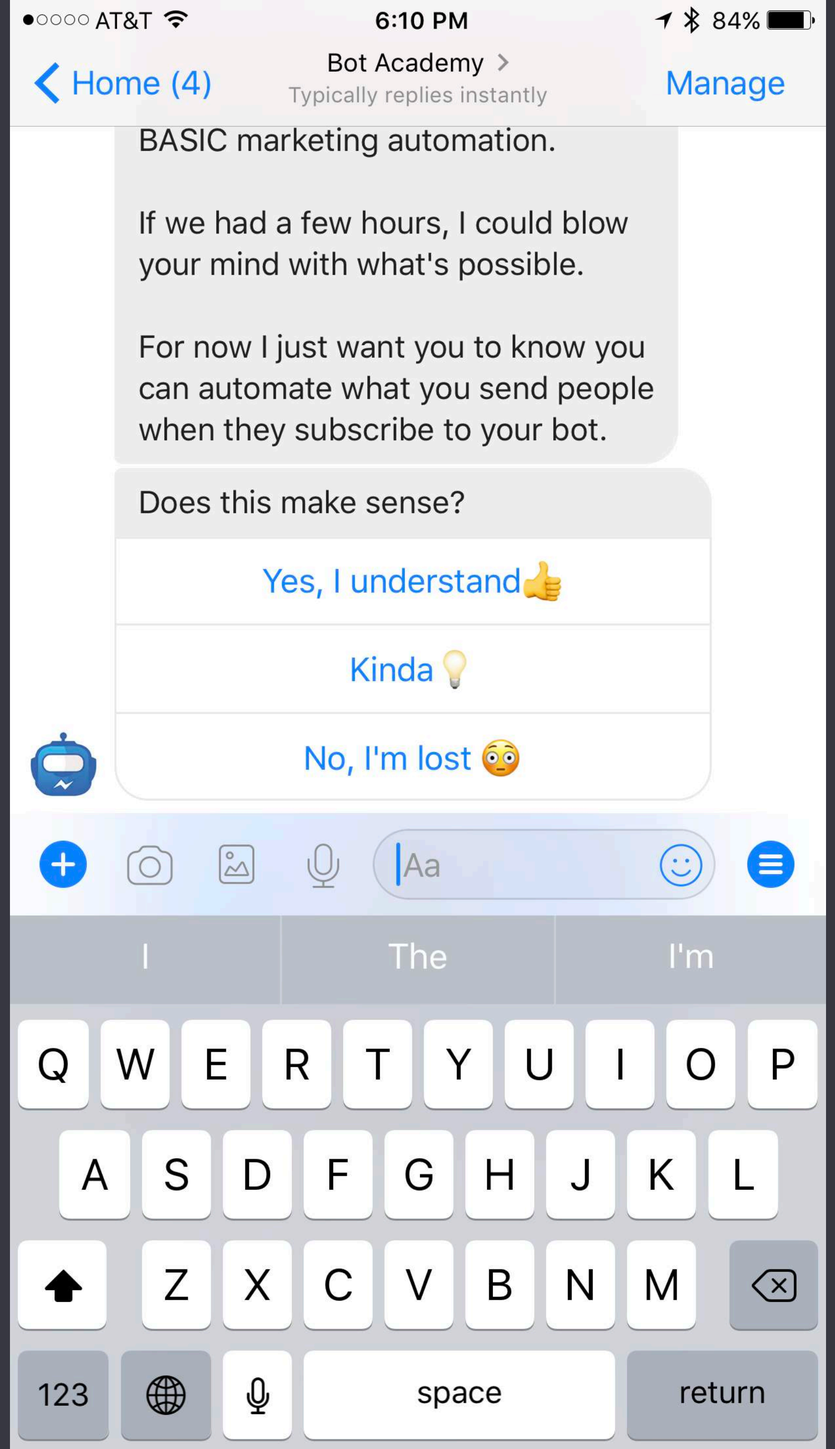
I | The | I'm

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return


File_002.gif
Today I want to show you how to automate your marketing inside FB Messenger.
Frankly, in many ways it's similar to how you'd market by email...
..but more powerful because of built-in user data.
Start today's tip 👉
CTR 41%

# Teach

# Ending options:
# survey, tease, CTA


AT&T
6:10 PM
84%
Home (4)
Bot Academy
Typically replies instantly
Manage
BASIC marketing automation.
If we had a few hours, I could blow your mind with what's possible.
For now I just want you to know you can automate what you send people when they subscribe to your bot.
Does this make sense?
Yes, I understand
Kinda
No, I'm lost
Aa
I
The
I'm
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return

Typing 6 seconds

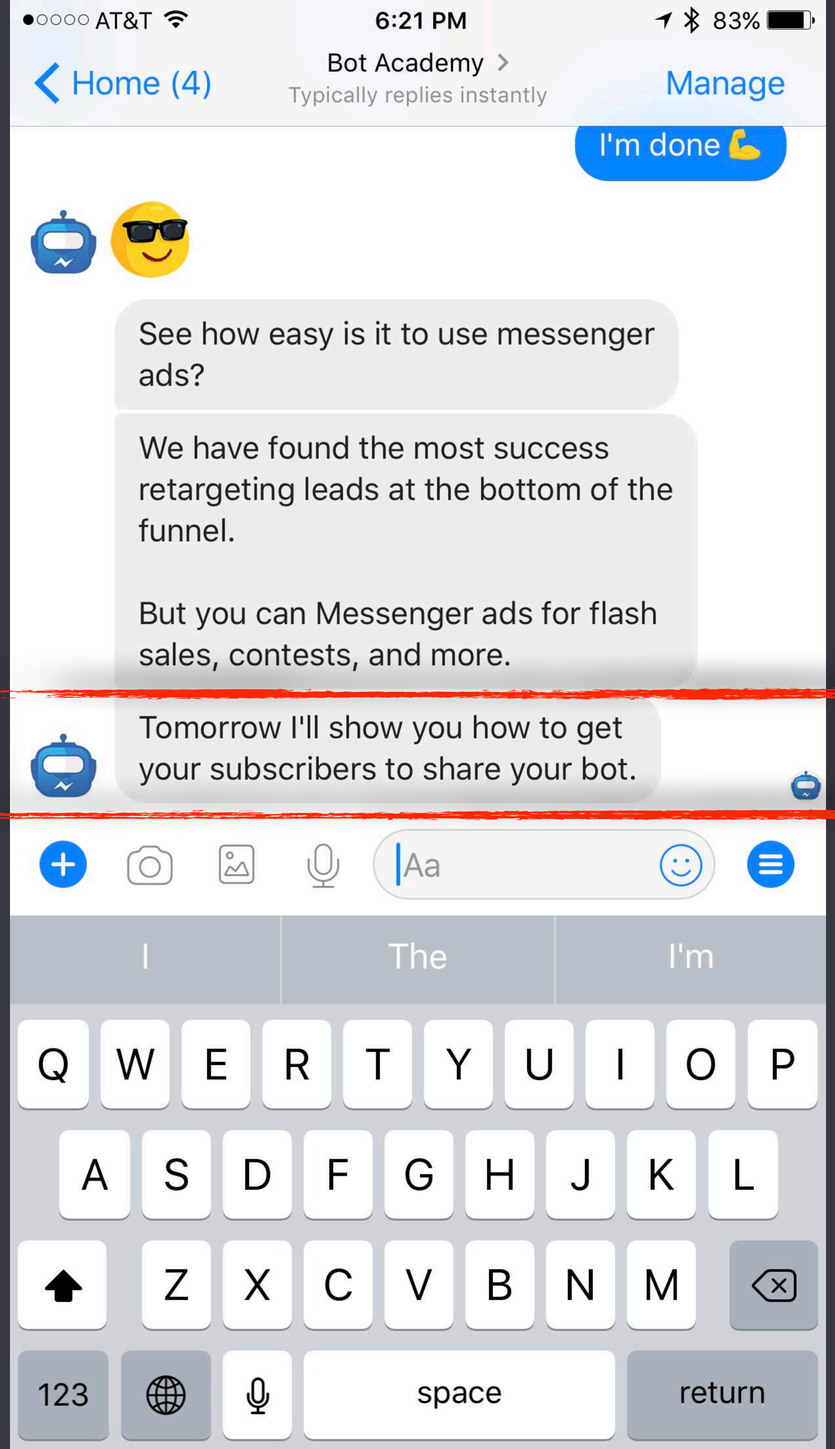
What I'm showing you above is very BASIC marketing automation.

If we had a few hours, I could blow your mind with what's possible.

For now I just want you to know you can automate what you send people when they subscribe to your bot.

Does this make sense?

| | | |
|---|---|---|
| Yes, I understand 👍 | CTR 81% | |
| Kinda 💡 | CTR 14% | |
| No, I'm lost 😊 | CTR 9% | |


AT&T
6:21 PM
83%
Home (4)
Bot Academy
Typically replies instantly
Manage
I'm done 💪
See how easy is it to use messenger ads?
We have found the most success retargeting leads at the bottom of the funnel.
But you can Messenger ads for flash sales, contests, and more.
Tomorrow I'll show you how to get your subscribers to share your bot.
Aa
I
The
I'm
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return

Thanks for the feedback.

I'll use it to improve my next tips for you.

Bye for now, but I'll be back soon.

Oh, join our Bot Academy community here if you are not in yet.

Join the community 👉

Aa

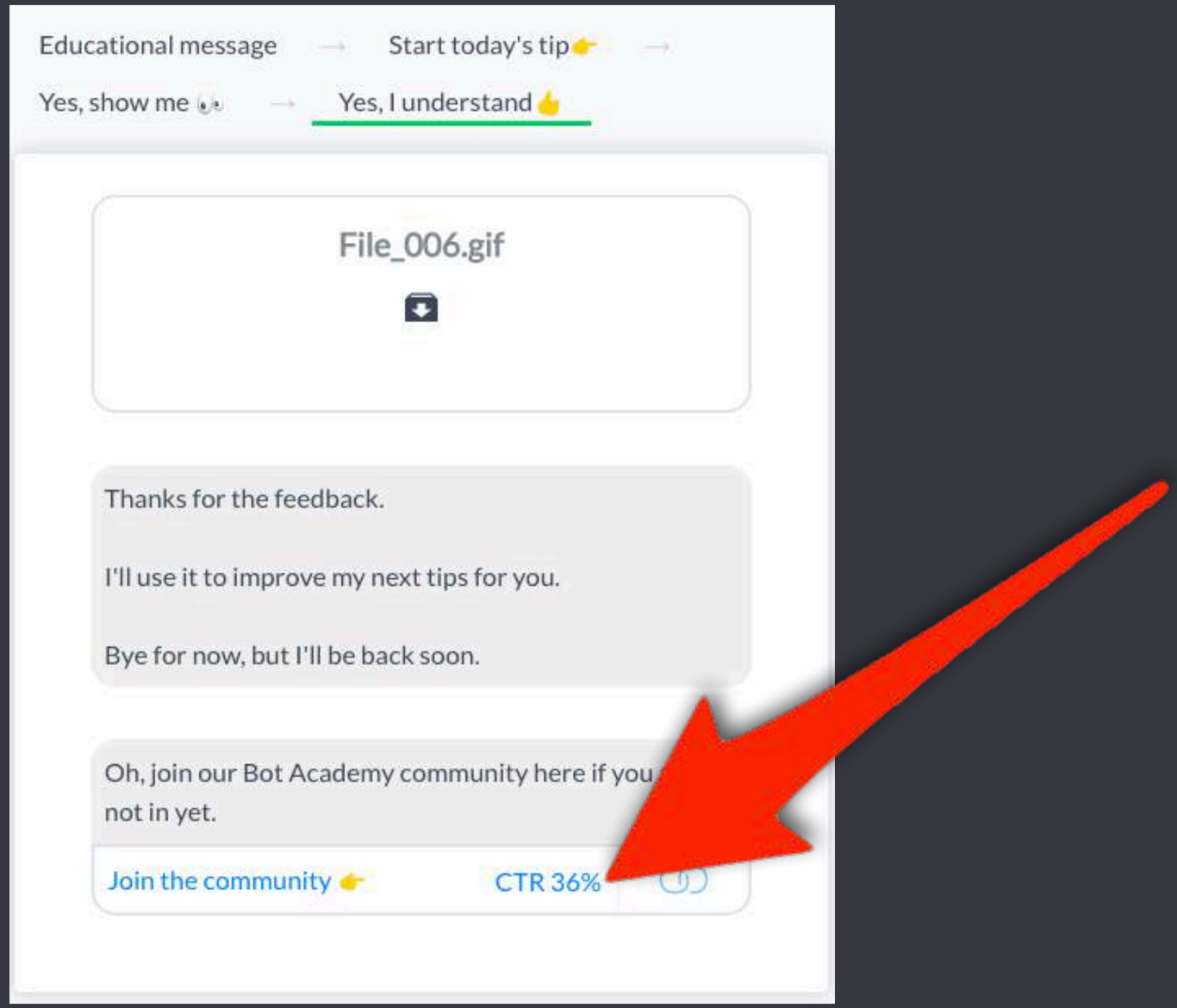
I | The | I'm

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123 space return


Educational message → Start today's tip👉 →
Yes, show me 👀 → Yes, I understand 👍
File_006.gif
Thanks for the feedback.
I'll use it to improve my next tips for you.
Bye for now, but I'll be back soon.
Oh, join our Bot Academy community here if you
not in yet.
Join the community 👉
CTR 36%

# Review

1. Your regular messages should give people a reason to start
2. End each message with a survey or tease or CTA
3. Keep improving your messages based on data

# Write your sales filter message

ermission."

that last message is from the TOS

TUE 12:42 PM

That message in the TOS applies to any interaction outside of the 24 hour window

If somebody:
1. replies to your broadcast/sequence message organically
2. hits a Quick Reply
3. hits a Reply button
the 24 hour window resets. The very next interaction could be a site where they pay for something and that's totally cool

Where people get into trouble:
1. Send a link to a product page as the first message in an interaction outside of the 24 hour window

That will get you banned super fast. I think your approach is a great one.

●○○○○ AT&T 7:00 PM 74%

# Question from a member

Andrew Warner

Andrew, can this be done on Chatfuel and not violate FB's rules: User gets a message. User clicks and engages. User i...

Andrew Yaroshevsky

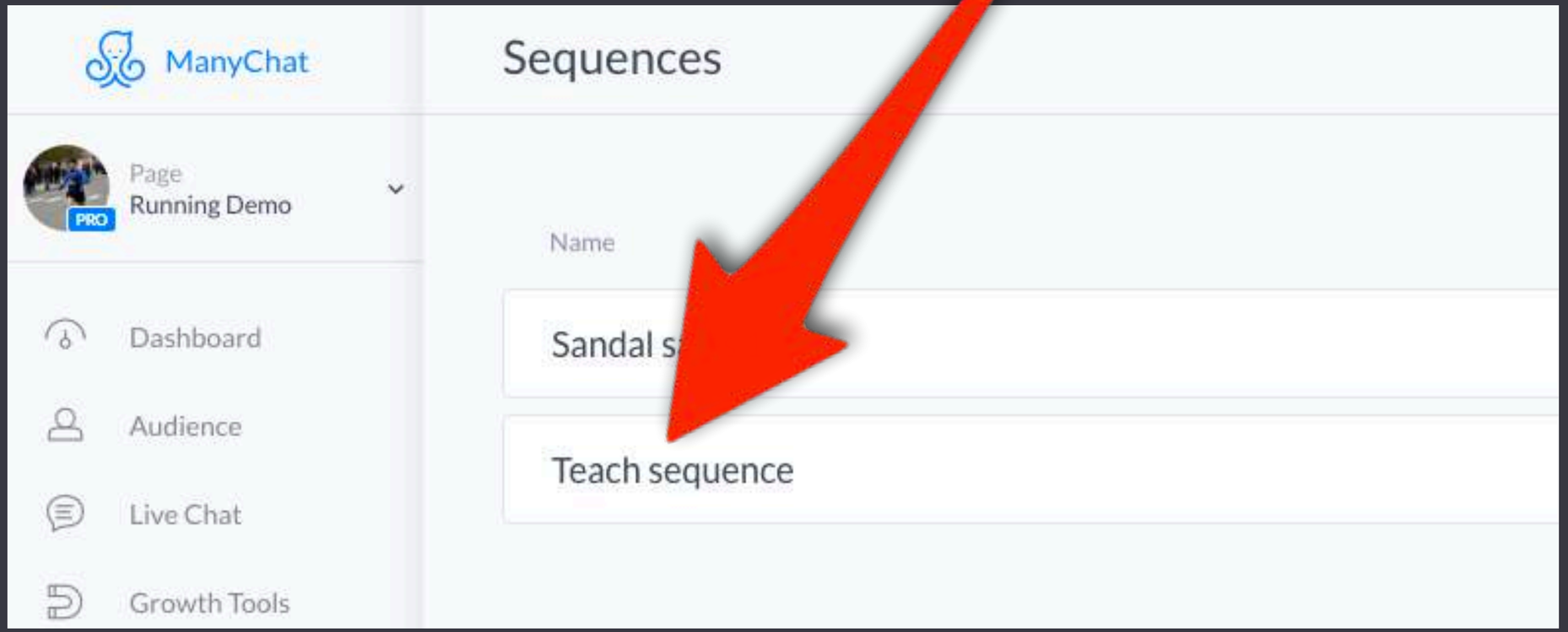
to Andrew

Jun 6

To the best of my knowledge – yes, lots of people do something similar.
As long is you don't sell "digital goods" (coins for a game, etc.) – which is kinda a grey area.

Would you be willing to jump on a call some time tomorrow? Would love to cust-dev you a little to make our product better.

# How The Dessert Technique works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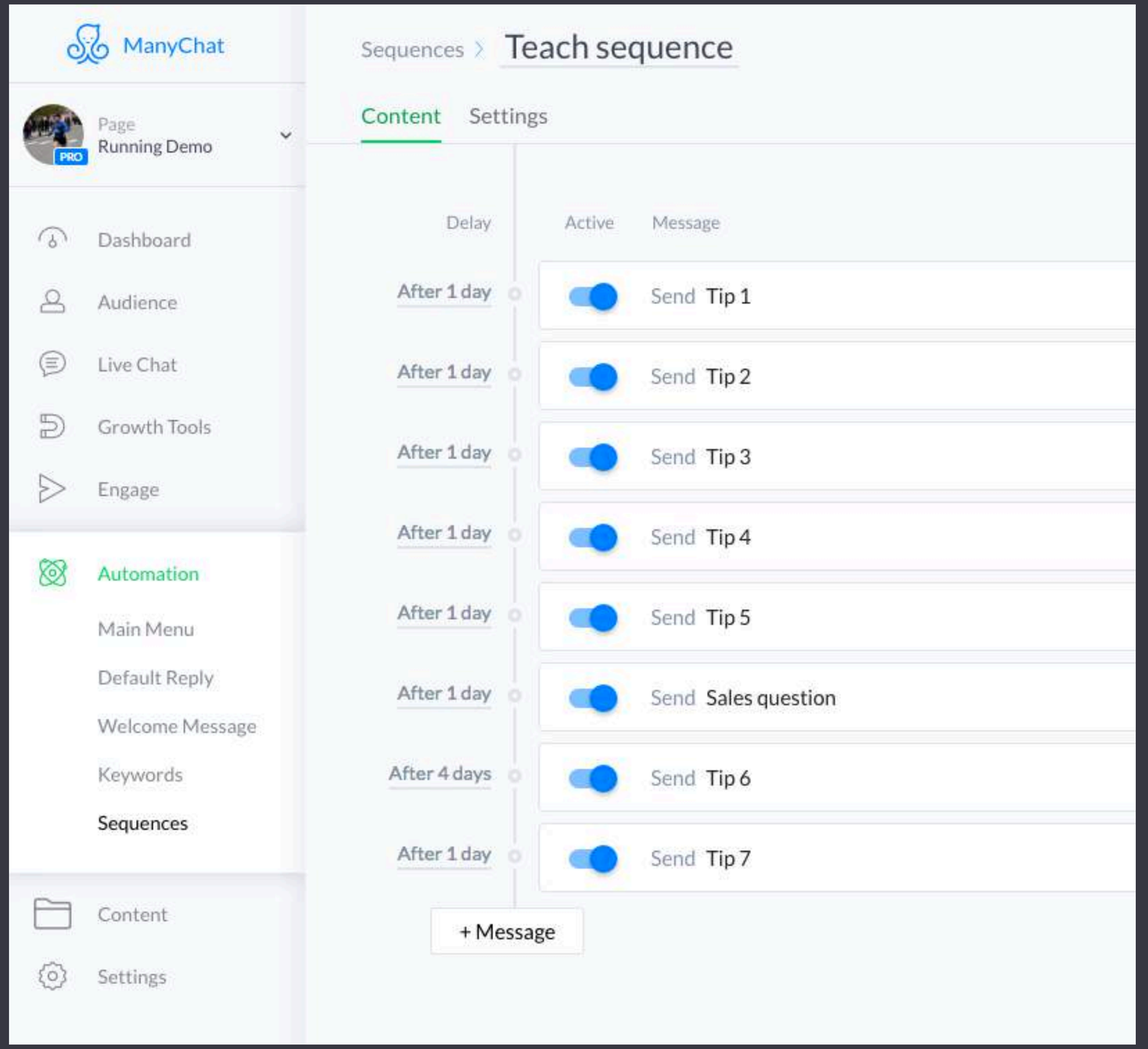
Teach sequence
Dashboard
Audience
Live Chat
Growth Tools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Live Chat
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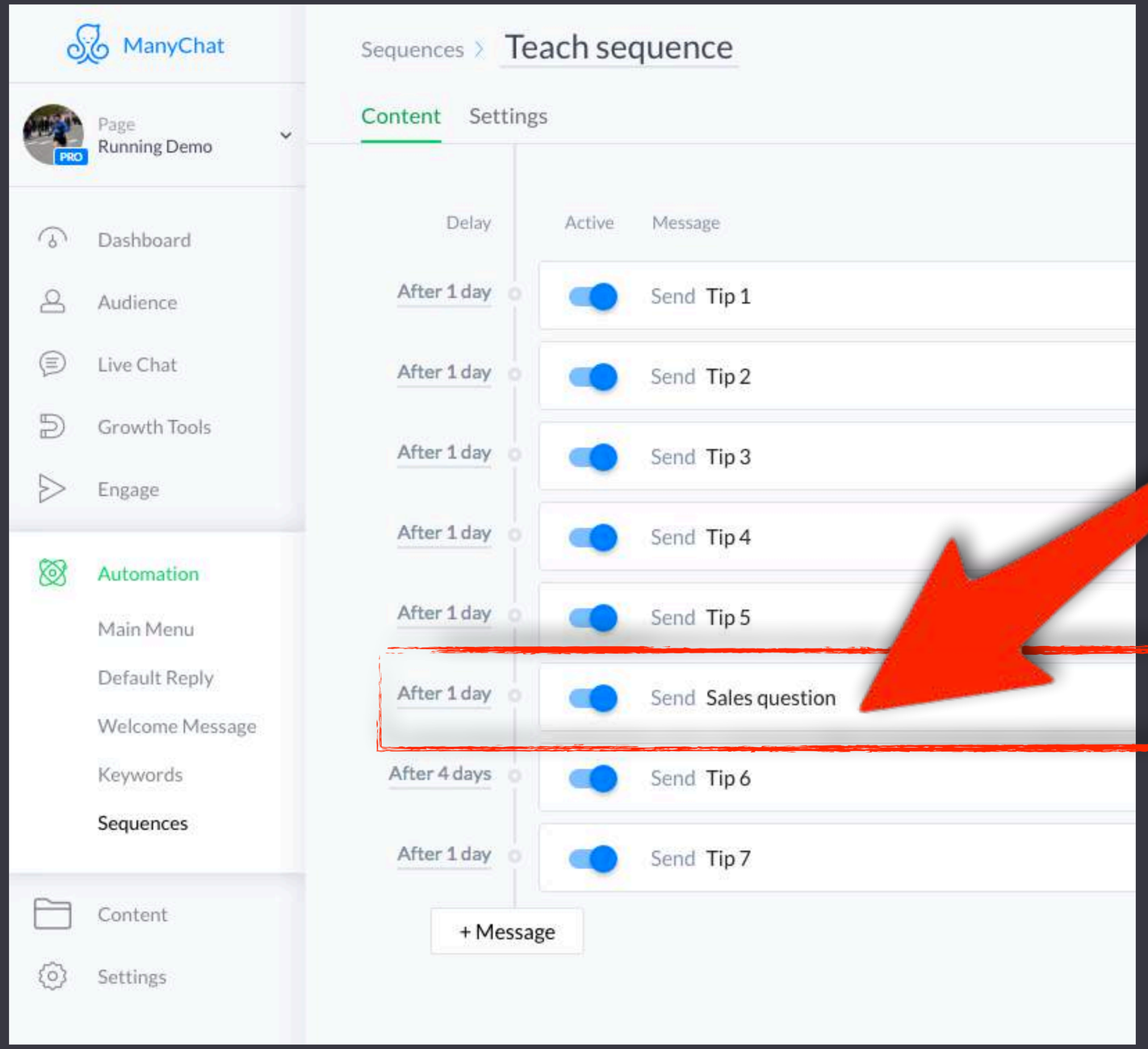
Message
After 1 day
Send Tip 1
After 1 day
Send Tip 2
After 1 day
Send Tip 3
After 1 day
Send Tip 4
After 1 day
Send Tip 5
After 1 day
Send Sales question
After 4 days
Send Tip 6
After 1 day
Send Tip 7
+ Message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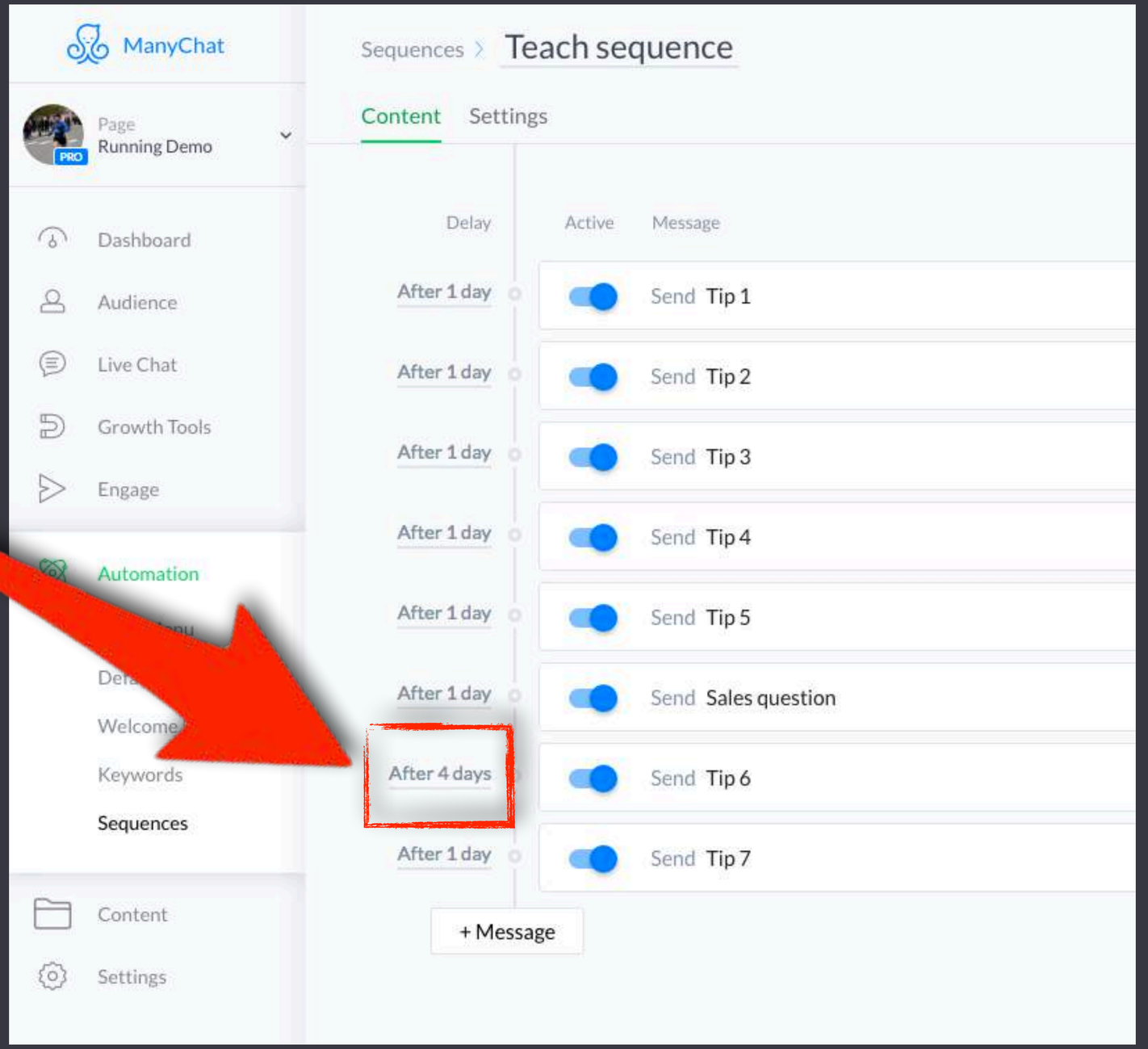
+ Message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After 1 day
Send Tip 3
After 1 day
Send Tip 4
After 1 day
Send Tip 5
After 1 day
Send Sales question
After 4 days
Send Tip 6
After 1 day
Send Tip 7
+ Message

Welcome Andrew! 👋 Thank you for subscribing. The next post is coming soon, stay tuned!

P.S. If you ever want to unsubscribe just type "stop".

7:54 PM

As you know, I'm an advocate of slim running sandals.

Would you ever use sandals, like the ones I've advocated here?

👍 Yes - I'd use them

🖐I have a pair

👎 No - not for me

Welcome Andrew! 👋 Thank you for subscribing. The next post is coming soon, stay tuned!

P.S. If you ever want to unsubscribe just type "stop".

7:54 PM

As you know, I'm an advocate of slim running sandals.

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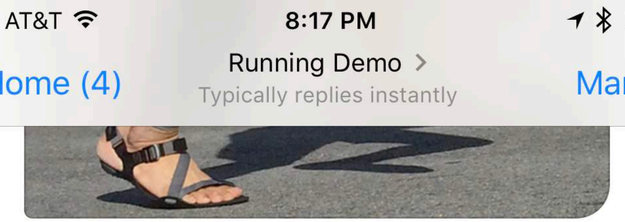


As you know, I'm an advocate of slim running sandals.

Would you ever use sandals, like the ones I've advocated here?

👍 Yes - I'd use them

✋I have a pair

👎 No - not for me

👎 No - not for me

😀

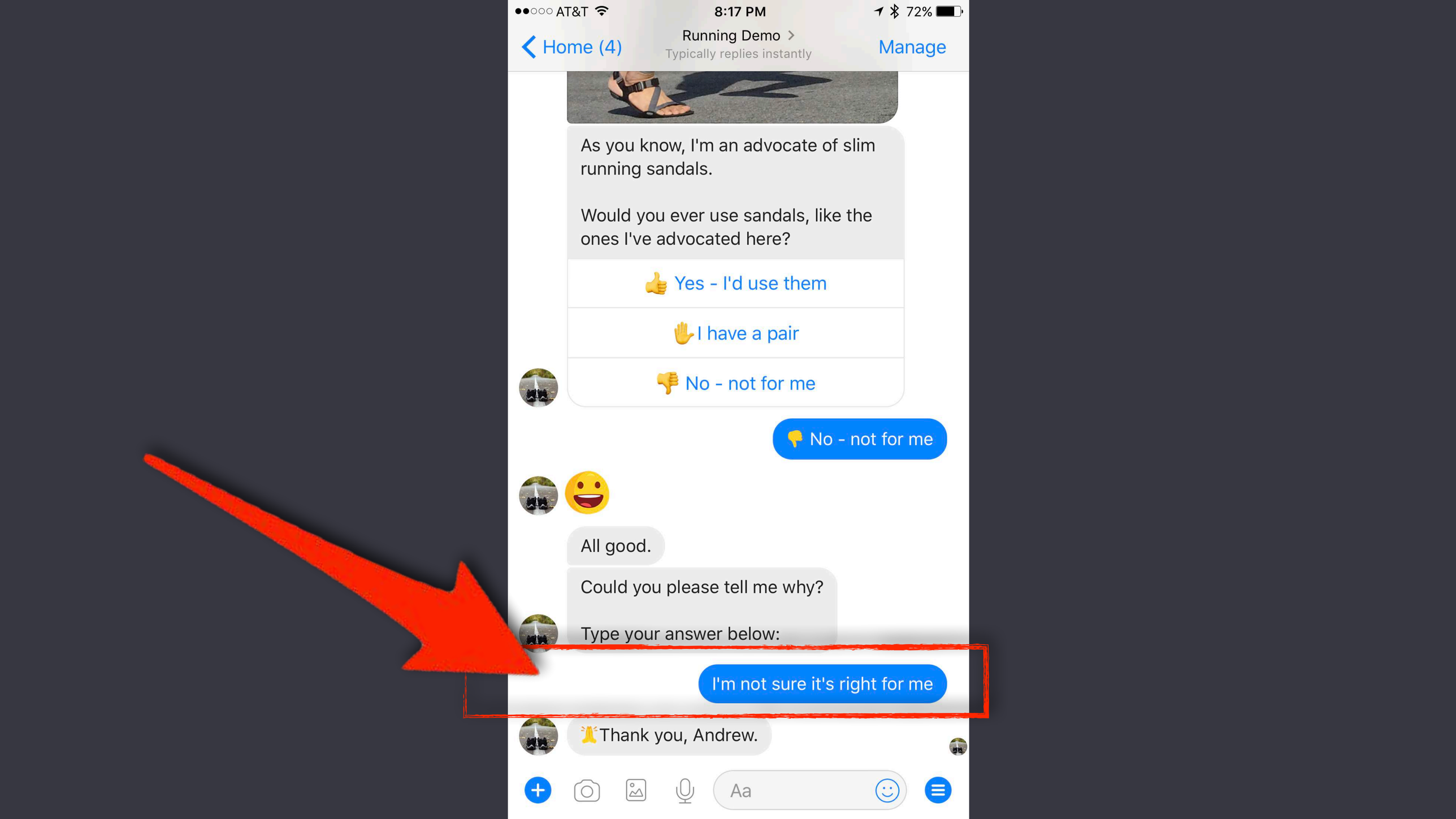
All good.

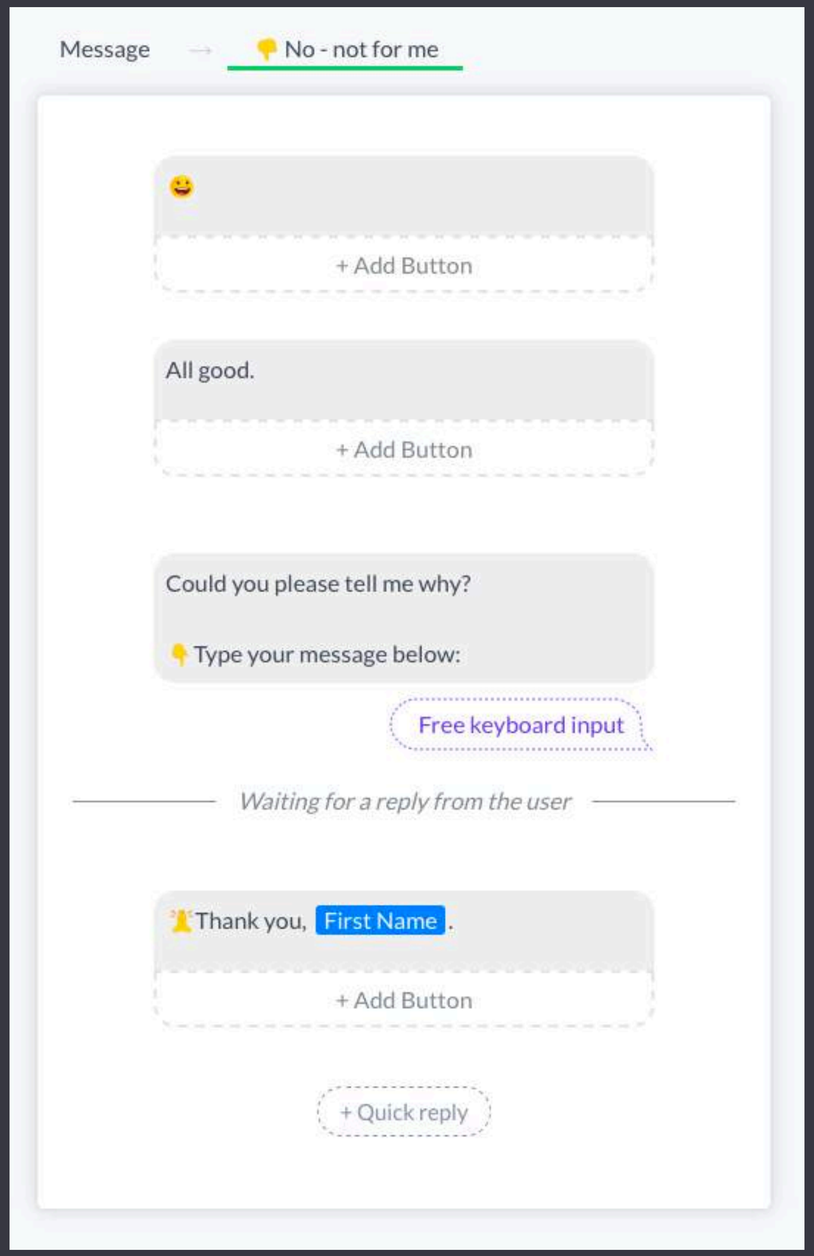
Could you please tell me why?

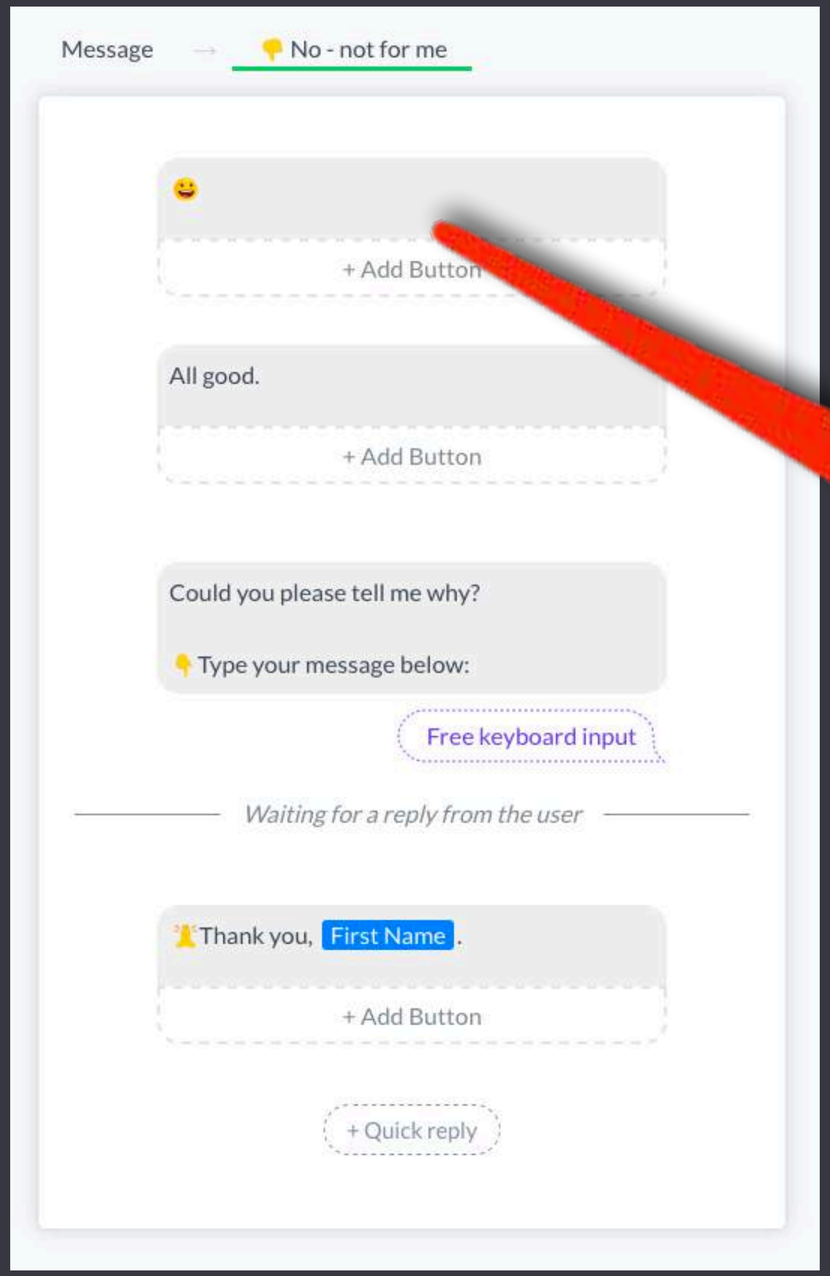
Type your answer below:

I'm not sure it's right for me

🙏Thank you, Andrew.


AT&T
8:17 PM
72%
Home (4)
Running Demo
Typically replies instantly
Manage
As you know, I'm an advocate of slim running sandals.
Would you ever use sandals, like the ones I've advocated here?
Yes - I'd use them
I have a pair
No - not for me
No - not for me
All good.
Could you please tell me why?
Type your answer below:
I'm not sure it's right for me
Thank you, Andrew.
Aa


Message
👎 No - not for me
😀
+ Add Button
All good.
+ Add Button
Could you please tell me why?
👇 Type your message below:
Free keyboard input
Waiting for a reply from the user
🙏 Thank you, First Name .
+ Add Button
+ Quick reply


Message
No - not for me
+ Add Button
All good.
+ Add Button
Could you please tell me why?
Type your message below:
Free keyboard input
Waiting for a reply from the user
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+ Add Button
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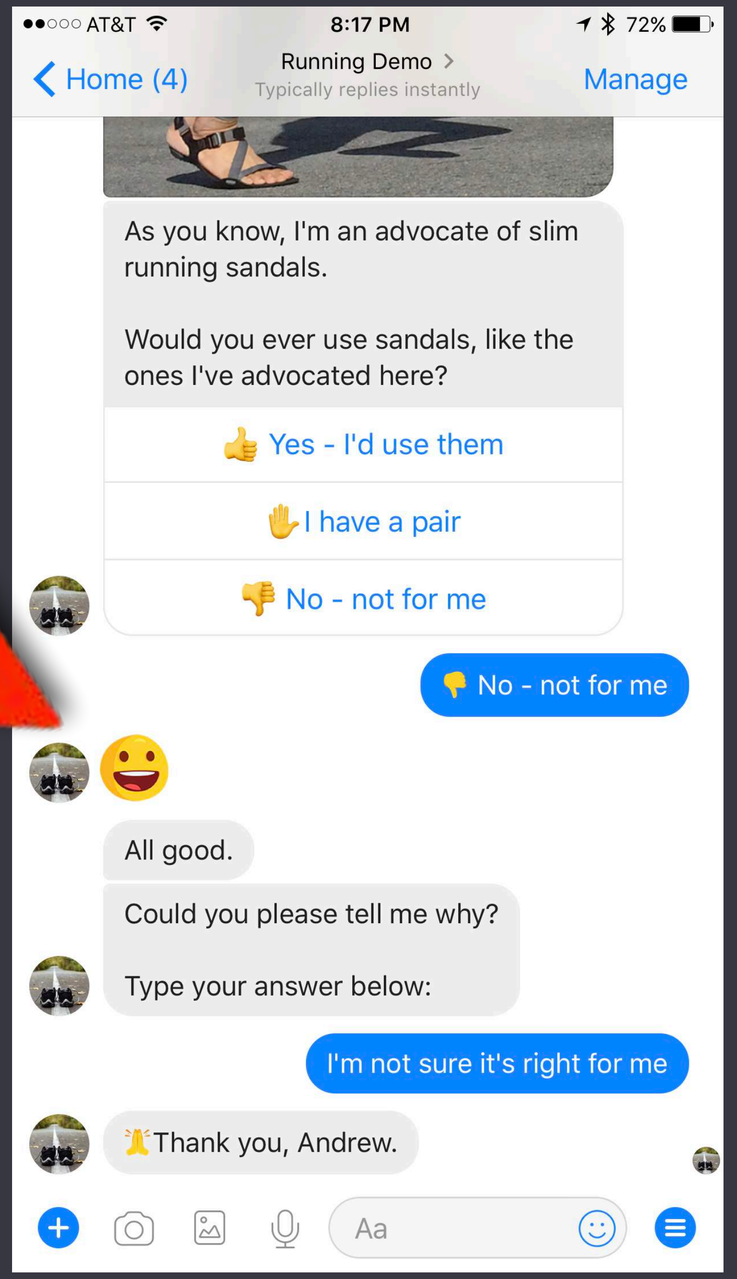
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8:17 PM
72%
Home (4)
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Typically replies instantly
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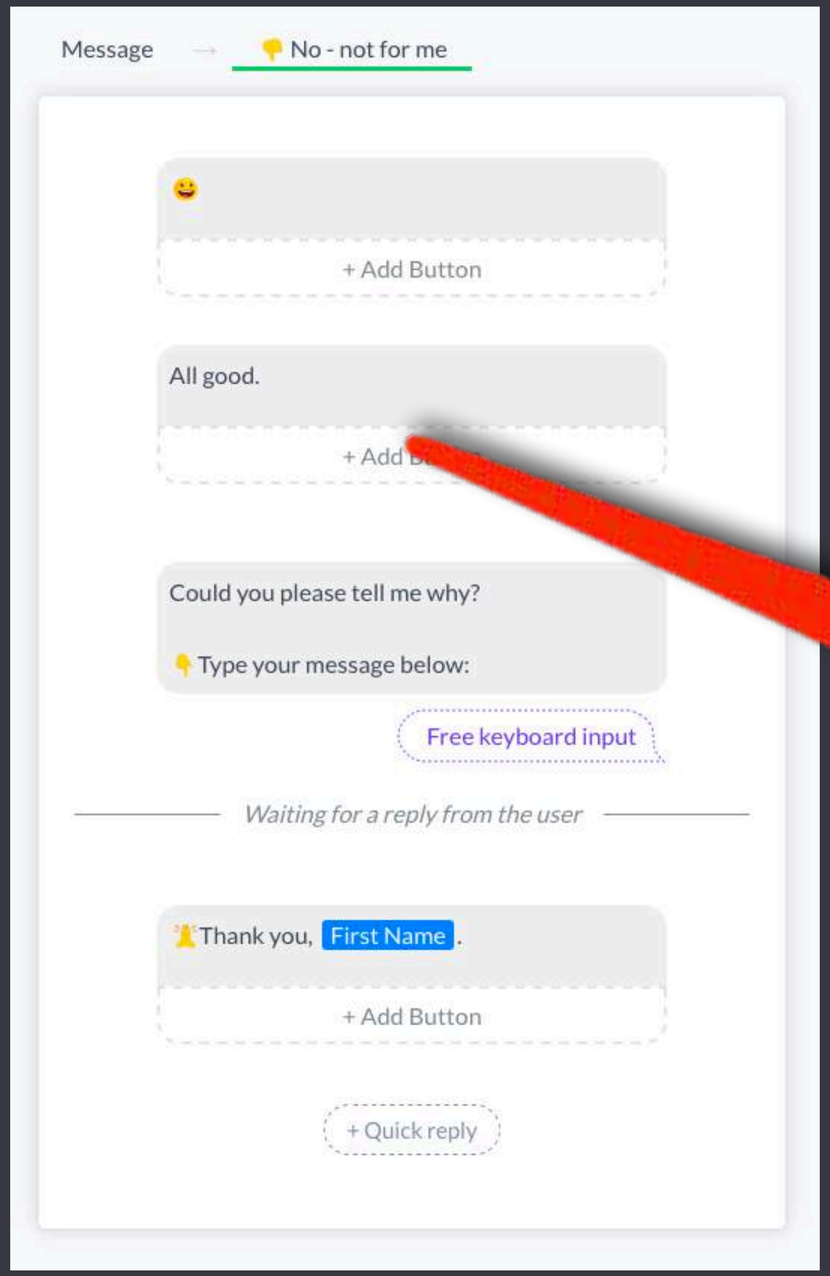
I have a pair
No - not for me
No - not for me
All good.
Could you please tell me why?
Type your answer below:
I'm not sure it's right for me
Thank you, Andrew.
Aa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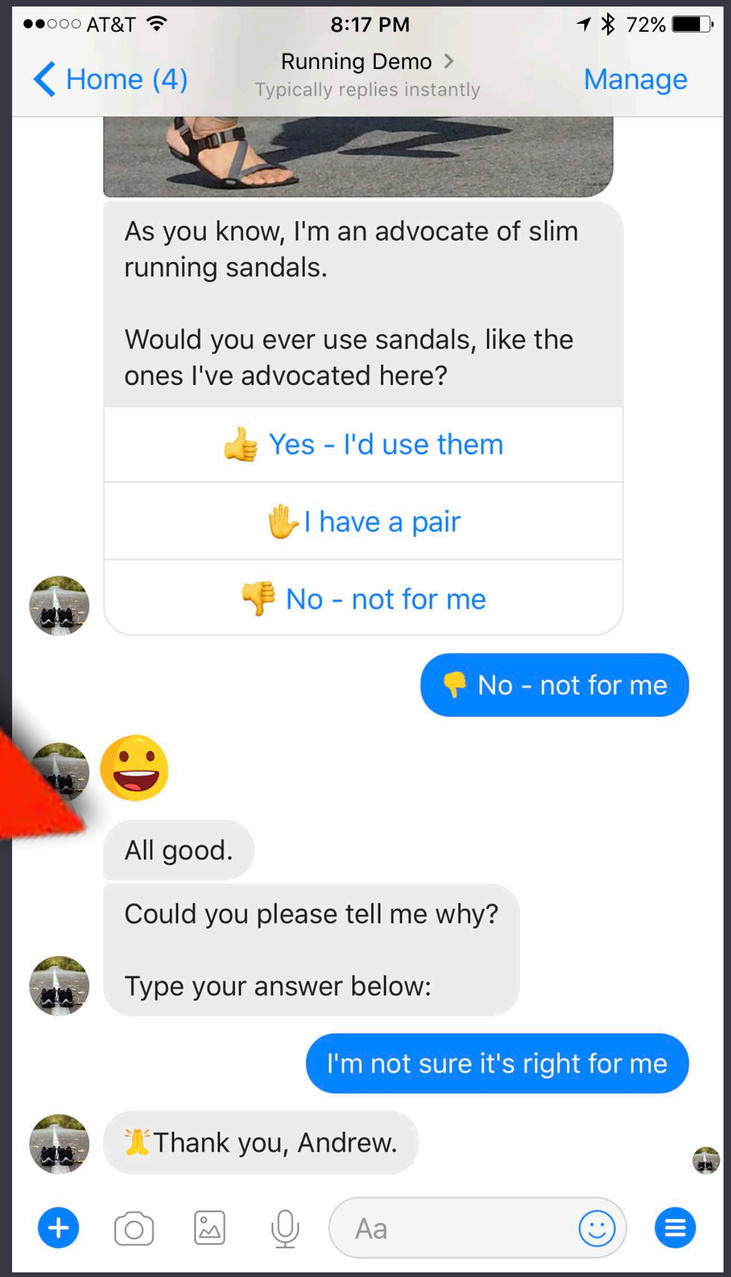
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No - not for me
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I'm not sure it's right for me
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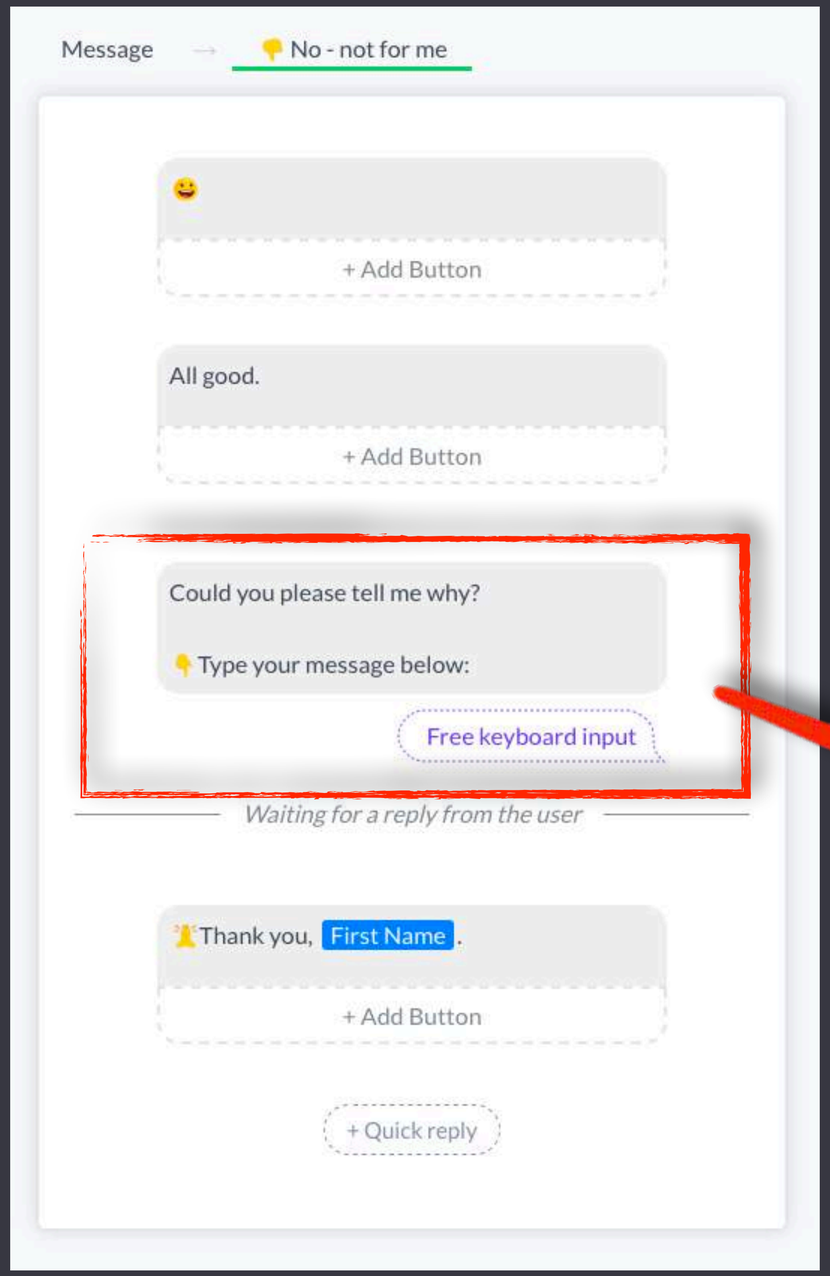
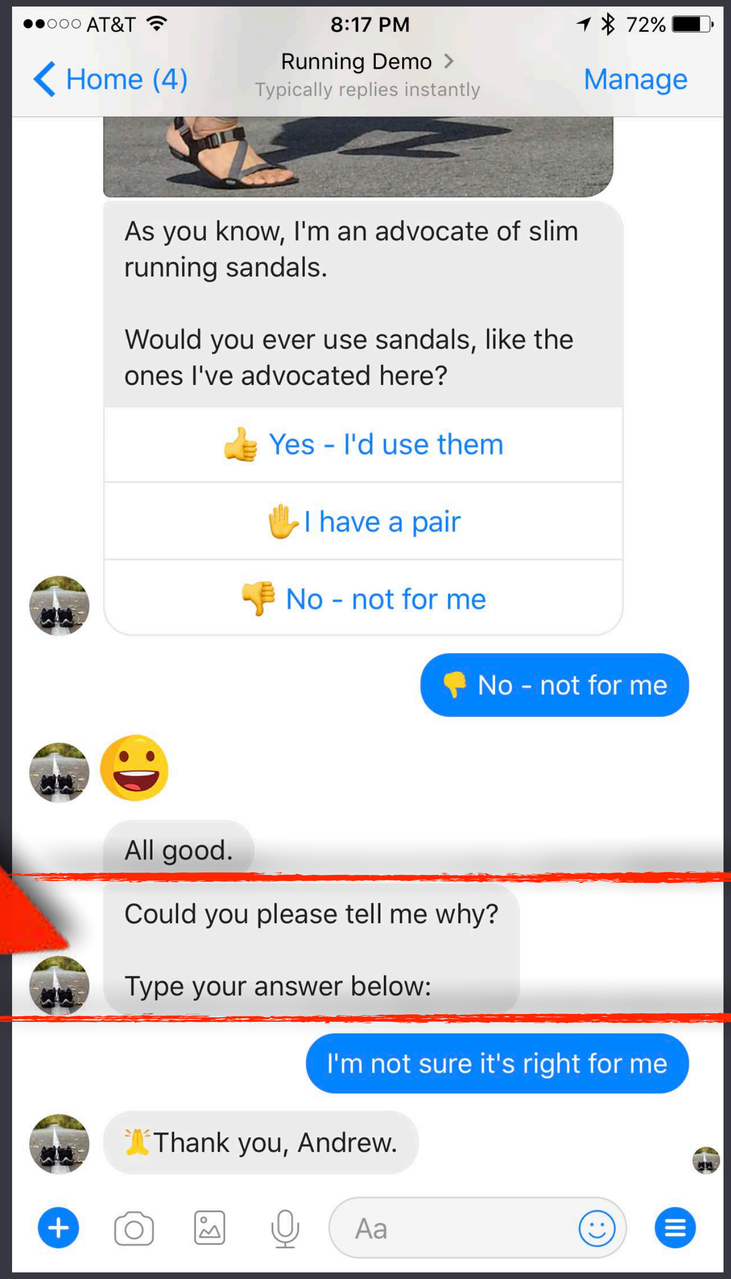
Aa


Message
No - not for me
+ Add Button
All good.
+ Add Button
Could you please tell me why?
Type your message below:
Free keyboard input
Waiting for a reply from the user
Thank you, First Name .
+ Add Button
+ Quick reply


AT&T
8:17 PM
72%
Home (4)
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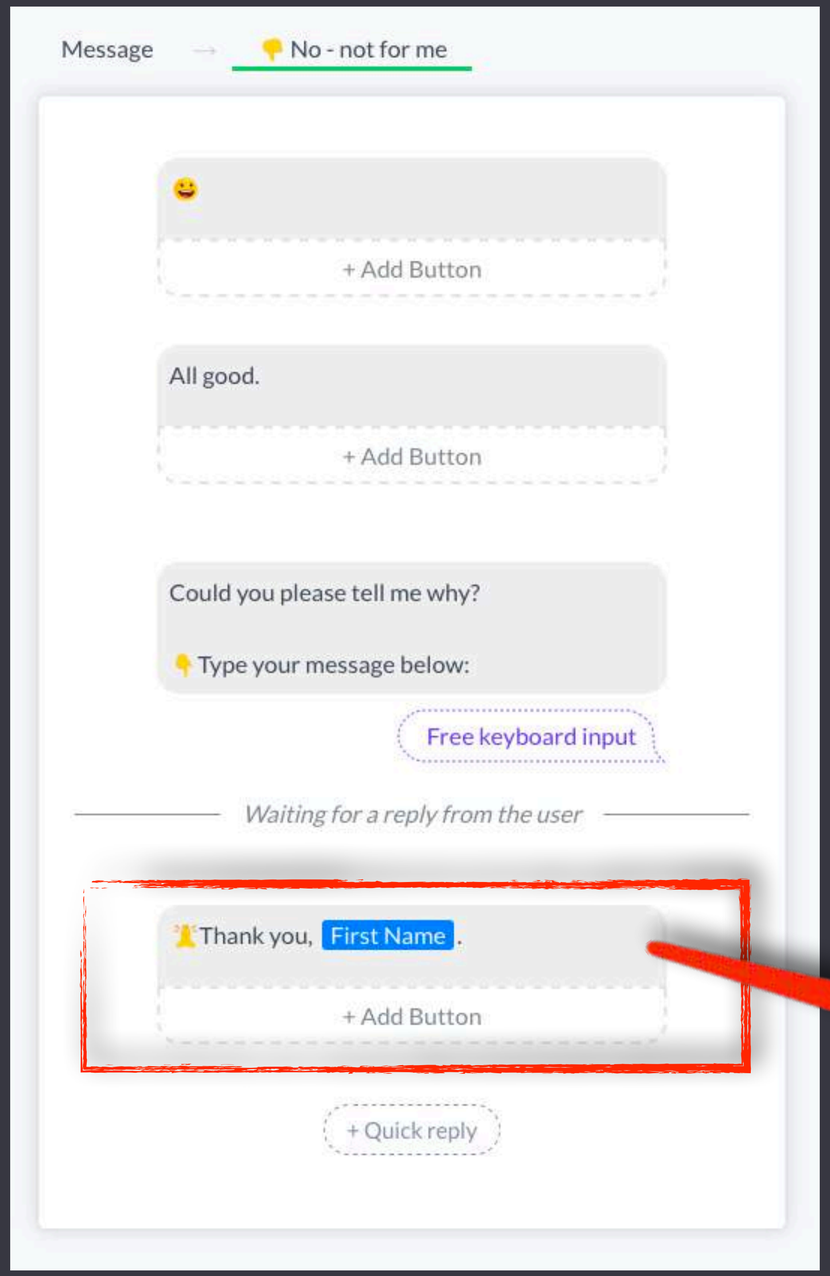
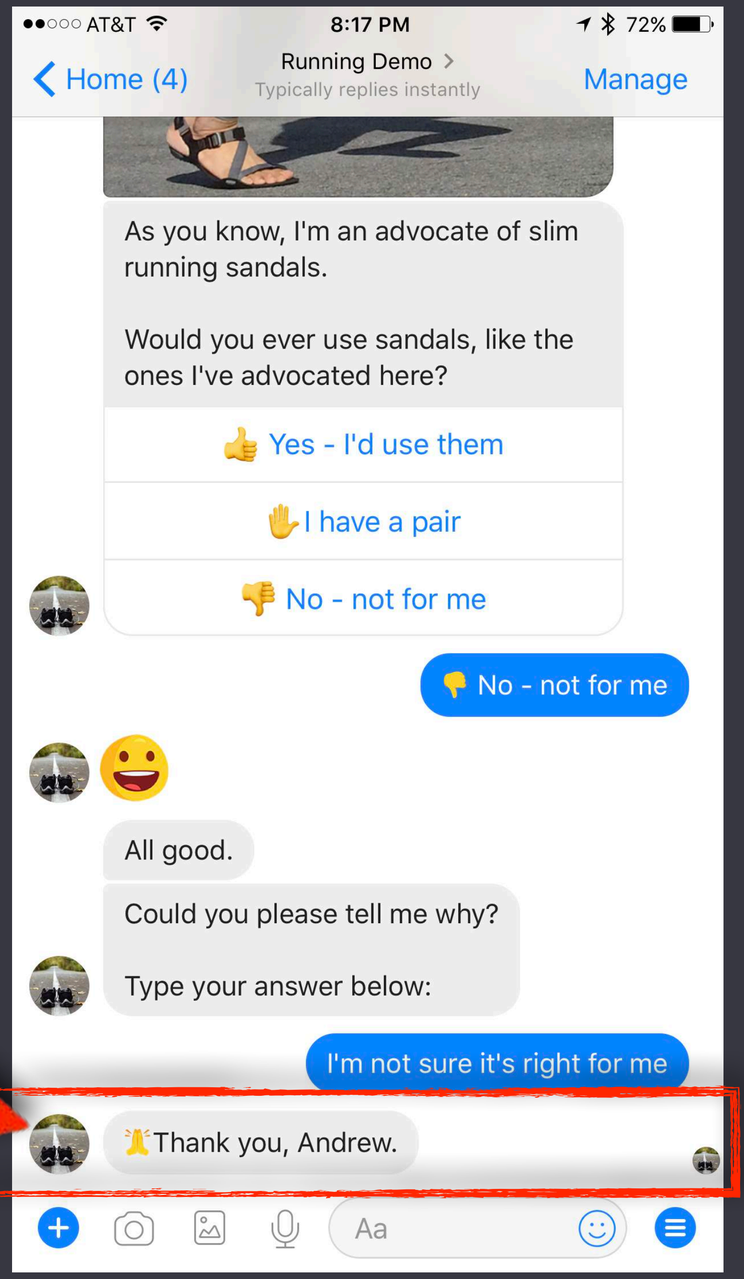
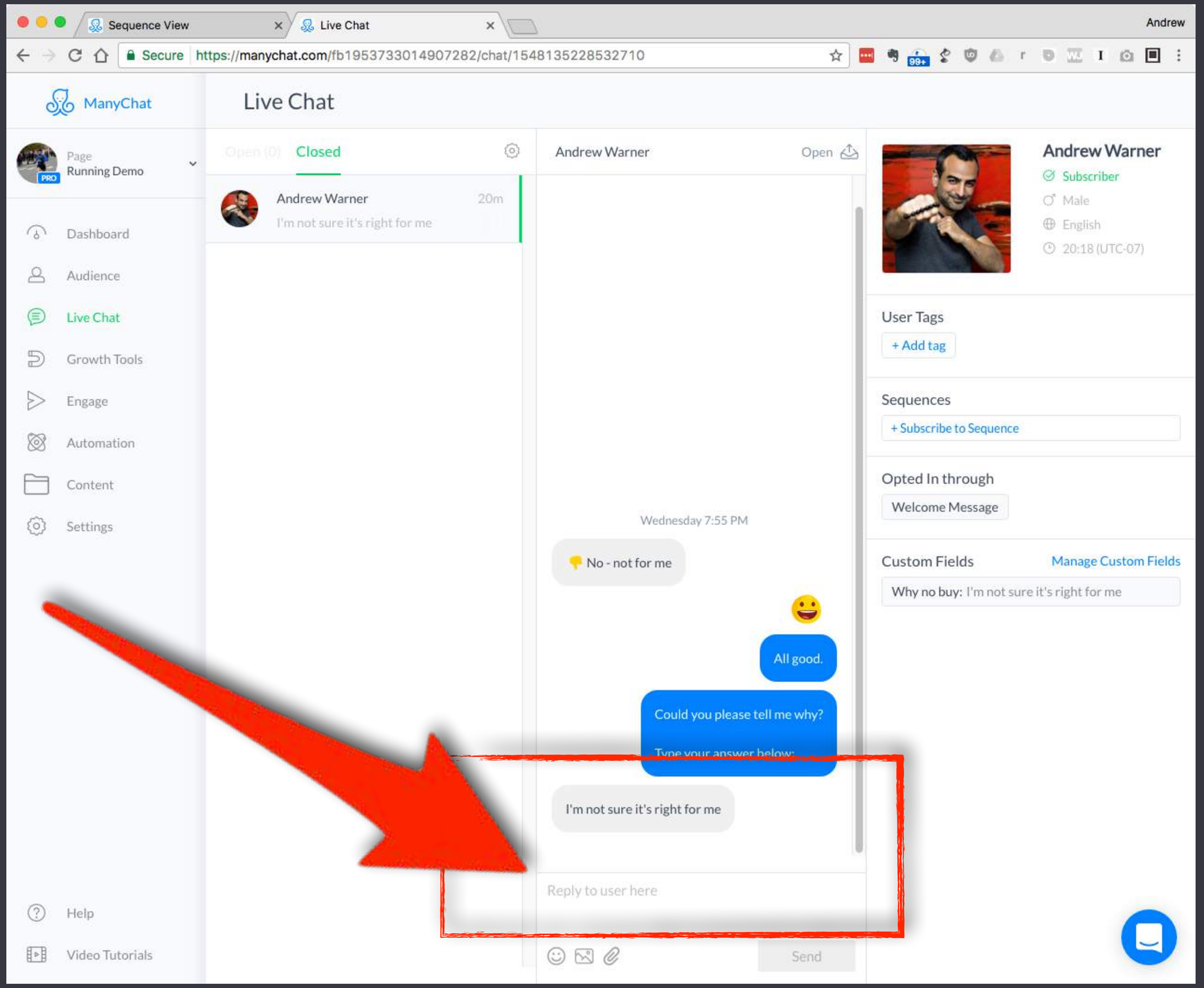

Message
No - not for me
+ Add Button
All good.
+ Add Button
Could you please tell me why?
Type your message below:
Free keyboard input
Waiting for a reply from the user
Thank you, First Name .
+ Add Button
+ Quick reply


AT&T
8:17 PM
72%
Home (4)
Running Demo
Typically replies instantly
Manage
As you know, I'm an advocate of slim running sandals.
Would you ever use sandals, like the ones I've advocated here?
Yes - I'd use them
I have a pair
No - not for me
No - not for me
All good.
Could you please tell me why?
Type your answer below:
I'm not sure it's right for me
Thank you, Andrew.
Aa


Sequence View
Live Chat
Andrew
Secure https://manychat.com/fb195373301490728 2/chat/1548135228532710
ManyChat
Live Chat
Page
Running Demo
PRO
Dashboard
Audience
Live Chat
Growth Tools
Engage
Automation
Content
Settings
Help
Video Tutorials
Open (0)
Closed
Andrew Warner 20m
I'm not sure it's right for me
Andrew Warner
Open
Wednesday 7:55 PM
No - not for me
All good.
Could you please tell me why?
Type your answer below:
I'm not sure it's right for me
Reply to user here
Send
Andrew Warner
Subscriber
Male
English
20:18 (UTC-07)
User Tags
+ Add tag
Sequences
+ Subscribe to Sequence
Opted In through
Welcome Message
Custom Fields
Manage Custom Fields
Why no buy: I'm not sure it's right for me

As you know, I'm an advocate of slim running sandals.

Would you ever use sandals, like the ones I've advocated here?

👍 Yes - I'd use them

✋ I have a pair

👎 No - not for me

👍 Yes - I'd use them

✋

High five!

Tomorrow I'll tell you about the new sandals I created for runners like us.

As you know, I'm an advocate of slim running sandals.

Would you ever use sandals, like the ones I've advocated here?

👍 Yes - I'd use them

✋ I have a pair

👎 No - not for me

✋ I have a pair

✋

High five, Andrew!

Tomorrow I'll tell you about the sandals I invented.

You might want to add them to your collection

Message

As you know, I'm an advocate of slim running sandals.

Would you ever use sandals, like the ones I've advocated here?

👍 Yes - I'd use them

✋ I have a pair

👎 No - not for me

+ Quick reply

Edit Button

Button Title:

👍 Yes - I'd use them

☺ 0

Do this when user presses the button:

Reply with message

Select reply message:

👍Yes - I'd Use Them

Additional Actions

Subscribe to sequence

Sandal sales 1

+ New Action

Delete

Done

Message

As you know, I'm an advocate of slim running sandals.

Would you ever use sandals, like the ones I've advocated here?

- 👍 Yes - I'd use them
- ✋ I have a pair
- 👎 No - not for me

+ Quick reply

Edit Button

**Button Title:**

✋ I have a pair

☺ 6

**Do this when user presses the button:**

Reply with message

**Select reply message:**

✋ I Have A Pair

**Additional Actions**

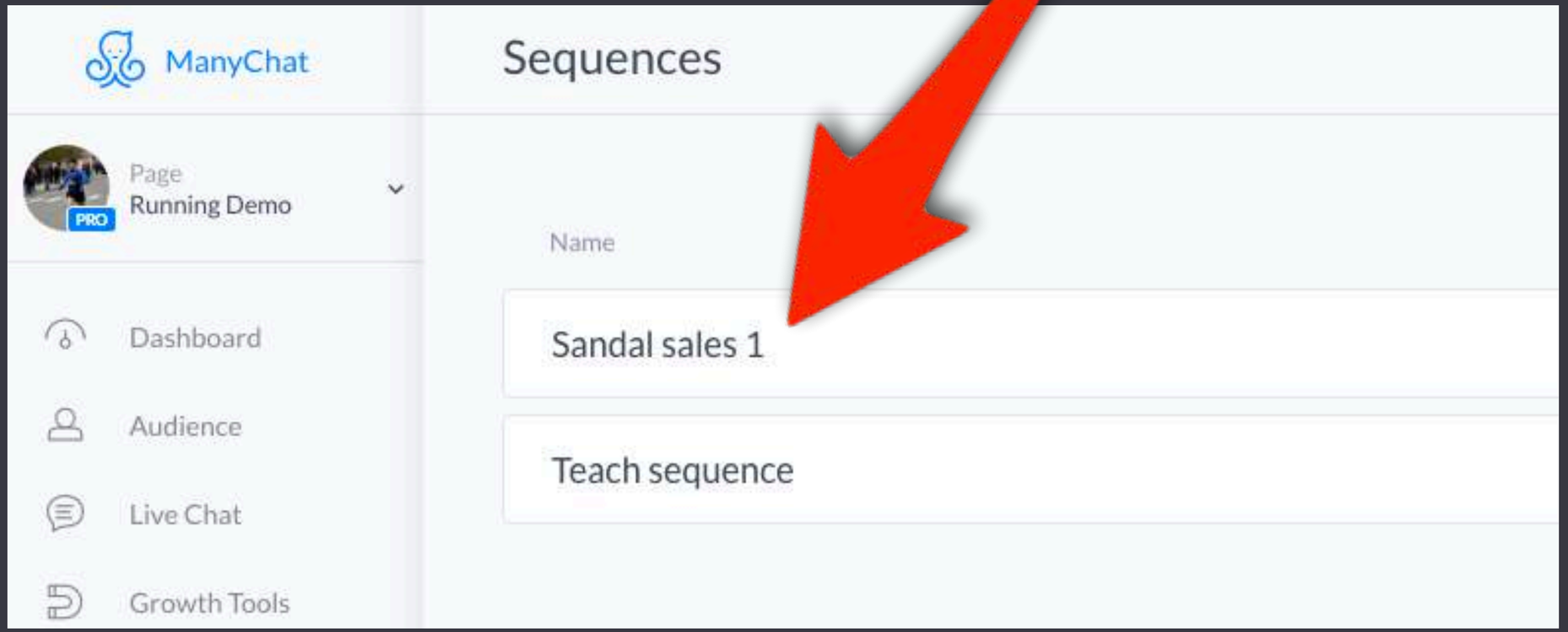
**Subscribe to sequence**

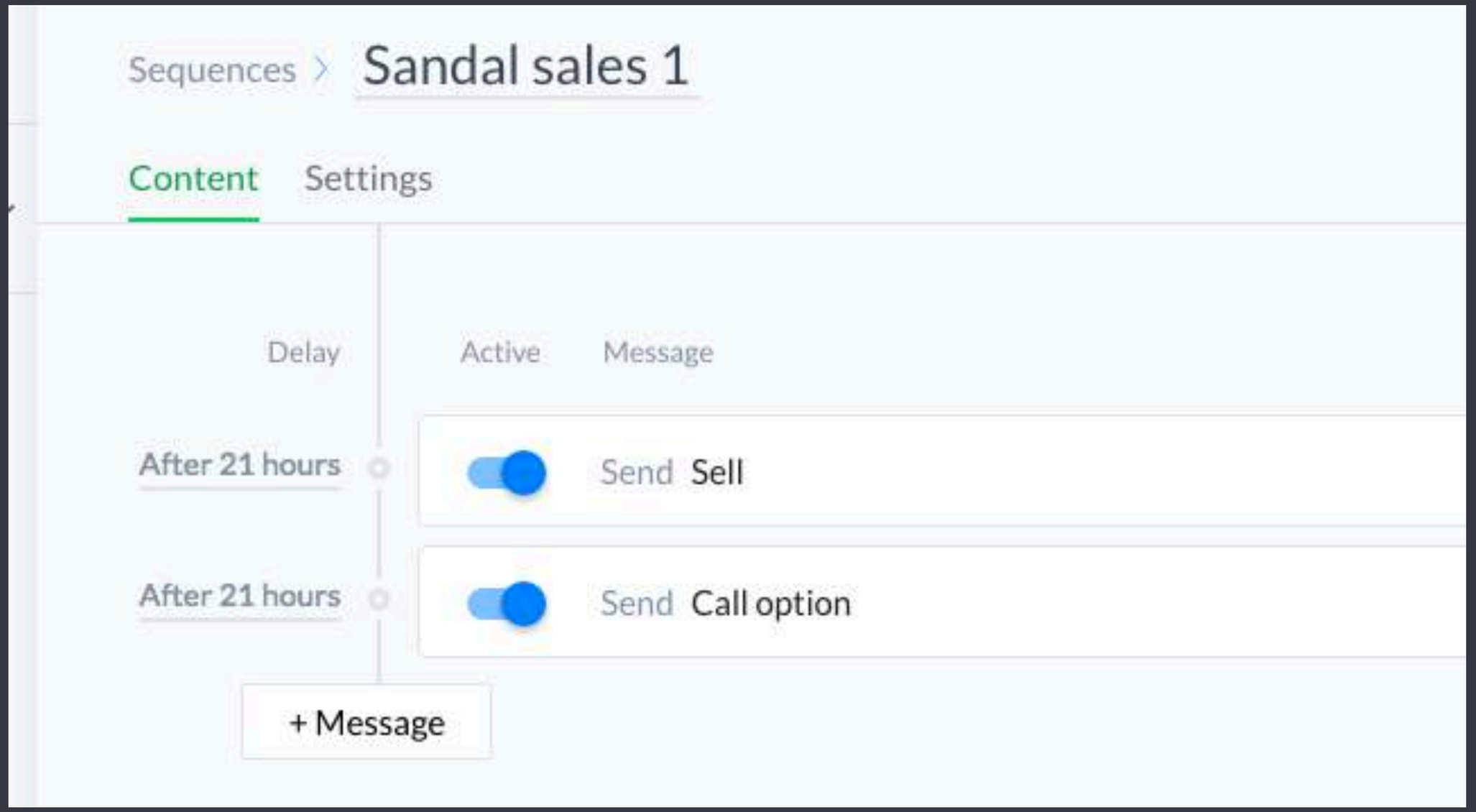
Sandal sales 1

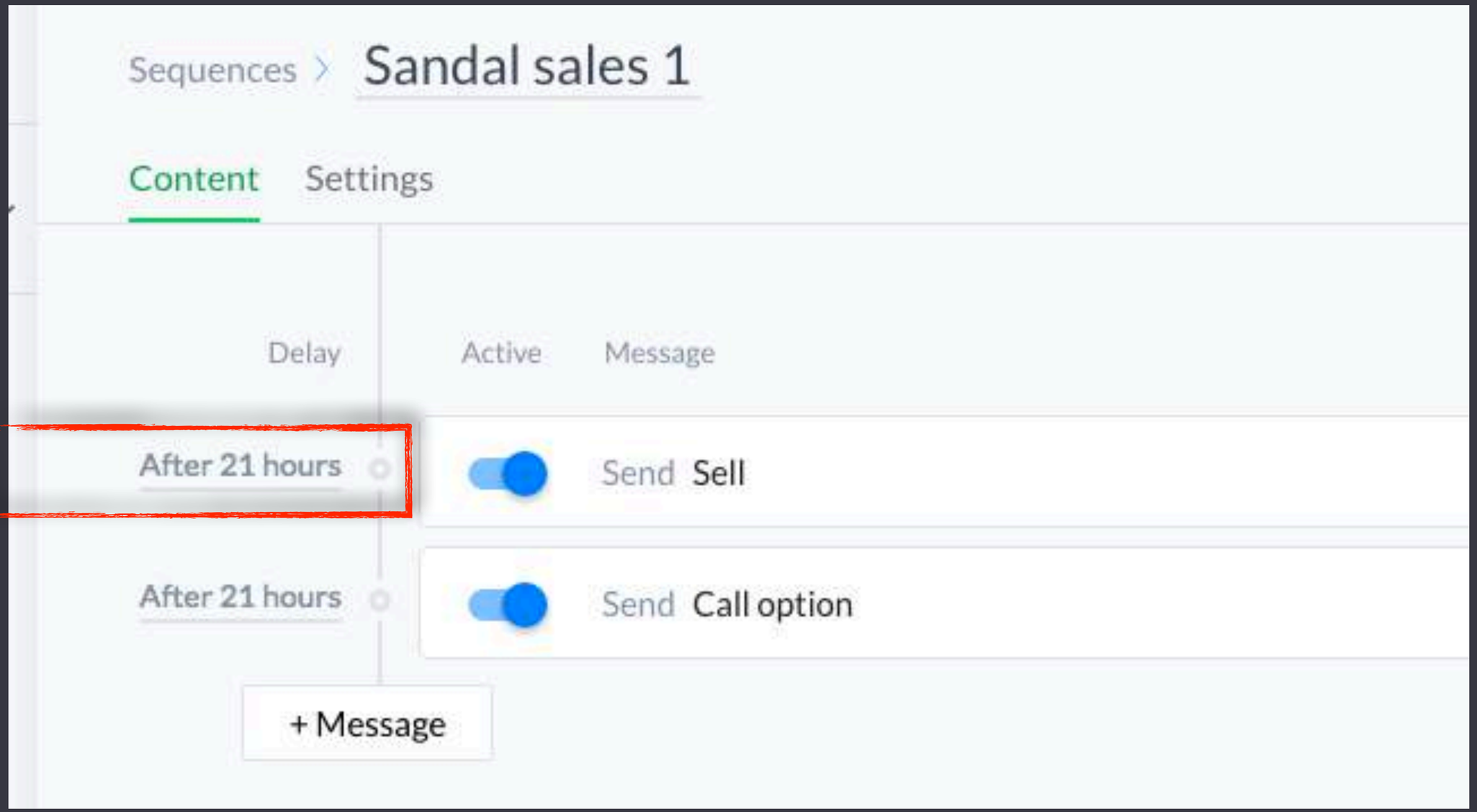
+ New Action

Delete

Done


ManyChat
Sequences
Page
Running Demo
PRO
Name
Dashboard
Audience
Live Chat
Growth Tools
Sandal sales 1
Teach sequence


Sequences
Sandal sales 1
Content
Settings
Delay
Active
Message
After 21 hours
Send Sell
After 21 hours
Send Call option
+ Message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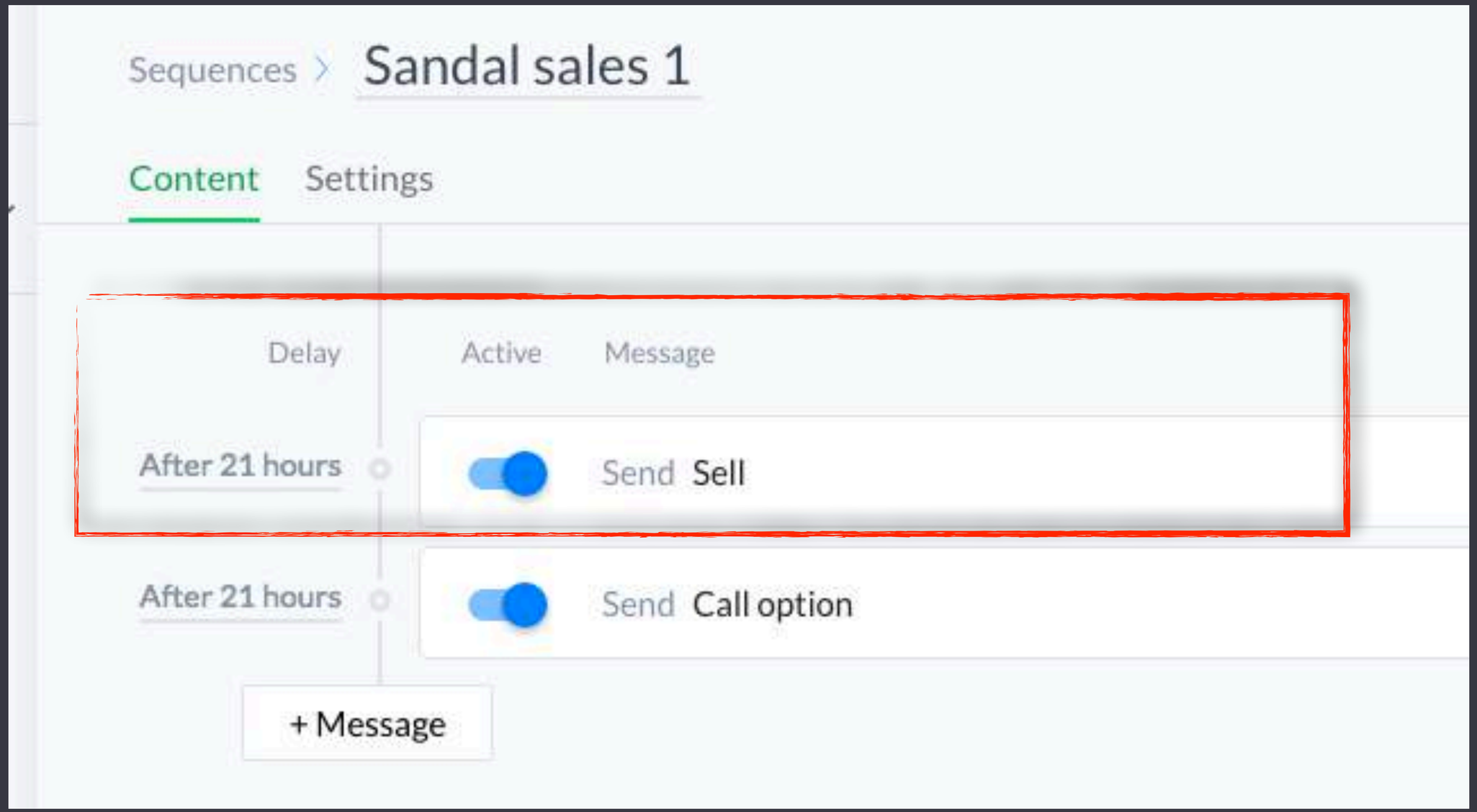

Sequences
Sandal sales 1
Content
Settings
Delay
Active
Message
After 21 hours
Send Sell
After 21 hours
Send Call option
+ Message

Tomorrow I'll tell you about the new sandals I created for runners like us.

👍 Yes - I'd use them

✋

High five!

Tomorrow I'll tell you about the new sandals I created for runners like us.

Yesterday you said you'd want to hear about my running invention.

Can I unroll it and show you how it saved my back?

👀Show the invention

saved my back?

👀Show the invention

👀Show the invention

Everything I taught you about running is baked into those shoes.

No cushion means your body learns to land using the form you were born knowing. 😮

What would you like to learn about it?

😎How it looks

🔧How it works

📦How to order it

What would you like to learn about it?

😎How it looks

🔧How it works

📦How to order it

🔧How it works

This is a Xero shoe.

Which means it has no needless weight.

And it looks great.

Would you like to buy one?

❤️Order now

AT&T 8:31 PM 69%
payment page demo - Mixer...

MIXERGY

## Credit Card

Card Number

Month

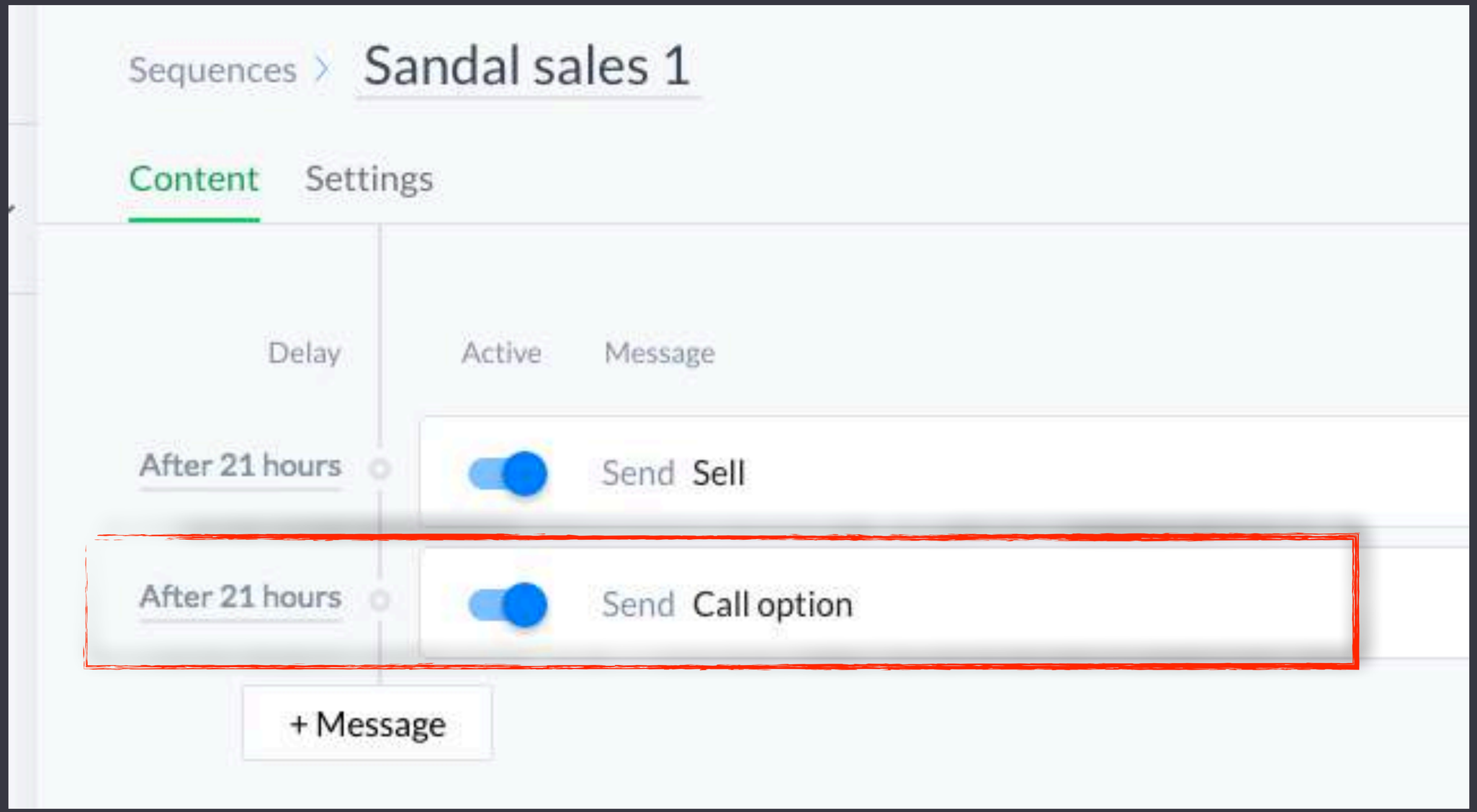
Year

Expiration Date

Security Code

Cardholder Name

Submit


Sequences
Sandal sales 1
Content
Settings
Delay
Active
Message
After 21 hours
Send Sell
After 21 hours
Send Call option
+ Message

What would you like to learn about it?

😎 How it looks

🔧 How it works

📦 How to order it

I know my running sandal is a bit different.

I'm never surprised when people have questions before they buy.

Hit the button below if you want to ask me anything.

😃 Chat with me here

☎️ Call my store

I know my running sandal is a bit different.

I'm never surprised when people have questions before they buy.

Hit the button below if you want to ask me anything.

😃 Chat with me here

☎️ Call my store

😃 Chat with me here

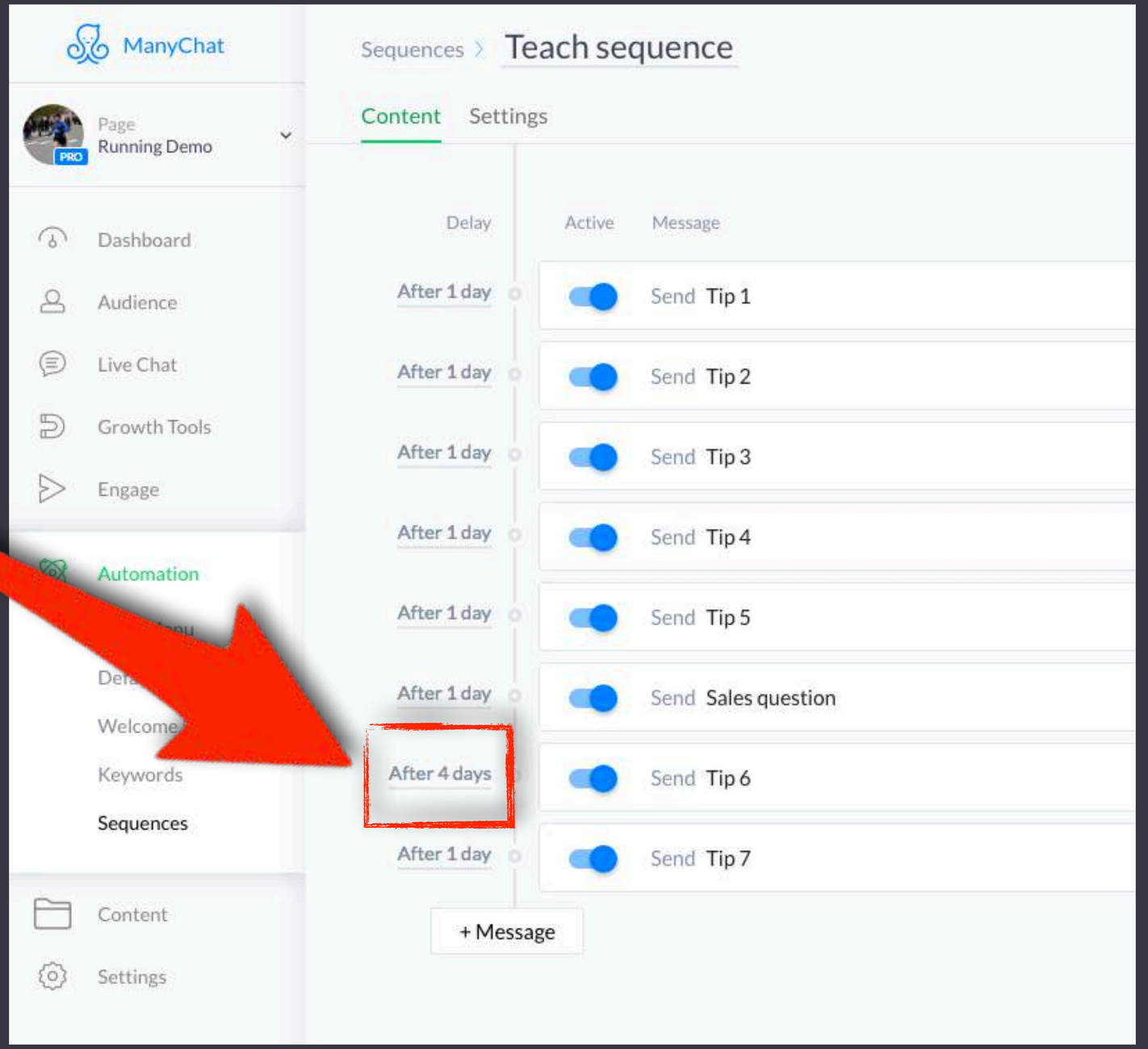
Ask me anything below.

I can usually respond within minutes.

I almost always respond within a day 👍

Send a Message

Powered by ManyChat


ManyChat
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Growth Tools
Engage
Automation
Keywords
Sequences
Content
Settings
Sequences
Teach sequence
Content
Settings
Delay
Active
Message
After 1 day
Send Tip 1
After 1 day
Send Tip 2
After 1 day
Send Tip 3
After 1 day
Send Tip 4
After 1 day
Send Tip 5
After 1 day
Send Sales question
After 4 days
Send Tip 6
After 1 day
Send Tip 7
+ Message

# Review

1. Your sequence should have a sales filter so you know who's ready to buy & why some aren't ready
2. When someone says they don't want to buy, ask them why
3. When someone is ready to buy, add them to a sales sequence
4. Start your sale sequence within 24 hours

# Let's review this full module

## Module 2:

# Copywriting

- Know your bot's goal
- Be visual, concise & interactive
- Use GIFS, photos, videos, etc
- Let your sequence teach & sell
- Use the Dessert Technique