

# Episode 206 - Abbi Perets

## Founder at SuccessfulFreelanceMom.com

### Show Notes & Action Guide



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#### Email Marketing 101: Two Tips for Success from Abbi Perets

**Guest: Abbi Perets** - Is a professional copywriter and coach who has written content for some of the biggest brands in the world over the past 20 years. Her own freelance journey encouraged her to found the Successful Freelance Mom Movement, where she now supports and encourages women to create businesses that fit into their busy lives. She's sharing her most vital email marketing tips.



# What's the One Big Tip?

Abbi's One Big Tip is that never send an email you wouldn't want to get

## Action Guide

Abbi's two major tips for writing email copy? They're simple: always be honest, and never send an email you wouldn't want to read! In this episode, she dives into the importance of these rules and more.

Abbi tells her own story, gives us a look at how she helps women fit freelance careers into their busy lives (while also running her own business!), and shares the inside scoop on her killer copywriting techniques. Whether you want to improve your own marketing emails or just need some help with your work-life balance, this episode is packed with tips.

## Take Away Points

1. **Build the Trust** - Abbi takes us through her origin story from junior copywriter to founding the Successful Freelance Mom movement. She shares with us how Abbi helps moms become successful freelancers. She says it's all about processes, when you're the business owner, you get to make decisions, it's your business and you have choices. So, one of those choices is you get to choose who you work with as a client. Abbi shares tips for ensuring you're delivering quality content, starting with the basics: be honest. She says that believing in what you write about is important. She says that there has to be a solid product or service that we are representing when we're creating a copy. Abbi advises marketers to tell the truth. She further explains that whether you're the freelance writer doing the writing or you're the marketer, using the freelance writer to get the writing done, one thing to remember is not to lie to people. Abbi says the moment you lose their trust, it is going to affect your reputation.
2. **Don't Spam Others** - Abbi's other marketing rule is to never send an email you wouldn't want to get. Abbi reminds freelancers that it's important to ensure you mesh well with your clients - it's not just about making the most money, but about finding good matches as well. Abbi further explains her rule and says that if it would make you unhappy to get it in your inbox, don't send it don't send an email that just says buy my thing. She asks a rhetorical question and says do you want to get that in your inbox? Probably not. Abbi says that content that you share needs value. So give people something there, give them a reason to want to see your name in their inbox so that when they see your name.



3. **Be Confident** - Abbi thinks that the big thing to remember when you are a freelancer and meeting a potential client during the discovery call to see are you going to work together is to reframe that in your mind. She says that it's not like they have the power to decide if they're working with you or not. You are peers you are equals meeting on equal footing. If anything, you are in the position of power, because you have the service that they need. You have this ability to write or whatever it is that you're doing as a freelancer that this person needs. And it's up to you to decide, are going to engage in this relationship. Abbi advises freelance writers to think about these questions: Do I agree fundamentally with what you do? Do I like you as a person? Do I think we're going to enjoy working with each other? You have to enjoy what you are doing. Abbi says that you're going to be miserable if you don't enjoy what you do. If you're going to build a business, make it fun and make it something that lights you up all the time.

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