

INTERNET INFLUENCE MASTERCLASS

with Jeet Tan..

Workshop

In this workshop, learn how to:

- Scale your business with online marketing
- Bring your ideas to life in the marketplace
- Build a life long personal brand

Date: 23rd July 2022

Time: 15:00 - 17:00

Location: UnionSpace Ekkamai



@UNIONSPACE

**WELCOME
EVERYBODY to the..**

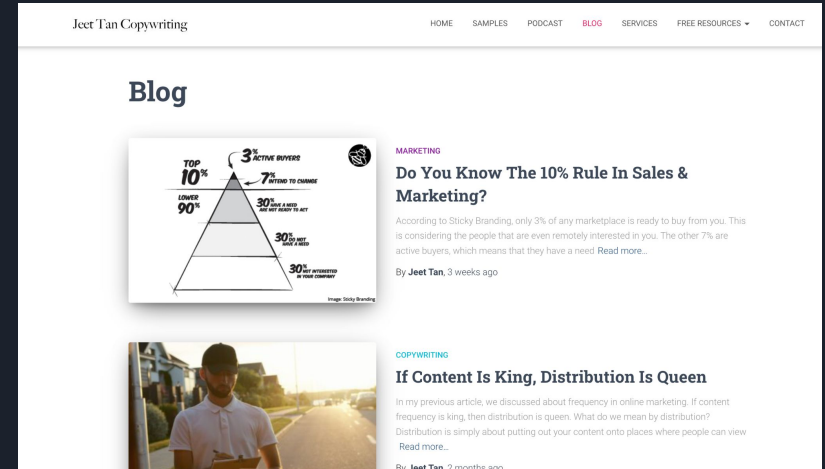
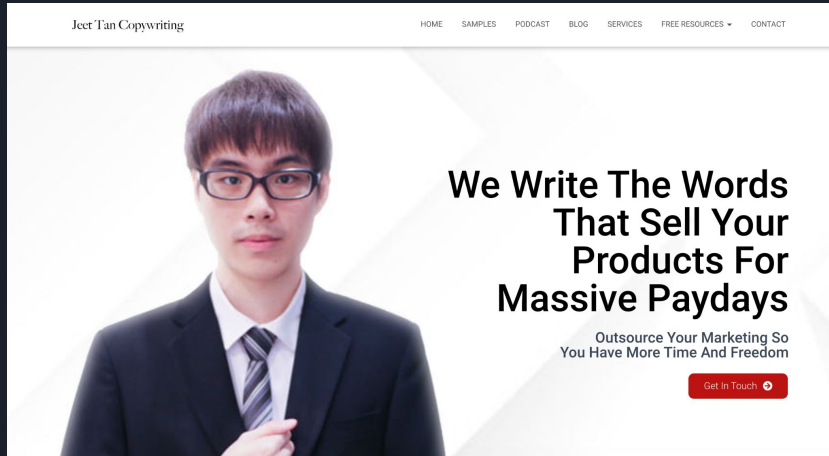
Internet influence
masterclass.



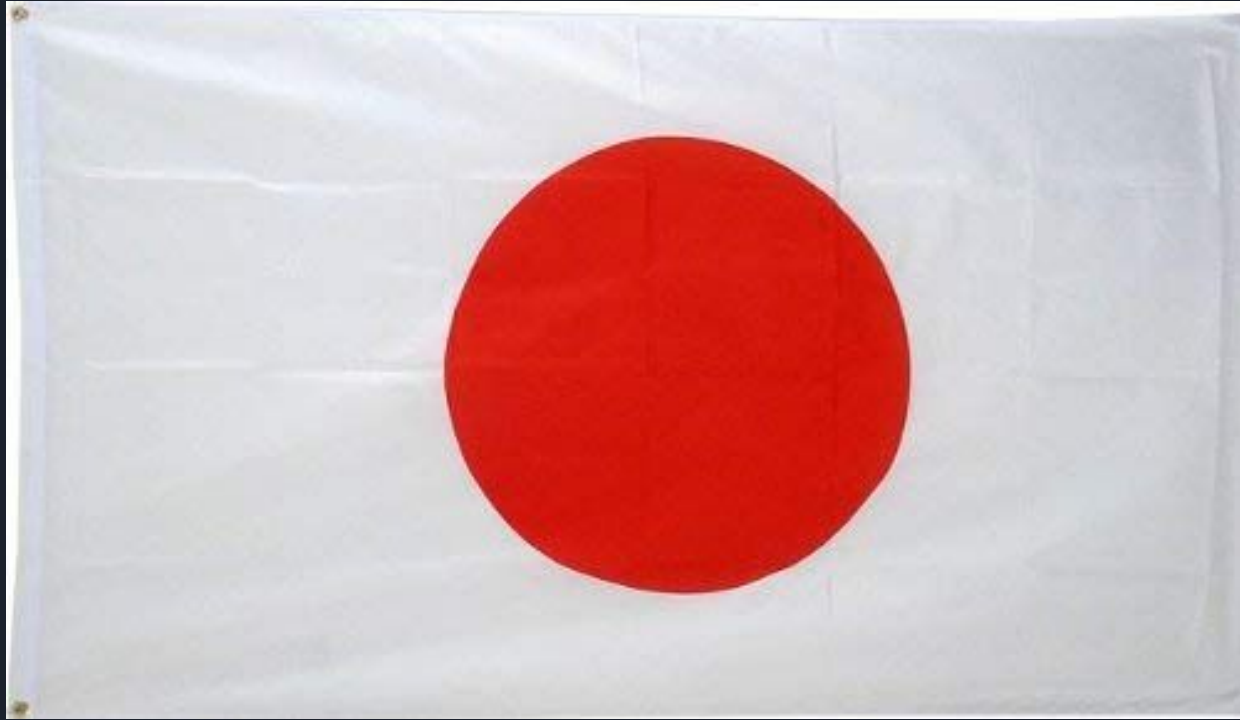
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3. What is copywriting and why this skill has everything to do with what you do in your life
4. How to start building “internet influence”
5. How to convert your followers into a business with raving fans.
6. Finally, how to build a life long personal brand so you can have a sustainable income for life only using your name.

I am the founder of a direct-response marketing agency, working with clients internationally and locally.

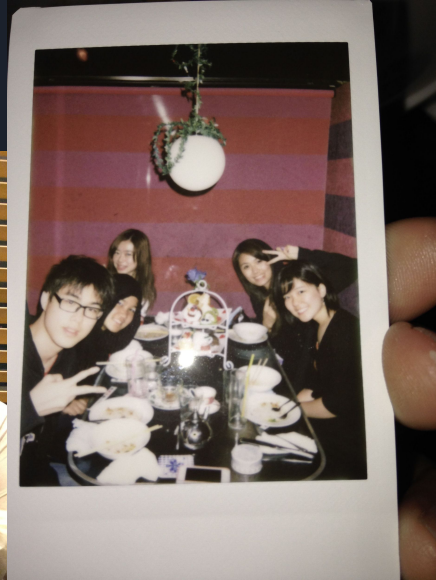


My website - jeettancopywriting.com



At age 18.. I went to Japan to
study abroad

Life in Japan





Dorm party!!





TANABATA FESTIVAL 2015




Life in Japan

I got my feet wet in online marketing in 2016.. When I joined Youtube channel: Asian Boss as an intern.




 miyusanno.official • Follow ...



 sohyun_days If you make your own album, (your own produced album, or just sing only, whatever) I'll have 100 of them. I love your voice and lovely eyes so much!!

75w Reply

 sohyun_days I can't go sleep right now in korea because of your miyutube.. TT your music is amazing. I think YOU are the best musician of Japan.

75w Reply



16,113 views

MAY 6, 2016

Some of the videos I filmed..



Some of the videos I filmed..



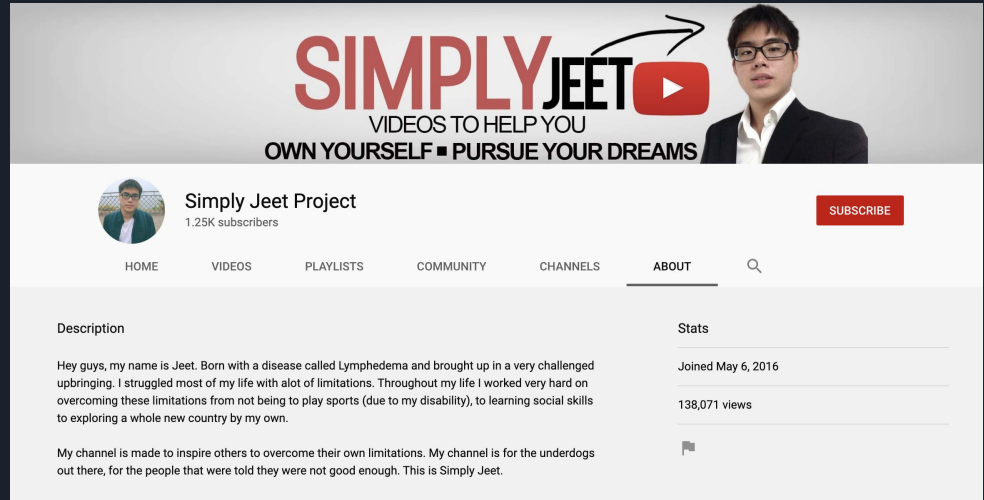
ASIAN BOSS (Should he own a car or an apartment?)

Japanese Girls On The Ideal Marriage Partner | ASIAN BOSS (한글자막)

1,886,922 views · Jun 28, 2016

👍 20K 🗑️ DISLIKE ➦ SHARE 🎧 CLIP ➦ SAVE ...

After that I started Simply Jeet



My YouTube channel -
Simply Jeet

Some of the videos I made..



If I knew I was going to die..
(3.9k+ views)



How I Overcame Video Game
Addiction And Took Control Of
My Life (4k+ views)

Some of the videos I made..

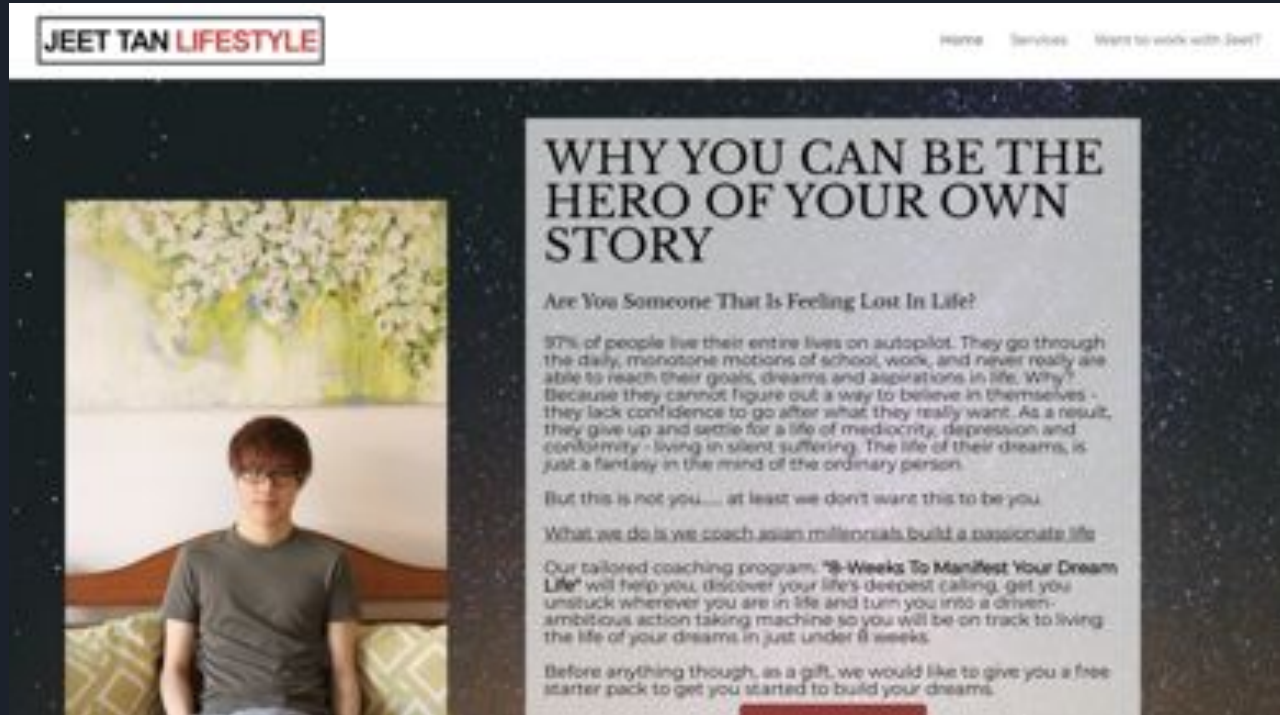


The Hikikomori Phenomenon
(33k+ views)



Helping the poor in Bangkok
(50k+ views)

Using the followers I had, I started a life coaching business which forced me to learn copywriting.



JEET TAN LIFESTYLE

Home Services Want to work with Jeet?

WHY YOU CAN BE THE HERO OF YOUR OWN STORY

Are You Someone That Is Feeling Lost In Life?

87% of people live their entire lives on autopilot. They go through the daily, monotone motions of school, work, and never really are able to reach their goals, dreams and aspirations in life. Why? Because they cannot figure out a way to believe in themselves - they lack confidence to go after what they really want. As a result, they give up and settle for a life of mediocrity, depression and conformity - living in silent suffering. The life of their dreams, is just a fantasy in the mind of the ordinary person.

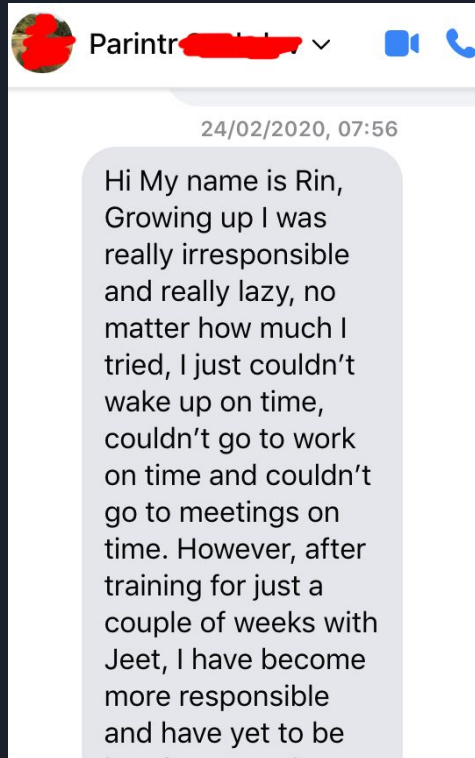
But this is not you.... at least we don't want this to be you.

What we do is we coach asian millennials, build a passionate life

Our tailored coaching program, **8-Weeks To Manifest Your Dream Life**® will help you, discover your life's deepest calling, get you unstuck wherever you are in life and turn you into a driven-ambitious action taking machine so you will be on track to living the life of your dreams in just under 8 weeks.

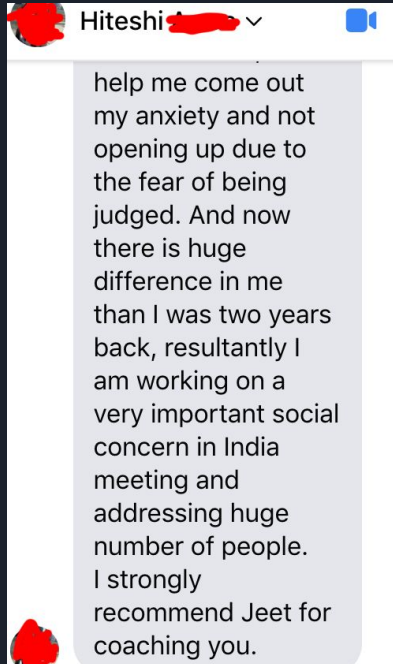
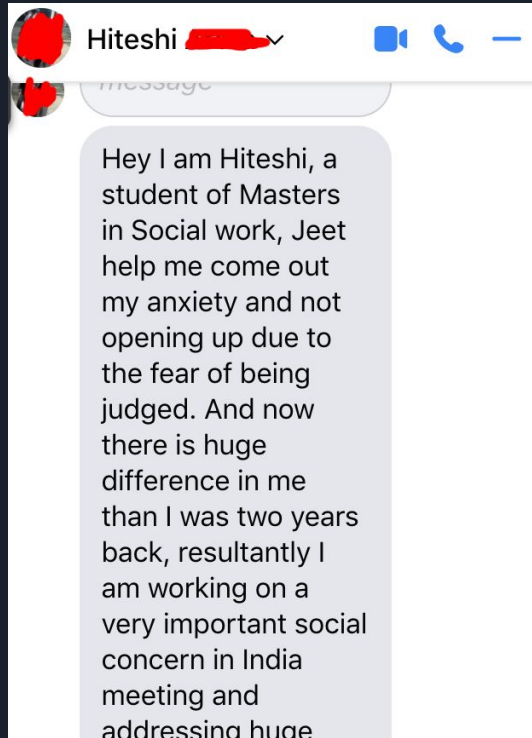
Before anything though, as a gift, we would like to give you a free starter pack to get you started to build your dreams.

Client Testimonials



Jeet, I have become more responsible and have yet to be late for a meeting. Apart from becoming more responsible, I have also noticed that I am more confident when talking, and am able to keep eye contact for longer. I really recommend Jeet, he's the man.

Client Testimonials



Client Testimonials



He met me through my Youtube channel.



Some of my mentors



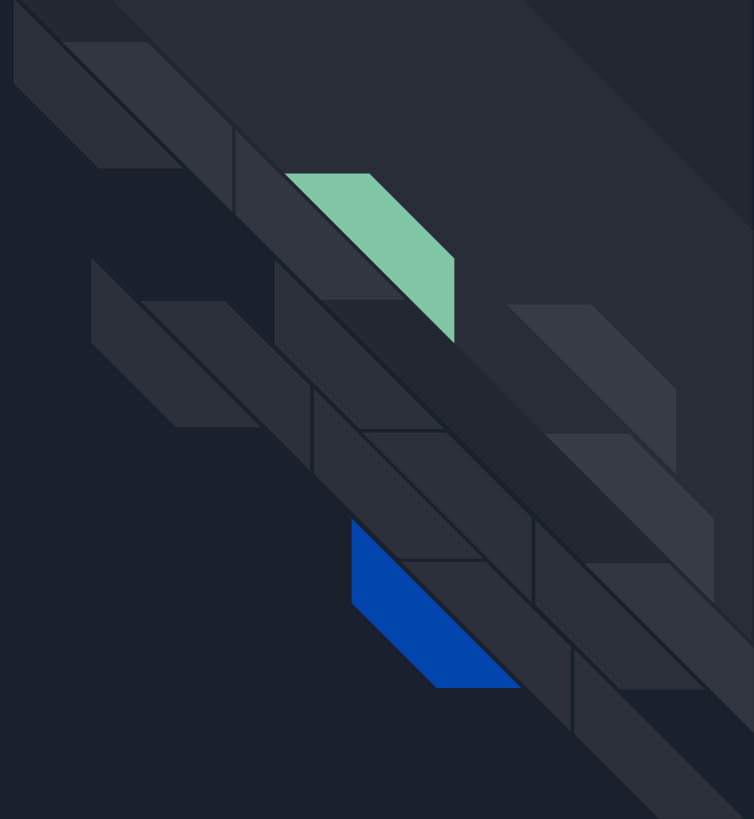
Dan Lok



Tai Lopez

A show of hands, which one are you?

- Personal brand/influencer
- Business owner
- Copywriter or digital marketer
- Professional or other



Please stand up and introduce your:

1. Name
2. What do you do specifically?
3. What you working towards and how can online marketing help you achieve that?

My mission when I started Simply Jeet.. was to inspire a million people to pursue **AND** fulfill their dreams in life.

Simply Jeet deals with confidence, vision, mindset and overcoming challenges.



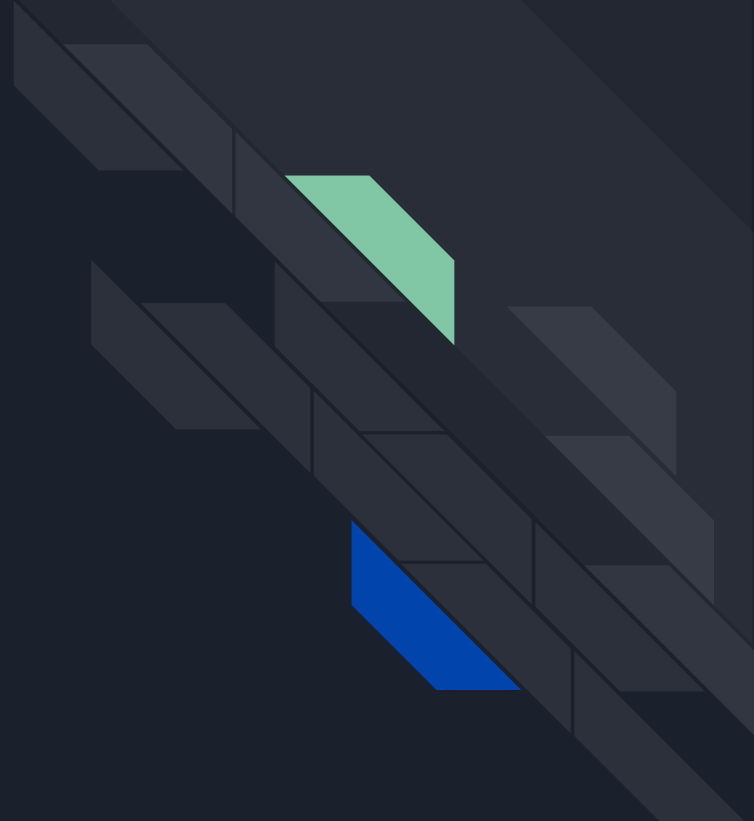


JEET
TAN
COPYWRITING

What we are talking today will be about financing, making money, practical business and people skills.

**It's a different arena,
but you need BOTH.**

Let's talk about the
"internet influence"





But before that.. Let's talk about exactly is the internet.

- 5 billion people online as of 2022.
- Internet has transformed the way we conducted communication, commerce and relationships. It's been interwoven into the fabric of our life.
- Use it instead of it using us. Social media is not optional (realized this recently).
- Internet influence is simply getting your message across towards to the world using the internet.




What about competition? It's getting too competitive.



1. Don't worry about competition, the more competition the better. It means that there is a market for it. I can train a million people in this there will still be space for new players.
2. Don't think competition, think cooperation. The internet is changing lives and opening new job opportunities.

Never has there been a time where you can message someone 10,000 km away from you in an instant.

Technology will keep on growing and growing.



I tried starting my online business, no customers, no sales, etc..

1. You didn't have the right mindset coming in.
2. You were not consistent enough.
3. You didn't have the right strategies.
4. You didn't make the right connections.



What exactly is internet influence?

1. The ability to get your message across to the masses through the use of internet.
2. Your message can be then used for whatever you want, fame, business, sharing an idea, or crowdfunding a project.

A top-down view of a desk with a laptop, notebook, pen, coffee cup, smartphone, and glasses. The laptop is in the center, displaying a webpage. To its left is a notebook with a pen. Below the notebook is a coffee cup. To the right of the laptop is a smartphone and a pair of glasses. The background is a dark teal color with a blue and green arrow in the top left corner.

Copywriting is the bedrock of success in creating internet influence.



It all starts from copywriting.


What is copywriting?

Copywriting is simply your ability to sell with your words. It's salesmanship in print.

Everyone is a copywriter no matter you like it or not, it's simply a question of how good are you?

Everyone here will need copywriting skills. You're either going to be writing your own copy, or you are going to be hiring a copywriter.

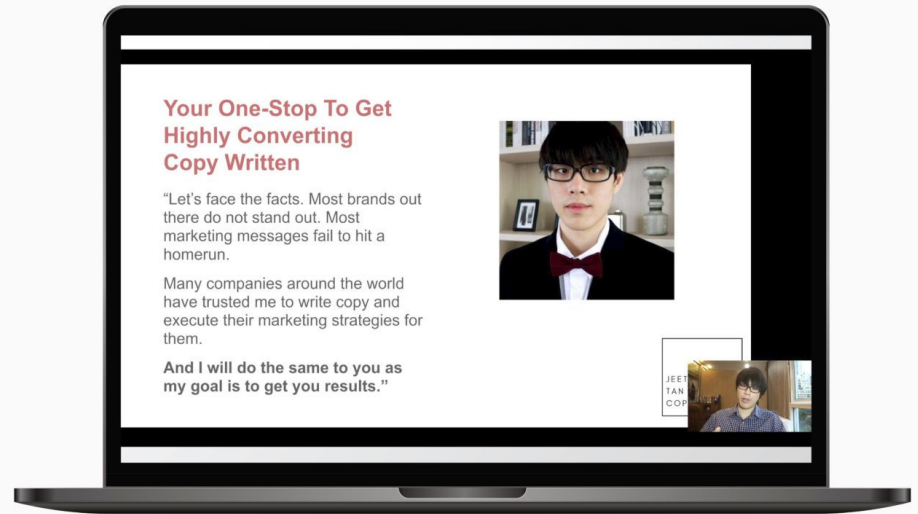
Persuasive, and client centric writing.



**Copywriting is simply about selling an idea
through the power of your words.**

If you are in this room today.. You are an influencer.
You are someone that can change the thoughts and
opinions of other people and is a respected member
of your community.

Content
taken from
my free
training
video



**from my free training video*

**How do your
conversion rates with
copywriting?**

#1 Frequency

Publish more often.

When information becomes abundant, attention becomes scarce.

You want to 10x your efforts and your writing.

If you haven't gotten the results you want, you simply have not taken enough action steps to get there.

Your writing is not good enough, only way to get good is to practice.

#2 Being **SERVICE** driven

Talk about BENEFITS not features.

Always be willing to give NOT you want but what your clients NEED.

Most people out there don't know what they want. Our job is to tell them AND sell them what they want before they realize it for themselves.

You need to be come from the place of being helpful, and being value driven that your prospects see it as an absolute no brainer to work with you.

Being SOLUTIONS oriented.

A trained copywriter can help you in this regard. Good copywriters must build trust first.

#3 Form Data Driven Decisions

90% of your work will bomb. That's statistically true.

Use that as feedback to make data driven decisions.

Use that feedback to guide your future copy.

Good copywriters can get the feel of what people need, build trust and give them that. But you don't know what they want until you test things out.

Base your decisions on actual marketplace feedback, not speculation.

#4 Always Be Closing (AWB)

Copywriters also need to have strong closing ability.

This is why copywriting is so distinct from a marketer - they need to have the ability to close. It bleeds into sales.

The best copywriters are known to be phenomenal closers. They can sell basically anything with their words.

Nothing gets done until your customers give you the money.



What are the steps to take to build internet influence?

Here are the steps:

1. Have an idea.
2. Be an authority.
3. Sell your ideas to the masses through an online medium.
4. Post valuable content to build your following.

STEP 1 - Have an idea



Have an idea.

Have an opinion.

Have an idea for a better way of doing things.

Have something to share.

These people had something to share.



vlogs



technology



Customers Also Viewed



Womens Lakemont
Tipped Half-Zip Sweater
\$110.00



+ Quick Shop



Womens Lakemont
Cardigan Sweater
\$110.00



+ Quick Shop



Douglas V-Neck Sweater
\$115.00



+ Quick Shop



Womens Stride
Colorblock Sweater
\$105.00



+ Quick Shop



Cutter & Buck Saturday
Cotton Blend Womens
Crew Neck Sweatshirt
\$90.00



+ Quick Shop



Fashion brand.

Government policy

Step 2 - Be an authority

The word authority comes from the word author.

Be someone that is seen as an authority.

Another word for authority is “creator”





An **author** is the creator or originator of any written work such as a book or play, and is also considered a writer or poet. More broadly defined, an author is "the person who originated or gave existence to anything" and whose authorship determines responsibility for what was created.^[1]

Definition of Author from Wikipedia



Be a leader.

The word “lead” simply means to go first. Leaders are authority figures (no brainer).

Everyone in this room is a leader, you want to be a champion for your ideas.

All leaders must have:

1. Vision
2. Empathy
3. Strong organizational skills



Step 3 - Sell your ideas to the masses, through an online medium.



Find a medium you like and double down on it.

Facebook



Zach King ✓

7.2M followers · 6 following

Message

Follow

Search

Posts About Mentions Followers Photos Videos More ▾

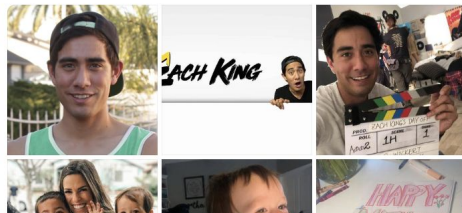
Intro

Zach King is a filmmaker, Instagrammer, and YouTuber.
Get my new magical book here - <http://www.Zach>

- Page · Video creator
- KING STUDIO, LLC
is responsible for this Page
- hello@zachkingteam.com
- youtube.com/ZachKingVine

Photos

[See All Photos](#)



Posts

Filters

Pinned post



Zach King ✓

19 April 2019 · 🌐

Verified

Today we officially adopted our oldest kiddo, Mason! [#foreverfamily](#)



Instagram



garyvee



Message

Follow



7,671 posts

10M followers

6,346 following

Gary Vay-Ner-Chuk

CEO/Chairman @vaynermedia @vaynersports

Creator of @veefriends

Early Investor Coinbase, Venmo, Twitter

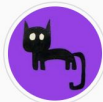
Watch DailyVee 608

garyvee.com/DailyVee608

Followed by tytysimon, victor_world55, hieu.nguyen140297 +12 more



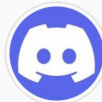
VeeCon 2...



VeeFriends



Drawing



Discord



Morning W...



Wallpaper ...



Twelve & a...

POSTS

GUIDES

REELS

VIDEOS

TAGGED

I SURPRISED SOME PEOPLE AT MY COMPANY 😂 WATCH WHAT HAPPENS

2012

Even if you've made mistakes at 18, 22, 26, 32 years old ... even BIG MISTAKES ... you still have plenty of time to have a happy, fulfilled, joyful, successful life.

LinkedIn

YouGrow.Club



Join me in the next free **LIVE** masterclass to grow your business on LinkedIn.



Shanee Moret  · 2nd

Founder & CEO, Business Growth Coach, YouGrow.Club

Talks about #business, #coaching, #marketing, #leadership, and #entrepreneurship

West Palm Beach, Florida, United States · [Contact info](#)

[FREE LinkedIn Masterclass](#) 

1,165,803 followers · 500+ connections



Followed by 23 connections: TAYYAB MOHAMMED, Md Raihan, and 21 others

✓ Following

Message

More



Growth Academy



Florida Atlantic University

YouTube



PewDiePie ✓

111M subscribers

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I tried to beat Elden Ring Without Dying..

6,307,793 views • 2 months ago

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👤 #Subscribe 👤 ...

READ MORE



The three rules of content

1. Don't be boring.
2. Be consistent.
3. Be on the lookout for good ideas.



Tools you can use

- Canva or Photoshop for graphic design

- Video editing software, Sony Vegas, Final Cut Pro, Windows Movie Maker, . Camera.

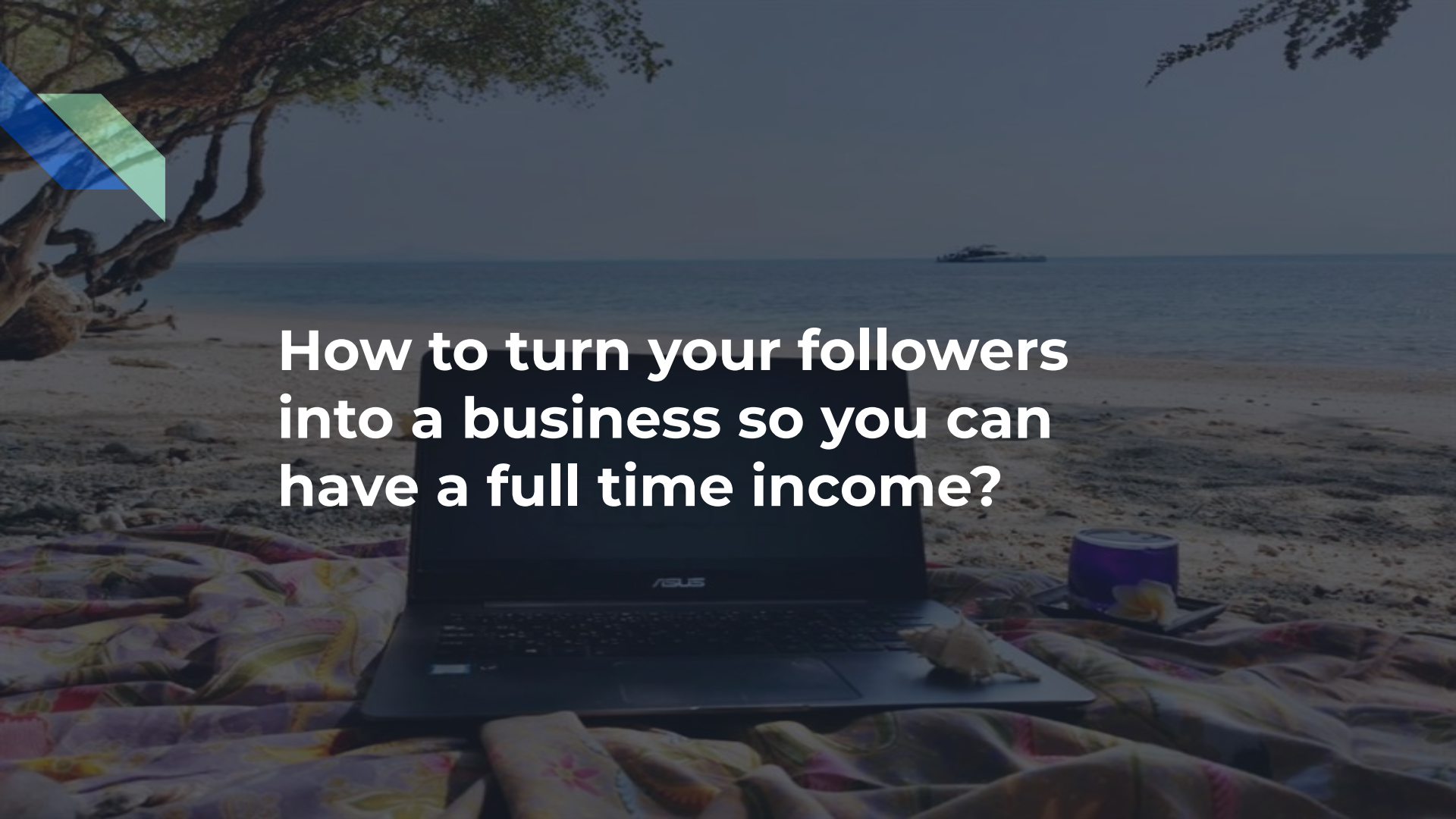
- A laptop or computer to access social media.

- After effects if you are into motion graphics.

AND that's it! You don't need alot to get started. You need creativity, resourcefulness and boldness.

Take courses or use YouTube to learn about these technologies. I started with just watching free videos.

The hardest part are not the tools, it's coming up with the big idea.

A dark ASUS laptop is open on a colorful floral patterned blanket on a sandy beach. In the background, the ocean is visible with a small boat on the horizon. The scene is dimly lit, suggesting dusk or dawn. A decorative graphic in the top left corner consists of overlapping blue and green diagonal stripes.


**How to turn your followers
into a business so you can
have a full time income?**



Although followers are important, it's not about it.

About follower count.. I closed my first clients for a few \$100 when I had 0 instagram followers.

And I know people that have millions of follower that are struggling financially.



However.. You still need followers. But you only need 1,000. My YouTube channel - Simply Jeet, 1000 followers and I am doing this full time now, don't ever need a job.

Or if I ever get one in the future, I can jump back to this any time.

THE BEGINNER'S GUIDE TO EARNING A
LIVING USING THE 1000 TRUE FANS MODEL

1000 TRUE FANS



JON LONGHURST

1000 true fans



You need both - influence and sales.


Which is more important, your arm or your leg.

Your heart or your brain?



How to acquire your first 1000 true fans?

1. Connect with people
2. Add value before asking anything in return
3. Always be looking after people in your community. I look after people like they are my family.



While you are getting the follower part down,
you do need to have the ability to sell.

1. Product based business.
2. Service based business.
3. Digital product based business.



Product based business examples

1. E-commerce shops
2. Manufacturing
3. Mom-and-pop shops

Long-term reputation very important.



Service based business

1. Copywriters, digital marketers and software developers.
2. High-ticket based (\$1,000 per sale closed)
3. Usually low volume

Selling the value of the service and yourself is very important.



Digital product based business

1. Online courses
2. Online trainings
3. E-books
4. Coaching program recordings

Acquiring quality traffic is the most important.

Selling is still selling.

1. Know your product and market in and out.
2. Be sold on the product yourself.
3. Promote, promote, promote.





How do you start a life long, personal brand that will feed you for life?



The fastest way to build your personal brand is this.

- Produce good content.
- Talk about topics that are emotionally personal, and add value to others (hot topics).
- Document > Create.



Be a promotion machine.

Once you have produced content, you need to get over your fear of self-promotion. Without self promotion no one will know who you are.

Screw the haters, there will be someone that do not like you - that's a fact of life. But just do it anyway. Have you had the experience one person says they don't like this, and another person says they don't like the opposite of that thing.

E.g. friend said I was too much of a nerd, another guy told me that I was too much of a social butterfly. WTF? Which one? People are just projecting their own feelings onto you which may or may not necessarily be true?

It comes from being sold on yourself. Grant Cardone says it. Your product, your mission needs to have a WHY?



Exercise: Let's get clear on your why.

Take out a piece of paper and write down why your business, your brand, your thing is the best thing ever.

I know my brand, my mission - it's to help 1 million people be inspired to pursue and fulfill their dreams in life.

I don't care what you or anyone else thinks. I am doing good for the world, I know I am doing good.

I know what I put out will help a lot of people.

So when someone says "no" to me, or I face a setback. I am able to overcome it within 5 seconds because I know my value.

Let's get clear on your mission and your WHY.



There's no secret formula. Be sold on yourself, produce good content, promote it and attract loyal fans.



Building a personal brand

1. Personal branding is extremely important. Everyone has a personal brand, it's a matter of it is a good one or a bad one.
2. Even if you do not pursue this full time, your job will require personal branding. Recruiters and headhunters first thing they do they take a look at your LinkedIn and your Facebook.
3. Gary vaynerchuk - document don't create.



What do you stand for?

Personal brands are all about what you are standing for. Btw this can be applied to if you are a business. There are values that you stand or do not stand for.

For me, we stand for freedom, community and ambition.



Let's go it into in-depth: Freedom

World is not free. You see a lot of problems, poverty, inequality, injustice. We as human beings though we are born free.

Authenticity, speaking your mind, speaking your truth to others.

Freedom to choose where you work, what you work, when you work and who you work.

Freedom to choose your BPs, your clients and your friends based on shared values.



Let's go in-depth: Ambition

Chances are, if you are not a little bit ambitious. You would not be here.

Congratulations, if you are in this room today - you are better than 90-95% of people out there. You took a Saturday off to learn about these strategies that will help you in your career and in life.

We stand for ambition here, I want to work with people that strive to be the best. They do not need to be the best in the world, but they strive to be the best version of themselves that they can be.




Let's go in depth - Community

Another word is also contribution.

I'm here to give back to the people. We as human beings we are social creatures. Work shouldn't be just about hustle while neglecting the relationships,

It should be about the community, here at UnionSpace as well - the community is valued.

I see my clients, as family and friends.



People ask me.. Oh what business should I start? What content should I create?

Comes from again, understanding your personal brand values.

Let's take 5-10 minute to brainstorm and write down your personal brand values.

Your business is simply a reflection of yourself.

Share it with people in this room your top 3, and if you are brave - some content ideas that you would like to talk about.



You also still need to learn how to sell..

ABC (Always be closing) - once you have the influence you need to find a way to promote your products.



Followers only deal with the awareness and interest of a sales funnel.

You need to get people to make a decision, and action.



Why do people buy? Buyer's psychology

How to convert your followers into paid customers:

- Have a product
- Have a unique offer
- Promote your offer at a place where people can see it.
- Customer support in place to answer any questions.
- Deliver your product to your customer
- Account management



Places to promote your product - technical knowledge

This goes into digital marketing. Digital marketing is the big picture strategy while copywriting is about the practical day-to-day.

- Learning SEO and creating websites.

- Social media marketing (SMM) - Writing strong copy to close, utilizing stories, ad media buying.

- Direct sales, and closing skills. Admittedly I'm not the best closer in the world.



Why copywriting is so powerful..again

Copywriters or direct response copywriting is the bridge between marketing and sales.

Example of where this is utilized.

- Email.
- Website squeeze pages
- Facebook ads
- Overall sales funnel strategy



Develop Your Ability To Sell

1. Product based companies, are all about customer support and answering questions.
2. Listen first before you speak. Understand what your customers want from your product.
3. Be helpful, and service oriented. There's a saying that oh okay you should not reveal everything or else they will go to your competitors, etc. I do think that's true and not reveal all your best strategies, but I believe that you have to be of service first. You want a long-term client not just to buy for a few bucks.
4. AWB - always be closing. When the iron is hot, you must go for the close.
5. A "no" does not mean never. It just simply means not now. Don't take things personally.



Who wants to have a
free audit? Any
questions?

24Slides

THANK YOU