

# JON REYES

Freelance Copywriter With A \$50MM+ Track Record  
CRO Strategist | ROI Consultant | Direct Marketer |  
Author | Coach



After producing over **\$50MM in client sales** at a record-setting pace, Jon's been called "the copywriter behind today's industry leaders."

He continues to refine his own training programs and digital products, and has worked for some of the biggest names in the industry since 2013, such as:

- Brian Tracy
- Jack Canfield
- Stefan Georgi (Founder of Copy Accelerator, 9-Figure Copywriter)
- Brett Fairall
- Joe Polish (As A Ghost Writer)
- Rudy Mawer
- Anik Singal (Lurn)
- A Partner of Daymond John from Shark Tank
- Conscious Copy
- Mike Koenigs
- A Former NFL quarterback
- And many more.

Most recently, Jon has given a Live talk at an NBA charity event after being invited by former Indiana Pacer's and New York Knicks player, Jonathan Bender.

And over the past 2 years, Jon has set out on a larger mission:

- 
- Brian Tracy International
    - Digital Prosperity
    - GabrielleMoore.com
    - Simple Smart Science
      - Brain.Fm
  - Jack Canfield Training Group
    - Conscious Copy
    - The Fairall Group
  - The Founders Of Today's Leading Masterminds
  - And WAY Too Many More To List...

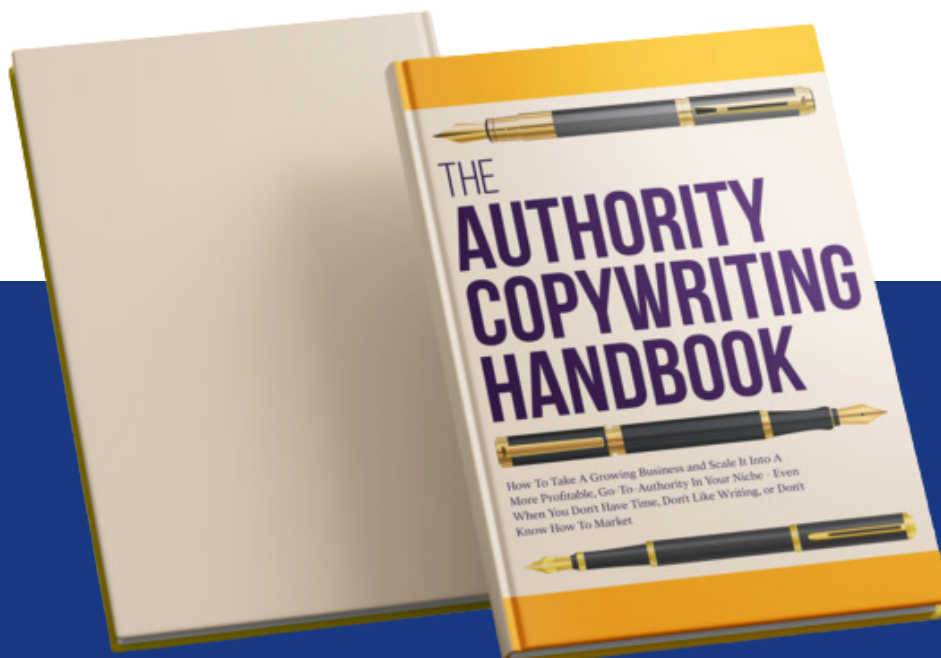
To train, educate, and serve on a mass scale by taking his wealth of marketing wisdom (which he accumulated since 2013) and sharing it with other marketers and entrepreneurs globally.

Currently, he has been refining new executive coaching programs. He is currently giving Live talks at high-level masterminds, podcasts, and related online events. He has 9 years of experience as a high-powered copywriter, 4 years of experience as a copy coach, and 6 years experience helping executives (and their teams) to optimize their internal copy systems and processes.

The methods he incorporates are based on powerhouse persuasion “blend” of copywriting, conversion rate optimization (CRO), funnel strategy, copy coaching, copy chiefing, and something he calls “Authority Marketing.”

To date, Jon continues to take on a small handful of clients per year, and is spending most of his time on a bigger mission to share the refined methodologies he’s developed as a consultant, speaker, executive trainer, and overall ROI strategist.

He’s also the author of the upcoming “**Authority Copywriting Handbook**,” which is set to be published in print version on Amazon during Q3 of 2023.



# SUGGESTED TOPICS

1. How to scale your business with a leaner team, on a leaner budget, with insanely high profit margins through an integration of CRO, Copy Chiefing, and “Authority Marketing.”
2. How to build a high-integrity “personal based” businesses, become a go-to-leader in your niche, and grow a long term hungry following through 3 powerful copywriting elements: brand voice, conversion, and value.
3. How to use “conversion and copy optimization” to maximize your conversions and potentially surpass multiple 7-figures+ by “replicating” tiny successes from your previous Campaigns (and avoiding the previous mistakes you made forever).

# WHO IS JON REYES?

## AS SEEN ON



49 min

PLAY ▶

## Building Bulletproof Brands for The Biggest Names in Personal Development with Jon Reyes

[The Great Escape](#)

Entrepreneurship

[Listen on Apple Podcasts](#)

Jon's been torn apart and broken down while he studied under some of the greatest marketing masters in the past few decades.

And, he's obviously come out the other side as one of the most experienced and high performing copywriters in the influencer and self-development industry.

With over 8 figures sold from his work with giants like Brian Tracy, Dean Graziosi and more, Jon had a TON to share about his journey and what it's like to build a bulletproof brand that your customers will love.

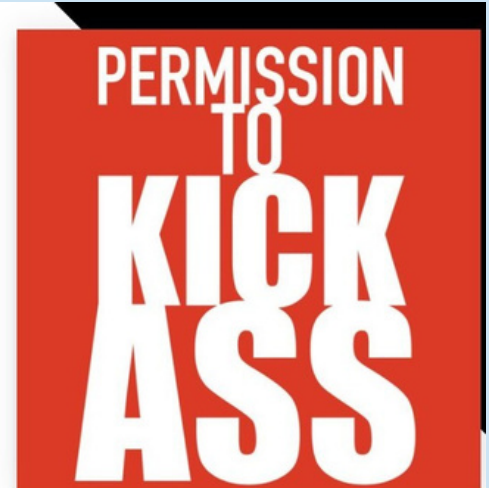
BACK TO EPISODES



## 34: Jon Reyes

SEPTEMBER 28TH, 2021 | 39:21 | E34

SHARE ↵ EMBED <> RECAST 🔊 SUBSCRIBE 📌 DOWNLOAD MP3 ⬇️







# Persuasive Writing Secrets to Create Influence & Authority



**JON REYES, COPYBLUEPRINTS.COM**



**DIGITALMARKETER**



**Timmy Centner**

Jon is the real deal - I've been working with him for several years and he's consistently delivered results time after time - HIGHLY recommend him as a copywriter and consultant for all funnel needs!

Love · Reply · 39w



↳ 1 Reply

Fantastic- thanks for following up on this as well!

Here are those final metrics you'd asked about (updated version of the ones I'd sent before, current as of today 4/17):

- Sent: **25,184** (3,467 emails bounced out of 28,651 on list)
- Opened: 16% (4,029)
- Clicked: 26.13% of opens (1053)
- Completed survey: 59.06% of clicks (622 responses // 56.9% completion rate of users who opened/started survey)
- Subscribed: 16.5% of clicks
  - 28 monthly
  - 123 yearly
  - 23 lifetime

Oh and regarding turnaround time- a definite bumner to hear about the traffic ticket! Huge pain that they're making



**John Caprani**

I've worked under Jon and been copy-chiefed by him. The experience made me smarter about how I do my own projects.

His feedback was clear direct, and no-nonsense - because he's got the hard-won market experience to know what works and what doesn't.

This is an excellent value offer at a price point that's a rounding error compared to the potential upside it offers for a business owner.

**Love** · **Reply** · 40w



**Jon Reyes** Author

**John Caprani** thanks for the feedback!

**Like** · **Reply** · 40w



Like · Reply · 40w



Daniel Axelrod

Definitely suggest you take Jon up on this. Jon Reyes is the first person I turn to if I can't book a project and need to recommend a copywriter that I can know will make my clients happy. He's trustworthy, trained by the very best, and delivers consistent, impressive results.



Love · Reply · 40w



Jon Reyes Author

Thanks Daniel Axelrod!



Like · Reply · 40w



"Jon is a great copywriter who I trust. I know firsthand that his work is solid, he generates lot of money for his clients, and he also knows how to coach and motivate other people who want to be just as successful as he is.

He really has no problem taking the lead and training a large group of people either."

-Jonathan Bender, NBA Player (retired)

Former Forward at Indiana Pacers #24

Former Forward New York Knicks #9.

Author - Inventor - Entrepreneur



# EVENTS

## SPEAKER SERIES

---

11.16.21

HOW TO "READ YOUR  
AUDIENCE'S MIND" BY WRITING  
PERSUASIVE COPY THAT  
CONNECTS, CONVINCES, AND  
CONVERTS

JON REYES

---



CO+HOOTS

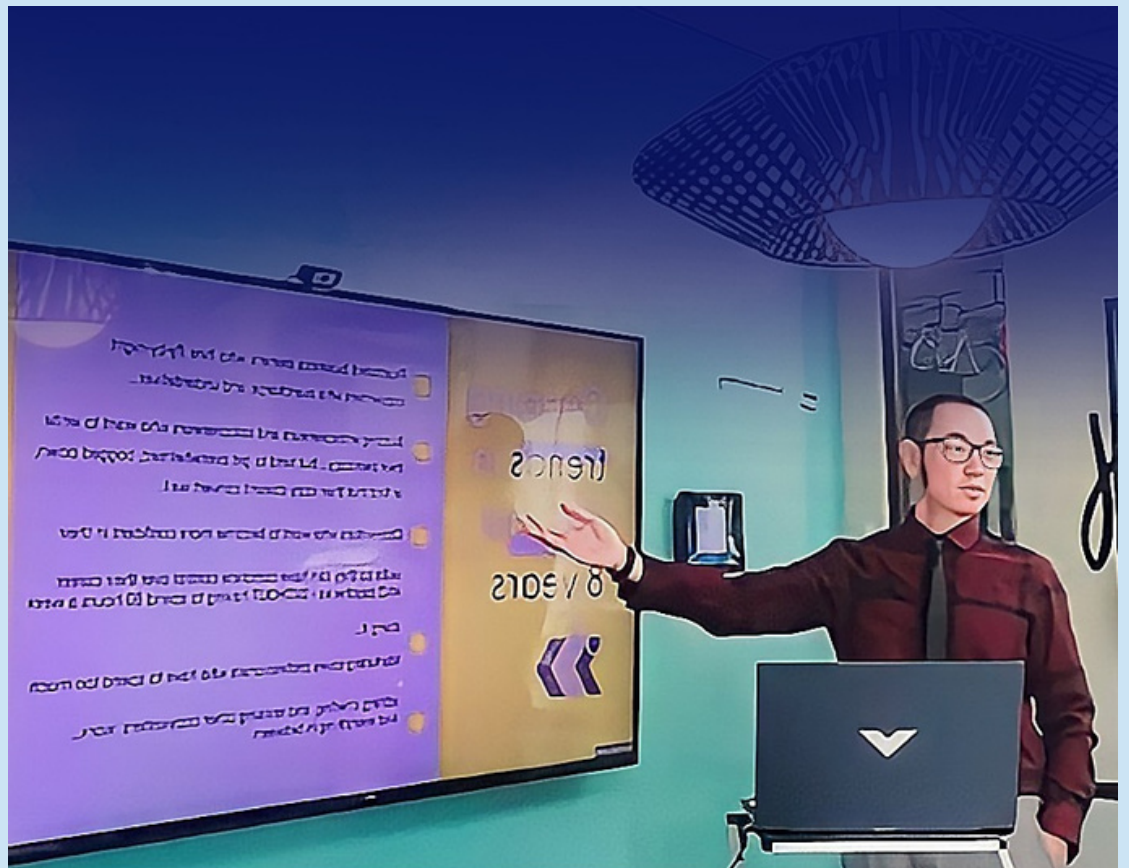


# EVENTS





# EVENTS



# CASE STUDY # 1

## COLLABORATING WITH COMPANY EXECS FOR HIGHER REVENUE...

**CREATED THEIR HIGHEST REVENUE PRODUCING CAMPAIGN TO DATE.**

### PROJECT SUMMARY:

- Was brought on a 6-month contract with Brain.fm, a leading music company specializing in brain entrainment music (company backed by NSA and supported by neuroscience.)
- Responsible for creating multiple record-setting marketing campaigns in terms of online sales and revenue – all starting within the first two weeks of working together
- Helped open up a new “division” for their marketing, and helped lead their email campaign execution, new marketing strategies, and implementation on all copywriting aspects.

“Jon was a tremendous boost to our team. Within just a month, he completely “got” our audience, producing an in-depth customer persona doc for us that was on point, and then making that understanding actionable in copy crafted for a campaign that generated the greatest revenue of any of our email campaigns to date. His drive, creative ideas, consistent follow through and execution, and fantastic communication skills all made it a blast to work with him.”



**Aaron Smyk**  
Chief Operating Officer of  
Brain.FM



# CASE STUDY # 2

## MARKETING TEAM COLLABORATION & COPYWRITING FOR NEW LEADS...

**GENERATED OVER 6,000 NEW LEADS ONLINE FOR A PRESTIGIOUS INFLUENCER MARKETING AGENCY**

### PROJECT SUMMARY:

- Collaborated directly with a client's existing digital marketing team for a new campaign launch.
- Responsible for generating thousands of new leads and subscribers to their business, via: email campaigns and other supporting copywriting strategies.
- Helped them close additional sales after the campaign ended, by "reviving" non-buyer leads through a follow-up email campaign.

"Jon's copy helped rake me in thousands of new leads and subscribers for a single online event, and he even created follow up email campaigns that helped us sell out a special offer we had for event attendees. He also wrote copy for me for several other direct response funnels and tackled these campaigns like a boss. Also, he was easy to communicate with and didn't back down even when we worked on campaigns for A-List clients."



**Mark Cogley**  
Former Digital Marketing  
Manager at Brandetize, LLC  
(Formerly Known As Brian  
Tracy International)

# CASE STUDY # 3

## NEW OFFLINE / ONLINE SALES SYSTEMS...

### HELPED 'AUTOMATE' A HIGH-TICKET SALES & CLOSING PROCESS FOR A B2B SALES DIRECTOR

#### PROJECT SUMMARY:

- Helped a B2B sales director to streamline his cold-calling and sales funnels so he could free up more time, focus, and energy.
- Started from a consulting standpoint first in order to uncover his areas of struggle and of opportunity.
- Created an automated email campaign for him which streamlined his prospect funnels, and systematically got him more face to face appointments where he could close the sale.

“I’m a national business development executive, and we contracted Jon to assist for our sales and client acquisition. His expertise and feedback greatly improved our emails and helped us secure more clients and contracts during our ongoing expansion. Jon’s always a pleasure to work with, and never missed a single deadline.”



**Chad Colorina**  
Regional Vice President of  
Production Interiors

# CASE STUDY # 4

## CONSISTENCY, SALES, & COMMUNICATION...

### ONLINE SALES FUNNELS PRODUCING 5-FIGURES IN MONTHLY ONGOING REVENUE

#### PROJECT SUMMARY:

- Worked closely with a CA based company's senior copywriter to sell newer offers, as well as revitalize their older / pre-existing offers.
- Brainstormed, researched, and executed online sales campaigns which produced 5-figures in monthly revenue.
- Assisted with team feedback, customer and market research, as well as new product ideation.

“I worked on copy projects alongside Jon for a year, and saw firsthand how dedicated and skilled he is at direct response copywriting. He's definitely got some solid copywriting chops, plus he's easy to work with and shares great ideas. But, talk is cheap... results count, and I've seen Jon's VSLs pull in around 5 figures in revenue PER MONTH, with some even converting at 3.3% to cold traffic.”



**Shaun Keating**  
Senior Copywriter at Lions  
Creative Group

# A FEW OTHER 'CLIENT HOME-RUNS' TO NOTE:

- Assisted on a campaign launch for an industry leading client in 2016, **helping to generate over \$300,000 in sales for his brand new product launch.**
- Took leading role as copywriter, funnel strategist, for direct response marketing and sales at Brian Tracy International, resulting in a **drastic reduction in company overhead costs, more effective team communication, and a 7-figure revenue production for Brian Tracy products in less than a year.**
- Served on a year long contract as Chief Copywriter for ConsciousCopy.co, while taking a head role in **leading and executing profitable marketing work for many top clients in the industry.**
- Rewrote a sales letter and email campaign for a client, and created a 'relaunch' campaign version which **outperformed their previous versions and produced over \$20K in sales within 10 days.**
- Collaborated with strategic marketing teams to help 'WithZing' - a UK based educational company for children – to **actualize their business and revenue goals by implementing multiple online marketing, copywriting, and sales strategies.**
- History of **working with A-List agencies and clients** like Jack Canfield, Dean Graziosi, Several Members of Genius Network, A former NFL quarterback, a partner of a Shark Tank Celebrity, Brian Tracy International, The Fairall Group, an NBA charity foundation, and many more.
- Combining **multi-faceted experience in sales, copywriting, consulting, and direct response marketing** which has resulted in a **multi-million-dollar track record in client sales to date.**
- **And much, much more...**





COPY BLUEPRINTS

**Work with me!**

