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Here are just a few of the emails we have written for clients:

[Subject: Do you have your Tesla car ordered yet?](#)

[How to crush frac sand - Part 1](#)

[Try try try again \(like this elk\)](#)

[Crush Test Video #3 - \(it's partially censored\)](#)

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Subject: Do you have your Tesla car ordered yet?

I was a speaker at a club meeting the other day, and after I parked my gas guzzling truck, I noticed that there was a Tesla filling station in the parking lot!

See a picture of my local station here:

<http://www.globalenergylaboratories.com/tesla-is-in-town-because-of-graphite/>

Tesla's electric cars have a range of a few hundred miles, so the company installed recharging stations along interstate routes throughout the United States (and other countries where they have a presence).

This was an eye opener for me.

If Tesla is expanding this fast and selling this many cars I see another "boom" coming.

Not just in electric cars, but in the the required energy storage component...

Batteries.

There are over 6 billion (yes billion with a 'B') cell phones in service right now. And I've been told that there are 1 billion phones made each year.

Each one with a battery - typically a lithium ion battery - to power it.

In the case of the electric Tesla cars, Tesla Motors will be building a "Gigafactory" in the deserts of Nevada to build the batteries that it needs.

Now, lithium ion batteries actually contain more graphite than they do lithium. And graphite has been imported for a long time. There are very few mines at production level in the United States or Canada, with a few coming on line in the next few years.

And Tesla has said that they wish to source their raw battery materials from North America.

I see the future, and the future says that graphite, cobalt, and lithium demand will grow.

Scouting and finding deposits of graphite and those metals could become a big business in the near future.

So, we've started a business line testing for graphite (you need what is called "flake graphite" to get into the battery market), cobalt, and lithium.

Check out our pricing for graphite and the other battery metals and minerals at our website:

<http://www.globalenergylaboratories.com/graphite-testing/>

Also, listen to the great interview with graphite (and battery) expert Simon Moores of Benchmark Minerals here:

<http://www.globalenergylaboratories.com/gigafactory-episode-of-energy-metals-and-minerals-podcast/>

## How to crush frac sand - Part 1

In our adventure to open up the doors of the lab and let you inside, we are putting together a video series of how we do the testing in the lab.

Here is a video I just put out on how to split and weigh a sample for crush resistance testing:

[https://www.youtube.com/watch?v=zyKgua6\\_RpQ](https://www.youtube.com/watch?v=zyKgua6_RpQ)

This video will be followed by others, in a frac sand crush test series.

Let's call it an epic "mini-series." Like Lonesome Dove.

Splitting and weighing are important to frac sand lab work.

Splitting is using a simple steel device with dividers to split one sample of sand into two.

You pour the sand in the top, and steel dividers ensure that one sample becomes two representative samples in sand quality and mass.

Splitting ensures that every test gets a true representative sample of the original sand.

And weighing accurately is important during a crush because we are trying to build a small cylinder of sand to crush every time. Since at least 3 crushes are required for 1 crush test result (they are averaged together), it's key to get the mass correct for each sample.

The frac sand crush test requires that the sample be weighed to 3 decimal places (down to the milligram.).

Here's the video again of a professional actor turned lab technician (ha) showing you how to split and weigh a crush test sample:

[https://www.youtube.com/watch?v=zyKgua6\\_RpQ](https://www.youtube.com/watch?v=zyKgua6_RpQ)

For more information on crush testing, other frac sand tests, barite testing, or testing of everything from aluminum to zirconium, go here:

<http://www.globalenergylaboratories.com/>

## Try try try again (like this elk)

Here is some inspiration for you.

The "last" elk, who has a lesson for us all:

<http://youtu.be/hIEIU9S3018>

Watch the video the whole way through (it's only about 3 minutes total).

How can I be of service to you?

## Crush Test Video #3 - (it's partially censored)

Sometimes you need to leave a few things to the imagination.

You see I've been on a mission to let everyone into our lab, and see how we do business here. So we've been creating some great videos, and posting them on Youtube and our website.

As I created our latest crush test video, however, I realized that there are some things that should remain private, and only available to our paying customers.

I developed a good (actually it's great!) way to expertly control the ramping and hold of the stress during a crush test.

And no, it's not an automated hydraulic press!

It's a method we developed here in the lab, and it's going to stay here.

We will share it with our paying clients, if they ask.

However, it's not something that I'm going to give away to the world right now.

Just like KFC's "secret recipe"...

Or the Coca-Cola formula...

Our crush test secret will remain secret. I censored it right out of the video like a 4-letter word.

It's right at the 3 minute mark.

But there is still a lot of juicy "meat" to this video!

The rest of the test video can be viewed here:  
<https://www.youtube.com/watch?v=FEWklFbbSbM>

## Our "Boxing Match" Testing Philosophy

I recently watched a highly promoted and hyped boxing match.

The match was years in the making! Money and egos were the likely culprits. The massive buildup over years of negotiations only made the match more popular.

The winner's purse skyrocketed to unheard of levels in the 9 digits!

I ended up watching the boxing match on pay-per-view in a dive bar with a colleague. We stood up against a wall, behind some cowboys seated at a table, sipping their brews. The place was packed.

Surprisingly, there was no cover charge. The fight must have cost the bar owner plenty to stream live.

Perhaps he figured he could make the investment back over the course of the night. And, judging by the glassy eyes of the patrons, the "fighty" college kids, and the beer on the floor, he probably did just ok!

So the match got underway, after extravagant introductions and walk ins. The match lasted all 12 rounds, with both boxers becoming chess players, making moves and evaluations over the entire match.

The champion won with a unanimous decision after the final bell.

The key point here is that he won.

No, it was not the most exciting boxing match that I've ever seen. That would probably belong to a Mike Tyson match I watched years ago. Neither boxer even went to the ground in this one.

There's a good business and testing lesson in the match. The main goal should always be in sight -- winning. The goal should be to maximize the amount of testing on the budget that you have, so that you can test as many samples and sample types as possible.

And with a little luck and persistence, you finally come upon a deposit with something in it worth selling. Ideally, there's still money left in the budget!

Win the match by any means, without a knockout punch.

If you like this "boxing match" testing philosophy, give our testing services a try by going here:

<http://www.globalenergylaboratories.com/>

## Grizzly Bears and Barite

I went camping with my family recently, and we stayed just west of Yellowstone National Park, along Hebgen Lake.

On the way home, the highway dips into Yellowstone Park for about 20 miles.

Wouldn't you know, we saw a grizzly bear a couple hundred yards off the side of the road during that stretch. The bear was frolicking around in some bushes. He was probably going after a small animal, or eating flowers or berries.

Anyway, it was the first time that I had seen a bear in the wild.

Check that box for Brandon!

And it was a big grizzly bear, and the grizzly is the North American king of animals (in my opinion). Awesome animal.

There is great human fascination with the grizzly bear -- bears are the stuff of constellations, fairy tales, and stuffed animals.

Bears are fascinated with us as well.

We are their match in the food chain, and we both stand on

approximately the same rung -- cautious of each other.

If people are headed into bear country, it's likely that they will read the news for articles on bear attacks, study the best ways to avoid and deter bears, and maybe even buy some bear spray.

I have a fascination with barite that rivals that of my fascination with bears! Ha

Barite is mysteriously rare to find in the United States, yet it is plentiful in Mexico.

However, it's still a challenge to get fresh supplies of Mexican barite into the US.

Good ores are \*pure white\* and I pulverize them into a handsome, flour-like powder for testing.

In fact I know of at least 3 great teams that are working on getting new sources in right now.

Of course, my lab provides barite testing of all types.

Barite can be used for drilling. For drilling grade barite, you need to meet at least 4 main standard of the American Petroleum Institute 13A.

Density, purity, and size make up those API 13A drilling grade barite requirements.

In order to sell drilling grade barite, though, you may need to do testing on heavy metal content and purity.

For heavy metal testing, I would recommend testing for lead, cadmium, and mercury. This helps to meet the EPA standards for offshore drilling requirements.

For purity testing, you can order up some x-ray powder diffraction testing to help get at the percentage of barite in your sample.

If you have barite with very high density (higher than 4.2), white, and pure, you have a shot at getting into the chemical and paint industries.



If you are a metals or minerals explorer, our lab can do testing for you on a budget, as well as contact information for learning about how to get your product into the market.

How can we be of service to you?

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