



Chris Wright · 2nd

Helping Ambitious Direct Response Businesses with Dialed-in Operations to Grow by 7-Figures a Year | Continually Optimized Copy | YourConversion.Partners

Redruth, England, United Kingdom · [Contact info](#)

368 connections



11 mutual connections: Joseph Bushnell, Rachel Speal, and 9 others

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Your Conversion Partners

Highlights



1 mutual group

You and Chris are both in Copywriter Networking Group

About

I've been immersed in copy and marketing ever since I left school a decade ago...

I've done everything from freelancing, to retainer deals, to offer creation, to hiring copywriters, tracking ads, in-depth research, you name it.

And from this, I learned 3 vital lessons.

These lessons were:

- 💡 The best results come from aligning incentives, every single time. That means a long-term relationship where client copy gets optimized over time... producing more and more revenue.
- 💡 Copywriting is vital, but it's only one piece of the puzzle. There are a ton of moving parts involved in actually taking a prospect from seeing your offer to buying it. They all need to be optimized for conversions to happen.
- 💡 Many copywriters are focused on collecting fees. Which means they're more focused on writing copy as quickly as possible. Instead, they should be focusing on writing copy with the highest possible chance of success.

I took these lessons and used them to launch Your Conversion Partners (YCP).

YCP handles the...

- ▶ Research
- ▶ Strategic consulting
- ▶ Product development

- ▶ Offer creation
- ▶ Copywriting
- ▶ Analyzing data
- ▶ Continued optimization and split-testing

...that goes into crafting a 7-figure offer.

But there's still more that makes me and my team unique. We're not in this to make a quick buck. We're in this to take the pressure off DR businesses.

We manage entire campaigns for major publishing companies from start to finish. All they have to do is handle the operations and drive the traffic.

Achievements include:

🏆 Working as a financial copywriter for Agora divisions like Money Map Press and Southbank Investment Research, plus other major financial publishers like Angel Publishing and Mauldin Economics.

🏆 Writing copy for New Market Health, a division of Agora, plus many of the biggest health marketers around - one promo I wrote achieved more than \$20 million in sales.

🏆 Having a financial promo running for four years and counting - virtually unheard of.

🏆 Co-owning the 7-figure Divine Locks hair offer loved by affiliates...

I also draw on this deep well of experience to enable other copywriters to become the best they can be.

One mentee of mine went from sub-10k months to regular 30k months with no extra work.

Another went on to beat the control of an 8-figure company.

That's the kind of difference I bring to the table.

To learn more about what we do at YCP, check out the media below, or get in touch.

Email: chris@yourconversion.partners

Book A Call: <https://savvyca.com/chriswright/copyneeds>

Experience



Founder

Your Conversion Partners · Full-time

Sep 2021 - Present · 10 mos

Your Conversion Partners is the product of my entire career in copy. Once I'd built up a track-record of 7- and 8-figure winners, I knew this was coming next.

Delivering hundreds of copywriting projects, creating compelling offers, and split-testing my way to success taught me valuable skills I could bring to any client in need of high-converting sales funnels and copy.

So I launched YCP to write for long-term clients with skin in the game, meaning we get a portion of each sale in royalties, and the client gets their copy tested and refined as time goes on.

More broadly, our mission is to help ambitious direct response businesses that have their operations dialed-in to grow by 7-figures per year with continually-optimized copy.

One of our biggest achievements so far is creating a pair of new and improved upsells for a client so they can charge between \$297-\$497 instead of \$27. Their original upsells weren't needle-movers, so we went in and upgraded them.

This meant we actually sourced physical parts and assembled the new upsells ourselves. That way, we could stand by everything we said in the copy. We expect this to grow their business by 30-50%+ if all goes well.

Another major project we have underway is building a whole new product for a health supplement client. We're researching appropriate weight loss remedies that are marketable and legal so that we can create exactly what the client wants to offer.

We also give our clients copy to split-test regularly and keep in contact week by week. No client of ours ever gets left in the dark, and that's what ensures YCP is a cut above anything else that's out there.

For more information, check out the media attached below. If you'd like to work with us at YCP, please reach out to me directly here on LinkedIn or contact me by email.

Skills: Creativity · Copywriting · Offer Creation · Marketing · Optimization

