



How The Email Copywriter Helped **Carnivore Snax** Crowdfund \$200,097 In Just 30 Days

A CASE STUDY

Case Study **Highlights**

Challenges

- Needing to hit at least \$15,000 in Kickstarter funding.
- Trying to write a long-form Kickstarter page... without a copywriter.
- Finding a copywriter who can get the brand's voice & tone right.

Solutions

- Incredibly thorough research phase.
- Brand new long-form Kickstarter page.
- Copy that matches the brand's voice & tone perfectly.

Results

- \$200,097 in Kickstarter funding.
- \$10,000/month from cross-sell email automation.
- \$150,000+ MRR (and hitting \$250,000+ very soon).



"We set a \$15K goal... and the first two days we did \$75K! We passed \$200,000 on the entire Kickstarter run."



Mark Ritz

Co-Founder & CMO,
Carnivore Snax

The Client Heroes

Carnivore Snax

Carnivore Snax is an e-commerce brand based out of Phoenix, AZ that sells on-the-go snacks for meat eaters... which many refer to as "steak chips" or "meat pastries".

CARNIVORE
SNAX
SAY YES TO MEAT



Founder & CEO

Sylwia Tabor

When Sylwia first embarked on her carnivore diet journey, she found it difficult to stay on track while away from home...

But with a bit of experimenting, she came up with a healthy, portable & delicious snack that helped her stay in carnivore 24/7.

Co-Founder & CMO

Mark Ritz

With over 5+ years experience in email marketing, Sylwia knew he was the guy to talk to about her exciting new venture.

Mark instantly fell in love with the idea... and asked to come on board as a partner to help her bring her veal of a vision to life.



A Carnivorous Challenge

Blasting through crowdfunding goals to launch a new product...

With email marketing as his core skill, Mark was able to help Sylwia beef up their prelaunch list with over 12,000+ subscribers.

But the tough part would be launching a Kickstarter campaign that would reel in the \$15K in funding they needed to take the product to market.

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“I’m no copywriter, by any means. I do email marketing. I’m in Klaviyo all day, every day. And sometimes it works out,” Mark admits. “If you’re a customer for the people you work for, sometimes you’re already the best person to talk to. So copywriting doesn’t even come into play... at least, not the technicals of it.”

Mark gave it a shot with writing the Kickstarter page... but soon realized it wasn’t exactly the piece of eake steak he initially thought it was going to be.

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“Good Kickstarter pages are quite long. I was working on our page feeling overwhelmed, thinking this shit sucks...” Mark admits. “And how I just want to pay somebody else to do it.”

Nailing the perfect carnivore brand voice...

Mark needed to a copywriter who could help him bring home the bacon with some killer Kickstarter copy.

But he was reluctant... as none of his past hires had ever managed to dish it out quite right...

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“There’s no hire that I hate more on this planet than a copywriter. I might as well light the cash on fire,” Mark laments. “There’s only so much template-type stuff that you can follow. And I feel like everybody I found did that. I must’ve wasted well over \$5,000... so that’s why I was so scared to hire anybody.”

If this launch was to succeed, Mark needed GOOD copy. Copy that was gutsy and that would HARD.

It couldn’t be “basic”... or reek of reluctance.

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“Honesty & transparency is super important for me.” Mark explains. “I don’t want to be the guy that’s hitting backspace too much because I’m worried it’ll offend somebody... especially if it’s something I care about deeply. Because a lot of times, it’ll resonate even deeper with the audience.”

Fortunately, Mark had been on Chris Orzechowski’s email list for about three months.

And one day, the universe smiled upon him...

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“I’m on his list because my main business is email marketing. And one day, he just sends this email about wanting to try the carnivore diet... and it was like God was giving me this signal!” Mark laughs. “So I sent him a one-line email saying ‘Bro, you gotta check out my product...’”

“Good Kickstarter pages are quite long. I was working on our page feeling overwhelmed, thinking this shit sucks... and how I just want to pay somebody else to do it.”

A Succulent Solution

A copywriter who doesn't pull back on any punches...

While he had struggled to find the right copywriter in the past, Mark was impressed with Chris' writing style & email ideas... and had gotten results from him even before they had started working together.

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“I was pulling some inspiration from how he wrote,” Mark remembers. “And at many times, when I tested the plain text methodology... I noticed it was better than your heavy, traditional e-commerce style emails.”

Mark also felt that Chris understood voice... and one of the few copywriters out there who could write in a way that would truly resonate with his audience.

“

“I feel like Chris just writes from how he feels you, the business owner and community builder, want to engage with your audience,” Mark admits. “And how he knows the audience would appreciate it.”

During the kick-off call, Mark grew EVEN more confident that Chris was the copywriter he had been searching for.

But to ensure the past wouldn't repeat itself, he informed Chris on what he needed most out of the copy.

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“Our conversations were great! He told me some of the things that worked well for past Kickstarters that he did.” Mark says. “And I told him in the beginning that copywriters usually miss the tone... that they didn't really get to know me enough.”

Chris left no room for error when it came to nailing their brand voice. He got on multiple Zoom calls with both Mark & Sylwia... and scoured through every inch of the Internet to make sure he had access to ALL of Carnivore Snax's content as reference.

“

“He just wanted to get to know me as an individual... even outside of the business. I know he checked out different social platforms just to see how our audience was engaging with one another,” Mark marvels. “I felt like the time and energy was definitely spent on making sure he got the tone right for Carnivore Snax... because that's what I prioritized.”

Doubling down to write a killer Kickstarter page...

Chris brought on one of his writers, Robert Lucas, onto the project... so they'd have two brains coming up with ideas for the Kickstarter page copy.

At first, Mark had doubts about this. But it wasn't long until he saw how valuable it was to have Robert on board.

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“I had some reservations because I was like, ‘I came for Chris, right?’ But again, Chris is so good at understanding voice... he also understands who needs to be on his team to reciprocate that kind of culture. And Robert had A LOT to contribute,” Mark says. “In fact, Chris was like, ‘Yo, I didn't even write those parts... that was all Robert!’”

Chris had also found a prime positioning opportunity to use in the copy from reading a review during his research.

“

“One of our close followers described our product as being like a ‘meat pastry’,” Mark recalls. “And Chris really leaned on that... which gave us a way to really separate ourselves from the thin, bridle meat chips that are being put out by our competitors.”

Chris & Robert hammered out the first draft for Mark to review. And after some minor revisions, the final draft was shipped off a week before the launch date.

Both Mark & Sylwia read through all the copy... and could not wait for it to go live.



“The revisions were incredible. And just the tone... he made it so easy!” Mark smiles. “Sylwia was blown away and was like, ‘Dude I fucking love this guy!!!’ It was just so funny. And that’s what we were going for. We wanted copy that was engaging, funny and aggressive. And we were so pumped to just put it out to the world!”

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I felt like the time and energy was definitely spent on making sure he got the tone right for Carnivore Snax... because that’s what I prioritized.”

Some Raw Results

Crowdfunded \$75,000 in just two days... and \$200,097 by the end of the month.

Mark & Sylwia were absolutely floored by the results they were getting from Orzy Media’s copy.



“We set a \$15,000 goal... and the first two days we did \$75K! We finished the Kickstarter at \$130K. But we had some post-Kickstarter upsell stuff that brought in another \$70,000. So we passed \$200,000 on the entire Kickstarter run.”

And the audience was digging into the copy, as well... ALL of it.



“I get so many emails about our product page from people saying they were laughing their asses off,” Mark smiles. “It’s pretty incredible if you can get someone to read an entire product description page, especially if it’s kind of long-form.”



“Nowadays, you see product pages with really short copy supported with different images.” Mark explains. “And I think that’s definitely great and would recommend that for most companies... because I don’t think there’s many fantastic copywriters out there like Chris who can get away with something that’s a bit longer.”

Campaign Sample



WHAT DO CARNIVORE SNAX TASTE LIKE?

When we sent out our first bags of Carnivore Snax to beta testers, we heard a lot of great things. But the one thing people keep RAVING about is...

The TEXTURE.

They're light, airy, and melt in your mouth.

People have called them "**steak chips**" and even "**meat pastries**."

(We wish we would have come up with that ourselves.)

When you bite into one of these bad boys, the first thing you'll notice is the salty, savory flavor of **Redmond's Real Salt**.

Then you'll be greeted with the rich, buttery, velvety flavor of the fat.

Keep chewing, though...

Because you're not done yet.

The crescendo is coming...

As you continue to chew, all the flavors will come together in a beautiful symphony of succulent flavor as this "meat chip" just melts in your mouth.

Your legs will quake.

Your knees will shake.

Your eyes may or may not roll to the back of your head as you chew.

You'll fall to the ground, throw your head toward the heavens and let out a cry of elation.

The clouds will part.

Time will stand still...

All your troubles and worries will vanish for one fleeting moment...

A single tear will roll down your cheek as you realize that you've finally found the perfect snack you've been waiting for your entire life.

THAT is what it's like when you take your very first bite.

wipes drool off of keyboard

We can confidently say:

You've never had a snack like this before.

Generating over \$10K/month with a SINGLE email flow and scaling ad spend up to \$28K/month... all from repurposing the Kickstarter page copy.

Mark has been generating even MORE revenue for Carnivore Snax by re-using the Kickstarter page copy into his email automations & Facebook ads.

“*The product description Chris wrote for the pork... all I did was transfer his copy into a first time customer email, which is converting ridiculously,”* Mark says. ***“We’re doing a little over \$10K a month with just that one cross-sell email.”***

“*There’s little bits & lines of copy that we’ve been using in the ads,”* Mark details. ***“We were on a budget of \$3,000/month. But within two weeks of optimizing heavily, it went up to \$9,000/month. And two weeks after that, we were spending \$28K/month.”***

An MRR of \$150K/month that will be turning into \$250K/month very soon...

For Mark & Sylwia, getting tons of sales month after month isn’t the issue... but scaling production to meet demand.

“*We’re going to be hitting \$150K this month. Although we just don’t have enough electric to make any more product. But if we found a facility like tomorrow... we could easily be doing a quarter million a month.”*

And once they find their facility, they’ll be able to start selling subscriptions to their hungry customers.

“*Haven’t launched subscriptions yet... too scary. But I’ve been building an early bird list for about two or three months... we’ve got about 11,000 people.”*

But Mark admits it’s a good problem to have.

“*It’s a little stressful, but we can’t forget about how good the product is... people re-buy it, you know? And I mean, you generally want to have a manufacturing problem over a marketing problem, so...”*

And as Orzy Media and future collaborations... Mark already knew he wanted sequels even before the numbers started rolling in.

“*Even before we had launched the Kickstarter, I knew I wanted Orzy Media to do more work for us. And they will... there’s a lot more projects in the near future, so...”* Mark smiles. ***“Chris & I also get along really well... and text back and forth even now, sharing wins, which is cool.”***

“I get so many emails about our product page from people saying they were laughing their asses off... which is incredible, especially since it’s kind of long-form...

And I don’t think there’s many fantastic copywriters out there like Chris who can get away with something that’s a bit longer. ”



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E-Comm Brand With
Copy That Sounds
Just Like You?**

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