

Market Niche: Digital Products, Information Products, Copywriting Course

Content-Type: Email

Email Category: Sales Newsletter, Selling copywriting course on Udemy.com

Subject Lines:

- You probably don't need this since you have been writing since you were a kid
- How to earn a good living, without wearing shoes.

Sample Email #1

Body:

Good writers don't have to starve. Sometimes it's not about writing "good". It's about focusing your writing more on specifically what you want. Something I have learned the hard way.

Are you ready for this? Some writers make **\$6,000** a week. Do you know what they write? It's not by writing best-selling novels every week. A copywriter I know, named Jay, quit his job and literally made \$6,000 by the end of his first week of unemployment. Sounds a lot better than job hunting.

How he did it sounds simple, because it is.

Jay had been writing for a long time. It was his profession. But he had never heard of direct response email marketing. He didn't realize that it was the most effective form of marketing to date.

Jay had the first piece of the puzzle already. The second part is even easier. That company that he used to work for...he knew their market inside and out. To him, it only made sense to focus on the market he already knew. Within two days of contacting several companies in his

niche, he sealed his first deal.

When I heard this, I said out loud... "Jay might be on to something." He was, now he makes a lot more than \$6,000 a week.

According to the DMA, or the Direct Marketing Association, Jay walked into a business that achieves a hefty **4,300%** return on investment. Basically, all he needed to do was find a business that cares about ROI.

Writing emails that sell... is not the same as normal writing. It has a different structure and a different overall goal. Over time, anyone could teach themselves. How important is our time? You could spend the next several days scavenging YouTube, and maybe find all the info you need.

I felt like I should try to save you the hassle. There is this course available that teaches the specifics of direct mail and how to make money with it, on this website called Udemy.

*****LINK*****

It walks you through, step-by-step, how to write the emails, and how to find your first job. It's usually \$300. Can you believe it just reduced to \$9.99? Udemy is running a sale, and trust me, it won't be this cheap for long. Usually, they only last a few weeks.

Sincerely,

[Name]

[P.S. If direct mail has a 4,300% return on investment, I wonder how much money could be made by investing 10 bucks?]