

4 Simple Steps to Reverse the Zombie Apocalypse

Or how to write emails that engage and convert.
By Joanna Wiebe.





How to write emails that engage and convert real live people. By Joanna Wiebe.



@copyhackers

Copy doesn't sell your product.





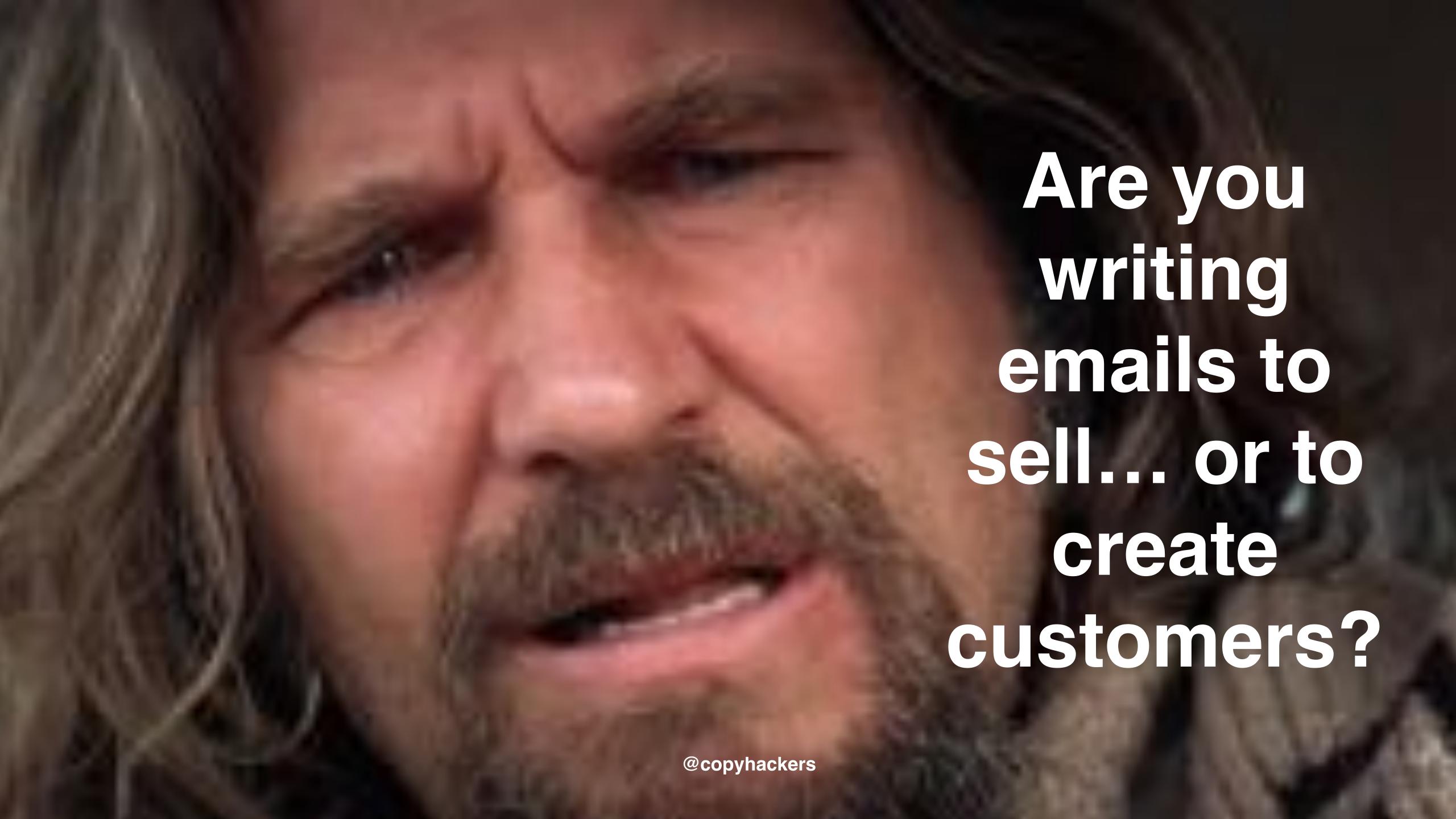
Copy creates your customers.













What do we write about?

More segments means more emails - ugh!

Nurturing emails are the worst. Can we just send blog post links?

What if we get it wrong?

I can't even write one email - you want dozens?

Sales emails are the worst.

Our product should sell itself.

Does anybody even read email anymore?

Should we just switch to SMS and be done with it?

Education emails are the worst. Let's do a video course instead. On Facebook.

GDPR killed our whole list.







of adults check email daily - some up to 20 times a day

(DMA Insight - UK)





(COPY is just one of three levers to pull with emails...)





List

Offer

Copy





Relevant

Relevant

Relevant

List

Offer

Copy



Segmented emails generate

more campaign revenue (vs unsegmented)

(Campaign Monitor)





Personalized subject lines are

more likely to be opened

(Campaign Monitor)





Personalized emails generate

more clicks

(Aberdeen)





Personalized emails generate

more conversions

(Aberdeen)







Segmented + targeted emails generate

of all campaign revenue

(DMA)



Dear Joanna -



Roses are red,
Violets are blue Donate to a teacher
With the same name as you.



Mr. Wiebe
French novels for his junior high students.
\$68 remaining
Donate to Mr. Wiebe's project

3x more likely to give to a project

Gave 3x as much

Reactivated lapsed donors

Source: Donors Choose Annual Review 2014 - 15

Relevance is in your email topic and content.











I asked my 15 year old son a tough question.

"Based on what you know, what would you say that I do for people in my work?"

He paused a moment and said, "You help people do their work better."

I smiled. I'm not going to lie, it felt good to hear his answer. But true to form, I wasn't quite satisfied and had to push a bit more.

I asked him my favorite question. I said, "Thanks. That's helpful. But what does that look like?"

I wanted to know what he meant by helping people to do their work better. He was patient with me. I was grateful.

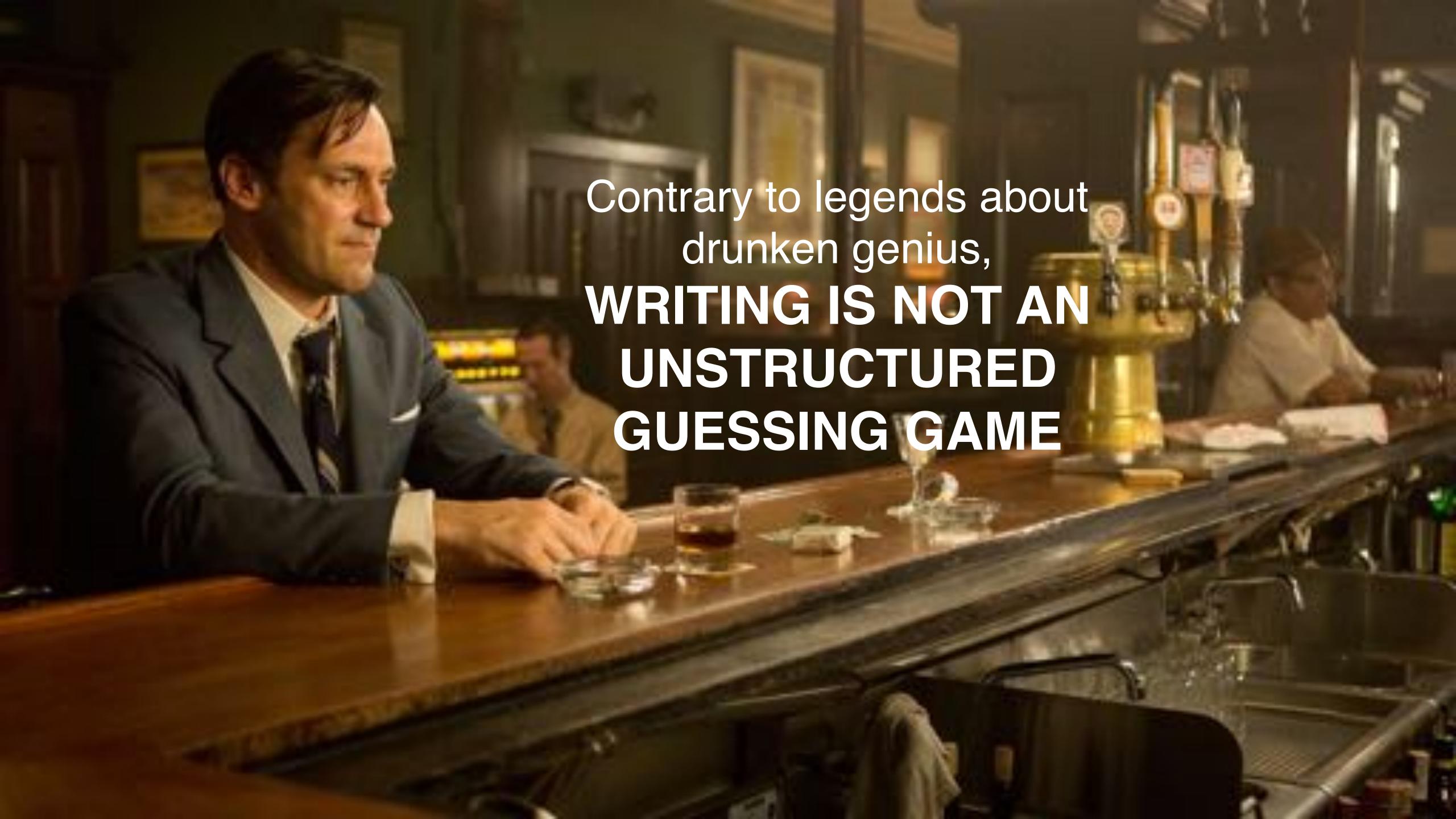
He paused again and said, "Well, like with your writing. It's like you've figured something out and you're giving it to other people to see if it works for them."

I shook his hand, thanked him, and let him get back to what he was doing. I knew his teen brain could only take so many questions from his Dad.

Help People. Work Better.

Those four words from his response bookend the work I have the privilege of doing each day. It's very basic, but it's what's in between the bookends that matters even more. You.

- 100% me-focused
- Feels insincere
- The writer didn't know how to dig in and write so the reader would care



spelling



Vacuum neighbor



The "I-A-O" Rule:

Ding dong
Tick tock
Dilly dally
Mish mash
Flip flop
Knick knack



Size Color Purpose Noun

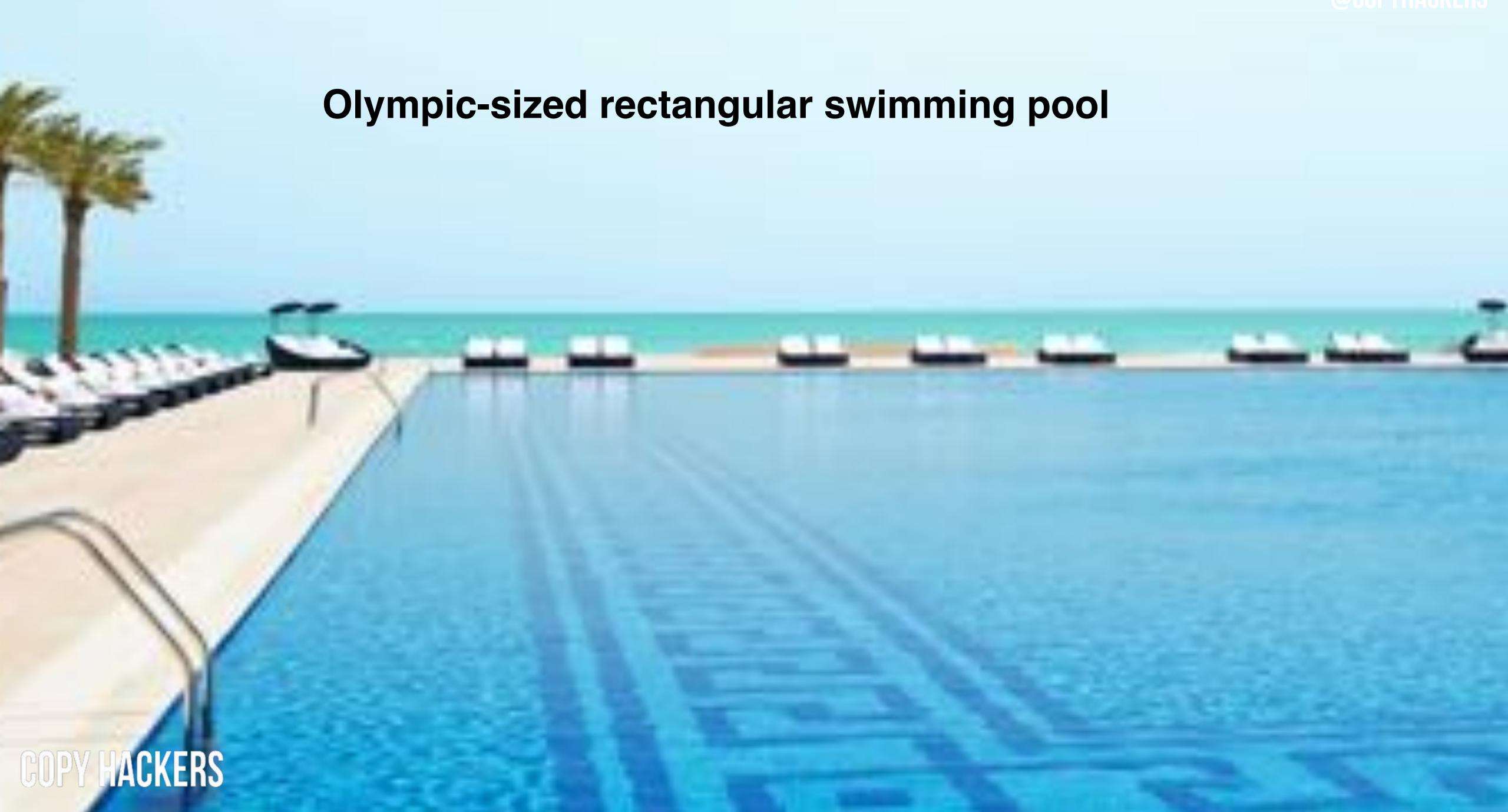
The "Little Red Riding Hood" Rule:

Opinion > Size > Age > Shape > Color > Origin > Material > Purpose > Noun













Rules are baked into the words we use (even though the whole copywriting thing can feel rule-free).





Emails have [useful] rules too. Let's start with better practices.



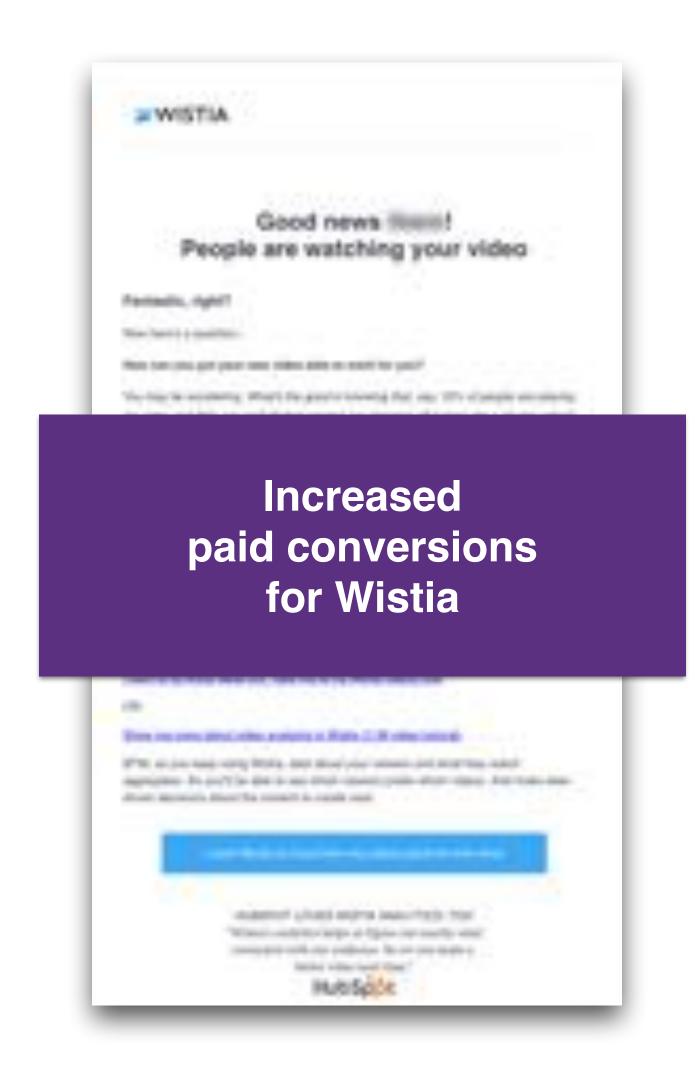


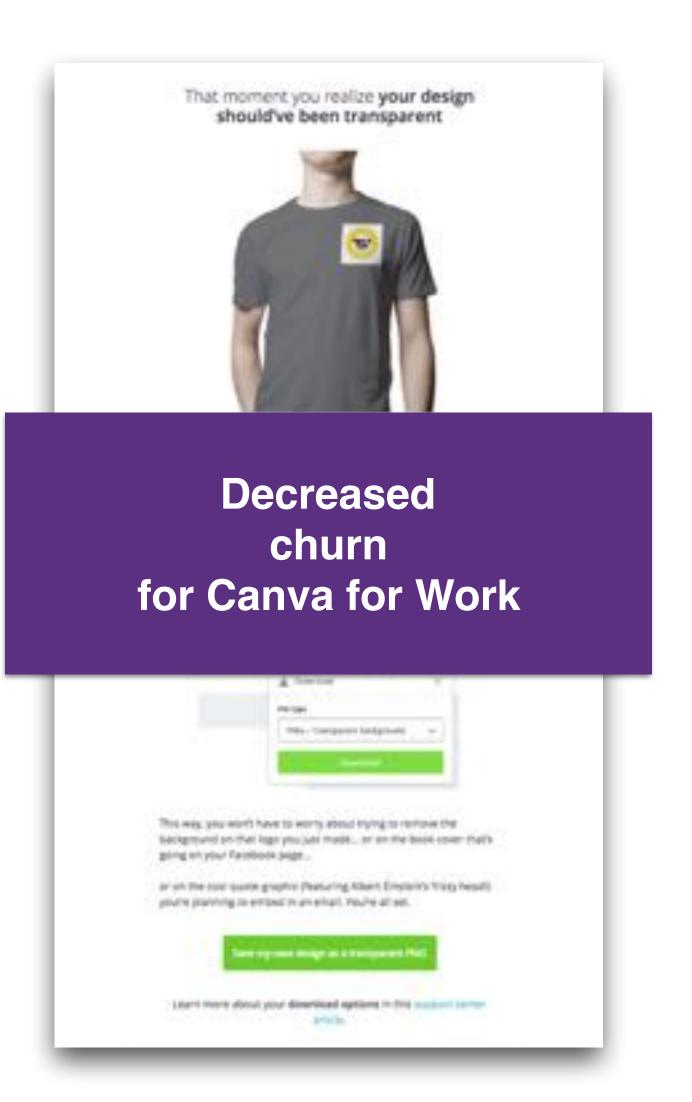


- Make them curious to read more
- Keep your opening lines short
- Don't worry about grammar it only matters if it matters
- · Be specific create word pictures
- Use pop culture references your One Reader would know and care about
- Tag subscribers based on what they click / do
- · Give each email one job to do



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- Tag subscribers based on what they click / do
- Give each email one job to do
- Use images to support messages (not the other way around)







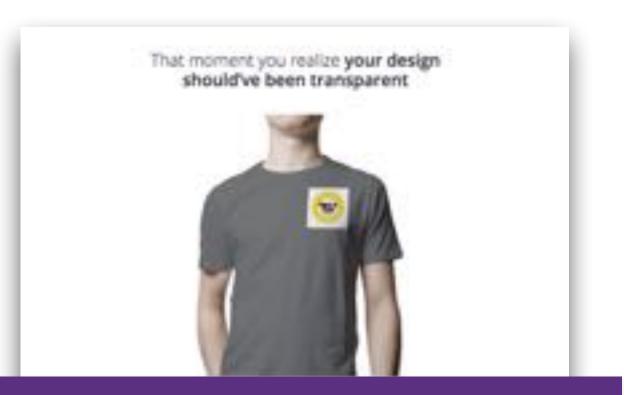


Formatting, frameworks and better copywriting practices will get you halfway there...









The customer sees him/herself in high-converting emails...









To really make a difference, write email copy that is a mirror of your subscriber. (In, conveniently, 4 steps.)









What do you do with the mad that you feel When you feel so mad you could bite?

When the whole wide world seems oh so wrong, And nothing you do seems very right? What do you do - do you punch a bag? Do you pound some clay or some dough? Do you round up friends for a game of tag? Or see how fast you go? It's great to be able to stop, When you've planned the thing that's wrong, And be able to do something else instead And think this song: I can stop when I want to, Can stop when I wish, Can stop, stop, stop anytime. And what a good feeling to feel like this, And know that the feeling is really mine -Know that there's something deep inside That helps us become what we can. For a girl can be someday a lady, And a boy can be someday a man.

Everything that goes into your emails comes from a single source: your customer.







Take what they say. And say it back to them.



Ask new subscribers and customers the MVS (Most Valuable Survey / Minimum Viable Survey)

"What was going on in your life that brought you to {verb} X today?"



New subscriber thank-you page

"What was going on in your life that brought you to sign up with Copy Hackers today?"



New customer thank-you page

"What was going on in your life that brought you to join Copy School today?"



New trial user thank-you page

"What was going on in your life that brought you to try Airstory today?"



The answers to this question will feed 90% of your email content.







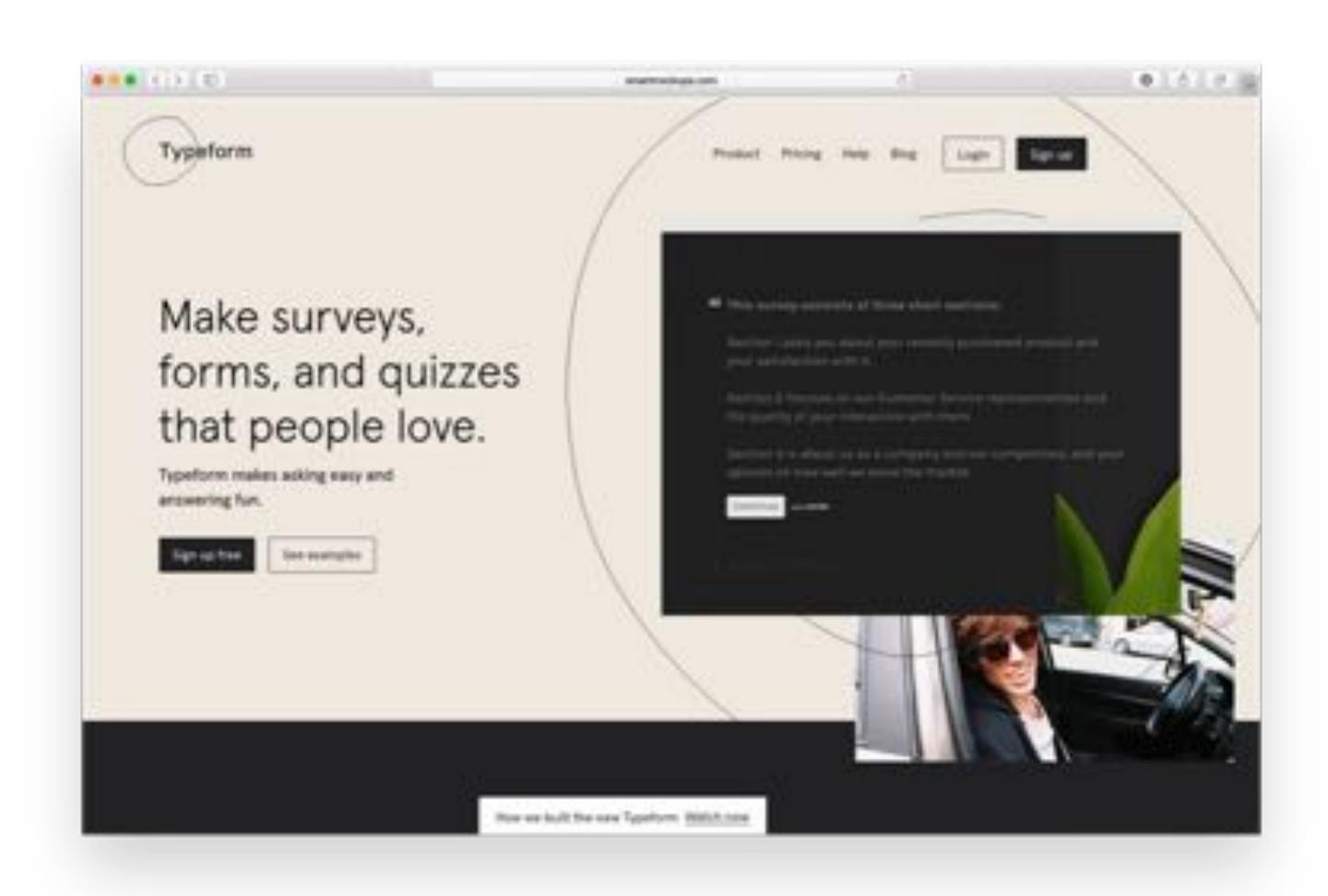


Here's how to start running this survey today.



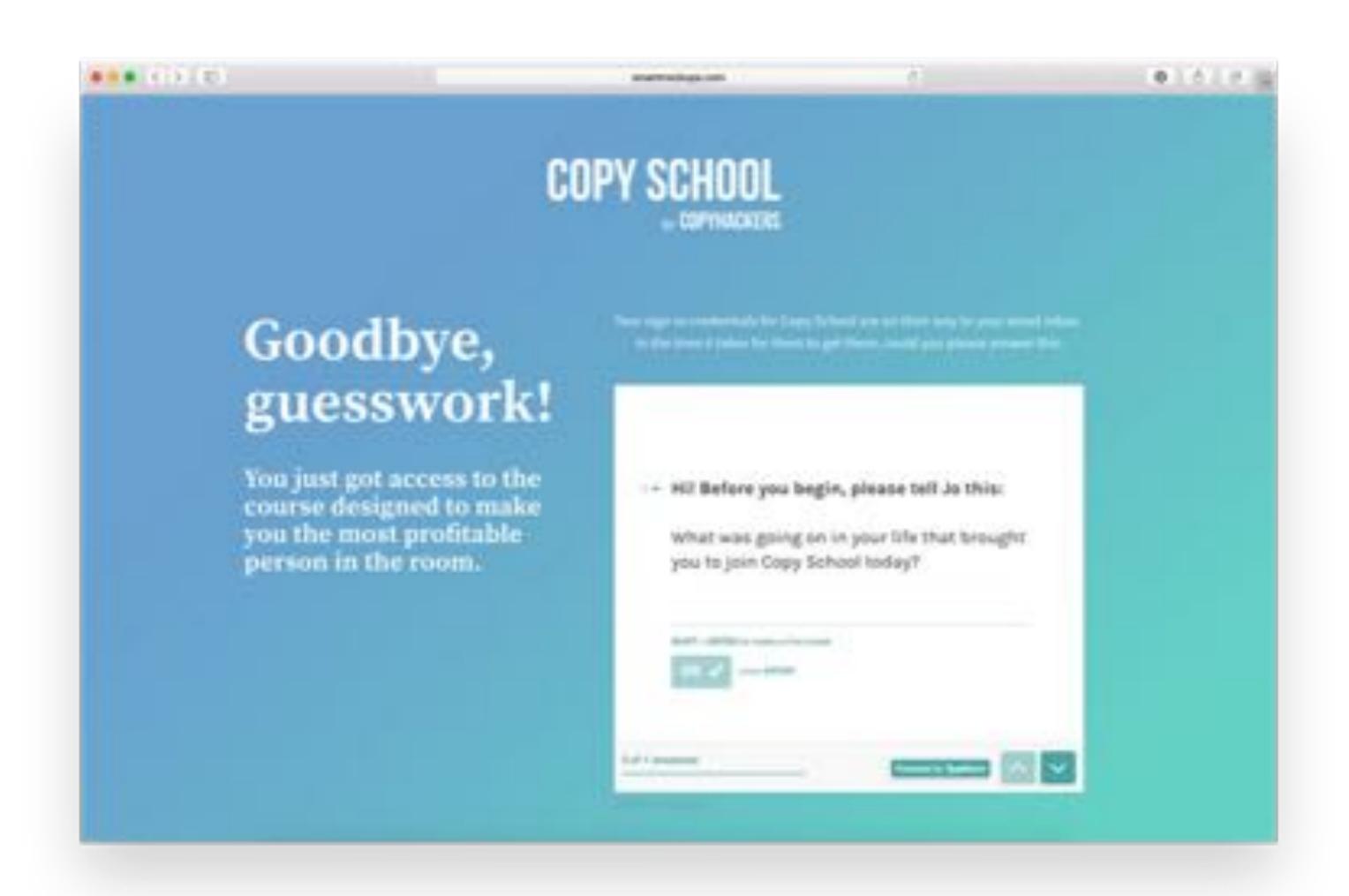


First: Create your MVS in a tool like Typeform.



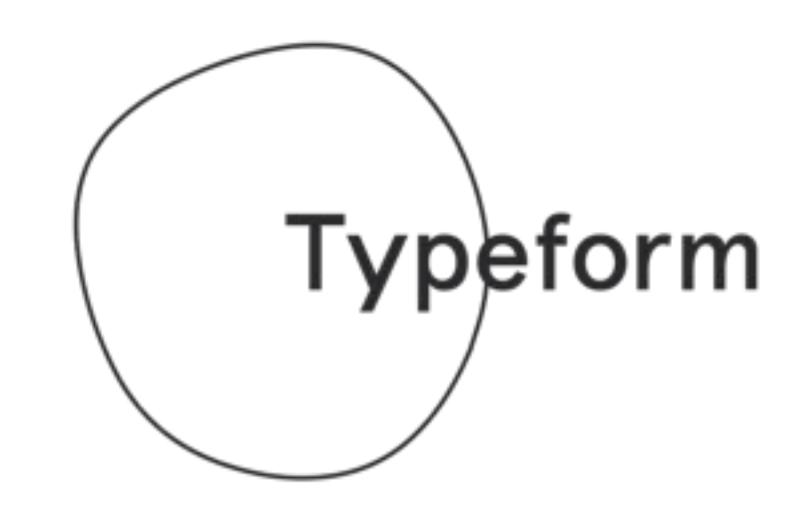


Then: Embed the survey in your thankyou pages.









Always be collecting responses.







You will use these responses to drive your email 1) plan and 2) content.





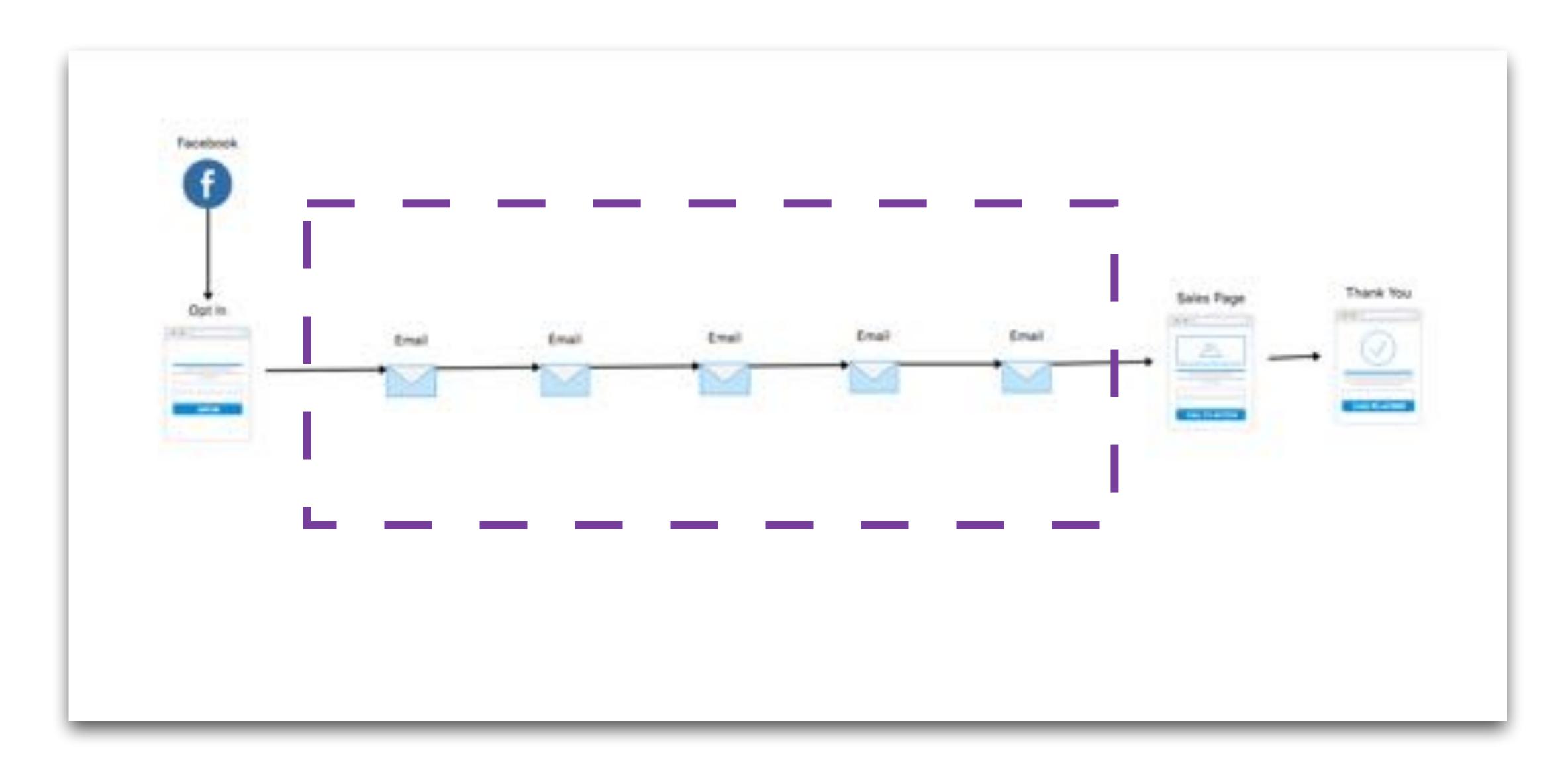




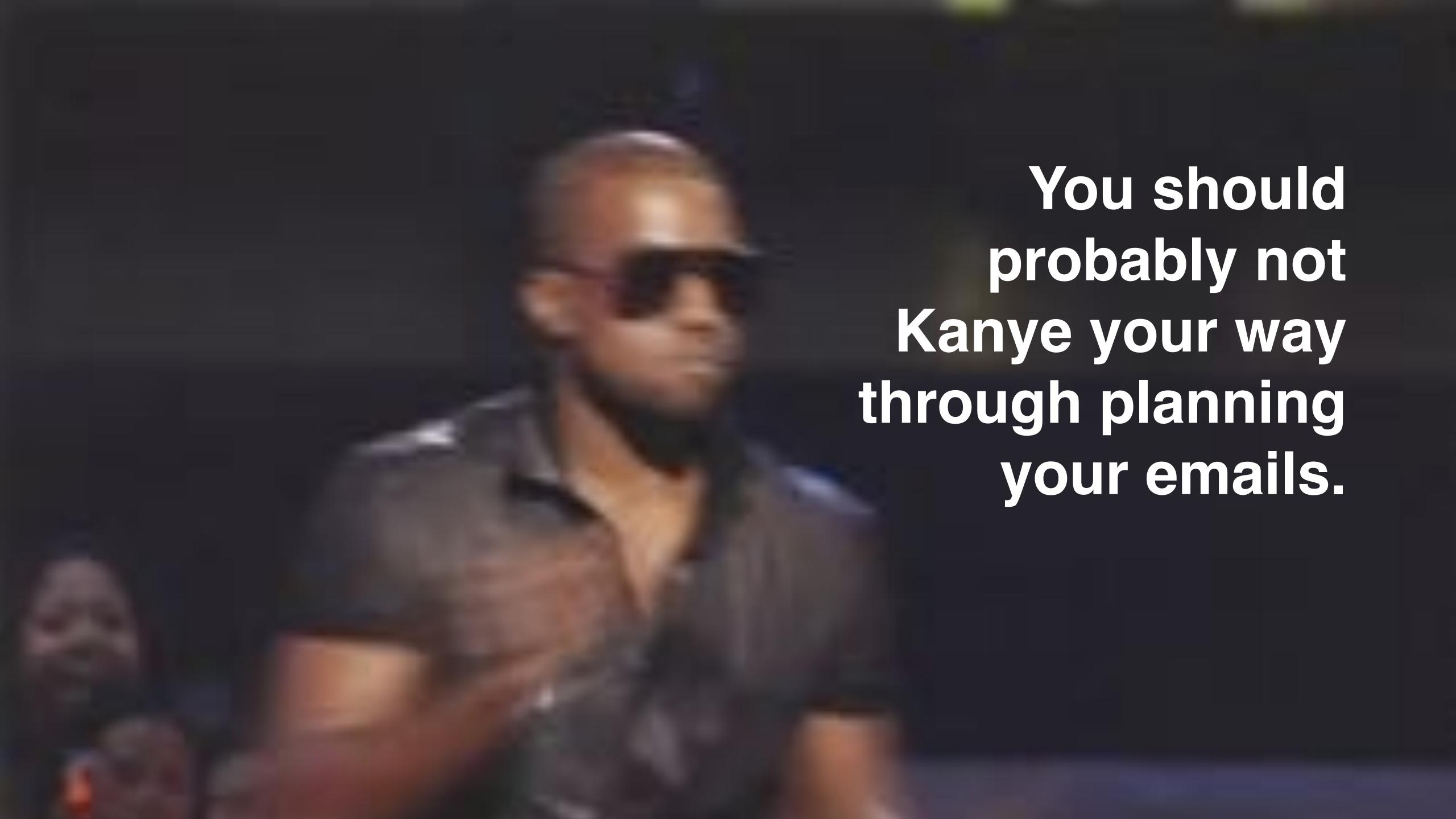
How've you been planning your email campaigns / sequences?

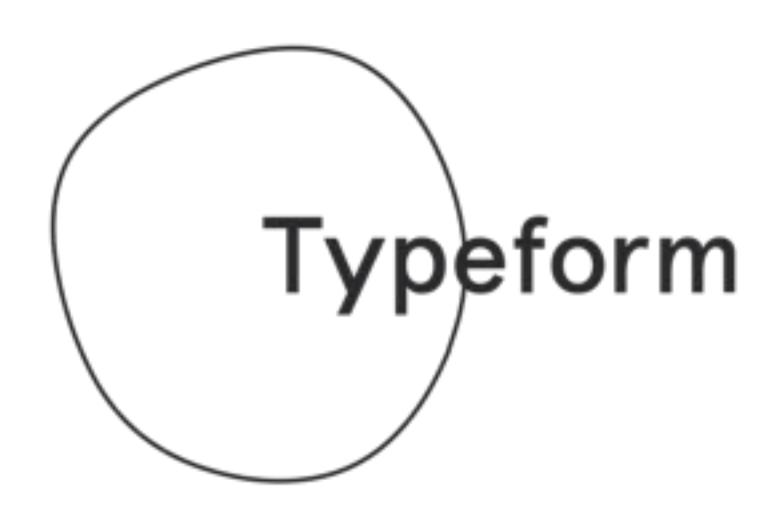


AGENCY













What is the sequence about?





Your email sequence starts where your subscriber is and finishes once it's created a customer.





"I've heard of this keto diet. And Weight Watchers. And intermittent fasting."

"If I do keto, maybe I'll try this Keto Summit thing I keep hearing about."

"Yeah, Keto Summit sounds good - it might be the right one for me"

"OMG free shipping, free returns AND a MBG? Sold!!"



"Product Name sounds good - it might be the right one for me"

"OMG free shipping, free returns AND their firstborn child? Sold!!"



Problem aware	
Solution aware	
Product aware	
Most aware	

Most aware with high intent



Transfer those stages of awareness into these 5 columns in Trello.

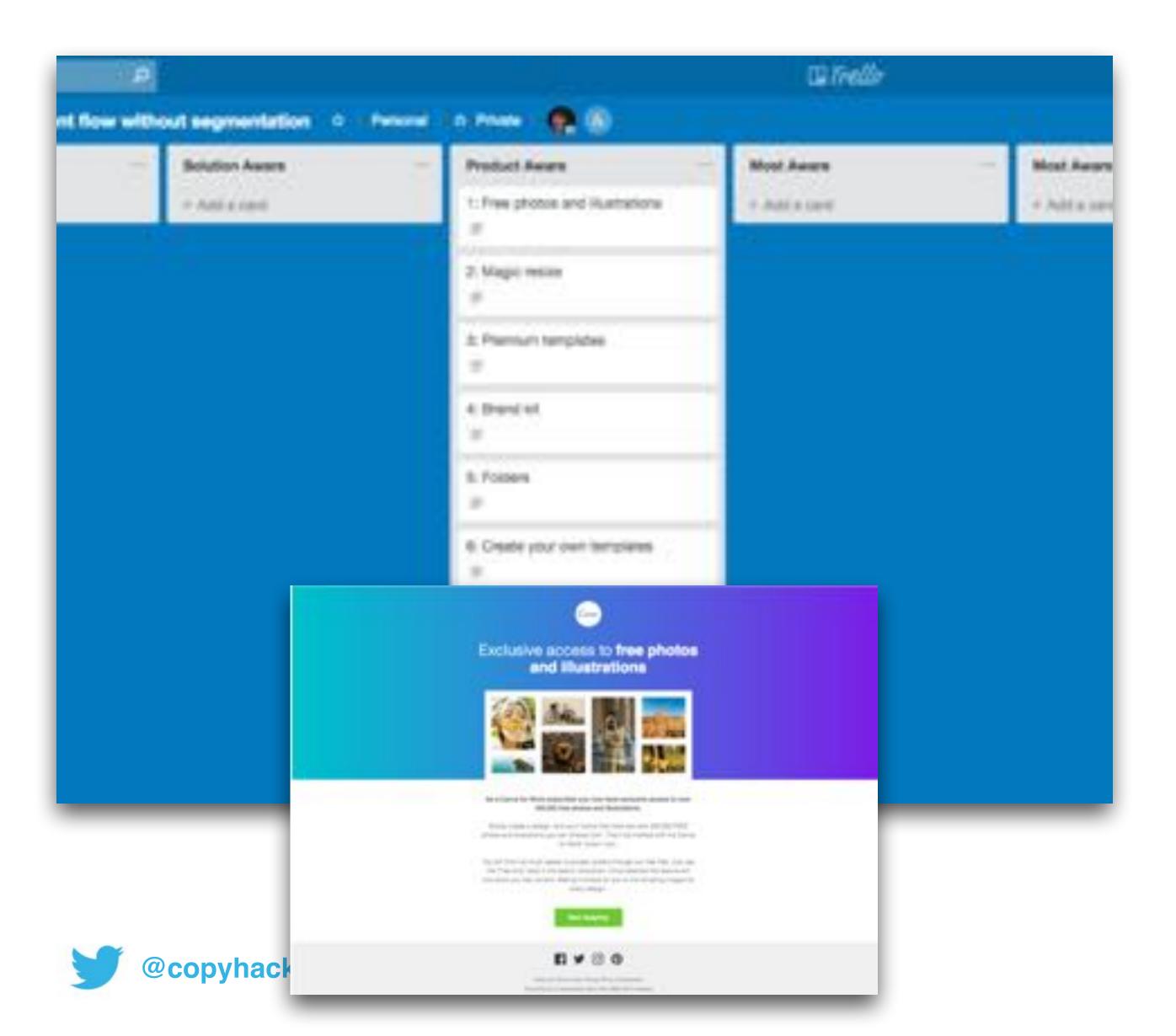




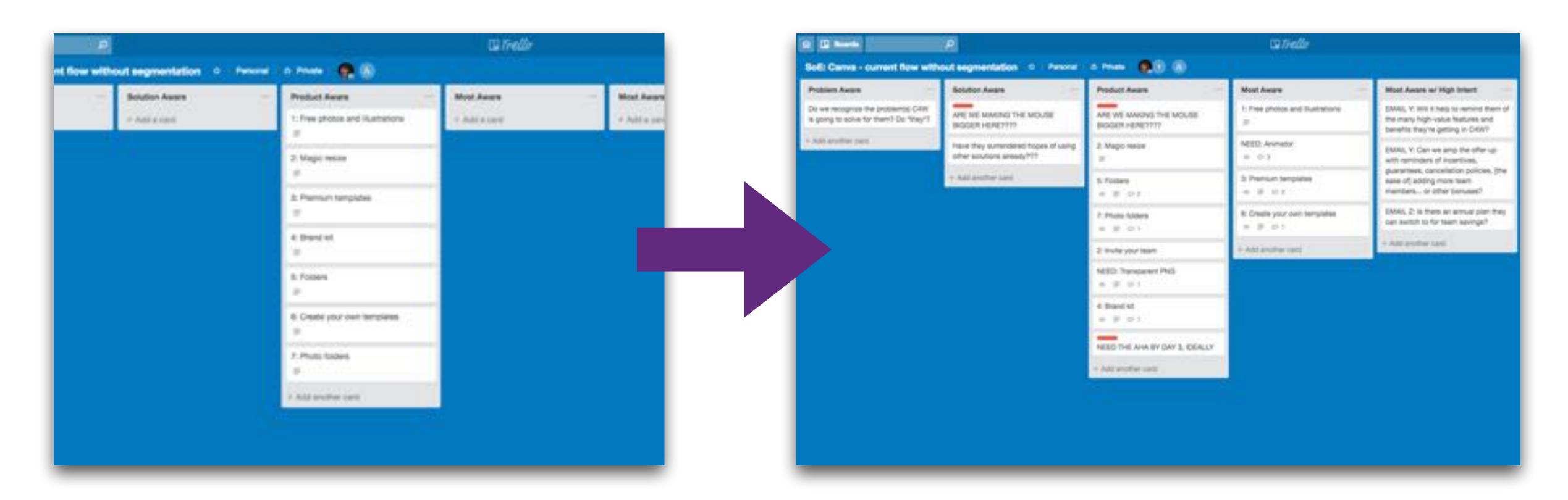
If you're optimizing an existing sequence, map the topics of those emails on the board.



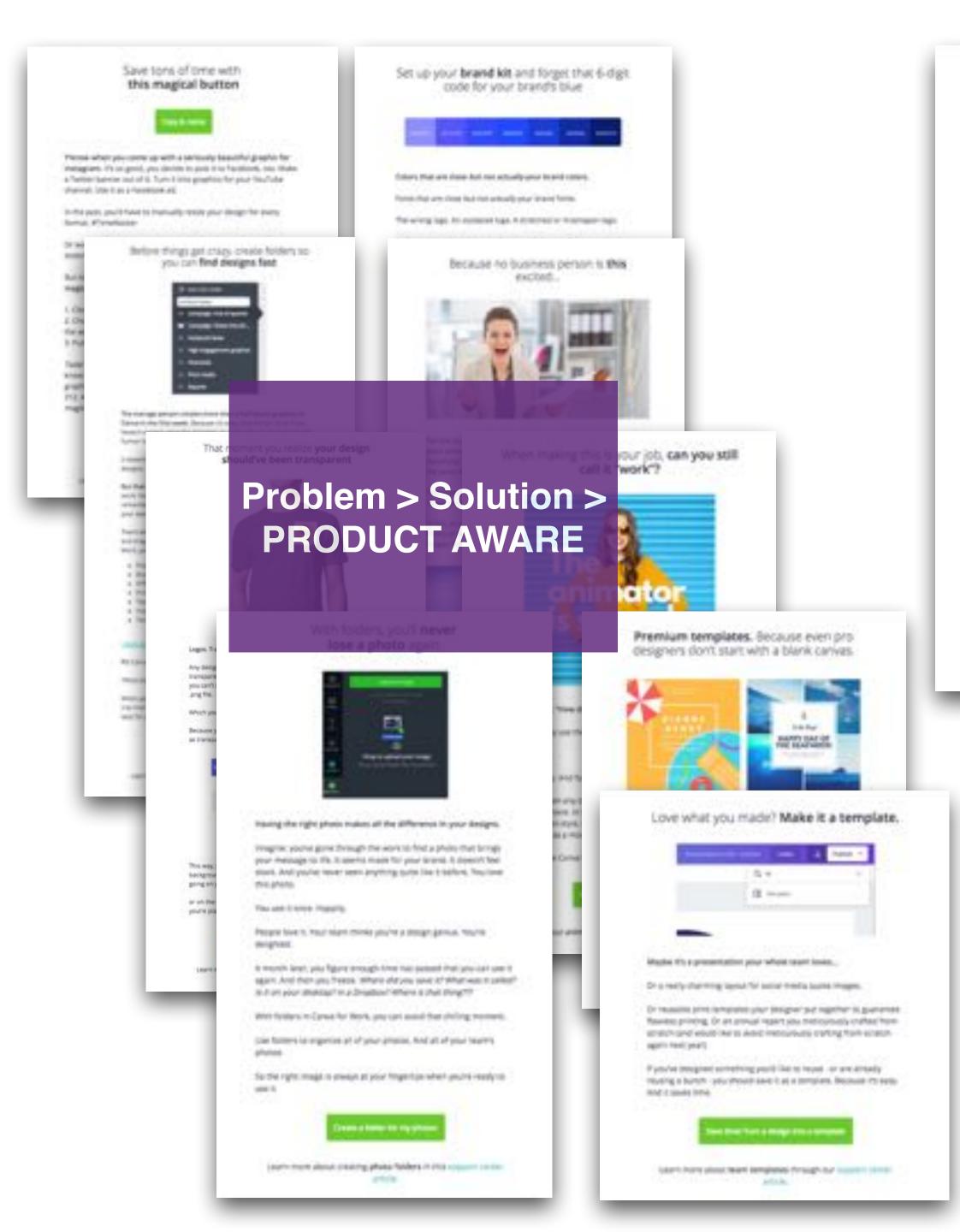
All of Canva for Work's onboarding emails were about the product.



We replotted the trial sequence across the stages, addressing problems as well as "most aware"...







It's not what you can make with Canva for Work. It's what you can build.



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MOST AWARE

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Switch to Carvo for Work yearly billing, and save \$5 pay month pay team member.

Your business could save more than 105/year for every saam member on your plan by switching to the Caries for Werk annual plan. And you won't have to secrifice features, storings - anything. Yay'll get everything you've come to depend on in Carvey for Work plus sevings man stock up.

Your OTO will leve saving money.

Stick with us - wirll do right by you.

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For RPA of the world, broad three opposed work not actually youlie.

understand why great didgly was any reached for companies like.

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that still a there, summitting is product.

The first pools to the real rest a stage.

Tourne the kind of designer who avoids creative riple-with premium somposter, You save time with Major Resion, You find the right photos with fittings and ADC/000+ premium pass. You some fitting with Photoschips policy and ADC/000+ premium pass. You some fitting with their actions of the complete some size of the complete some s

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Save nearly 25% by switching to an annual plan today

Switch to Cannot for Work yearly listing, and you'll save KI ago muntigay bean marriage.

Your business could save more than KEVyear for every team member on your plan by sentiting to the Canus for more amount plan. And you won't have to sentified features, storage - anything, You'll get everything you've some to dispend on in Canus for Werk plan savings that store up.

Your (70 will lose soung money.

And your DMD will love unimproupted team access to Carno Sir Work.

THE RESIDENCE AND PARTY AND PERSONS ASSESSMENT

Your Conserter Monkey and Land this offer-lands in part 48 hours.

MOST AWARE W/ HIGH INTENT

If you're planning a new sequence from scratch...



What they opted in for can tell you what stage new subscribers are in



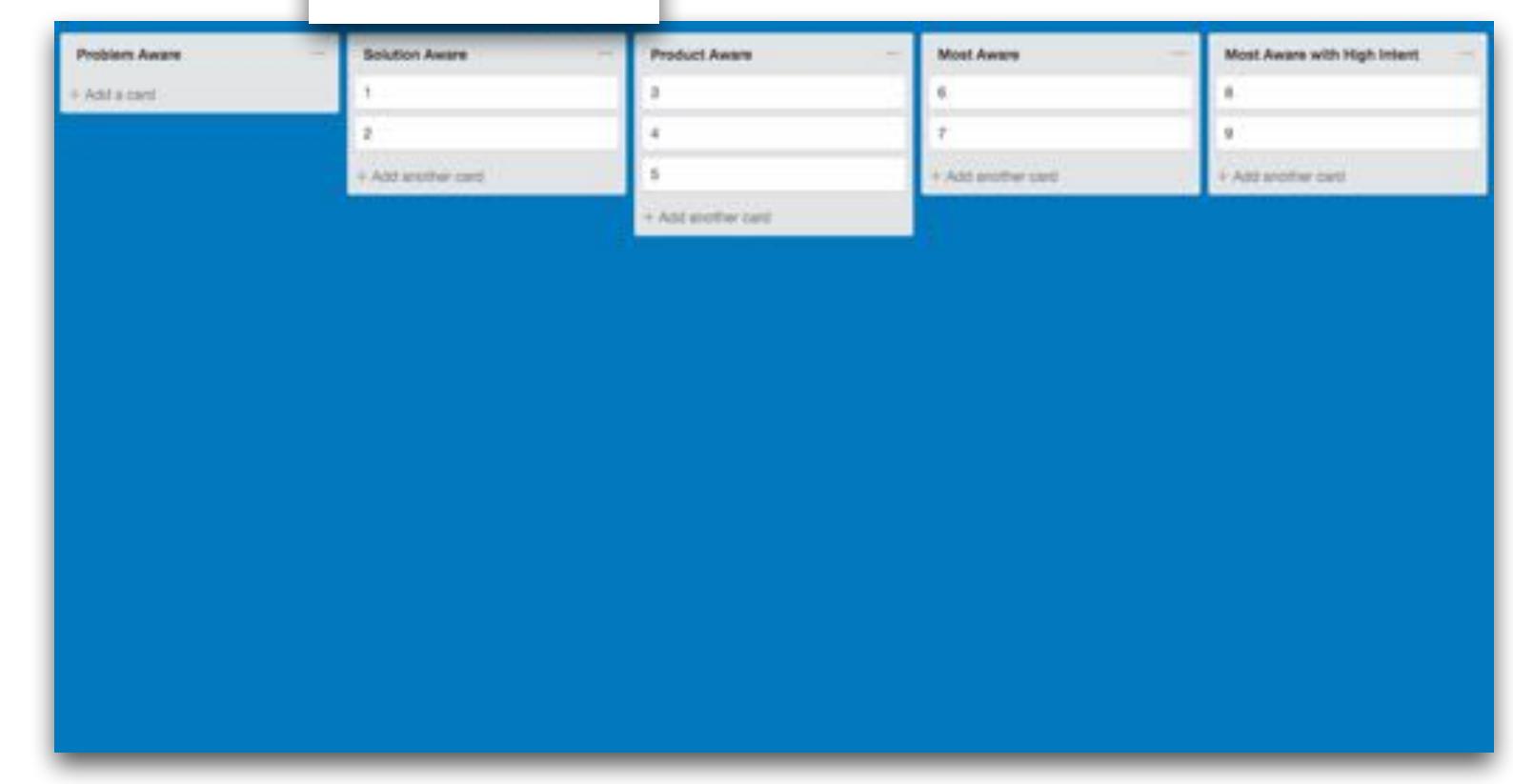






Add a couple blank cards in each column.
You will fill these in with email topics later. Add.

Subtract. Etc.





Your email sequence moves your subscriber from X stage to the buying stage (most aware with high intent).



What is each email about?

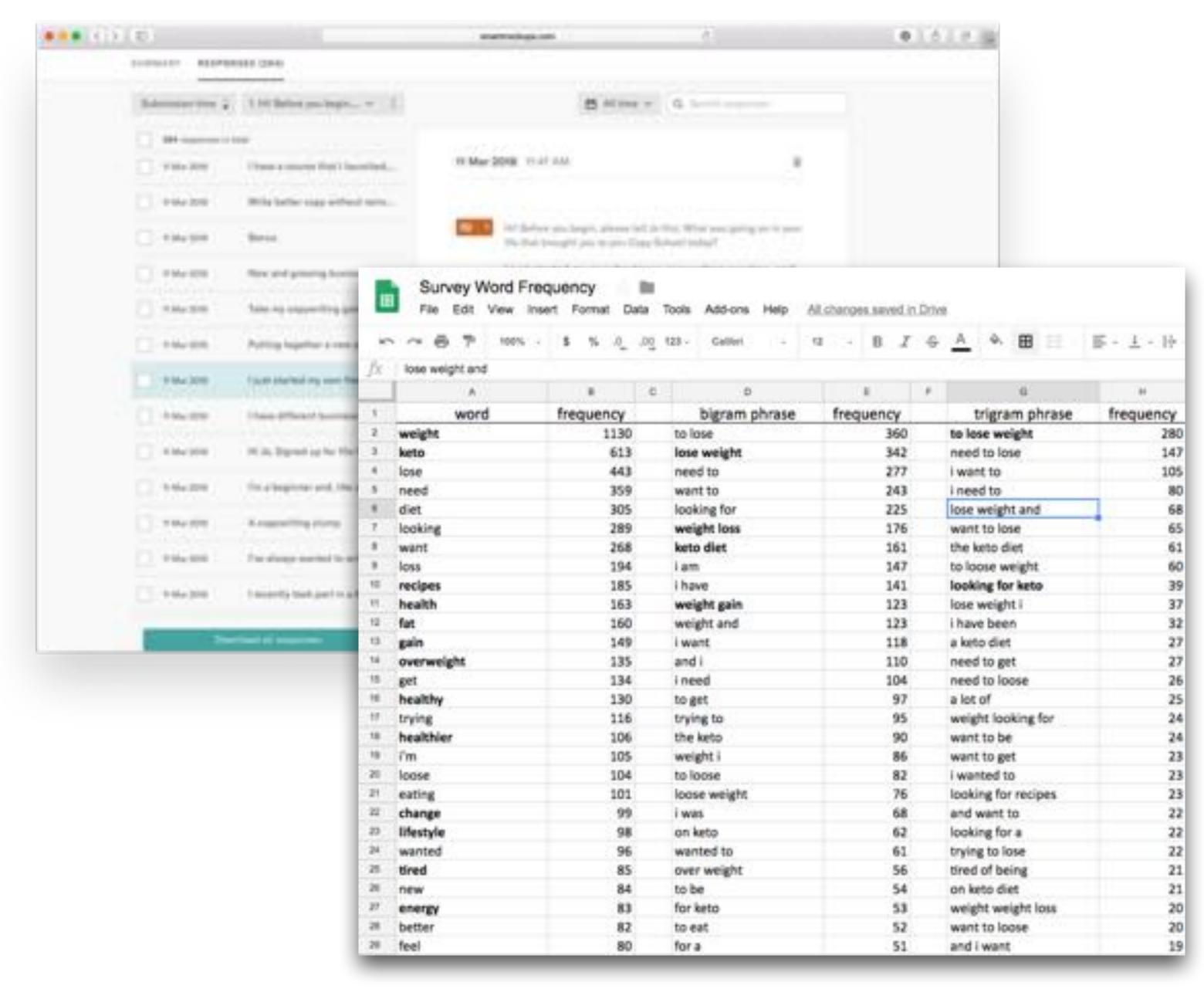




Your survey responses shape the content of your emails.







Lose weight

- Diet
- Recipes
- Fat
- Eating
- Get healthy
 - Recipes
 - Energy
 - Tired
 - Healthier
 - Feel better
- Better lifestyle
 - Energy
 - Tired
 - Feel better
 - Lose weight



EITHER

Use those themes across a single sequence.

OR

Use those themes to plot individual sequences. And use email 1 for "self segmentation."







....сору сору сору...

Which of these best describes what you most want:

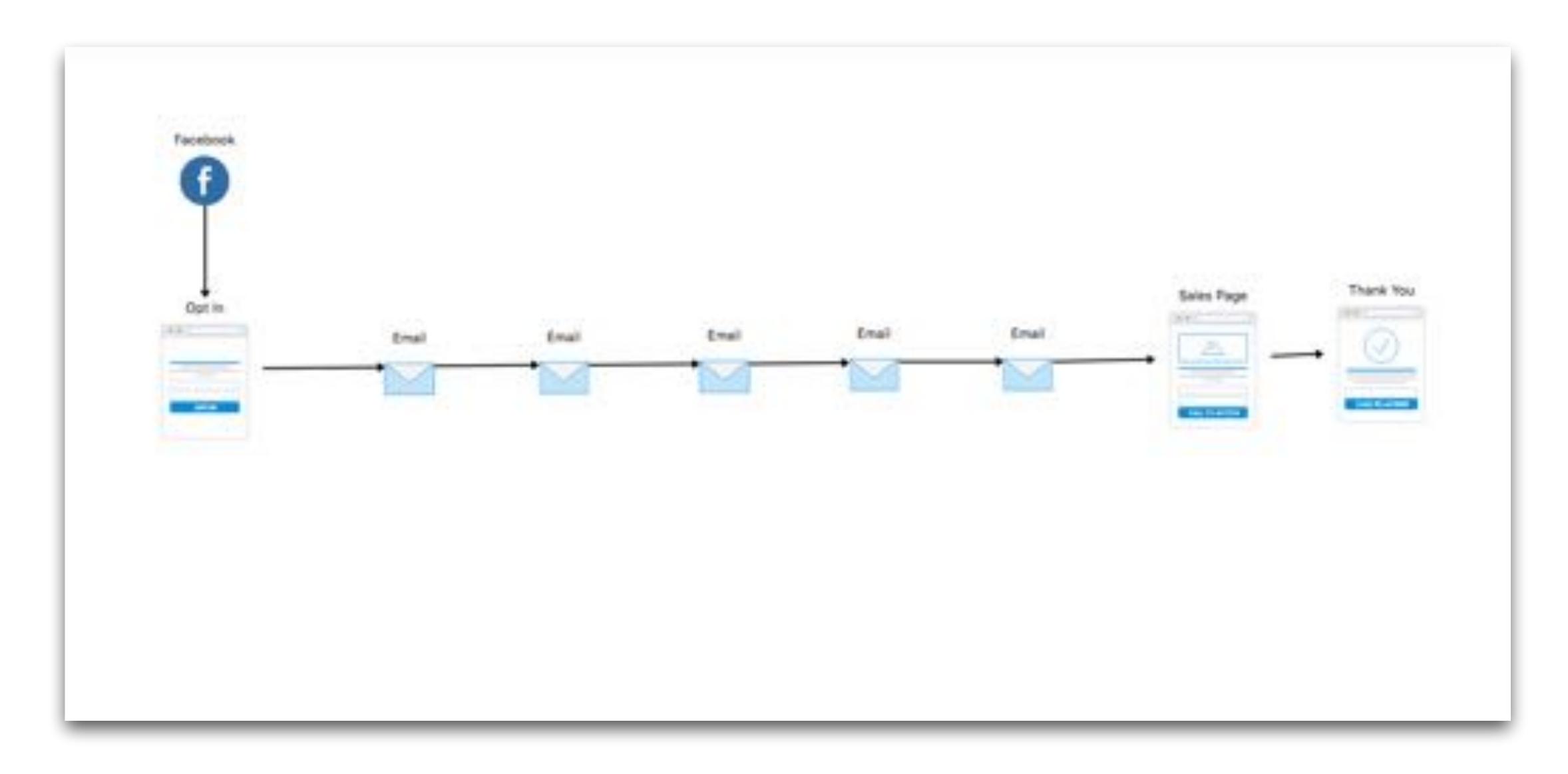
- I want to get healthy
- I want to enjoy a better lifestyle
- I want to lose weight

Click one, and you'll find the best keto recipes, tips and more for that exact goal.

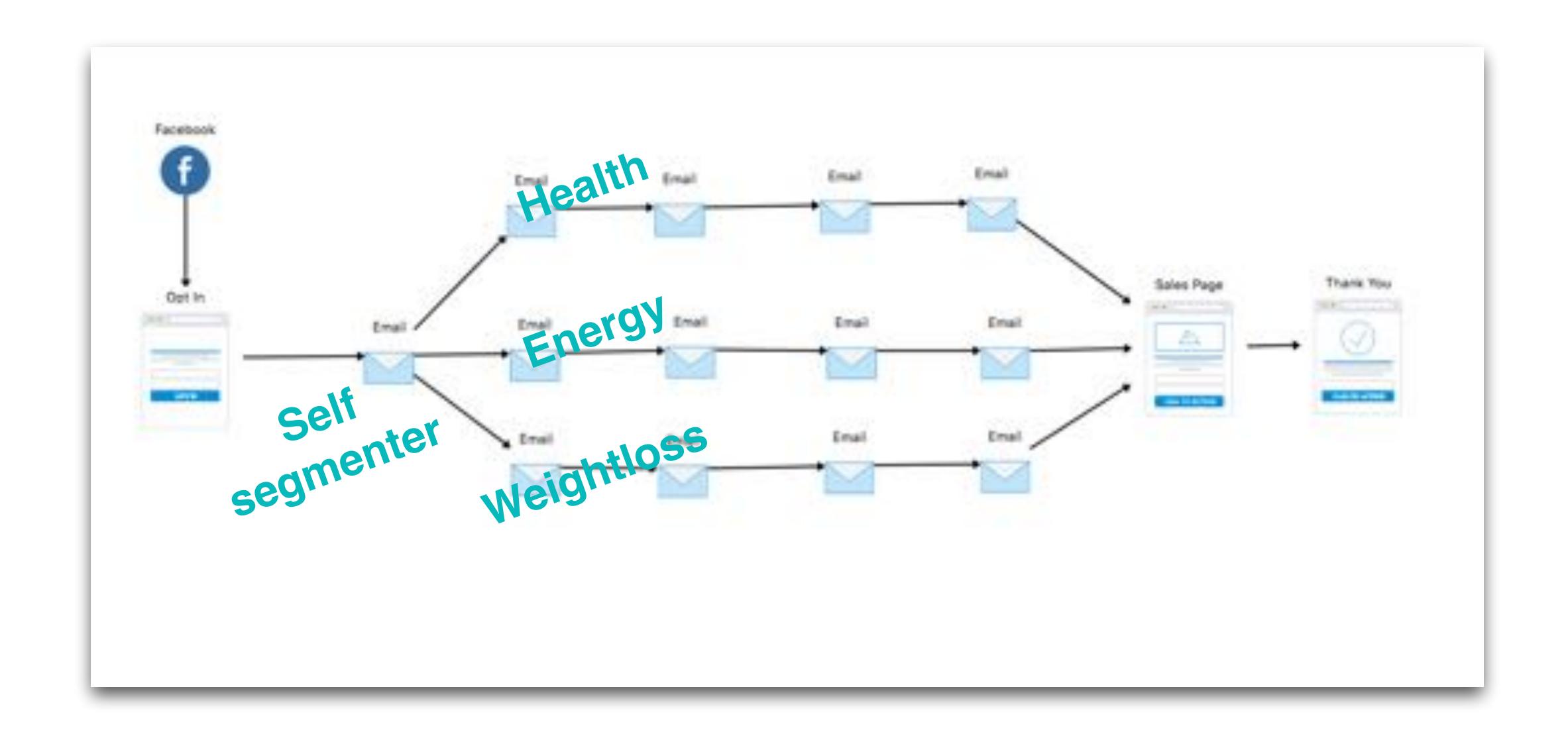
Plus, we'll send you additional recipes you can't find anywhere else. Starting first thing tomorrow.

Until then, Linda Tagged "Health"
Tagged "Energy"
Tagged "Weightloss"



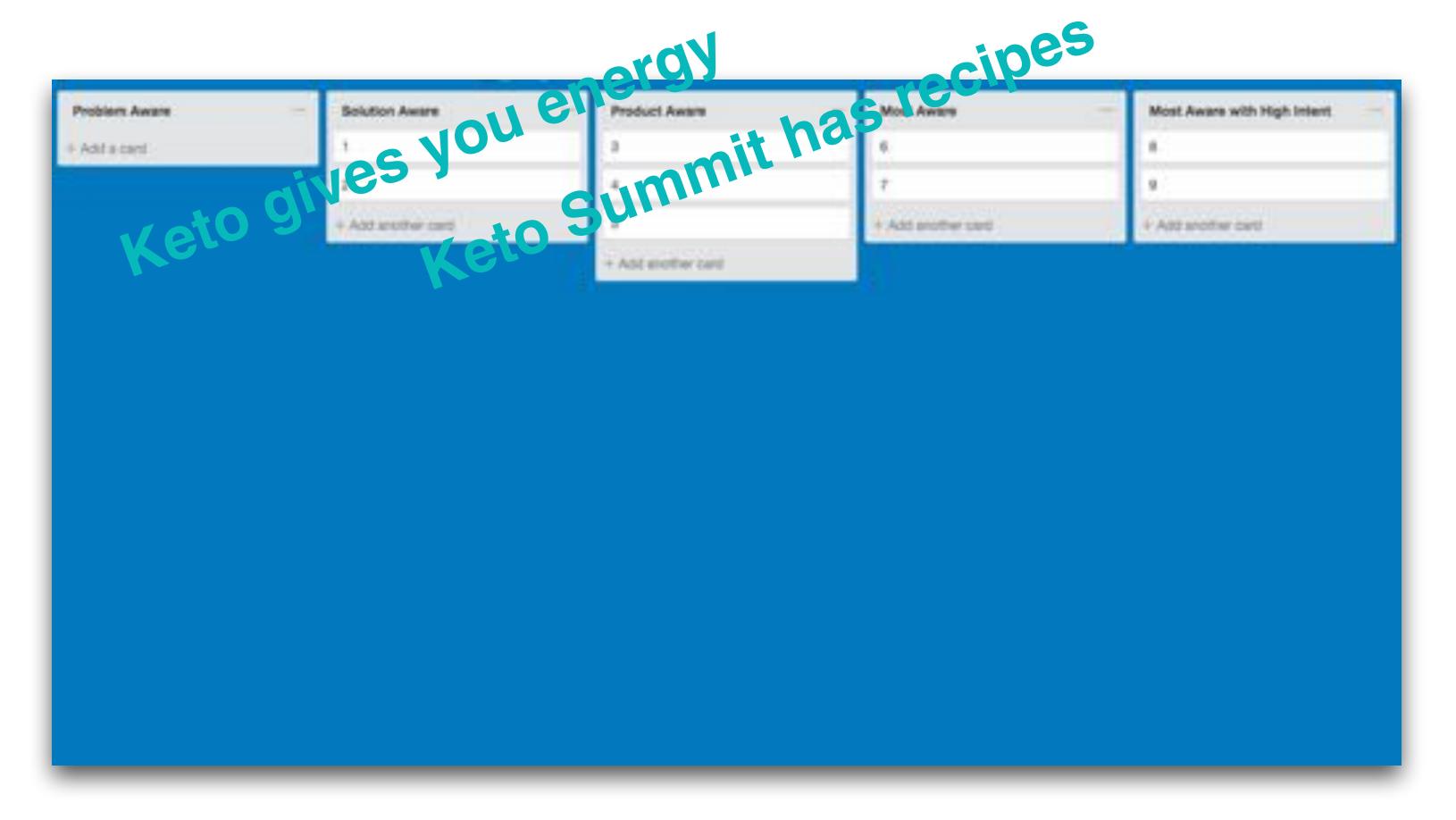






Health sequence

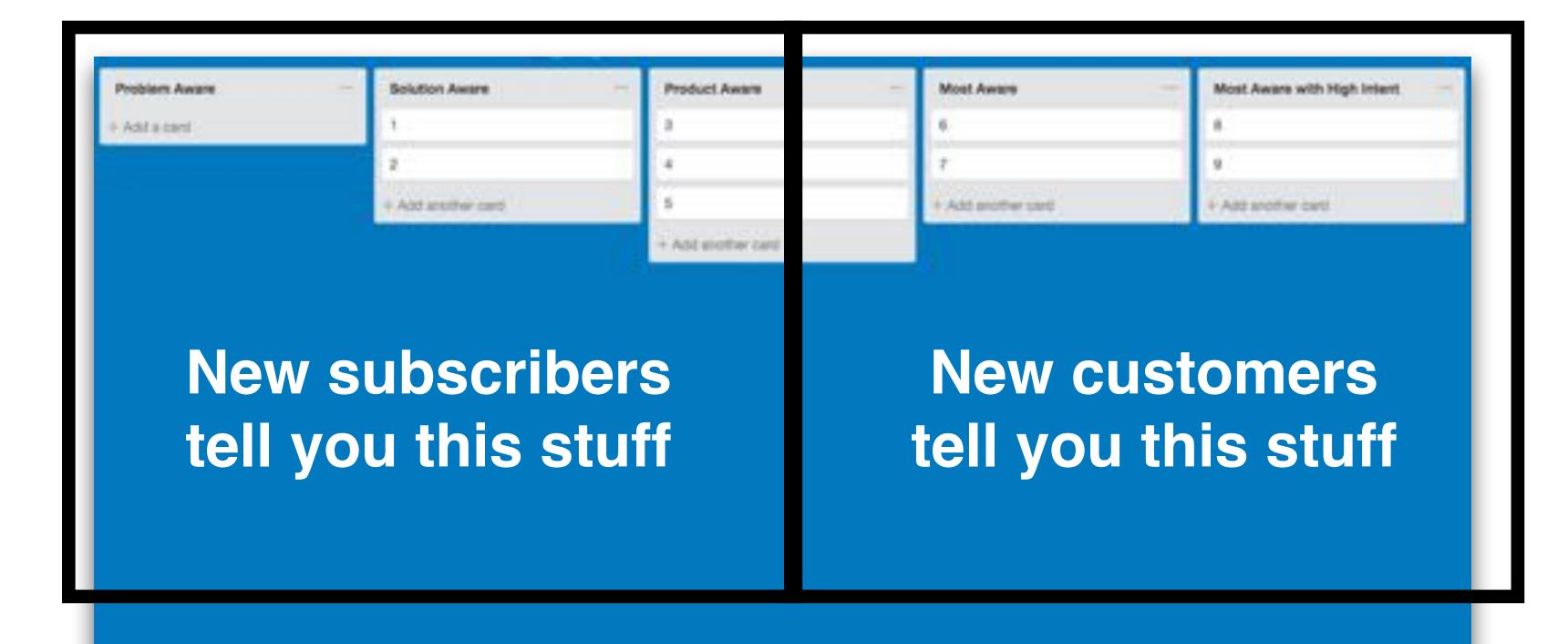
- Get healthy
 - Recipes
 - Energy
 - Tired
 - Healthier
 - Feel better





Health sequence

- Get healthy
 - Recipes
 - Energy
 - Tired
 - Healthier
 - Feel better





More segments = more sequences. More sequences = more relevance. More relevance = more sales.

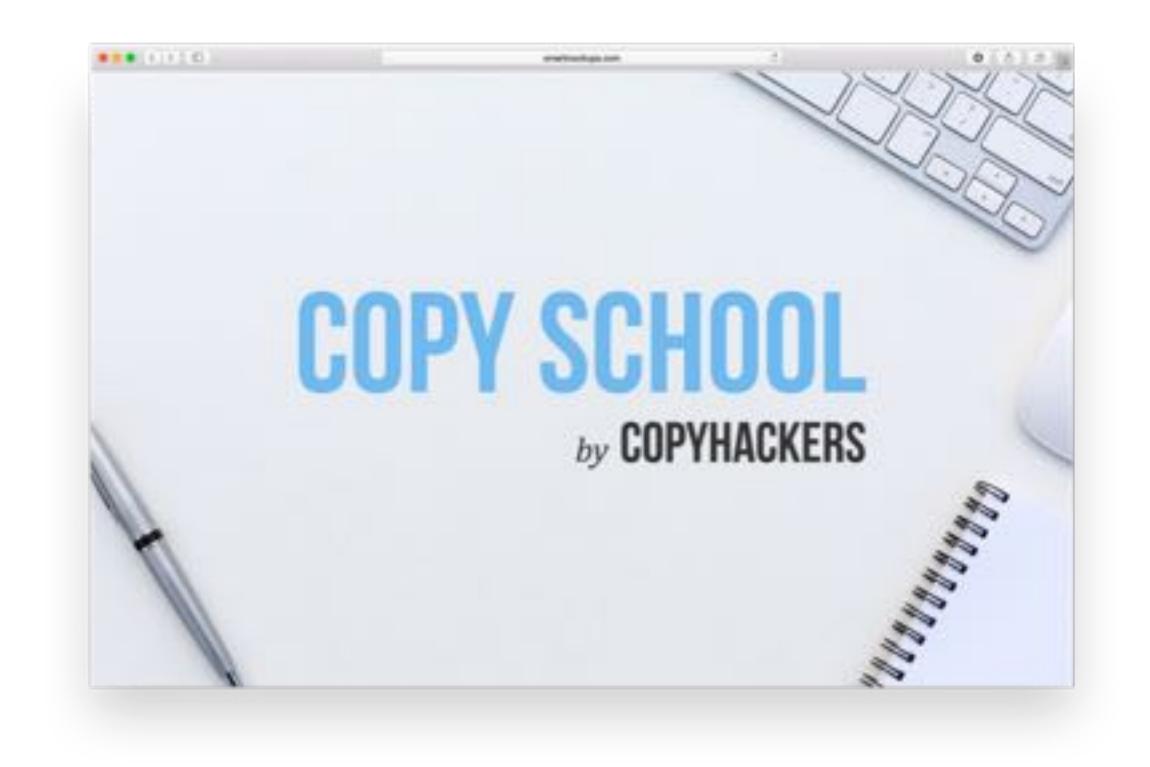






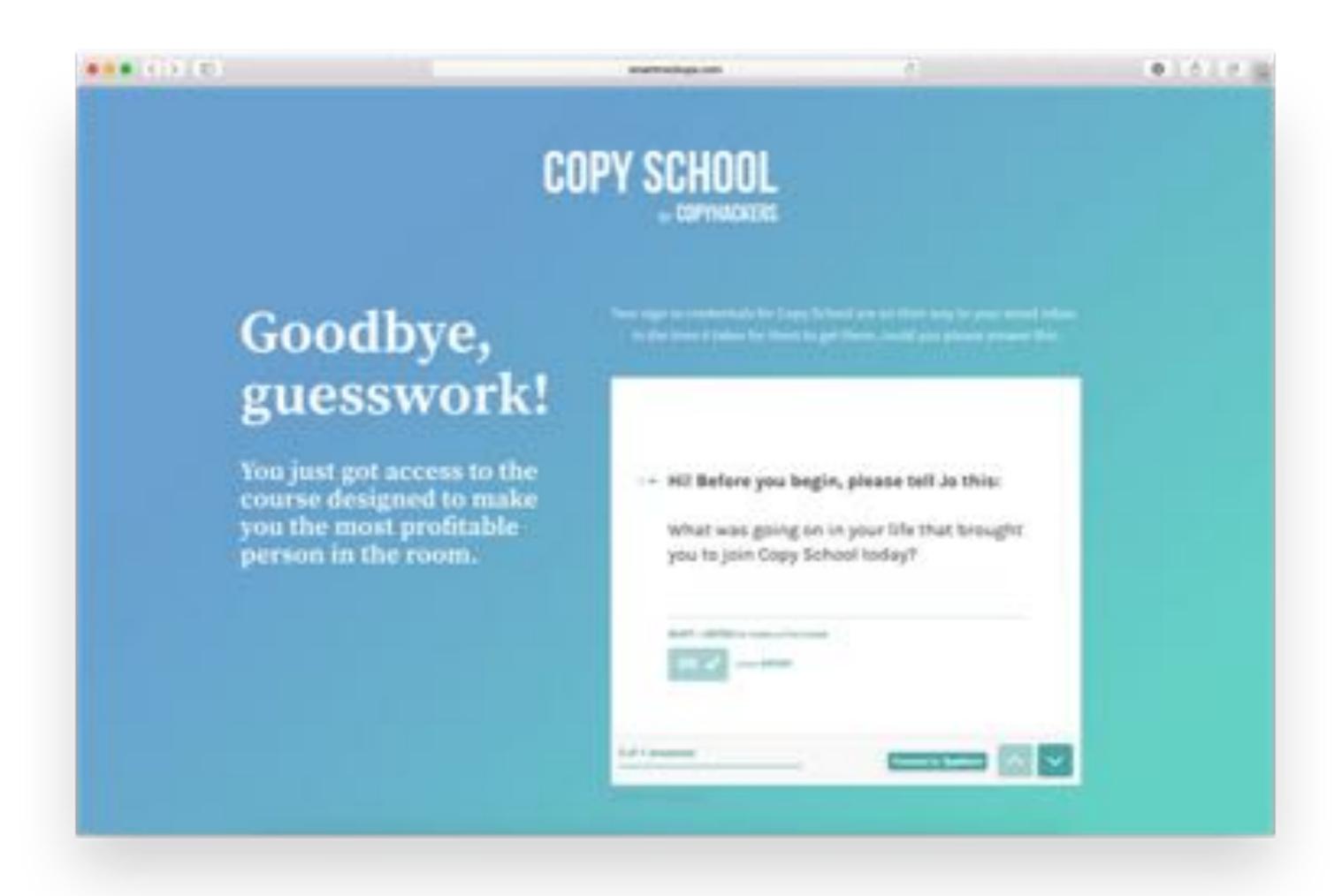






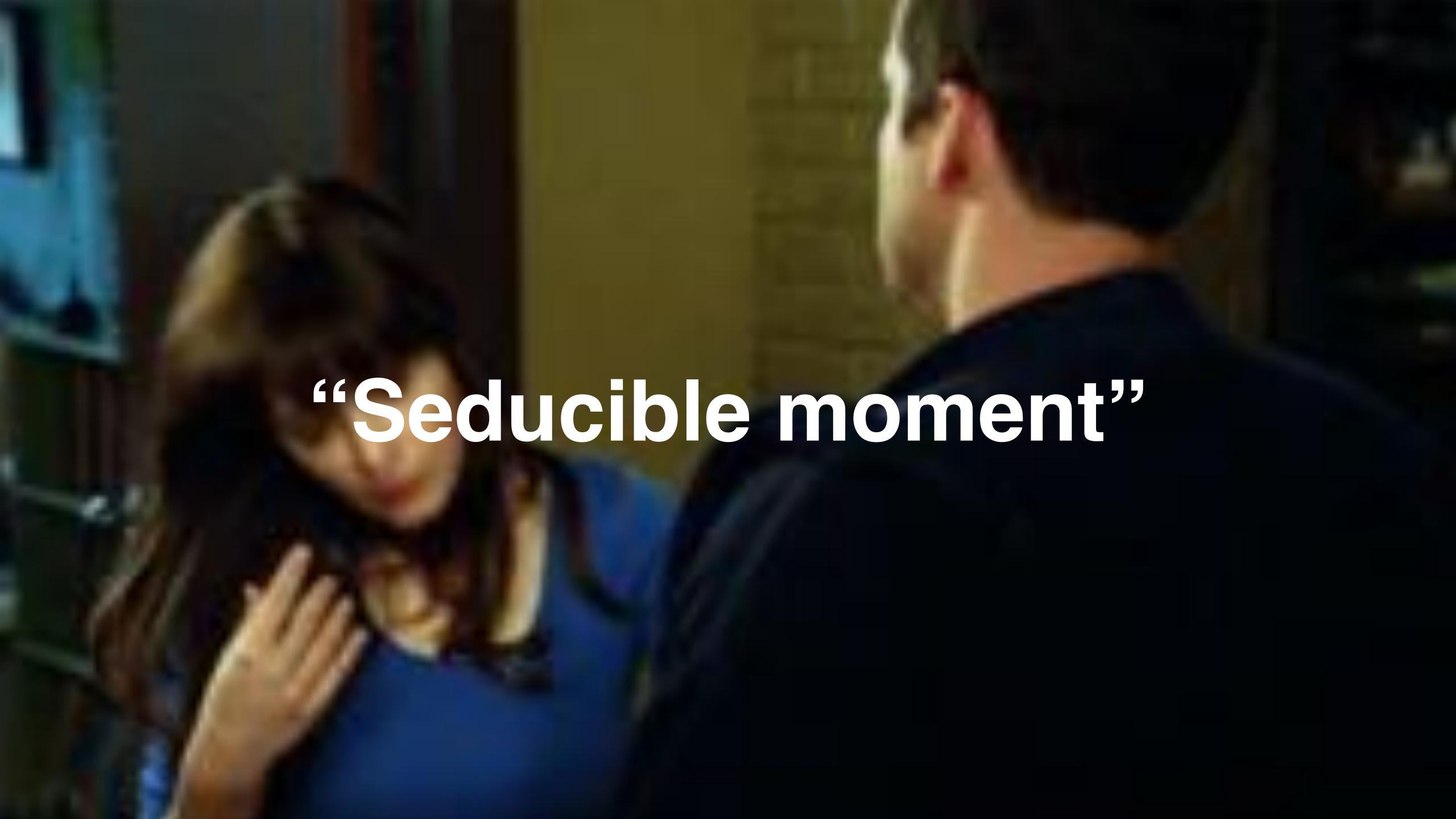
Immediately after a customer purchases Copy School, we send them to our MVS...

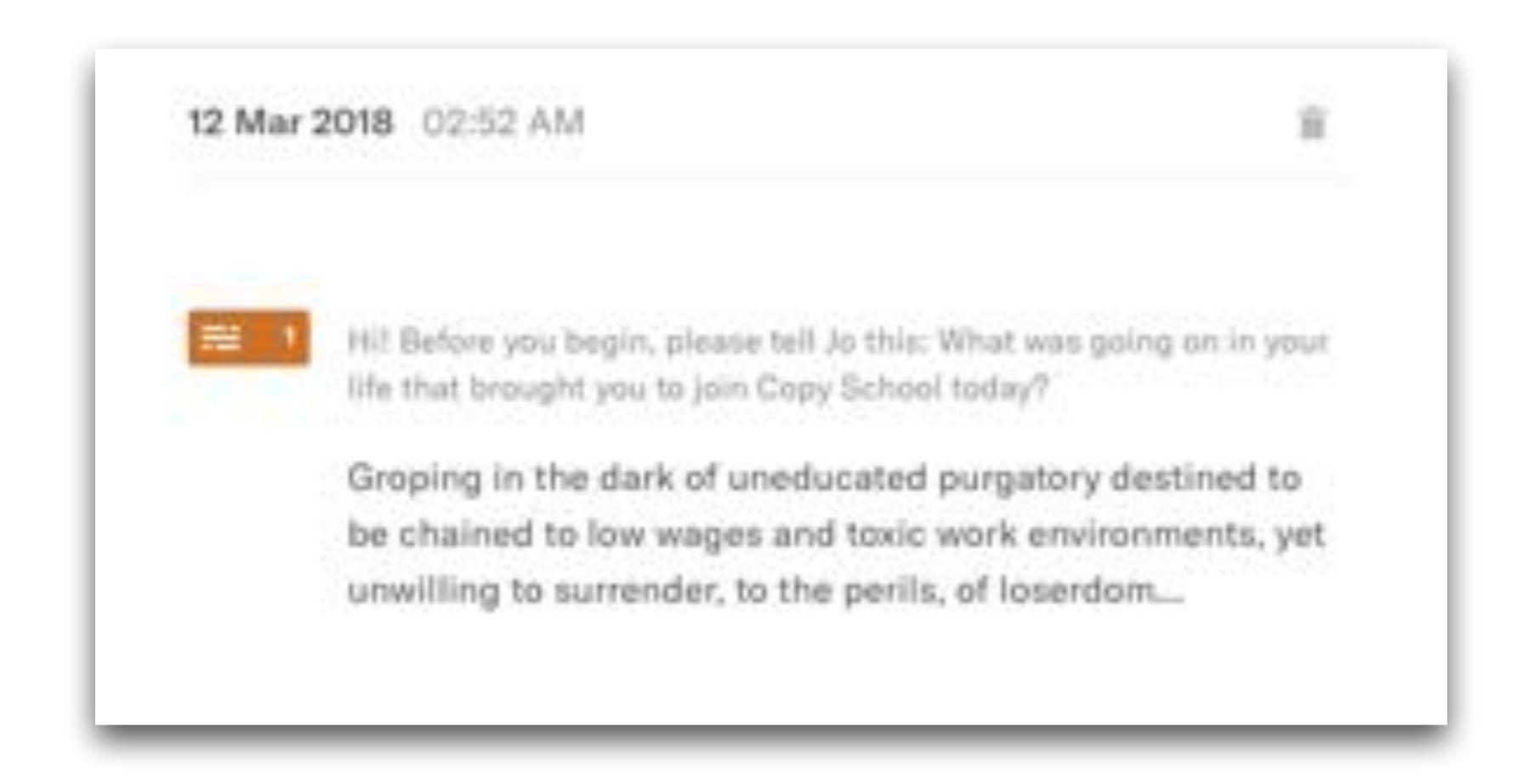




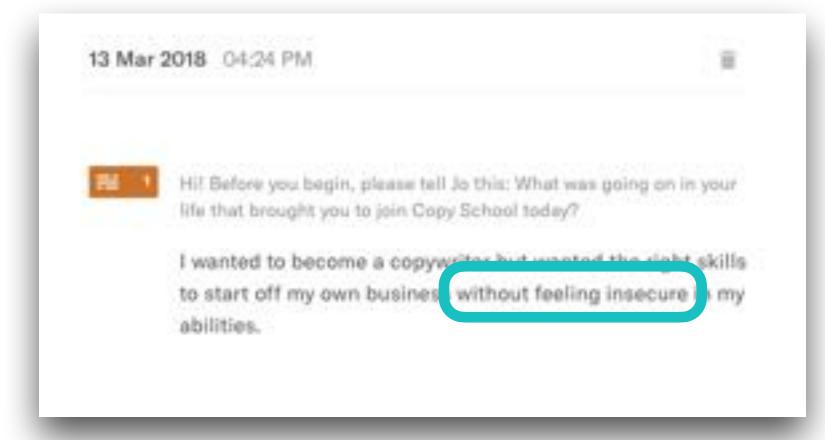


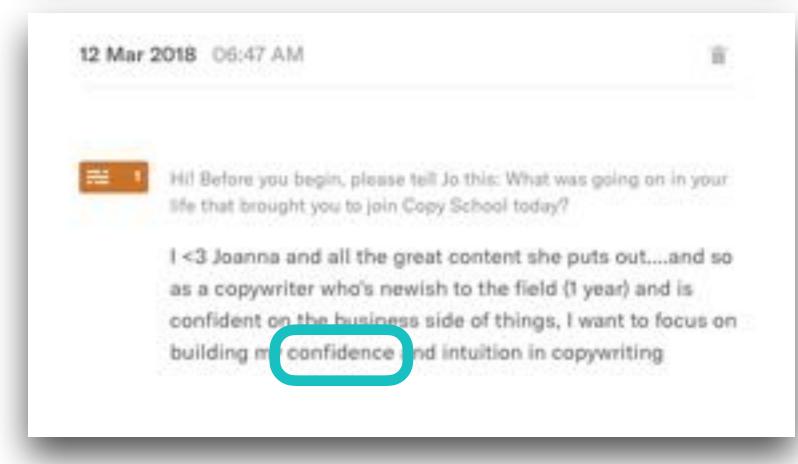
Well, I already have two of the courses in the program, 10X emails and 10X Landing Pages so I thought that I would get the other two courses 10X Sales Pages and 10X Launches	
Making the transition from being an employee, to a freelancer/business owner. And trying to focus my offerings and improve my skills.	
Currently updating the design and content on my websites and listened to your 3 recent webinars. Learning to write more effective copy will make the site upgrade much more effective. Thank you.	
I realized that what has gripped me in epic writer's block is not having a test market. Next day I saw Joanna saying "it's the uncertainty". Plus weary of saving everything you put out!	
Career change!	
Building the skills to start a side gig	
Starting a business.	
We spent a year realizing that paying for traffic to our Shopify store is only justifiable if that traffic converts. This year we're going in with a plan devoted to organic traffic development and optimizing the traffic coming fro	m paid
I am in 10x Freelancer and have been wanting to do Copy School when that ends.	
I'm building my copywriting business specifically around email sequences and sales pages. I joined Copy School to sharpen my skills and feel confident taking on projects that cover the entire funnel	
Launching a copy biz. This training should provide an excellent framework to set in place as more projects start rolling in (says with fingers crossed!).	
I need better Sales page skills. Upcoming launches (3) this year.	
I have an email list of 10K and growing but I am not converting with my emails - I need help! I am also launching a new product line for my business and I want to make millions with it (not kidding.)	
I'm starting an online business, and I want to learn copywriting from the best. I discovered Airstory a few weeks ago as well.	
Question is too broad!	
I am a newer copywriter making some money, but I need to level up my skills and take a more organized and analytical approach to my copy creation. I need to create dependable copy that delivers on the client's desired out	
Trying to figure out the right messages and how was just my conty I'm 4 months into my freelance copywriting preez New Catheries I can get to the result of	
I'm 4 months into my freelance copywriting rareer New When the Hell. I can get!	
10X Freelancers is winding down. It has been also as a larger of the second and the courses in Cours Second and the courses in Cours Second and the courses in Cours Second and the course of the second and the	al \$1000
people watching my art videos on YouTube love what I'm doing, they tell me this, how much they love this and thatbut when it comes to converting them to a paying customerit falls flat and I know it's because of how I'm	commu
I'm a sales and marketing consultant. I often write copy for my clients. I also want to create and launch my own courses for a recurring revenue stream. I want to be successful at both. I don't want to waste time learning beca	
Need to get more inbound leads and having delivery issues with cold email outreach!	
Already a member of 10X Emails and 10X Landing Pages	
Already a member of 10X Emails and 10X Landing Pages I'm planning to go all in on my email marketing and email sequences this year. And I have just to get an alop of a priting the right thing, until now. Copy School will / already make/s me feel way more constitution.	nfident
Hi Jo, I write	
I've been writing blog posts and the occasional webpage but needed something that would help me get to the next level. I needed concrete guidance, along with the confidence I know what I'm doing. Jo has provided so so so	much v
A colleague	
I am going to be helping a couple of friends build their online businesses (coaching) and am tired of trying to wing it with copy.	
I'm keen to grow our subscriber numbers this year, and enjoyed the live workshop	
I'm a copywriter and I need to step up conversions for myself and my clients, STAT.	
l've spent	
I attend the webinar this morning and appreciated the systematic, templated approach to copywriting. I'm excited to dive in!	
New dad, new city, fiancee coming off maternity leave in two months, about to make the jump full-time into freelance copywriting and need the know-how/confidence to really make it work. Copy School is a no brainer - and	once I s
Freedom. I can't bear working in the corporate world any more.	
I started a copywriting business, lol.	
I have 2 clients that I'm helping with digital marketing/copywriting. I want to improve my skills and get more clients to become a full time freelancer.	
I'm a marketing communication professional launching soon a marketing coaching, consulting, copywriting business. I've completed other copywriting courses, but you are the gold-standard and I want to be a desired from the best professional launching copy. AGEN	t for my
Wanting to feel more confident writing copy.	ΞY
Have a startup and write my own copy for it - lead capture, landing pages, nurturing, marketing, sales funnels, onboarding, etc	
Copy School thank-you question +	

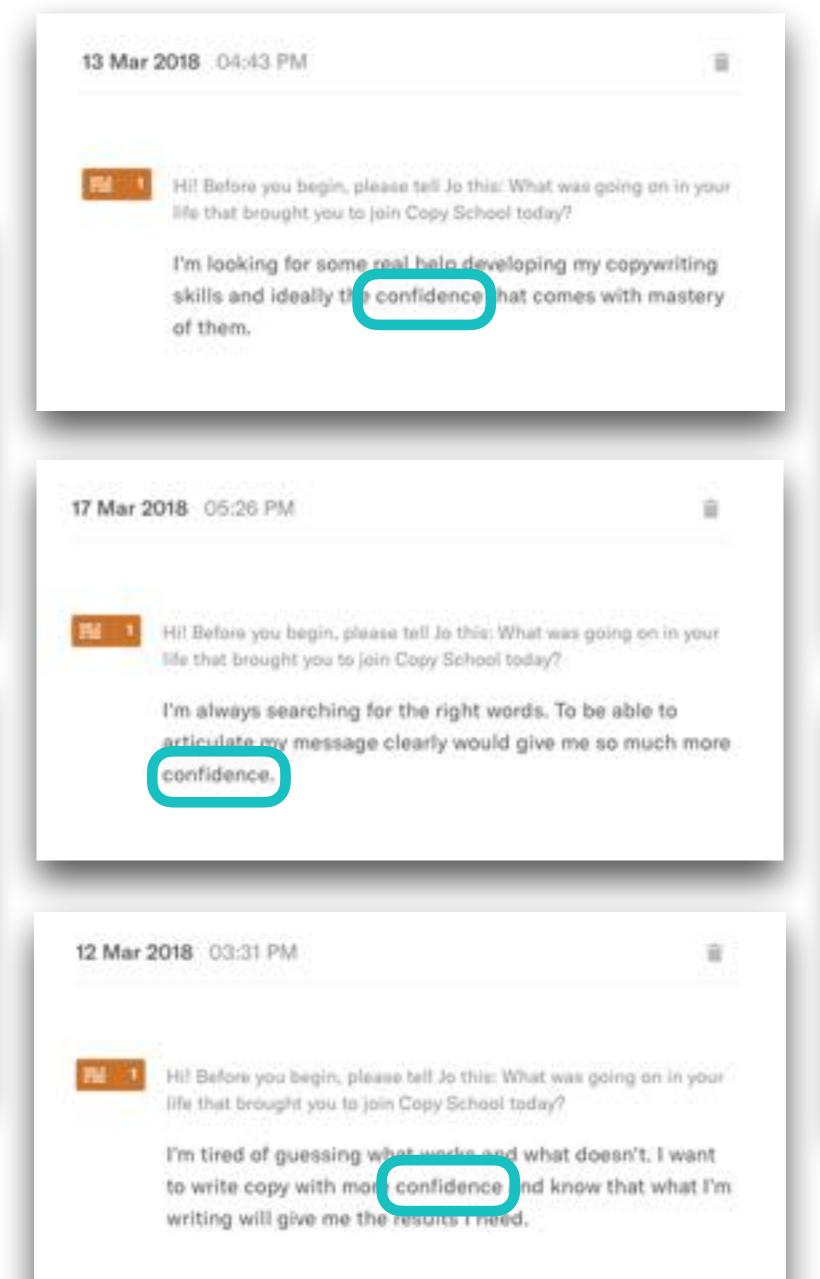


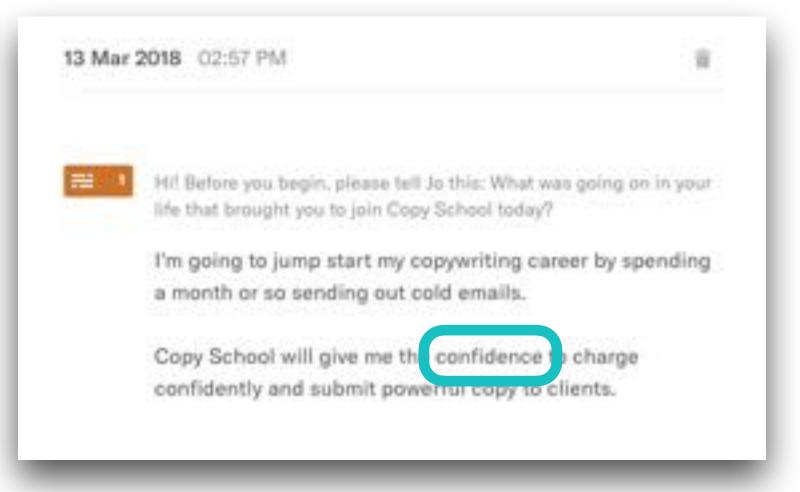


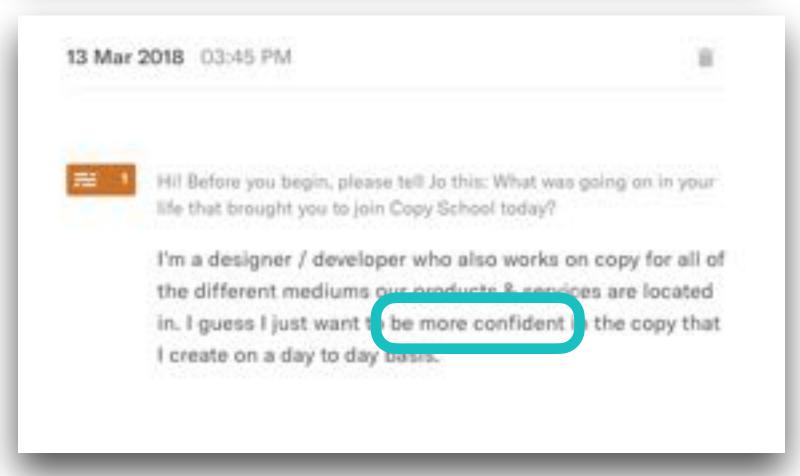














We saw "confidence" enough to hypothesize that it was an important sales message. So we added it to our launch sales emails.







The most brutally honest "FINAL DAY" email ever...



CONTENT

"OMGIT Doors are closing"

"MurryE LAST CHANCE"

"FINIAL WARNING - GET OFF THE DAMIN FENCE"

All true - but also a reckless and unforgivable abuse of caps lock.

Let's tone it down and take a deep breath before it gets a bit too Nick Cagey in here.



'Cos here's the thing:

There are no "doors" - there is no "fence" - and thankfully there's no Nick Cage hijacking the Copy Hackers keyboard either.

There's just you, me, <u>Copy School</u> and the best way for the 3 of us to get you what you want.

And since our whole raison detre at Copy Hackers is to empower BADASS copywriters to own your ability to make it rain on demand...

(while ZXing, 5Xing and even 10Xing the invoices and respect that come with)

I'm gonna call you to a higher standard and insist that you NOT disempower yourself to

1) letting this Copy School info go cold in a Chrome tab and

2) watching the countdown timer hit ZERO before

3) shrugging your shoulders with a "Mhoops... guess I missed it."

Because that's not very badass.

In return, I promise not to insult your intelligence with metaphors about doors and fences.

Cool? Cool.

Instead, I present to you...

Two real world options (please take one).

Option 1:

You're not an active copywriter - freelance or in-house - and you have no immediate plans to make a serious go at it either.

Therefore it's easy enough to say...

Thx Jo. enjoyed the show, but it's time for me to pack it in and line up my fave Nick Cage flick

Option 2:

You're an active (or aspiring) copywriter who has or will have landing pages to write, email campaigns to sequence and a long-form sales page that will put your client or boss on immediate notice that you are indeed, the most profitable person in the room.

And when it comes to delivering that high-value work, you can't afford to guess.

Not anymore.

Because it's costing you a better job, more clients, better clients, respect and - the big one - money. "Guessing" is the reason you're still not promoting yourself like you know you should. It's why you're emailing your proposal to leads instead of confidently presenting it on a Zoom call and talking about price. And it's why you feel like an imposter anytime you even consider quoting something higher than a livable wage.

You play small.

Because you don't trust yourself to generate big results. Yet.

You don't have the confidence, Yet,

But you're open to the idea... You're starting to like the idea of, say, having an acute sense of confidence with every 5-figure (omg!) proposal you send... with every 10,000 word Airstory Doc you share... and with every masterful stroke of the Macbook Pro the word...

You don't want to "think" you're capable of doing a badass job.

You want to know.

And with that ultra-confident copywriter's swagger, you want to be able to charge the fees that help copywriters like Tarzan Kay make six figures a year while working 4 days a week. Tarzan took 10x Emails, applied what she learned... and has never looked back. So did Prerna Malik, Marian Schembari and a world of copywriters.

Aren't you ready to take your place among their ranks?

Not because the countdown timer is ticking.

But because it's time.

Give Copy School a risk-free shot for 60 days at just \$197/mo

-jo

PS: You should be charging at least \$200 an hour with what you learn inside Copy School.

(Not that you'll quote by the hour!)

With that rate, the math is simple. Even for this English major.

Invest \$200 a month in Copy School. Pay for it with a single hour of work.

Give Copy School a risk-free shot for 60 days at just \$197/mp

Ends tonight...



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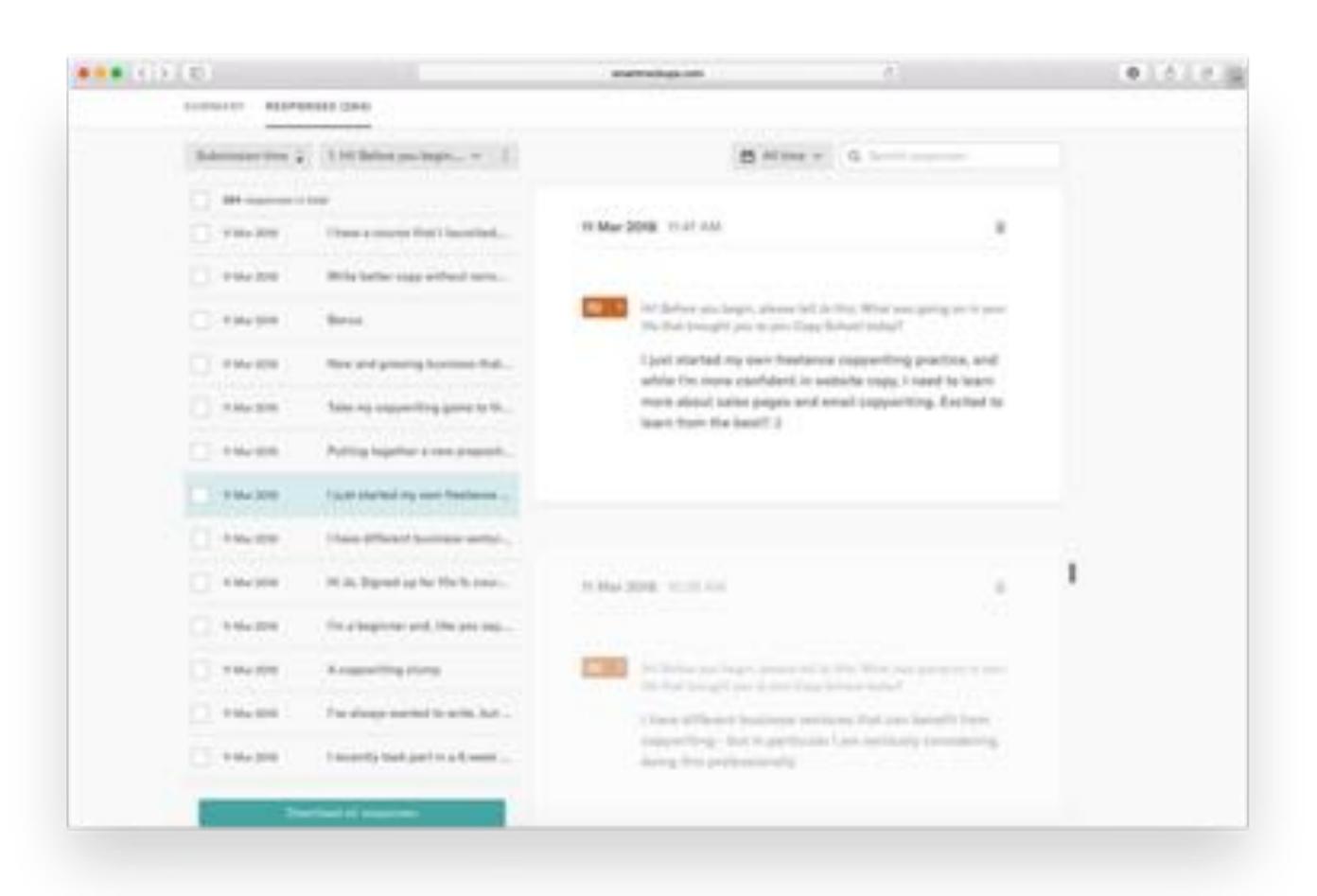
Subscriber <u>and</u> customer survey responses let you get inside your prospects' heads.







REVIEW YOUR RESPONSES OFTEN, AND **MODIFY YOUR EMAIL COPY WITH** 1) THEIR EXACT WORDS AND 2) **THEMES**





You've followed the process. You've engineered a mirror.







Step 45 Step Mirror Step 45 Step Mirror Callifator College



People forgive a lot when they think you're f***ing extraordinary.

If this is you before you hit send, this step is not for you. And you probably should not be involved in email marketing.



Try Harder



Write like you mean it. (And take comfort in the customer-driven process.)







Write like you're not scared. (Even when you are.)







Write like no one's reading. (Ironically, doing this is what guarantees they will read.)







SUBJECT

Should we give you Six Figure Emails? For free? Yes. Yes we should.

CONTENT

Here's the deal:

When you enrol in 10x Emails Mastery, you're already getting TV email training programs (10x Launches and 10x Emails) for the p

We could stop there, crack a Molson and call it a day.

In fact, in the past we have.

And it worked out just fine for the nearly 1000 students who inv programs alone.

But because we can't help but geek out on giving you even MOR wins while getting inundated with happy slack emojis from your

...we're gonna make sure that another email training program confinds its way into your marketing life pronto.

After 3pm PST today, Six Figure Emails will return to selling on it shy of \$500.

But when you join 10x Emails Mastery

(as in right after reading this email... or after chatting with us ow

We'll arrange an epic meet-cute between you and Six Figure Emails that'll give Harry and Sally a run for their money.



Here's what this Lifetime-worthy love story between you and Six Figure Emails looks for your business or freelance career:

- 6 proven-to-convert email templates pulled straight from 6- and 7-figure campaigns, with detailed walkthroughs and examples (Market's Search for Meaning, The Anti-Launch Launch, The DMV Downsell, The Anthropomorphic Activator, The Six Feet Under, and The Spoiler Alert).
- 6 advanced "holy crop, i never thought of it that way" persuasion masterol
 breaking down the psychological triggers at play in those templates and how
 execute on them for max impact + customer love.

You'll know why you're sending the email you're sending.

You'll know why it's engineered to convert.

And because you'll know what to say and how to say it, you'll start writing emails at record speed - with enough time left on your pomodoro to really sit back and savor it as your client or boss heaps praise on you. Because those are the moments you do not want to rush through.

There's no better offer coming.

No weird marketing tricks up my sleeve.

No awkward "oh wait... here's more!"

You don't need more.

This is "the one."

10x Emails.

10x Launches.

Six Figure Emails.

Literally everything you need to make writing email the most profitable part of your day is right here...

... and with 60 risk-free days to try things out, your only complaint may be that you didn't expect your notions of great email copy to change so dramatically. You didn't think you'd go through an actual transformation with 3 programs and 30 email templates.

Spoiler alert:

The new version of you never procrastinates... never has a stare down with a blank google doc... and never has a panic attack when their highest paying client asks for a sequence they've never written before.

Client asking for your help on a downsell?

Pull out the DMV Downsell (inspired by real life events from 10x alum and all-around badass Tara Gentile), and write a downsell email confidently.

Need an ultra powerful and unconvention that kicked things off for Todd Herman's mu

The Anti-Launch Launch was literally born for

Need to wake up a disillusioned market a optimism?

The Market's Search For Meaning is begging to

And those are just THREE email masterclass bonus available until 3pm PST today.

Make sure it gets added to your account by

~jo:)

PS: So why do you need 30 email templates

I dunno... you're right... it might be overkill.

After all...

... Sarah Jones only needed the 10 template: 10x Launches to smash her monthly revenu business.

... and Marian Schembari only needed a han 500K campaign for her client Teachable.

... and Prerna Malik only had to send off TW launch and generate a \$17K+ revenue wind

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Client asking for your help on a down

So yeah.

Maybe you don't technically need 30.

But wouldn't it be kinduv awesome to have even MORE ways to profit from 10x Emails Mastery than just the handful of templates you may need initially?

We think so.

Let us know if you agree



I don't click on links in Joannas emails.

I didn't watch any webinar or learn anything about this product in advance.

I don't really know anything at all about Ry.

I don't have time to go through the course at the moment.

I won't even have any use for it until at least a month from now.

But my god that email she sent today was world-class. Wow.

That alone sold me on everything.

I guess that shows you're all here for the right reasons. Best of luck to all members joining today. I look forward to reading some success stories.



D You, Patti Haus and 16 others

18 Comments

...

Should we give you Six Figure Emails? For free? Yes. Yes we should.

CONTENT

Here's the deal:

When you enrol in 10x Emails Mastery, you're already getting TWO of our bestselling email training programs (10x Launches and 10x Emails) for the price of one.

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And it worked out just fine for the nearly 1000 students who invested in those two

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I dunno... you're right... it might be overkill.

... Sarah lones only nee

 Sarah Jones only needed the 10 templates in the "Minimum Viable Launch" section of 10x Launches to smash her monthly revenue record by 71% in her high-ticket consulting business.

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... and Prerna Malik only had to send off TWO themeplates to sell out her productized

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Let us know if you agree

- · I don't "worry" about length
- I always write in the first person (but I don't always sign it)
- I format for readability
- Every three lines, I push specificity extra hard, with word pictures and pop-culture references
- I never assume I'm a nuissance I show up intentionally and only send when there's a reason to
- I give my reader the chance to connect with me... or unsubscribe





"Long emails just don't work for us. We tested it."

- Person with an 8% open rate





You don't have to go long. But you do have to do <u>something</u>.







Collect Data Plan for Them **Use Their Words** Try Harder



They Laughed When I Sat Down At the Piano But When I Started to Play!~

ARTHUR had just played "The Rosary." The room rang with ap-phase. I decided that this would be a dramatic moment for me to make my debut. To the amazement of all my friends, strode confidently over to the piane and

"Jack is up to his old tricks," somebody chuckled. The crowd laughed. They were all certain that I couldn't play a single

"Can be really play?" I heard a girl whisper to Arthur.
"Heavens, no?" Arthur exclaimed, "He

never played a note in all his life. . . . But just you watch him. This is going to be good."

I devided to make the most of the situs-

tion. With mock dignity I drew out a alk landkerchief and lightly dusted off the piano keys. Then I rose and gave the revolving piano stood a quarter of a turn. just as I had seen an imitator of Paderewski do in a vaudeville sketch.

"What do you think of his execution?"

called a voice from the rear.
"We're in favor of it!" came back the answer, and the crowd rocked with lengh-

Then I Started to Play

Instantly a tense silence fell on the guests. The laughter died on their lips as if by magic. I played through the first bars of List's immortal Liebesträume. I brand gaups of amazement. My friends sat breathless-

I played on and as I played I forgot the people around see. I forgot the hour, the place, the breathless listen-ers. The little world I lived in sermed to fade-seemed the music was real. Only the music and the visions it brought me. Visions as beautiful and as changing as the wind blown clouds and driftwind blown clouds and driftwind blown clouds and driftPlans According
Early-lifting, fedurated bases

poser. It seemed as if the master numerican himself were speaking to me-speaking through the medium of numer-not in words but in chords. Not in sentences, but

A Complete Triumph

As the last notes of the Lieboutenans died persy,

"Quit your kidding," laughed territor, bisself an accomplished plantet. "You've been evolving for you've. I can bell."

Then I told them the whole obey.

Then I told them the whole obey.

Then you neer beard of the U. S. School of Muses? I noted.

A few of my friends molded. "That's a serve-speedence achied, see I in!" they exclaimed.

Exactly. I begind. "They have a new simplified method that can tasch you to play any instrument by mad in just a few accepte."

How I Learned to Play Without a Teacher

And then I explained how for years I had longed to play the piano.

Instrument

Plane Harmony and or Organ Composition Violan Sight Singing Drama and Uncoled Traps Coding Mandelin Harmilan Clarinat Harp Saughana Cremet Teste Harp Saughana Cremet Teste Harp Saughana Cremet Teste Flora Harp Saughana Cremet Teste Florador Trapschana Violan and Spench Culture Automatic Pinger Centrel Plane According

"It preme just a short while ago, I continued, "that I new as intermeting ad of the U. S. Subsol of Music mentioning a new nothed of harring to play which our count a few sends a day! The ad told how a woman had mentored the passo in her sparetime at home—and without a traphest! Best of all, the westerd new northed she used, regulard new hadrones a square — no hearthese services—on the coupening that I filled out the requesting the Free Demonstrate the former.

The five book arrived promptly and I ctarted in that very night to stuff the Demonstration Levens. I was anywed to see here

"When the course arrived I found it was just as the oil said—as easy as A. B. C.? And as the leasures continued they got excise and easier. Before I knew it I was playing all the pieces I third best. Nothing stopped use. I could play belliade or classical num-leut or last, all with equal see. And I never did have any special talent for much.

. . . . Play Any Instrument

You, too, not now teach yourself to be an arrun-plicated monicine—right at home—in half the usual time. You san't go wrong with this simple new method which has already above almost half a mil-free people how to play their favorite instruments. Forget that old-dadicated idea that you need special "latent." Apar mant the first of instruments in the sense, davide which one you want to play and the sense, davide which one you want to play and the sense, which is the rest. And bear is mind so matter which instrument you shows, the ener is such ones will be the same—just a few costs a day. Yo matter whether you are a more beginner of already a good performer, you will be intermed, in learning about this new and wonderful method.

Send for Our Free Booklet and Demonstration Lesson

Thousands of successful students never desaged they possessed masted shiftly until it was revealed to them by a remarkable. "Businel Ability Test" which we until extensive without our with our interesting fee bouildet.

If you are in successful you really went to gain happiness and increase your popularity—used at any, for the Irae bouildet and Demonstration Lasson. No cost—one obligation. Highly now we are making a

for the free bounded and Deponstructure Leason. No cost—on soligation. Hight now we see making a Special offer for a limited number of new etudents. Sign and send the convenient support new—before it's too lists to gain the beautity of this offer. In-comments supplied when needed, such or oracle. U. S. School of Music, 52 Brunswick Hidg., New York City.

J. S. School of Music, I Brunswick Bidg., New York Gity.

Please send nie year free book, "Musir Lonnes in Your Gwn Hume," seth introduction by Dr. Frank Dram, Demonstration Lessen and particulars of your Special Offer. I am interested in the following

Here you	Acre incleaness f	
Name	(Please write photoly)	
City		

"You'd better not show your father this"

John Caples's mother

Write copy that terrifies the risk-averse people in your life.







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