

# Cash At Whim

**HOW TO SET UP AN EMAIL  
COPYWRITING BUSINESS THAT MAKES  
MONEY IN ITS FIRST MONTH**



**BUSAYO LAWRENCE**

Cash At Whim:  
How To Set Up  
**An Email Copywriting Business**  
That Makes Money In The First Month

*by*  
Busayo Lawrence

**This report is a proven blueprint to  
earn you quick fortune  
regardless of your status  
regardless of your finances  
and regardless of your writing background.**

This report is brought to you by Busayo Lawrence, Email Copywriter

This is an insider's story/detail  
on how I built a fortune email copywriting business  
that succeeded in its first month.

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**WARNING:** If you read for literary quality or style, this report is not for you. The writing style goes against conventional literary quality.

## Introduction

**Dear Friend,**

If you have been looking for a way to get out of your financial grind and start to earn as much as N100,000 monthly doing business your own way, right from your home --- and might I dare say, working less than four hours a day--- the information contained in this report may be the most life-saving material you'll ever come across this year.

It's like this:

Four years after struggling and failing to create and sustain an online business that truly makes money, I started an email copywriting business, and in less than 14 days, changed my income much better than I expected.

In a little less than 30 days, I was clocking around six figures every month writing daily emails for clients' businesses --- all mostly done within 4 hours in each day.

I have now written this report to show you exactly how I did this...and how you can do the same...in less than 30 days.

### **But There's A Caution...**

I am not claiming you will pull up your magic wand, jig it some, and tons and tons of money will start to roll into your bank account.

No.

I am NOT saying you will make a million bucks every time you write an email.

Never.

And I am definitely not saying you will become an overnight success by simply writing emails the way I teach it. Heck, no. But I'm saying --- no, I'm promising--- that if you write daily "infotaining" emails to a list of people who not only want what you sell, but love to read your e-mails, you will change your financial status within a month.

The email strategy I introduce and expatiate below is called Daily Emailing. That means you grab a handful of email addresses of audience who want what you sell and you email them everyday...less than 10 minutes a day.

And that emailing habit brings you more sales than you can imagine...if done right, I can assure you.

Here is yet a shocker: If your daily emailing for your business is done right, you would change your financial situation within 2 weeks...like I did in 14 days.

That's assured.

But first,

## **What is Email Copywriting? What Are 'Infotaining' Emails? Why Are They important Why Daily Emailing? How Do You Set Up Your Email Copywriting Business?**

These and many more questions I answer in this report.

But a little something, my friend.

I can tell you this, without fearing your wrath:

If you use every single nugget I provide in this report...and practice them exactly as explained, you will not only improve your income in a short time...

...you will be armed with ALL you need to create breathtaking businesses that make more sales just using one skill...

### **Email Copywriting.**

Yes, as soon as you learn to write emails readers literally break their wrists to click through to read, you'll be creating simple businesses that earn money on the whim using only email copywriting --- without any complicated funnels --- and you will finally be escaping the boulevard of poverty that may be staring you in the face.

So what am I saying?

Your Email Copywriting skill isn't just for making shallow cash that saves you from bankruptcy and begging on the streets. It's a skill that --- if used properly--- can dramatically change your marriage, your business, your relationship, your social, and your entire life...for good.

That means with Email Copywriting, you not only stand a chance to create a business that makes money NOW, you can create series of businesses using just email copywriting.

## **But ... Who Am I To Make This Bold Claim?**

My name is **Busayo Lawrence**.

Months after I graduated from the university, I was still working my hardest to create an online business that really makes money.

Like most dreamers, I wanted a business that gave me more freedom, earn me much more, and literally rid me of haunting for jobs.

I achieved that. But not easily.

Four years after struggling and beating myself up to create a successful online business, I discovered (and this would shock you) within 14 days how I could write less than 500 words daily and still make as much as N100,000 monthly to save me from depending on monthly paychecks.

I found Email Copywriting, started to learn (and practice) it...and within 14 days...my email copywriting business was up, running, and making money. How did I do this, you ask? This report explains exactly how I got this going and how you can do the same.

Enough said already. Off to getting you set up for an Email Copywriting business.

## What is Email Copywriting?

I start by defining what Email Copywriting is not.

It is not an attempt to avoid writing because it requires writing less than 500 words a day.

It is not an excuse to be a boring writer since the texts are often short. No.

And it is NOT an attempt to write any crummy idea that comes to your mind just because you're permitted to share ONE idea per email. Never.

I'll explain it all below, but you've got to know this...

### **Great Email Copywriters Are Great Writers.**

Yet with a good-enough interest in writing, you can increase your chances of becoming a good email copywriter in 14 days.

By the way (and I must say this),

It is not a safe way to get lazy, work less and tawdrily, and still expect a huge amount of income.

No.

Email Copywriting incorporates a fair knowledge of copywriting, storytelling, marketing, and sales psychology.

That means if you're unwilling to put in the time to learn copywriting, storytelling, marketing, sales psychology, and a little bit of direct response marketing, you may not be able to expedite your email copywriting learning.

Yet, if you put in a little less than two hours a day to improve your email copywriting skill --- reading and studying the materials needed for the skill--- you could accelerate your chance to become a better email copywriter, even if you know nothing about it now.

At the end of this report, I include links to materials you can start to devour immediately to get you started to learn and improve your email copywriting skill. Follow the links, read the

eBooks to detail and you could supercharge your email copywriting skill faster...and also get your emailing business in place in less time than you can imagine, I promise you.

That said, Email Copywriting, like Copywriting is a copywriter's attempt to sell using texts. Only this time, through emails.

That means, if you're an Email Copywriter, **you write emails that convince people to take the action you want.** It's that simple.

And as simple as this gets, it is the best possible way to make more sales online than you can ever think of. The joke (but blunt truth) is: *you expend more effort building and managing a website, but you make 80% of your sales through email marketing.*

# Why Is Email Copywriting NECESSARY For Your Business?

If you are new to the online business or if you are looking to break into the online business without wasting an awful number years learning how to make quick money, the first most important thing you'll need to learn about making money online is this:

**75% of sales online are done through email.**

That means, smart marketers have found that while there are a ton of websites on the internet, a good deal of the sales are not often closed on the websites. They are closed through emails.

So what's the point of a website, you ask? Look at websites this way: you meet a person for the first time to get acquainted, not to sell. Then, after getting acquainted and hanging out for a while, you can sell.

Websites help you attract prospects. Emails help you sell to the prospects. Simple.

Let's take an example for a moment. If you own an email, you probably receive a lot more emails from websites you're subscribed to.

Since our world is such a busy place today (no thanks to the internet), the average person spends half of every hour checking his emails but spends a few hours a day looking through websites.

You can skip websites. But you cannot skip your emails. Emails are personal. Websites are, well, not quite personal.

And, businesses use emails to redirect you to their websites whenever they need you to. Facebook, for example, doesn't get so much traffic because people visit the site on the whim. Facebook sends daily notifications about updates happening on your account, hoping to get you back to their website. And 80% of the time, you respond to such email notifications.

This is the exact strategy other smart businesses employ to get their readers and customers back to their site.

So you'll spend more time checking your emails than you would checking websites. Hence the reason more sales are closed through emails.

If then you have a product or service to offer, which means would guarantee a faster and surer sales route for you?

Of course, email marketing.

Hence the importance of email marketing (a.k.a. email copywriting).

I proceed.

Having considered the importance of email copywriting to setting up a successful business, how should you go about setting up an email copywriting business?

Yet again, I will assume that you're a brand-spanking newbie who just wants to make money doing business online. And you would like to leverage this so-called Email Copywriting business for a start.

Good.

Now that you've learn what email copywriting is and why email marketing is still the best way to quickly sell more products and services, I want to show you how you can set up an exact Email Copywriting business...a business selling email copywriting service.

That means, if you knew how to write breathtaking emails within 2 weeks, how could you use that to make money in your first month?

Let's begin from the beginning.

# **How To Write Breathtaking Emails**

## **Readers/ Customers Love To Read ... and Buy From**

*Nate: This report focuses on gaining paying clients using Email Copywriting skill.*

The first thing you'll need to learn about writing emails is that they are simple to write.

An average email will not be longer than 500 words. Unless you are promoting a high-demand product, your emails will only be as long as 700 words max (yet it is rare).

But keep in mind that if you're starting out as an Email Copywriter, you can keep your emails at 250 words, and you wouldn't be breaking any rules.

That means, at 250 words, you can always get something readable and convincing out of you for your clients, and still make money.

That seems lazy, right? Yes, emailing can be fun, if you know just how simple it is.

Which brings us to the first lesson: If you're going to write emails that sell your products/services, get you clients, and bond you with your readers...

### **Start By Using Your (Daily) Experiences.**

Here's what I mean:

Because you're new to email copywriting (I'm assuming you are or you wouldn't have purchased this report), you likely do not know how to write good, no, great emails.

Your first worry will always be "*how do I find email ideas for my business or clients' businesses*".

Or "*how do I craft those emails when I finally hit the idea?*"

That's a general worry for most emailing newbies.

But you see, friend, nothing sells better and bonds you faster with your readers than your personal stories turning everything that happens to you into an email.

Let's take a live example right now.

I'll create a simple setting. It's 11:54am as I write this. I have a meeting with a friend by 12pm. I have to conclude this part of the report before then. But, whatever.

In my email, I want to teach email copywriting and sell my email copywriting coaching service at the end. Here's what a typical email could look like:

***TITLE: Ready To Make Elephant Income From Your Business?***

*Hey Friend,*

*It's some minutes before noon. I thought you've to read this.*

*I have a meeting with a friend by 12pm. She works for a food company.*

*She resumes Sam and closes by 11pm. Six days a week.*

*And she gets paid a paltry N30k.*

*Seriously, that's a scummy price for a scummy job.*

*But if you asked her, she sees no way out of this.*

*Unless, truly, she hasn't searched enough.*

*Listen friend,*

*With only 15 emails, I'll make THAT much she's making in less than a month.*

*And I'll NEVER break a sweat to write those emails.*

*What am I saying?*

*That my friend could start an email copywriting business. Instead of grinding away at a job she hates...and which pays measly.*

*But if you're like my friend, and you'll like to polish your email copywriting skill so bad it continually takes your clients' breathe away...! can teach you.*

*For only 14 days, I have space for 4 email copywriting students. They'll have the drills and cheats I used to set up my moneymaking email copywriting business.*

*Reply back to this email and I would consider fixing you on my waiting list ...for a tiny amount.*

*Want to quit kissing your boss's boot and start to earn good-enough money every month...just writing emails?*

*Reply back now to this email and I'll put you through the rudiments of emailing...in less than 2 weeks.*

***Busayo Lawrence.***

That's it.

Simple as it reads, such emails could repay you with a month's worth of groceries...with so much leftover cash.

Is that a perfect email? No.

But does it do the email job well if you've bonded with your readers? You bet it does.

Your life experiences --- past, present, and future --- fused into your emails makes you transparent before your readers. It reveals your inner sickness, your fears, your anxieties, your failures, your stupidities, and your normalcy.

And ...

It's the simplest emails to write. And by far, the best place to start, if you're new to email copywriting.

If you're head high above your readers in success or a shoulder lower than them, they want to know. And they want you to be sincere about it.

Why? Simple, your readers can smell insincerity a million miles away. You can't hide it for long.

So the cliché proves true here: *write what you know.*

Or better put, write what you have experienced. It's by far the best way to bond quickly with your readers. And that's EXACTLY what you want to achieve with all your emails.

If I were selling my email copywriting service to a list of subscribers, here's a kind of email I could use:

*"Hey, Friend,*

*You wouldn't believe it, I walked into the interview room that day, hoping the interviewers wouldn't discover I had been scribbling something the whole time...while I was supposed to be researching their company.*

*They asked the first and second question. I missed both.*

*Then they asked the third question. That's when they knew I was a dunce who wasn't even ready for the job.*

*But then one of the interviewers struck a nerve. He asked me how I could improve their business sales *if* I didn't know this much about them.*

*I went through the trouble of telling them about their faulty internet marketing strategy and how they could improve it.*

*Then I hit a nerve, too, telling them how I could assure they made sales almost every day just doing one thing...*

*Sending daily e-mails to their list.*

*It wasn't difficult to convince them. I showed them proofs of clients I had worked with.*

*I got the job, and by the third week, the company was making 25% more than they were making weeks and months before. All thanks to me.*

*Or should I say, Email Marketing.*

*You see, *if* you want to ensure that you sell more products every day (or almost), email marketing is a surefire way to do so.*

*And writing daily emails to your list can be sore difficult.*

*But not for a pro like me.*

*I do this EVERYDAY without fail.*

*I write daily sales emails to improve --- no, skyrocket--- my clients' sales every week.*

*And having quit salaried jobs now and working on my own, I can assure you 60% increase in your business sales...if you hire me for your email copywriting service before this week is out."*

*Note: Find more email examples on the appendix of this report.*

Simple, uhn?

Sharing your personal experiences in your emails helps your readers and customers know you and trust you more. Both of which are, I must say, the bedrock of a successful email copywriting business or any businesses for that matter.

Again, this isn't the only way to write emails. But it's a good place to begin your email writing TODAY.

Let's proceed.

Your second email copywriting lesson is the most interesting lesson you will ever learn when trying to write breathtaking emails. It is perhaps the most overflogged yet useful tip you will have to use EVERYDAY to better your email copywriting skill. And it's this ...

**To Write Good Email Copies That Sell Your Product or Get You High-Paying Clients,  
You Need To Write Every Day.**

Holy cow! That sounds so cliché I see you pulling your B.S. detector over your face and wishing to curse the living light out of me for cheating you out of your money. But listen to this...

You don't become smarter at anything that you don't do every day. You don't become a great success if you do business occasionally. You don't make more money by trying out stupid ideas once in seven months.

You become successful faster, better, and stronger by doing always what you know to do best.

Here's a breather:

I read the story of Michael Dell of Dell computers. Here's what he does to get ahead in business and life. He looks for the best person in their field and hire them, no matter the pay.

And that beats me.

Because it means a person who practices his skill occasionally (and still sucks at it) will never be picked over someone who constantly practices his skill. The reason is obvious: you good at what you do constantly.

And I can promise you this: *If you begin today to write emails daily, without breaking, you'll be a better email writer within 2 weeks.* I know this because I did it, and it wrought the magic into my email copywriting skill in lesser days than I could ever imagine.

Does this mean you'll write good emails every time? No, definitely not. You'll write B.S. emails on most days.

But the most important thing is to never break the chain. Never miss a day.

Enough said about this tip already.

What's third lesson for writing good emails that either sell your products/ services or get you clients?

### **Study The Works of Email Specialists.**

I know. This sounds cliché as well. But this is the reason this tip is the most important:

We have established above that you're a newbie email copywriter. You know next to nothing about email copywriting besides, maybe, the email tips I send to my email subscribers.

By studying the works of prolific email specialists, you would expedite your knowledge of email copywriting, because -- and you should know this already--- you're leveraging their expertise.

By going further to handwrite --- yes, handwrite--- their emails, you'll psychologically ingrain their emailing methods into your mind faster and better.

And that's a surefire way to 10x your email copywriting.

**Harken to me, please,**

These three tips are the exact ones I used to improve my email copywriting skill within 30 days. And doing these earned me money in the same amount of time.

In the Appendix A section of this report, I provide a short list of Email Specialists and Copywriters you should follow.

Subscribe to their email newsletters, study their works, and practice your email writing for at least 14 days before pitching for clients.

The list contains people I have followed and studied over the months, and they've helped to improve my email copywriting skill and business.

Let's make a recap on how you can start from today to write your emails:

1. Use your (daily) experiences.
2. Write every day.
3. Study email specialists.

And that about does it.

## What Are Infotaining Emails And Why Are They Important?

See, friend, the bulk of your readers receive a ton of emails every day. Their inboxes are mostly flooded with promotional emails and emails from people they don't know.

Your readers' natural reaction to this daily influx of emails is to either ignore a good portion of them or spam most of them.

This, of course, will tell on your sale success.

That means your business --- no matter what it is --- is certain to tank if the prospects who are to buy from you ignore your emails...or worse, spam them.

Your best bet, if you'll EVER gain their attention, their trust, and keep them looking forward to your emails...is to stand out from the crowd of emails.

By "standing out", I do not mean send few emails to your readers, or send more emails to them. The line for achieving emailing success can't be judged by sending few or sending more. You'll have to do something way different from other emails your readers receive...

### **You Have To Write Them Infotaining Emails.**

What are infotaining emails, you ask?

Here's a biggie:

Infotainment is a portmanteau for "information" and "entertainment".

You combine the information you intend to share with your readers with a little entertainment.

So instead of going right into the information, like most textbook and corporate emails do, you preface and wrap your information in a little entertainment...to keep it personal, readable, and convincing.

Here's an example email:

***TITLE: Supercharge Your Earning Potential This Way ...***

*The first time I launched my email copywriting business, I had a crappy client who paid me a paltry N1 Skin the first month.*

*The fee would grow to N22k in the second month.*

*But...*

*I was not greedy to shoot that fee up just yet.*

*No.*

*I was darn interested in IOx-ing my email copywriting skill through the project.*

*And so I did.*

*In the first week, I studied all I could about the product and the market.*

*Then, I literally handwrote the information I was devouring off the internet about the market.*

*By the third week, when I would begin the email writing project, I was saturated to the brain with the market's pain...and the product features.*

*Each email from then on became a hit.*

*My client loved my emails. They hit the customers' pain HARD. And...*

*They made him sales. Tons of it.*

*Thing is, I didn't get a raise from him regardless.*

*But I got referrals.*

*And those referrals paid far more than I could EVER imagine in the very little time I started the email copywriting business.*

*So the point?*

*When you've just started your email copywriting business, as with any business,*

*your clients may offer shitty fees.*

*Accept those fees. Gladly.*

*But start IMMEDIATELY to work darn hard to give your best to the projects.*

*Because the more you give your best to those low-paying projects the more you sharpen your skills...and the better you're positioned to accept and execute any high-paying jobs.*

*Your worst clients now could refer you your best clients later.*

*So don't treat ANY email project as trash because the pay is small.*

*Give your best. Become better at your skill through it. And you stand a greater chance to get far better clients in future.*

*Treat the crappy clients well today. They may show you the high road to riches tomorrow.*

*And that does it.*

***Busayo Lawrence***

*Email Copywriter*

Notice how the lesson is prefaced with a story? Delving right into the lesson would've been a smart, time-saving idea, but publishing hundreds of emails has shown readers can avoid a plethora of information but they cannot skip a good story that especially segues into a useful lesson.

Look, 89% of the time, readers avoid emails that are bland and loaded with "corporate jargons" but relish emails that are personal and friendly.

Always.

Here's another example of an infotaining email. Notice how the information begins with a personal experience.

***TITLE: Email Lesson From A Heartbroken Wench***

*I just finished watching a movie. It's a pretty romantic movie.*

***If Only.***

*That's the title.*

*Made me want to tear my eyes out.*

*It's about a guy who loves a girl. But he never shows it.*

*He adores her, yes, but he's too busy with his job.*

*Until the girl dies. In a car accident.*

*But as it turned out, that incident seemed to be a premonition.*

*That would DEFINITELY happen the following day.*

*So? The guy could only save the girl from dying FOR REAL if he would truly love her.*

*And so he did. Throughout that day.*

*The same night when the girl should've died, the guy died in her place...though he knew it was going to happen.*

*Touching story.*

*But how this concerns email copywriting?*

*You see, you don't have eternity to show your readers, clients, or customers you love them.*

*They won't always be around.*

*One day, you'll find they'll not be there when you need them to.*

*And you wouldn't have impacted their lives much as you could've.*

*So you have THIS moment to do so.*

*To love them.*

*How?*

*Oh, simple.*

*Write your best emails to them.*

*Offer tremendous values in your emails.*

*If every email you crank out doesn't have a dose of value in it, don't send it.*

*If an email doesn't touch you, you can be sure it won't touch your readers also.*

*If your sentences read like a child's fart to you, you can be sure it'll stink like horse poop to them.*

*So give your best.*

*Every time.*

*Write your best email. Edit it. Reconstruct the sentences. Cut the flabbiness in the grammar. Make the language simple and clear.*

*Then give a compelling closing, that forces your readers to take YOUR desired action.*

*Do that every time.*

*You never know who's watching.*

*You never know who cares.*

*And, you never know what life you'll be saving.*

*And...how much a little ,solid email can fetch you.*

*Trust me, you never know.*

*Or if only you knew, right?*

*Yes.*

*If Only...*

***Busayo Lawrence***

*Email Copywriter*

Beginning the email with the sentence, "*You see you don't have eternity to show your readers clients, or customers you love the m,*" would've been a surefire way to turn off a good number of readers.

Again, anyone can avoid certain information. Most almost no one can avoid a good, opening story.

An email that gives you the laughs after a hard day's work will convince you and retain your attention better than an email with a corporate drone.

An email that's personal, involving, and showing the writer's mistakes and foolishness will relax you better than emails with no personal feel.

You want your readers to bond with you, to know you as a friend they can trust, and not a corporate moron who only wants to sell them something.

So write them emails that not only give valuable information but are laced with entertainment.

Moreover, in a celebrity-crazy world, customers bond more with businesses who can tell simple stories than throw advertising straight in their faces.

As a final blow,

Here's a strong characteristic of Infotaining Emails (and how you can start to write them TODAY): **Infotaining emails tell your story.**

A simple story about your trip to the beach, how you spilled milk on yourself, how the waitress couldn't take her eyes off you while your wife watched, how your boss fired you, how you struggled with inferiority complex as a teenager, how you messed up your first relationship, how you suck at maths, etc.

A simple story about the movie you watched, about a nagging friend, a disgusting customer, your breakfast this morning, etc, all can form stories that preface your emails...and sell your lesson and products.

Note this:

**In Writing Infotaining Emails, Everything That Happens To You --- Daily--- Is A Story That Can Be Turned Into An Email.**

Finally, notice, you don't need all the antics of writing to write infotaining emails. You only need to be YOU when you're writing them. Your audience will connect with YOU, so you don't ever need to sound like anyone else. Just be YOU in your emails.

**Let's Practice:**

As an example, think of something that happened to you TODAY.

Now imagine you want to sell your email copywriting service to your email list.

Write an email to THAT list using exactly what happened to you today

Here's an example for you:

***TITLE: How To Make Money Doing Almost Nothing ...***

*Hey, Friend,*

*I don't know about you, but the last time I shot for a job was 10 years ago.*

*I had just graduated from high school.*

*Since my graduation from the university, I've only taught freelance in a school.*

*Beside that I haven't hunted for jobs like most grads do.*

*Why?*

*Beside the fact that there's almost no good paying job out there.. jor a proud lot like me...*

*I hate to kiss bosses' boots.*

*I love my freedom. I love to make my own call. And spend more time doing what I love: writing.*

*Perhaps you do too.*

*You want to make more money running a small side business.*

*You want a business that gives you all the freedom you want and still make so much money overtime.*

*The email copywriting business is the way to go.*

*Seriously.*

*Just for proof if you have a product or service that isn't selling squat , reply to this email and we'll discuss how I can use my wicked emailing technique to improve that product's sales for you.*

*Soon as we've achieved that result, you'll then believe --- with the obvious fact --- that you also can change your income using only email copywriting.*

*That's for sure.*

*Reply back to this email and let's discuss how we can successfully sell more products for you...using my sensationally sales-exploding emailing service.*

***Busayo Lawrence***

*Email Copywriter*

**Here's how to write infotaining emails in a nutshell:**

1. Think of a product or lesson you want to pass across.
2. Think of a relevant story or information to preface that lesson with.
3. Write your email.

## Simple Tactics For Writing Better Infotaining Emails.

Study the example emails above (and in the appendix), you'll observe most of the following rules in action. Your emails get read more and they convert more when you write using the tactics below:

**1. Avoid Walls of Text.** Keep walls of text off your emails like a plague. Lumped paragraphs scare your readers and get them to tune off.

Here's an example what never to do:

*"Perhaps you do too. You want to make more money running a small side business. You want a business that gives you all the freedom you want and still make so much money overtime. The email copywriting business is the way to go.*

This is better:

*Perhaps you do too.*

*You want to make more money running a small side business.*

*You want a business that gives you all the freedom you want and still make so much money overtime.*

*The email copywriting business is the way to go.*

*Seriously.*

**2. Write one sentence per paragraph.** If the sentence is too long, break it into two or three using prepositions. What's more, your English teacher said not to begin sentences with "but", "for", "because", "and", "so" right? Well, that's horsecrap. Grammar rules rarely apply in direct response marketing, yet it's no excuse to write crappy English. Result-getting sales emails read like real-life conversations; hence, the reason you can occasionally break rules of preposition when writing your emails.

Here's an example (from point 1 above):

*I just finished watching a movie. It's a pretty romantic movie.*

*If Only.*

*That's the title.*

*Made me want to tear my eyes out.*

*It's about a guy who loves a girl.*

*But he never shows it.*

*He adores her, yes, but he's too busy with his job.*

*Until the girl dies. In a car accident.*

*But as it turned out, that incident seemed to be a premonition.*

*That would DEFINITELY happen the following day.*

*So? The guy could only save the girl from dying FOR REAL if he would truly love her.*

*And so he did. Throughout that day.*

### **3. Sprinkle your emails with one word paragraph.**

*So?*

*Simple.*

*Onward*

*Whatever.*

*Etc.*

### **4. Underline, Italicise, Bold, Capitalise important words.** This captures readers' attention and also keeps them reading.

Example:

*I just finished watching a movie. It's a pretty romantic movie.*

***If Only.***

*That's the title.*

*Made me want to tear my eyes out.*

*It's about a guy who loves a girl. But he never shows it.*

*He adores her, yes, but he's too busy with his job.*

*Until the girl dies. In a car accident.*

*But as it turned out, that incident seemed to be a premonition.*

*That would DEFINITELY happen the following day.*

*So? The guy could only save the girl from dying FOR REAL if he would truly love her.*

*And so he did. Throughout that day.*

## **5. Use Quotes**

Use quotes to emphasize a point. Like the example below:

*This doesn't mean you can sell "horsewhips" for \$25 and expect to make shiploads of sales.*

## **6. Write numbers in figures, not in words.**

Example:

*Stupid: "I am Twenty-nine years old.*

*Better: "I am 29 years old."*

## **7. Never Generalise.** Always Be Specific.

*"I make 100,000 a month" is stronger than "I make so much money per month".*

*"Last week Tuesday" reads better than "Sometimes last week".*

*"We visited the Ikeja Silverbird Cinema" reads better than "We visited places".*

## **8. Include A Little Research**

Don't insult your readers' intelligence. Just because it's a 250-word email doesn't mean you shouldn't do a bit of research.

Research bolsters your writing and gives it proof you're not spinning nonsense from the wind. You're as important as your email is valuable.

## **9. Avoid Typos**

Yes, occasional typos may prove you're human and will even get you feedbacks from your readers, but making typo errors every time isn't just bad. It's stupid.

## **10. No Big Words.**

Big words in your emails equal losing your readers. Nobody cares about your huge repertoire of vocabulary. Putting "sucks" in your email is better (and saner) than "vituperate" anytime, any day.

*Stupid:* Your email vituperates me.

*Better:* Your email sucks.

## **11. Add Humour.**

Your girlfriend loves humour, your readers do, too. Sprinkle it in your emails to give them the dang. If you're not humorous, don't force it. Bonding with your readers is far better than giving them arthritic headaches with your sore humour. Oops.

Something like that.

## **12. Express One Idea Per Email.**

Emails are short bursts of information intended to alert your readers to one lesson per time. You can't cram tons of information into a 500-word email.

If you'll need to reveal more than one piece of information in an email, write two emails instead.

## **Summarily,**

Why, again, should you write infotaining emails?

Simple.

To stand out from the crowd of emails in your readers' inbox and ...

To make your emails with looking forward to every time.

If you want more attention for your emails, make them infotaining.

## Why Daily Emailing?

Daily emailing is an unconventional habit of landing your sensational emails in your readers' inboxes every day.

Why is this important to your business?

Because most of the corporate emails readers receive have something in common:

They're boring and trite. And ...

They're sent out once in a week or once in a month.

In the case of email, as is the case of real life relationships, out of sight is out of mind.

That means your readers remember you as long as they keep reading from you.

Therefore, the frequency of your emails determines how often you'll be remembered by your readers. And how much money you'll make off your products or services.

But of course, there is the argument about "pissing people off" or getting unsubscribes when you send daily emails. It makes them think you're a "slutty huckster" who's only interested in making money off them.

That's untrue.

It is only true long as your emails suck.

But if you combine your daily emails with infotainment (the strategy I explained above), you will receive mind-exploding responses from most of your readers and will see a crazy increase in your sales.

Yes, you will have a few unsubscribes and will get a few verbal lashes from infuriated readers, but if your email writing is done right, you'll affect the bulk of your readers positively...and make more money in the process.

Hundreds of proofs have shown that online marketers who publish daily infotaining emails to their list make more money than those who don't.

And ...

**The Great Deal of Sales I Make For My Clients All Come From Sending Daily Emails.**

It is as simple as constructing an infotaining email in less than 10 minutes daily, sending it to your client's list, and waking up to money. Not every time. But most times.

Seriously, no lunatic can argue against results.

Go figure.

Oh, you can't figure unless you try this out, right?

Screw me.

**Now that's we've gotten how you'll start to write jugular-ripping emails out of the way, the next bet is how you can convert your email copywriting skill into a business that earns you money in the first month.**

# How To Start An Email Marketing Business That Makes Money In 30 Days

So I am now going to reveal to you how you can start an email marketing business TODAY that starts to make money within 30 days...if you practice EXACTLY what I teach here.

Quickly, let me show you how you can convert your simple, seemingly dry interest or passion into money, just using emails.

Let's pick a simple, common interest for example. Let's assume you're a writer who loves writing motivational tips for struggling entrepreneurs. That's your topic. That's what you love to write about and want to make money from.

You can choose any topic of your choice: cooking, catering, singing, music, teaching, etc. Just make sure it's a topic that has tangible number of audience.

To find out if your topic interests a group of people, get on Amazon.com, type your topic name in the search box, notice the books written in line with your topic and read the reviews. These reviews will show you what kinds of people are interested in your topic. These are the people you'll write for in their own language (wordings) and describing their own problems.

I digress.

Onward.

Of course, you've figured out people are interested in the same topic. You must make sure of this or you'll be writing emails without getting a single person to listen to you.

For example, loving to sleep all day could be a passion for you but does that appeal to any particular group? Does it help anyone get better or make money? Will that topic make you money?

Here's a variation of that topic: overcoming insomnia.

Perhaps, like me you've suffered (or are suffering) from insomnia and have learned a lot dealing with it and, in a way, overcoming it.

Now you know a whole lot of adults --- and even teenagers and youths --- experience that.

That's a good-enough topic to write about. You'll make far more money teaching people how to overcome insomnia and also will impact more lives that way.

Simply, bear this in mind in choosing a topic for your email copywriting business:

## **Your Topic Must Interest You Seriously For It To Impact Your Audience.**

It should interest you or you would soon run out of passion and writing ideas. Also, it should connect with a particular audience or you would be serving nobody and be making no money in the process.

Onward.

So you've chosen a topic you're passionate about or are interested in teaching on and also making money from.

If you're looking to start a long-term business around that passion, interest, or topic immediately, a good place to begin is...

### **Start a blog.**

Trite? Yes. But trust me, I'm not going to suggest you dabble into the time-wasting task of writing long form content three times a week and publishing guest posts a thousand times a month on other people's blogs. No.

Rather, all you'll need to do is: write an email in line with the same topic EVERYDAY. Just make sure you write about your topic EVERYDAY. It helps you become a better writer and establishes you as an authority in that field.

Then, publish the same email article to your blog daily.

SHAZAM!

Otherwise:

If you've chosen to not start a blog, there's something else you can do:

Publish the emails to a few email addresses EVERYDAY.

If you don't have ANY email addresses, here's what you should do (I did it and it paid off):

1. **Get some of your friends' email addresses.** From Facebook, from their social media accounts, by asking them, etc. Check their profiles on their social media accounts and you're likely to find their email addresses there. Is this a right way to go about building your email list? No, it isn't. But since you can't afford to shell out \$15 per day for email list building, your friends are a good place to start. They're your friends, right?

2. **Send your daily e-mails to them**, using Gmail ( Gmail allows you to send up to 500 emails per day). If some friends complain about your emails, remove those ones and keep emailing the ones who don't.

The tips above will help you stop waiting to work on your dream to start a business and to get started on it immediately.

The above info is what YOU can use starting today...if you're truly serious about making money writing kick-in-the-jaw emails.

## **But about making money, I'm not going to skip it for death...**

How will you make money writing this "motivational writing for entrepreneurs" topic?

Simple.

Let's assume you start today to write daily emails. The first thing you'll need to keep in mind is what you want to sell (besides giving valuable information in your emails).

So these are ways to make money writing those daily e-mails:

1. You can pitch your email copywriting service at the end of each email.
2. You can write a short eBook (45 pages or less) about the same topic you can sell to those email addresses (yes, even though the owners are your friends).
3. You can offer a one-on-one coaching. This is why you should write about that topic every day. When your readers read from you every day, they automatically assume you're an authority in that field. No matter what you think you don't know. All you have to do is teach people what you're learning.
4. You can offer monthly e-Newsletters to your readers. Write a 1000 to 3500-word content on the same topic, convert the material to PDF, and sell the monthly subscription to your subscribers. You'll only need to integrate a simple payment and delivery system like SimplePay.ng. At no cost to you. Again, perfection isn't a key to writing your monthly newsletters. Just get your butt in line quick. Write about what you're learning.

**Harken to me,**

There are hundreds of other ways you can make money writing emails. But these are good places to start.

By the way, if you're worried how you'll always find writing ideas for your emails, I already mentioned that earlier:

**Write about your daily experiences.** Then tie them into your email lesson and sales pitch.

Simple. (You'll find more examples of such emails in the appendix)

Before I close this part, let me give you a testimony.

Remember I told you to grab the email addresses of your friends (30 emails at least) for a start? Then send them daily e-mails using Gmail?

Good.

Thing is, I did this when I started Email Copywriting. I wrote daily emails to my friends, just teaching about writing and selling my writing service at the end.

Less than 14 days later, I got a call from a friend asking for my email copywriting service.

We didn't close the deal. At least, not that period.

But I figured from thereon I could really do this for pay.

I did do it.

High paying clients flocked my way months later. And the same ol' friend who contacted me earlier joined the list of my high-paying clients.

That was how my business started.

Thing is, friend, I have made breathtaking amount of cash this year just doing email copywriting.

And my point? You can, too.

This should encourage you to start early.

You may not hit gold in 14 days like I did. But you will improve your writing skill, help more people with your emails, and would've started a business on the cheap...instead of waiting for BIG capital or PERFECT time.

Let's move on.

# How To Get Email Copywriting Clients

Now, the strongest highlight of this report is using your email copywriting skill to gain clients for yourself.

Of course there are other ways you can use your email copywriting skill to make money (as highlighted above). But this, by far, is the fastest way to begin --- within 30 days --- to make money doing this business:

## **Sell your Email Copywriting service.**

I have assumed, so far, that you are a newbie only interested in making a quick buck by setting up a business that saves you time, energy, and needless effort.

And so far, I have explained to you how you can build your email copywriting skill, set up an email copywriting business, and all whatnots. Now I'm going to simply break down step-by-step how you can start to gain clients for your emailing business.

The first thing you must know is: most brands and businesses online need email copywriting. Those who do not know only need someone to show them they need it.

Why is that? As I've explained above: 80% online sales are closed through email marketing. And while most businesses use this ad nauseum, some businesses are still in the dark about this.

It is your job, as an email copywriter, to get in front of these businesses...and advertise the living brain out of your emailing service.

But then, a noteworthy point: not all businesses will use your email copywriting business. And most noteworthy, you cannot write for every niche.

That means it would not be advisable for you to write for every market. If you plan to make the most of your time, effort, and make more money without going insane, you should write for specific markets. Markets you're familiar with or you would love to penetrate.

So the cardinal rule of Email Copywriting success: **You should specialise. Not generalise.**

Here's an example: You could focus on and write for the religious niche for a start. But attempting to write for religious, health, business, sports, all at a time will create for you a work overwhelm, which, in simple translation, means you'll be confused, depressed, and will quit business before you've even made any success.

If you had to operate a particular tumour, you would prefer a specialist over a general doctor. It's the same with setting up yourself to market your email copywriting service.

Choose a market you'll love to write for. If you have a background in women's health, for example, you could pitch your email copywriting service to businesses in that niche.

There are countless websites for women's health and most sell products and services you could help to promote to their list.

Alternatively, and since you're just starting out, **you could pick up whatever email copywriting job you can have for a start.** (Just don't pick numerous email copywriting jobs with different topics all at a time).

Having a fair knowledge of that field is necessary, of course. But as time goes on, you'll find you enjoy to write for a particular niche more than another. I, for one, started out by writing for the health and business niche, specifically the following topics:

- Diabetes,
- Fibroid,
- Infertility,
- Internet Network Marketing
- Writing.

That done, how do you gain clients for your email copywriting business?

Here's exactly what I do, too:

You can start to gain email copywriting clients personally by sending out at least 10 emails to potential clients every week day.

Research potential clients on Google, go to their websites, grab their email addresses, and email them.

For example, if you are looking for clients in the "women's health" niche, type in "women health websites in Nigeria" in the Google search bar. Visit each of those websites and fish out the email addresses of their owners.

Alternatively, if you know the website owner's name but not her email address, type her full name and a suggestive email address in Google search bar: "[name] [email address]". That is, for example, "*anikelawal@gmail.com*". Most times, those pseudo emails come off as real and that does it.

You can streamline your search if you know a couple of websites related to the topic you want to write about. Locate their editors' email addresses and email them.

Oftentimes, you'll get a response from few prospects, most looking for your email samples. If you've written emails before now, scratch them all together and email those samples to your prospect.

All your prospects may not take the bait, but the more you send at least 10 emails a day selling your email copywriting service, the more you increase your chances of success. All you need are two well-paying clients and the rest could be history.

Two clients alone can refer you more jobs later on.

Additionally, here are tips you can use to gain email copywriting clients again and again. They are excerpts from Andrew Cavanagh's eBook, *"34 Proven Ways Of Increasing Your Cash Income As A Copywriter"* which I found would be useful for getting email copywriting clients, too:

### **1. Consistently market yourself and your services.**

Do at least one thing every day to promote yourself as an email copywriter. Word-of-mouth marketing still works today. It's how I got started.

### **2. Define who your best email copywriting prospects are.**

Don't waste time with prospects who can never pay you a reasonable email copywriting fee. Determine exactly who your best email copywriting prospects are. What kind of businesses are they running? Are they already hiring email copywriters and paying good fees? Do they value good email copy? Finding a niche with prospects who have the money to pay for your email copywriting services is a huge key to your success.

### **3. Contact businesses looking for email copywriters as employees.**

Email, mail or phone businesses who advertise an email copywriting position and tell them you're a freelance email copywriter. This business needs email copy and you know they're willing to pay for it.

### **4. Niche your email copywriting services.**

Find a niche where you have some knowledge or expertise and write email copy for that niche. You can become an expert in a niche very quickly by reading books, going to seminars, and joining mailing lists in that niche. If you're the only email copywriter in a niche where your prospective clients have money to spend then it's very easy to get work.

### **5. Avoid appearing desperate for work.**

Good email copywriters get booked quickly (as I hope you will). If you appear to have all the time in the world to write email copy, that can set off alarm bells. Tell prospects you have space for one or two more carefully selected clients not that you desperately need a new client.

Always give a good "reason why" you're willing to take on a new client.

## **6. Create your own website to sell your email copywriting services.**

Make the website a sales letter or report that sells your services. Include samples of your copy on the website. It's very helpful if you capture email addresses so you can follow up your website visitors automatically with tips and offers.

## **7. Cold call prospects.**

The fastest way to convert a prospect into a paying client is to get them on the telephone. Try to use email alone and you'll lose a lot of great email copywriting clients. The sooner you call after they contact you the better (within the hour if possible). Your objective for talking to clients is not to sell. You're just uncovering information. You want to give useful information to your prospects and find out if there's a way you can genuinely be of service to them. It's also well worth the effort calling email copywriting prospects "cold" to see if there's any way you can help them.

## **8. Take at least half your email copywriting fee up front.**

Charge enough so that if you never get paid the other half of your fee you can live with it. It's better still if you charge 100% of your email copywriting fee up front.

## **9. Ask for referrals.**

When you don't have all the clients you need you should make giving you referrals a condition of doing business with you.

When you're negotiating with your client, you can tell them that you expect referrals in exchange for a slightly lower fee.

Often the best time to ask for referrals is when you've just produced excellent results for your client.

The basic technique is fourfold...

- A. Get them to tell you how much money you've made them and what your service has been worth to them in past results and the results they expect in the future from the email copy you've already written.
- B. Explain to them that just as you've helped them you'd like to help their friends in the industry get similar results.
- C. Tell them exactly the kind of prospect who is perfect for you. What kind of business they run, the niche, the kind of traffic, products etc. Make it very easy for them to think of people they know by narrowing the field down for them.
- D. Keep your client in the loop. Let them know how things are going with the people they refer. And send a written thank you letter if someone they refer becomes a paid client.

In some cases you might also send a percentage of your email copywriting fee with a note along the lines of "I don't normally do this but I really do appreciate how you went out of your way to send me such a wonderful client. Here's a little thank you gift."

It can be worthwhile to pay 10%-20% of your email copywriting fee to anyone who sends you referrals but you do have to be careful about how you do this.

## **10. Ask for testimonials.**

Make giving you a testimonial a condition of doing business with you if you do a good job.

You want a list of clients your prospects can call or email if they want confirmation that you really can deliver the goods as an email copywriter.

Also, a long list of written, audio and/or video testimonials from happy clients can be a powerful selling aid on your website and samples page.

## Now About pricing,

Don't get greedy to ask way more than you can deliver on. Since you're just starting out, (and this is me assuming you are in Nigeria and your clients are based in Nigeria. If your clients are based outside the country, you should charge more. \$50 per email isn't a bad start) charging N1000 for an email may be a good start. (I charge more now).

You could choose to email:

- Per email
- Per month
- Per email campaign.

If you charge per email, then you'll get paid for every email you write. If you charge per 12-day email campaign, that means you'll write an email campaign for the business, then get paid.

Far preferable, and advisable, is that you charge per month, then obtain a 70% fee upfront. That means if you write 30-days email at N1000, your month's fee will be N30,000. Trust me, that's a fair start. You could up that advantage by charging a total N40,000 per month upfront (if you are in Nigeria). What's best is to ensure you're being paid what you're worth.

That means your next business is to improve your email writing skill, finesse your negotiating & client-getting skill, and seek to charge far more after working two months.

Truthfully, your first pay as newbie email copywriter will often be measly. You'll have to swallow your pride and run with it. By taking such measly jobs, you'll gain experience in the business and understand what's right or wrong in it.

Legendary Email Copywriter, Ben Settle, said the same about just starting out in the business, *"You have no power. You have nothing. You're just trying to learn. You're just trying to humble yourself. Someone wants to pay you \$20 to write an email copy, take the \$20 and write the email copy because it's all about you making yourself better at that point and getting the kinks out of the system and getting some testimonials and a portfolio and all that."* [Emphasis mine]

Here's an example email you can replicate if you're looking to practice this now. I include the website owner's name to give it a personal feel. 99% of the time, your emails get opened when you include your prospect's name in the subject line:

***TITLE: "Kemi, Do You Hire Email Copywriters?"***

*Hi, Kemi,*

*My name is Busayo Lawrence. I am an email copywriter and owner of  
www.yourwebsitename.com.*

*I was wondering if you hire email copywriters for your business. I'll be glad to offer  
my service to you.*

*Basically, an Email Copywriter writes sales emails that build trust and credibility  
for business brands, and ultimately sell their products/service to their email list.*

*You can sell your products/service almost every day to your targeted audience with  
email copywriting.*

*I use the "infotaining" emailing strategy to write valuable emails your readers not  
only look forward to always but are compelled to buy from.*

*This strategy has helped my clients to increase their business sales seriously.*

*I could forward samples of my works to you on request.*

*If you do need my help to write emails that make you more sales, reply to this  
email and I'll get back to you asap.*

*Thanks.*

***Busayo Lawrence***

*Email Copywriter*

Here's a testimony, for every 5 emails I send (including their names in the subject line), I usually get 50% response rate.

Here's another option (but it should be the last on your plate):

If you'd like to prove to your prospect that you're worth the salt, volunteer to write 7 emails for them for free, to convince them to choose your service. I should say though that I never

did this when I was starting out. I hit success right off the bat through word-of-mouth marketing.

That said, let's proceed.

# Rules For Executing Clients' Jobs

It feels smart (not to mention "safe") to prep you on how to handle your email copywriting jobs as they come.

The interesting thing is you'll feel excited once you get your first email copywriting job (especially if it pays well). That is indeed a good feeling.

But the next sane thing to ask is: *how do I go about executing this?*

First, when executing your clients' jobs: don't fret. Never.

Don't worry about how you'll get it done. Don't worry if you'll fail or not. You'll feel this way since you're new to the business. It's normal. But once you've executed one or two projects, the jitters go away.

Onward.

Second, it's time to employ your creative energy. You don't have to dive right into writing those emails for a start. That's foolish. Your first step is to ask all the questions you'll need to get you started to work.

Now that you have the email copywriting job, your next step is to research.

This is exactly where all your sales emails will come from.

And in doing your research, here are two things to keep in mind:

1. Know your client's product inside out.
2. Know the market.

I can't emphasize those two points enough, but I would, to save you the high blood pressure that could result later if you miss them.

Every single email you'll ever write for your client's products or service will be written through answering those two points.

## 1. Know Your Client's Product

What is your client selling? Ebooks, books, supplements, services, etc. Know and understand it.

Why is that? It's logical: You can't sell what you don't know. Hence the reason you must understand what your client's product does and how it functions. Here are points to guide you:

- Ask the name of the product/service.
- Ask who they are for.
- Ask how it is produced or executed. If possible, go and observe the production process. The more information you have about the product, the better.
- Ask to SEE the product (you MUST see it because you can't describe what you don't know).
- Ask to touch or even use it. (You can effectively describe and convince your prospects to buy what you've used).
- Ask for results. Get testimonials. If the product is truly good, as your clients claim, get their customers' testimonials, you'll need them in your emails).

Document all your answers. Usually, I don't write down all the information I glean from researching my clients' products. I read up on all I can on the products, internalise them, and write my emails.

A note of warning. Your action isn't to write every single information you learn about this product in your emails. No. Your action is to convert all the "features" of this product into "benefits" --- how it solves your readers' problems.

For example, if you sell a men's health product for sexual dysfunction, the product's feature could be:

*It contains Multi-maca.*

The benefit: *"The product contains Multi-maca enhances your testosterone and increases your sexual stamina, making you last longer in bed".*

Your readers want to know what your product will do for them. Not what the product contains.

As a practice, before writing any emails for your client, ask "what's in it for the readers".

Get a notepad and draw a table. On a side, write "features", on the other side, write "benefits". Features are facts about the product. Benefits are what the product will do for your customers.

In the "features", itemise all you know about your client's product. In the "benefits" column, convert each feature into a benefit for your readers.

Here's a Gary Halbert Features/Benefits examples for a car:

S/N	Features	Benefits
1.	<u>The car snazzy red convertible?</u>	Perhaps that translates to the "benefit" of the owner getting a lot of attention from young ladies or other folks he'd like to impress
2.	<u>It's sedate sedan?</u>	Perhaps that translates to the "benefit" of giving the buyer a dignified, no-nonsense impression. Very useful when trying to impress out-of-town clients with your trustworthiness and respectability.
3.	Car gets 40 miles per gallon?	saves <u>money</u> gets very cheap transportation.
4.	Car has been coated with an effective rust-guard treatment?	car will last longer and be worth more money at trade-in time
5.	Car is painted a bright, vivid orange?	<u>safety</u> easiest color to see very unlikely anyone will crash into owner because they didn't see his car.
6.	Car has 6,000 horsepower?	<u>safety</u> will accelerate like crazy and let you get out of tight, dangerous situations.

And so on.

It is safe to have at least 20 features/benefits of your client's product handy before you start to write your emails. This way, you can plug in different benefits as you write your emails daily or weekly.

The more you answer the lingering questions in your readers' heart, the more your emails can make more sales for your clients.

And that's what you want to always look out for: success for your clients, which becomes success for you.

## **2. Know Your Market**

Here's a point both internet marketing and email marketing experts, Michael Senoff and Ben Settle agree upon:

When a potential client comes to you, your first reaction is to look at the potential market.

That is the biggest thing. You ask, *"What am I going to say to sell this thing? Are they going to care about this? Are they going to care it exists? Does anyone even want it or need it?"* If not, or if it's just a small group of people, then you've got to take it back to the drawing board and find someone who needs it. You already have the product. You just have to find the right market for it.

The right email combined with a perfect understanding of your client's products, but sent to the wrong market, will not make you a dime.

That means if you're selling diapers to menopausal women, you will almost not sell a thing.

If you're selling expensive doughnuts to people who are already filled, you won't sell na-da.

As legendary copywriter Gary Halbert puts it:

*"You have to find a starving crowd and feed them your product."* That's the only advantage you'll have to succeeding with your email campaign.

That means: know your market.

Your target market is the exact people who need your emails and your products.

If you're selling fertility supplements for your client, for example, your client's email list should contain infertile couples looking for solution.

If you're selling a book on writing, your email list must comprise people who are already interested in writing.

Before I accept any clients' Jobs, here are questions I consider:

1. Is this product awesome enough? Good enough and valuable enough? On scale of 10 to 100%, how valuable is the product? Does it have enough testimonials to prove its efficacy?

2. Does this product have the right market? Does my client have the right email list?

How to verify if the email list is right:

- Ask your client for testimonials from selling the product to the list in the past. Or,
- Ask for email responses to client's past emails to the list. Such email replies will confirm if it's the right audience.
- Ask your client's list building channels. If the list was built through Facebook Ad, investigate the target audience used in the Page promotion info.

3. Does this product have strong offers and features I know so well? What are the offers? What are the features? What are this product's strong points and weaknesses?

4. Having answered all these questions in the affirmative, what strategies will I employ to sell this product and get at least 50% improvement in sales for my client? Write out at least 4 strategies you will use to sell this product via email. Here's an idea:

- Telephone past customers and record the calls. Use such call recordings as audio testimonials in your emails. *See example in the appendix.*
- Convert such audio testimonials into transcripts. Publish those transcripts in emails. *See example in the appendix.*
- Occasionally, write *FAQ*s emails about your client's products. In such emails, you'll write likely questions readers may have about the product and answer them. *See example in the appendix.*

Answering these questions will help you write emails that are not only excellent, but also get you the result you want: more sales for your client.

## **How Do You Understand Your Market?**

**1. Forums.** Forums are places where people discuss issues on various topics. If you need to write emails for a fertility list, for example, Google search "infertility forums" and you'll see a couple of forums on that same topic.

What you'll want to do is read the various discussions in these forums. Doing this will help you with the following:

- You'll know how your readers describe their problems, giving you the exact words you will use in your emails.
- Email ideas you can write about.
- Exactly how you should describe your readers' pains and problems.
- Subject line ideas.
- Email closing ideas.

When you're stuck about what to write, go back to forums and read your market's comments.

**2. Amazon Review:** Visit Amazon.com and type in the topic you're researching. For example, if you type in "email copywriting", you'll find list of books in that genre. To go from here, you could read the description of the book, read the preview chapter, and read the reviews. Most reviews actually discuss the topic in detail, showing you exactly how your readers (in the email copywriting niche) describe their problem. This is another perfect way to get inside your readers' head.

**3. Read Websites/Blogs:** Other ways to get inside your readers' head is to read websites or blogs relevant to the topic. When I wrote emails for a Network Marketing client, I had to study blogs on network marketing (and forums too) to understand the business.

**4. One-on-one:** Sometimes, you'll have to approach your prospects physically or through phone call. This works faster and better. You could conduct an interview via phone and record the call. If your clients provide phone numbers of their past customers, call those customers and ask to interview them on phone. Record the calls and listen again, to understand how they describe their product, their problems, and what they love about the product. You'll use all these details in your emails. More so, you can convert testimonial recordings into audio clips you can attach to your emails for proof. I did this with two clients and it improved their conversion. The more proofs you have, the better your chances of writing emails that convert.

**5. Facebook Groups:** Groups on Facebook work just like online forums. Get on Facebook, type in your topic and research to know what your readers are discussing. Some groups are public, so you can read comments by group members. You can also submit your own comments and questions, related to the topic. Oftentimes, group members provide helpful answers to questions posted by newbies. So, don't be afraid to ask any relevant questions in that Facebook group.

**6. Review sites:** Some websites are dedicated to providing reviews for products. Google search "review sites" and you could have a good start to researching what your targeted customers are saying about your email topic.

**7. Comment Sections:** Comment sections of websites also provide useful information about pains, problems, and challenges your target market face.

**8. Surveying them:** Occasionally, I write emails to readers asking what their problems are. You could simply ask them this one question: "*what frustrates you most about \_\_\_\_\_*" For example, "what frustrates you most about your infertility?". You'll be surprised the number of responses you'll get. I've tried this over and over... especially when I'm stuck on what emails to write next. You'll never need to worry what emails to write if you can get inside your readers' heads. Like late legendary copywriter, Eugene Schwartz said, just learn to shut up, listen, and write (paraphrase mine).

### **In conclusion,**

See, the truth here is all your emails --- starting from your subject line to your call-to-actions -- are already written for you... if you'll learn to eavesdrop on your readers.

All you'll need to do is find where your market is, "listen" to them, and tailor your emails to suit what they're saying or doing. The more you listen, the better compelling emails you'll write.

## **Six No-Brainer Points To Note About Your Email Copywriting Service Business**

- 1.** Your client's primary concern is to make sales. So, EVERYTHING you do must be geared towards achieving that goal; no matter what. Whatever creativity you employ in writing your emails must achieve this one goal. The more sales you get for your clients, the more credible you become...and the more you grow in the business and can charge more.
- 2.** Your customers are the most important key to getting more sales. Knowing their problems and pains, and how they describe them, is important to increasing your sales (or destroying it). Know what keeps them up at night and you'll know how to "help" them open their wallets to you every time.
- 3.** Understand your product completely. Know the features and how they translate to benefit.
- 4.** Most importantly, about your products, be 100% certain it would help your customers to solve their problems. If it would not solve their problems 100%, state it. Highlight the errors in the products and figure how it can translate to customers' benefits. If the product design sucks, tell your readers it sucks and joke about it. Your readers will love and trust you for this. Plus, it is ethical and also increases your motivation to write effectively for the product.
- S.** You must treat your readers like dummies. Give as much detail about the product as possible. Describe every detail clearly and in very simple English. Avoid big words at all cost. Tell them exactly what you want them to do and what result they would get when they do it. Lay things out for them step by step and make it very easy for them to buy or opt in or click a link...or do whatever you want them to do.
- 6.** Some Email list subscribers will hate you. And they'll send you horrible replies. If haters don't come, it means your message isn't hitting them hard or you're catering to the wrong audience, or your product/email sucks. However, you must learn to use their hateful replies against them. When they claim your research is wrong, punch a whole in their own research and give them five better more. *See the appendix for an example of such email and how I used it to further promote my client's product.*

# Appendix A

*Email Copywriting Materials You Can Use To Improve Your Skill...Sooner!*

**These are websites and materials I read often to improve my Email Copywriting Business. Read, study, and practice the lessons they teach. I promise you will supercharge your email copywriting skill faster.**

## **1. The Gary Halbert Letter:**

You may not have heard of it. But it's the ultimate website that teaches copywriting and direct response marketing; both of which you'll need to sensationally improve your email copywriting business.

Read all of Gary's works, at least one per day. Most of his lessons are geared towards copywriting and direct response marketing, but you can adapt them into email copywriting as well.

By the way, Gary's writing skill is a killer. Study his writings to learn how to write infotaining emails.

Find Gary here: [www.thegaryhalbertletter.com](http://www.thegaryhalbertletter.com)

## **2. Ben Settle:**

Again, this is, far as I'm concerned, the ultimate website on Email Copywriting.

You'll find tons of tips and hacks on writing emails.

Everything I learned on email copywriting I learned from Ben Settle; so I couldn't possibly take credit for most of the lessons I shared in this report.

Subscribe to Ben Settle's daily emails and receive his blockbusting, unconventional infos on the emailing business.

Do yourself a favour by reading his daily emails, bookmarking them...and practicing what he teaches.

You'll need every bit of these wicked nuggets.

Find Ben here: [www.bensettle.com](http://www.bensettle.com)

### **3. HardToFindSeminars:**

Michael Senoff is the owner of the world's most powerful audio interview website.

Besides that, Michael publishes weekly emails you can't afford to miss.

Why?

His emails are laced with lessons on business, copywriting, storytelling, sales persuasion...all useful for kick-bottom email copywriting.

Subscribe to Michael's newsletter to receive his weekly emails. I can promise you this: each of Michael's emails will blow your email mind away.

Find Michael here: [www.hardtofindseminar.com](http://www.hardtofindseminar.com)

### **4. Marketing Bullets:**

Published by legendary copywriter, Gary Bencivenga, Marketing Bullets are topnotch tips on Copywriting.

Again, you can study each of Gary's tips, then adapt them to email copywriting.

Visit Gary's archives here: [www.marketingbullets.com/archive](http://www.marketingbullets.com/archive)

### **5. Gary Halbert's Free Report, "*Make Maximum Amount of Money In Minimum of Time*".**

This eBook is free (I suppose). It's another pant-kicking mastermind by late Gary Halbert.

Each article in this masterpiece will not only teach you the trick of the email copywriting trade, you will also further your study of Great Gary's exceptional writing style.

Let me say this: Just by the way he writes, Gary has a cruel way of making even the cockiest tyrant cry.

Find this report on Google by "Googling".

OK. That's all. Go devour these materials.

**But let me help you.**

Read an article on The Gary Halbert Letter daily.

Read Ben Settle's emails daily.

Read Michael Senoff's emails soon as they land in your inbox.

Read Gary Bencivenga's Marketing Bullets at least twice a week.

Read a chapter of Gary Halbert's report once a week.

Do all these every week (all less than 3 hours daily) and you will 10x your email copywriting skill faster than you can imagine. I did all these....and still do them...and they've continued to work like magic.

Good luck working those magic into your emailing business.

# Appendix B

Attention: These email examples are not provided to be copied word for word. You can study them, observe how they are written, and practice writing the same...or even something better. Use these emails word for word and you'll sabotage your chances to ever be successful in email copywriting, I promise you.

## I. Email Example with Audio Testimonial:

### **TITLE: Signs You Are Ovulating**

Hello, Reader,

Last time, I mentioned a couple details on ovulation problems. I wrote that it's a condition that happens where a woman's ovaries do not release eggs each month.

That's a great cause of infertility.

The next question now is: **are you ovulating?**

It is important that you identify the signs and symptoms that indicate ovulation.

Why is that?

Because getting pregnant is seriously connected to ovulation. As a result, you must necessarily familiarise yourself with ovulation and how it works.

Also, you'll need to learn about ovulation, its symptoms, and how you can track it so you can get pregnant faster and easier.

What are the basic signs of ovulation? Simple.

They are:

- \*Light spotting
- \*Slight cramping or pain on one side of the pelvis
- \*Breast tenderness
- \*Abdominal bloating

- \*Increased sex drive
- \*Heightened sense of smell, taste or vision

These are basically secondary symptoms of ovulation. That means, and they may not happen constantly like these for many women.

Please note that ovulation symptoms vary from woman to woman with some women experiencing no symptoms at all.

Additionally, the time of ovulation differs for every woman.

If you are trying to get pregnant and looking for safe, easy, and no-side-effect way of sorting out any reproductive health issues, you should check out The Fertility Boost kit today.

It's a raving product used by over hundred women so far. And most have returned with countless testimonies and bundles of joy (babies) in their arms.

Here's an audio testimonial (which you likely have listened to before) by one of those new mothers: **Audio testimonial**

Get The Fertility Boost kit for just N65,500 today.

## **2. Email with Audio Interview transcript**

**TITLE: [AUDIO] How To Build A Successful Biz In A Short Time**

Recently, an expert email copywriter and a very good friend of mine, *Busayo Lawrence*, interviewed a couple of successful internet network marketers; most of whom are my team mates.

The title of the interview is "**The Forever Business Owner Top Earning Marketers.**"

In this series of interview about The Forever Living Internet Network Marketing Business, Busayo drilled us all about how we have been able to

make great success --- as much as N500,000 monthly--- just doing this business from home.

This interview series (comprising 4 powerful interview sessions of some of our team's top earners) is available for free in Audio (and PDF transcripts) for only private members who opt to join our "[Tearn 100 People](#)" before the end of this year.

This is just an excerpt of the first interview between Busayo and AyoJoseph. [Click here to download the audio interview for free.](#) Or read the excerpt transcript below.

To join the "Learn 100 People" today and set up your own Internet Network Business, [click here to get the eBook that shows you how.](#) Spend a minimum 3 hours daily running this business and I can guarantee you N150,000 per month by your second month (I will refund your eBook money and even add N40,000 free to it if you don't achieve this goal in 90 days).

Read the interview excerpt below (or [download the audio here.](#))

**Busayo:** What's your name and where are you based in Nigeria?

**Ayojoseph:** I was born and brought up in Lagos state, Nigeria. But presently, I am based in Ado-Ekiti, Nigeria.

**Busayo:** How long have you been in Ekiti state?

**Ayojoseph:** 2009. That was the year I gained admission into the University of Ado-Ekiti (now Ekiti State University). I studied Public Administration.

**Busayo:** What business were you into before you became a Forever Business Owner?

**Ayojoseph:** I was into a couple of businesses before I stumbled upon the Forever Living Network Marketing Business. In 2010, I attended a seminar in Ado-Ekiti. The seminar introduced me to the Network Marketing industry.

**Busayo:** But not Forever Business?

**Ayojoseph:** No, not Forever.

**Busayo:** Oh, okay.

**Ayojoseph:** Yes. As a matter of fact even before I started doing my network marketing business with Forever, I had actually done two different network marketing businesses with different companies.

**Busayo:** oh, okay.

**Ayojoseph:** I won't mention their names. I've been in this industry for a while. I know my way around it. I usually tell people though the network marketing industry is awesome, each company has their own peculiarities.

**Busayo:** Now you discovered that the Forever Business compensation plan is far different, right?

**Ayojoseph:** Wow, I would say it is much more better than other network marketing businesses I joined. Because as a Forever Business owner, as an FBO, you can earn from various sources comfortably from the comfort of your bedroom especially using the kind of system I and my team members are using. The kind of businesses we do, a lot of our customers, when I tell them I'm currently based in Ado-Ekiti, they don't usually believe me.

**Busayo:** [laughter]

**Ayojoseph:** The way we do our business a lot of people think definitely they are from Lagos or Abuja ....

**Busayo:** ..... Yeah, or from Abuja. And when you tell them you are from Nigeria, they reply that's the back end of Nigeria and you guys make this much. That is very interesting.

**Ayojoseph:** That is what the internet can do for you.

**Busayo:** Exactly.

**Ayojoseph:** You can do your business from anywhere you are.

**Busayo:** That's good. So do you do this full time or do you have a part-time business? Do you do FBO full time. Hello? I said do you do this full-time or part-time?

**Ayojoseph:** Okay. Presently, this is what I do full-time.

**Busayo:** Wow.Okay.

**Ayojoseph:** I graduated from school just last year. 2015. I've been in this business before I graduated. Ever since I've been in this business, I see no reason, I see no cause to write any application letter to get a job. So this is what I have been doing full-time.

**Busayo:** Okay. So how has the internet helped you to combine you know, how has the internet helped you to achieve the good success that you've achieved with this, erm, business.

**Ayojoseph:** Wow, that's the big thing. [laughter]

**Busayo:** [laughter]

**Ayojoseph:** Like seriously.

**Busayo:** [laughter] But the interesting thing is of course the first network marketing business I joined then we were told to sell products door to door. It was a very difficult thing for me. I was a very shy person. So whenever I hear about network marketing, I don't even think about joining them. So to imagine that you guys are making a lot just doing this business online, I want to know how you guys do this. How have you been able to achieve the great success?

*To be continued ...*

To join the "Team 100 People" today and set up your own Internet Network Business, [click here to get the eBook that shows you how](#). Spend a minimum 3 hours daily running this business and I can guarantee you N150,000 per month by your second month (I will refund your eBook money and even add N40,000 free to it if you don't achieve this goal in 90 days).

[Download this interview audio here.](#)

### 3. Email Example with FAQ

#### **TITLE: Your Questions About Fibrofit Answered**

Dear, Reader,

A few answers for the frequently asked questions about Fibrofit (only for the uninitiated):

**Is Fibrofit a Drug or Herbs?** It's none of the above. Fibrofit is a 100% natural supplement, made from aloe Vera and backed by advanced nanotechnology.

**Does it have any side effect?** No chemical went into the production of this product. All natural products RARELY produce negative effects. So there's no notable side effects for this product.

**Why is Fibrofit expensive?** The product isn't a 'product' in itself. It's a kit containing 6-7 product components designed to eliminate fibroid.

**How do I purchase Fibrofit?** Send your name, phone number, address, and delivery date to 0806\*\*\*\*\*

**How do I pay for the product?** You can either pay directly to us by requesting our bank details or you can pay cash when the product has been delivered to you ANYWHERE you are in Nigeria.

**Will Fibrofit be delivered to my doorstep when I place an order?** Yes, it would, within 48 - 72 hours (depending on where you are in Nigeria).

**Will I have to use Fibrofit forever?** No, you won't. Once your Fibroid is shrunk and gone, you can rest assured you're permanently free...only as long as you maintain oestrogen-free lifestyle.

**Can a pregnant women use Fibrofit?** No, you can't. Not unless your pregnancy is in its early stages. If yours is late, please do not take any agent's advice to use Fibrofit then. Wait till you put to them.

**Can Fibrofit shrink hard, melon-size fibroids?** Yes, it can. Only if you purchase TWO kits of the full pack. You will use these for a period of 90 days. May be long but compare this to your permanent recovery.

**Can I pay twice to get Fibrofit?** No, you can't pay twice. You'll pay the entire charge once your product is delivered to you.

**Can I get a refund?** Only if the product is unbroken and uncompromised. Additionally, this is left to the management's discretion and the situation surrounding request for return and refund.

Get a painless relief from fibroid by using Fibrofit.

Send your **name, phone number, address, and delivery date to 080\*\*\*\*\***

Costs N62,S00 for full pack and N37,S00 for half pack.

Order today to enjoy long-lasting, permanent relief from fibroid.

Call, text, or WhatsApp: 080\*\*\*\*\*

*To your health and wellness*

**Michael Apata**

Health Educator & Researcher

080\*\*\*\*\*

#### 4. Email Example: How To Reply Hate Emails

##### **TITLE: A Sober Message For Non-Fibroid Carriers**

Good morning,

In the last few days, I've received several emails like the one below.

**"Hello Mr.Apata,**

***I Have Told You Don't Send This Message Again.***

***If You Did Not Desist From Sending This Your Stupid Message,Then Expect The Wrath Of God.***

***Send It To Your Family Member And Not To My Home Again.***

***A word Is Enough For The Wise.***

***Regards." --- Mrs. Smart (not her real name)***

It's time to address the issue:

First of, as I have replied her, "a CURSE without a CAUSE will never alight." That's in her Bible (if she even reads it).

Now, there are list brokers out there who sell email addresses in bulk to big businesses.

If you curse these businesses, they'll probably be cursed; because they got your email addresses without permission.

But not us.

Without mincing words, **everyone on my email list gladly and wholeheartedly (without force) handed out her email address to us.**

How?

We placed advert on Facebook.

We advertised on Linda's blog.

You clicked through to our website and subscribed.

That's definitely not forcefully removing your email from your purse, right?

So onto it.

Mrs. Smart who cursed like a storm definitely missed the mark.

You don't go cursing MTN for sending you text messages.

You already subscribed to their network.

And disobedience can only be judged when YOUR own obedience is complete (it's in her Bible as well. I hope she saw that).

>>>

Now 70% to 80% of women are plagued by fibroids.

It is not my interest to start now to use this information to my own profit.

In business, you identify a problem and you proffer a solution.

If we have the solution to this benign but dangerous tumour, should we close our mouth about it...

...Like most scared Nigerians do?

The women who have called in to share their testimonies and to bless us for offering such useful means...

...should we have allowed them groan with fibroid to their graves?

See, even if you don't have fibroids, there are women out there who wished they didn't.

And the best you can do is to at least pray for them.

And not curse a person who is attempting to solve the problem. (Since you're not solving it anyway).

Nigerians need prayer. Not curses.

These fibroid-carrying women need prayer. Not your curse.

And if you don't understand the pain they're going through, don't bother visiting a hospital. You probably do not care that much.

>>>>

**To stop receiving emails from us, scroll to the bottom of this email.**

**Click on "unsubscribe" and you will stop receiving emails from us.**

<<<<

Now, if surgery was a PERFECT way to get rid of fibroids, most women would not complain about its regrowth few years later.

FIBROFIT has worked for many women.

It is a noninvasive alternative for shrinking fibroid painlessly and permanently.

It is a kit that contains 6 to 7 different products. All made from 100% natural ingredients.

To order either the full pack (N62,S00) or the mini pack (N37,S00 ), Send your name, phone number, address, and delivery date to 080\*\*\*\* to get it today.

Payment on delivery available.

Call, text, or WhatsApp: 080\*\*\*\*\*

*To your health and wellness*

**Michael Apata**

Health Educator & Researcher

080\*\*\*\*\*

**5. Write Emails From Your Favourite Movies:**

**TITLE: Your Choice Is Killing You...**

I'm presently watching an episodic movie. It's titled "How To Get Away With Murder".

It's about this defense lawyer who teaches part-time in a law school.

Every year, she chooses four brilliant law students to join her firm. Those students learn her trade and soon become like their "boss".

This woman --- let's call her Trisha --- acts tough in the lecture room and in the courtroom.

She is revered for being a no-nonsense, never-losing-a-case kind of woman.

But underneath that public show of toughness is a weak woman.

She cries about her cheating husband.

She worries about her inability to get pregnant.

She frets about losing her man lover who really wants to leave her.

She has dreams. And like any sane person, she works really HARD to achieve them.

Some she achieves and some she doesn't.

To her, she hasn't achieved the most important ones (like having children) though the public thinks she's successful, career-wise.

You see, this story illustrates a relevant point.

You have a dream, too.

To have your own house, your own car, build your own business, spend more time with your family,

Etc.

I mean, who doesn't dream of that?

But if you fold your hands and do nothing about that dream, nothing is going to happen.

You would wish you were as rich as Mr. so-and-so.

You would wish you had not married too early or too late.

You would wish you could be young again so you can correct all the mistakes you ever made.

Mistakes like throwing away opportunities. Or not working hard when you should be. Or not investing in a business you could have.

Now let's talk about opportunities.

Opportunities may not always come twice. But they come in different forms and sizes.

If you do not open your heart to them, you watch them pass you by again and again.

Until you're too old to do anything great with your life.

Don't let that happen to you.

I'll be traveling to Greece this month with my teammates for an event.

This year April, we travelled to Sandton Johannesburg, in South Africa.

All the expenses --- including hotel and feeding --- were paid for by the network marketing company we work with.

Most of us started this business less than two years ago.

But now, we make so much money every month, without EVER leaving our house.

This is the EXACT business I am introducing to you: **Internet Network Marketing.**

Instead of hawking products and knocking on doors to sell products, you will use the internet to sell.

And, you will only have to spend at least 4 hours per day, for a start.

**Click here to get the eBook that will show you everything you need to know about the business.**

Even if you don't know how to use the internet, or you're scared you may need to quit your job to make this work, I'll personally show you how to do this without stressing yourself one bit.

Why am I doing this, you ask?

Simple. My team and I are recruiting 100 people before the end of this year.

We will teach these 100 people how to do the business and how to start immediately to make money off it.

Once we hit "100 people", we won't be taking any more people. Not ever.

So it is your chance to change your financial story, before the year ends.

**Click here to get the eBook that shows you everything you need to know about how to set up this business.**

If this business doesn't work for you under 90 days, I have promised to return your eBook money.

Also, I will give you N40,000 in addition, for 'wasting 90 days of your time.

I will do this, because I believe strongly in this business.

The question is: *do you believe in yourself enough to take this opportunity?*

**Click here to get the eBook that shows you everything you need to know about how to set up this business.**

Whether it is scam or not, you should at least try it first.

Your choice.

**AyoJoseph**  
Internet Network Marketer  
+23470\*\*\*\*\*

#### **6. Email Example, Using Analogy:**

**TITLE: This Kind of Dad...**

Hi, Friend,

Let me tell you a story about two dads.

"DAD A" and "DAD B"

"DAD A" is a great businessman with a good hustling spirit. He works with a multinational corporation and holds a high office there..

He leaves the house as early as 4:30am and returns home, usually, 11:30pm every week day...when he's not on business trips.

"DAD A" is always on business trips. He rarely takes breakfast at home because he always has to attend early board meetings and serious business needs.

He kisses his kids once in two weeks. Mostly when he has just returned from a trip.

And, although he had always wished to, he had never had the time to tuck his kids to bed or read them bedtime stories.

Yes, "DAD A" makes a lot of money, owns fleets of cars, and has a loving but tired wife who sees him few times a month.

"DAD B" isn't much of a business man however. In fact, he wakes up by 6am to assist his wife in dressing up the kids for school.

By 7am, "DAD B" drives the kids to school while he drops "MUMMY B" off at work.

By 8:30am, "DAD B" hits the shower, cleans up and sits to take his breakfast.

9am, "DAD B" walks to his work desk right in his second room, opens his laptop and confirms some online requests for his products.

He works for five hours max and by 1pm, "DAD B" takes 30 minutes nap.

2pm, "DAD B" goes to pick his kids at school. He puts them through their home work and watches few minutes of cartoon with them...until 4pm.

4:05pm, "DAD B" goes back again to work for two more hours, taking calls and monitoring huge influx of customers' requests for his products.

He has found ways to make so much money without leaving his home.

"DAD B" spends quality time with his family, sees his children smile often, has a wife who loves him deeply and isn't tired of him.

"DAD A" works too hard, is always out of the house, and hardly has time for his family. He makes so much money but...

His kids hardly know him.

Since he's never available anyway.

Tell me, what kind of dad will you be?

"DAD A" or "DAD B"?

If you want to create a business that makes you so much money and still you give you so much freedom, this is exactly what I'm offering you.

Click here to find out more. <http://mlmsimplified.com.ng/ebooksales.html>

The Internet Network Marketing business I'm introducing to you will never make you leave your house, if you don't want to.

And, you don't have to quit your job, if you don't want to.

You can run it on a side, spending just 2 hours a day, for a start.

As soon as you start to make enough income, in less than two months, you can decide if you want to quit your job or continue with it.

Because, I can assure you, you can make enough income with THIS Internet Network Marketing business in a short time.

I did. And so many people did, too.

Will you keep thinking this is a scam? Or will you at least take a step NOW to change your life, like most people have?

The choice is yours.

Click here to get the eBook that shows you how.

We won't ask you to pay a dime.

We won't ask for your ATM card details.

In fact, I and my team will even mentor you privately on how to set up this business IMMEDIATELY.

And if you don't have knowledge of the internet? No worries. We will put you through.

This is 100% legal, simple, and easy.

Save yourself from undue hardship and change your financial story starting today.

You can if you think you can.

Click here to get the eBook that shows you how.  
<http://mlmsimplified.com.ng/ebooksales.html>

**AyoJoseph**

Internet Network Marketer

+23470\*\*\*\*\*

**TITLE: This Is Proof You Can Be Rich**

The other day, I interviewed a millionaire internet network marketer who is barely in his early 30s.

Let's call him Mr. Ramon Abiodun.

Ramon told the story of how he discovered the Internet Network Marketing business.

He was a university graduate who had been looking for a job for 3 years.

He hoped and prayed that he would, at least, get a government job that paid N70,000 every month.

One day, someone from his fellowship approached him with the Internet Network Marketing business idea.

Ramon rejected it, saying it was one of those fraudulent ways of making money.

The person pleaded with Ramon to at least promote his weight loss product on his small blog.

Reluctant, Ramon promoted the weight loss product to his small blog audience. By the end of that week, he sold more than 10 copies of the product.

He was so blown away by the result that he quickly joined the business.

In his second month in the business, Ramon made over NIS0,000. Soon, he began to recruit and train more people to do the same business.

In his words, he said, *"I had wished, for 3 solid years, to get a government job that paid N70,000. Within 2 months, I had made double that amount just doing business from home. I wish I could everyone in the world to join THIS but not everyone would believe."* [Emphasis mine]

Today, only after 2 years and few months of joining the business, Ramon Abiodun makes nothing less than a million naira every month.

If you want proof, click here to read the testimonial. <http://mlmsimplified.com.ng/testimonial.html>

Ramon mentioned that this business isn't for everyone. And like we always say in our team, we don't want doubters to join the business.

We don't want lazy people on this team.

We don't want people who want an easy way to make money without putting their effort in it.

No, we don't want them.

We want believers. People who are willing to do all it takes --- ethically and legally --- to change their financial status.

People who are willing to burn midnight candles and look for better ways to positively affect other people.

If you're one of them, then click here to get the eBook that shows you EXACTLY how. <http://mlmsimplified.com.ng/ebooksales.html>

We only have seats for 100 people. As soon as that number is reached, we will close the door to this opportunity... FOREVER.

Now it's your choice.

**AyoJoseph**  
Internet Network Marketer  
+23470\*\*\*\*\*

## 7. Email Examples, To Sell Your Email Copywriting Service:

### **TITLE: How To Make Money Doing Almost Nothing ...**

I don't know about you, but the last time I shot for a job was 10 years ago.

I had just graduated from high school.

Since my graduation from the university, I've only taught freelance in a school.

Besides that, I haven't hunted jobs like most grads.

Why?

Beside the crazy deal that there's almost no good paying job out there...for a proud lot like me...

I hate to kiss bosses' boot.

I love my freedom. To make my own call. And spend more time doing what I love: writing.

Perhaps you do to.

You want to make more money doing a small business on a side.

You want a business that gives you all the freedom you want and still make so much money overtime.

The email copywriting business is the way to go.

If you have a product or service that isn't selling squat, reply to this email and we'll discuss how I can use my wicked emailing technique to improve that product's sales for you.

Soon as we've achieved that result, you'll then believe ---with the obvious fact --- that you also can change your income using only email copywriting.

Reply back to this email and let's discuss how we can successfully sell more products for you...using my sensationally sales-exploding emailing service.

**Busayo Lawrence**  
Email Copywriter

**TITLE: Double Your Business Sales With This Strategy**

Dear, Friend,

Selling your products or services can be as tough as fighting for the front seats in a free movie hall.

But imagine you positioning your business such that you no longer go to your customers, they come to you.

A few things will start to take shape:

You'll start to make more sales.

Your customers will naturally market your business on your behalf, while you make money off their free advertising.

>>>

Listen to me, that could become YOUR reality ONLY if you know what your rivals do not know.

Like, using **Email Copywriting** to distinguish yourself.

And here's why it is highly effective if you want to really quintuple your business sales.

Because 85% of Nigerians read their emails more than they read websites or visit Facebook, smart businesses make most of their sales through emails.

Thus, sending daily e-mails to your customers/prospects about your products, while adding value to them in your emails, will guarantee a definite increase in your product sales.

So what's the trick?

**Arrive in your customers email inbox everyday and you're certain to increase your business sales by 60% in one month or less.**

This is how I have helped my clients to double their products sales.

Because it takes the right emails to convince your customers to buy, you'll need the service of a leading email copywriter to get into your customers' heart and into their pockets.

That could be tough work for you.

But it's not for me.

I write sales emails that help clients to double their incomes.

Find out how here: <http://starttiny.com/services-2/>

**Busayo Lawrence**

Email Copywriter

Starttiny.com

PS: You see, one thing I can assure you is this: *your competitors do not know about this strategy used easily to double business sales.*

If they knew, even today, they'll start to increase their sales and set their businesses apart from yours.

P.P.S: As much as 85% of the Nigerian population own a smartphone.

And somehow, most smartphones have email accounts automatically integrated into them.

And research has shown that you would check your emails 20 times a day than you would check a website in one day.

So marketing your business to customers through daily sales emails will guarantee credibility, trust, and more sales for your business.

Click here to double your sales.

**TITLE: How To Increase Your Business Sales In 4 Weeks (Or Less)**

If you own your own business or you manage a business on someone's behalf, you know the importance of constantly increasing your sales cannot be overemphasized.

Increasing or doubling your business sales to improve your business is as much important as sustaining life itself.

Because you're not in the business to count ceilings.

You're there to make money.

But if your business isn't making all the money you want.

If you have a product that people deserve to hear about but they aren't buying.

It altogether may not be your fault.

Your marketing also may not be entirely flawed.

But you may need to change tactics.

So, leveraging the boundless opportunities available online to double your product sales may be all that you need to start to increase your sales TODAY.

But if you follow common advise, you'll want to put your business on various social media channels.

That may likely NEVER get you the result you want. Because your marketing strategy is overly distracted and unfocused.

But if you used one, that is tested and trusted, you will surely get a massive return for your money.

Enters **Email Copywriting**.

With email copywriting, you can:

- \*Build an email list of customers/prospects.
- \*Bond with them through your emails.
- \*Sell to them to double your sales.

I must confess, in the few months I have worked with some clients using this strategy, they have experienced a 70% sales increase in their products.

What's more, it's a strategy that sets you apart from your rivals and build trust and credibility for your brand.

If you'd like to give it a try today, go here to start.

Additionally, as a professional **Email Copywriter**, I'm looking for businesses that would want to get more sales for their products or services, using this strategy.

If you know anyone who's in need of this service, please let me know- I'd love to introduce myself!

Or you can refer them here:

<http://starttiny.com/services-2/>

**Busayo Lawrence**  
Email Copywriter  
[www.starttiny.com](http://www.starttiny.com)

**TITLE: How To Double Your Business Sales (Even With A Flawed Marketing Strategy)**

Dear, Reader,

If you have a business that's not doing well in income or not doubling or tripling in sales, you may need to reconsider your marketing tactic.

Taken, if you own a website and your business is offline, you may think there's no other way to sell your products or build your clientele, but truthfully, there is a way.

You could start to use **sales emails** to double or triple your income.

If your customers are not responsive, it may NOT necessarily mean they don't want your product. Or that your product stinks to them. No.

Your sales approach may be flawed, needing a tactful and more appealing touch to it.

If you learn to bond with your customers, share valuable information with them that even goes beyond your product, you will be surprised at how they'll willingly open their wallets to you ...and even refer their friends.

You can't possibly do this with a simple word-of-mouth marketing strategy. How many customers would you reach that way?

But you can connect with them via DAILY sales emails. You reach their inbox EVERYDAY with valuable info and you lead them to buy your product.

It's that simple.. but difficult, if you're not an expert **sales email writer**.

Do it wrong and you'll have your customers running from you and going towards your competitors.

If you'd like to learn how to do it right, go here to get started:  
<http://starttiny.com/services-2/>

Till tomorrow,

**Busayo Lawrence**  
Email Copywriter  
<http://starttiny.com>

The End.

Have any questions, suggestions, or feedback? Send email to **[busayoyusuff@gmail.com](mailto:busayoyusuff@gmail.com)**.  
Thank you.