

Email Cliff Hanger Series for Copywriting Coaching Business

Email Cliffhanger #1

Subject Line: Why so many give up on copywriting

Preview Text: My friend, Jerry, almost gave up his dream of becoming a copywriter

Hey, *|FNAME|*, I have a story for you.

I have a friend named Jerry who wants to be a copywriter.

I got a call from him about six months ago, and he was very frustrated. Apparently, he read a blog post about how to learn the craft, so he bought a pile of books on the subject.

The books he bought are excellent, and penned by copywriting heavyweights.

He read Gary Halbert's Boron Letters three times, as well as David Ogilvy's book on advertising.

And these guys were the best - both Halbert and Ogilvy made massive amounts of money as copywriters, but there was a problem.

(As a matter of fact, it was a massive problem.)

Even though he was practicing his ass off, his progress was terrible. Jerry would start learning one aspect of copywriting and then jump to another.

He was jumping from one learning method to the next.

He tried:

- Writing out famous sales letters by hand
- Collecting a massive number of copywriting books and eBooks
- Analyzing and taking apart sales copy
- Listening to loads of copywriting podcasts
- Watching YouTube videos

Of course, these tactics ate up a lot of his time, and he became so discouraged he was about to give up on his dream of becoming a copywriter.

Having been a professional instructor for 20+ years, I knew why Jerry was about to give up.

As I mentioned earlier, there was a problem with the way Jerry was trying to learn copywriting.

In my next email, I'll tell you what was missing from his method.

(It is so simple it will blow your mind how obvious it is.)

So, I will send you the follow-up on this in 2 days.

Stay Hungry,

Elmo

P.S. Here are some incredible resources on copywriting while you are waiting for my email.

Click Here: [Elmo's Copywriting Resources](#)

Email Cliffhanger #2

Subject Line: Here's the solution I told you about..

Preview Text: In my last email, I told you I am going to show you why you were having a problem learning copywriting...

Hey *|FNAME|*,

In my last email, I made you a promise, so this message will deliver on that and tell you how to fix your problem.

If you remember, I told you about my buddy, Jerry, who was trying to learn the art of copywriting.

Man, he was getting frustrated.

Like many of you, Jerry bought books and courses, but he was still struggling.

Think about it - you have probably:

- Read piles of books
- Taken advice on forums
- Spent a lot of money on courses
- Practiced writing ideas from blog posts
- Written out sales letters by hand until your fingers cramped up

And still, you are not confident that what you have learned is working.

Since I am a teacher with 20+ years of experience, I will bet I know why your copy still reads like crap.

What you are doing is trying to learn randomly.

You've tried this...

You have tried that...

But that is not a way to learn.

So, what is the solution to this nagging problem?

You can sum up the reason with one word - **Pedagogical**.

To save you some time, here is the definition:

pedagogical \ped-uh-GAH-jih-kul\ adjective. : of, relating to, or befitting a teacher or education. Examples: New teachers will be evaluated on pedagogical skills such as lesson planning and classroom management.

To make it even more relevant, let me break it into a simple phrase:

*Pedagogy is the art or science of teaching and **educational methods**.*

(Zoom in on the “educational methods” part.)

Without an established procedure, your efforts will crash and burn, and you will continuously bang your head against the wall.

But guess what?

I have the perfect solution to your problem of learning how to write copy.

Next week, I will unpack a resource you can use to cut your learning time in half.

See you soon,

Elmo

Email Cliffhanger #3

Subject: You, a High Paid Copywriter?

Preview Text: You only need two or three things to learn copywriting, and here they are...

|FNAME|,

In my previous emails, I told you about a friend who wanted to be a copywriter.

Like many of you, he was frustrated trying to learn.

You have probably tried:

- Reading piles of books and eBooks
- Writing out sales letters by hand
- Taking cheap courses from companies like Udemy
- Going to forums and begging for help

I also told you why you are having a problem learning.

Your approach is not procedural - you must learn copywriting by following a proven method.

To make it clear, let me give you an example of what I mean.

By trade, I'm a professional trombonist and music instructor.

If I were to teach you weekly, and you practiced for 2+ hours, I could have you playing at a college level in four years.

At that stage, you could start making money at it.

You're skeptical, aren't you?

I have proof because I learned to play professionally in 5 years; I performed jazz all over Europe at 18 and had a blast.

How did I do it?

First of all, I had to have the drive and commitment.

Learning must have the desire - it is like fuel for your soul.

Second, I had teachers who were on fire to help me attain my goals and had A PROVEN SYSTEM OF BOOKS AND LESSONS.

Several of those books had actual checklists, and whenever I completed a lesson, my instructor would add a date and checkmark.

It was important because I could see the progress.

When you can see your growth, you'll want to do more. You will be on fire because you are no longer farting around with this method and that method.

You will become laser-focused on your copywriting goals.

And the best part?

Learning how to write copy is far easier than learning a musical instrument. (Actually, if you have a sixth-grade writing level, you can learn copywriting.)

Also, you can start making money within months instead of years.

Next week, I will tell you about a resource and a group of teachers who can help you learn quickly.

Until then, I want to share another key to what may be holding you back.

While waiting, here are some more resources you can read: [6 Dirt Cheap Ways to Start Learning Copywriting](#).

Here's to your future success!

Elmo

Email Cliffhanger #4

Subject: Want to be a Copywriter?

Preview Text: The opportunities are endless...

In my last three installments, we went over the reasons why you were having a hard time learning copywriting.

In those messages, I told you why you were frustrated, exasperated, and generally annoyed by your progress.

If you did not read those messages, I'll wait for you to look them up.

Leaves fall from trees...

The earth rotates several times...

Tom Cruise finally looks old...

Great! You're back!

Now, we can get into the nitty-gritty.

First of all, learning how to write copy should be easy.

But there is a problem.

What kind of copy are you going to write?

In direct response writing alone, you have:

- Sales letters
- Email campaigns
- Online ads
- Direct mail
- Whiteboard videos

- TV commercials

Outside of direct response, you can also write:

- Blog posts
- Catalog descriptions
- Magazine articles
- Books
- eBooks
- Scripts for videos
- Information products

And you can ghostwrite for clients, too.

Each one of these areas is specialized and requires some insider knowledge.

Are they hard to learn?

No.

Is there one place where you can learn all of these copywriting formats?

Yes.

I only know of one resource you can go to which teaches all these different kinds of copywriting. You can learn them in step-by-step methods that use videos, assignments, and transcriptions and are taught by highly seasoned professionals.

And the best part?

They also teach you how to land high-paying clients.

In my upcoming email, I will unveil this resource so you can get on the road to making money writing.

So, keep an eye on your incoming email because an opportunity is right around the corner.

Excelsior!

Elmo

P.S. Here is another resource you can check out while you are waiting: **Free Copywriting Courses**

Email Cliffhanger #5

Subject: Today is Your Big Payday

Preview Text: In my last email, I made a promise that raised a lot of eyebrows.

|FNAME|,

If you have been reading this series of emails, I've nailed down why you are having a problem learning copywriting.

In my previous email, I made a promise that I'm sure raised eyebrows.

I told you that I would reveal a resource you could use to learn the art of copywriting.

And let me tell you, this is not just a one-trick pony, but a massive vault that teaches many profitable ways to make money copywriting.

If you want to use this option, you will have the flexibility to learn different profit-making avenues.

Here is a list of a few of them:

- How to write sales letters
- Become a well-paid blogger
- Make big \$\$\$ getting gigs in PR
- Business writing
- Break into profitable email copywriting
- Writing whitepapers
- How to make money writing case studies
- Move up ghostwriting
- Earn big in the e-learning market
- Making a living in content marketing

As you can see, there are many ways to make money in this arena.

So, today I want to tell you about **The Freelance Writer's Den**.

The Den is owned by the A-list copywriter Carol Tice, who has written for Forbes, Entrepreneur, Delta Sky, Costco, Deloitte, and American Express.

She has also written for *The Writer's Market*, an essential tool for professionals in this field.

In one of my previous emails, I mentioned the reason you are having a problem learning copywriting is that you don't have a procedural learning process.

In other words, you must have sequenced learning that is logical and professionally designed.

The courses in the Den are professionally developed and follow a logical path.

Also, the lessons are taught by highly-seasoned copywriters who have years of professional experience. These lessons contain state-of-the-art videos, transcripts, assignments, and forums where professionals evaluate and critique your work.

However, the Den is not for everyone.

If you do not have a willingness to learn and the time to put into mastering the material, you should probably forget it.

But if you are sick and tired of spinning your wheels, go to Carol Tice's Den and Start Learning from Professional Copywriters Now

One other thing.

Not only is the Writer's Den a massive source for learning copywriting, but it also has one benefit that 90% of copywriting courses seem to ignore.

It is the one vital element that will enable you to start making money quickly.

I will tell you all about it in the next episode.

Until then...

Carpe diem.

Elmo

Email Cliffhanger #6

Subject: Why This Copywriting Course is Better Than Most

Preview Text: This is the only course I know of that does this...

|FNAME|,

Scratch your head for a minute and see if you can remember my last email.

Are you finished scratching?

If your memory serves you right, you recall I told you about an exciting resource you could use to learn copywriting.

Also, I said I would tell you what made the Freelance [Writer's Den](#) better than 90% of the copywriting courses out there.

(I'll get to the best benefit in a minute.)

One of the reasons why it towers above all other resources is because it teaches many ways to make money as a copywriter.

You can learn to make money:

- Writing for Magazines
- Email Marketing
- Writing for eLearning Companies
- Ghostwriting Books and eBooks
- Content Marketing
- Writing Blog Posts
- Sales Letters

And those are just a few courses you can take at the Den.

Now I want to tell you about the most important subject you'll need to learn about copywriting: **Client Acquisition**.

Yes, the Den has loads of self-paced courses on how to get clients.

The owner, Carol Tice, and her staff of professional copywriters will show you exactly how they get high-paying clients.

Not only that, but she has a forum on her site tailored to each course. You can ask highly paid copywriters all the questions you want.

If you're a member, you'll have access to all of them.

Skeptical?

Sure, you are, but let's take the risk out of this.

You can test drive these courses for an entire week for free.

Click Here Now to Access Your Free Week of the Writer's Den:

[Free One Week Trial of Courses That Teach You to Make Money Copywriting](#)

To Your Unlimited Success,

Elmo

Email Cliffhanger #7

Subject: You've Had Time to Think – Now What?

Preview Text: There is a self-defeating behavior that ruins people's lives...Do you have it?

Last week I told you all about [Carol Tice's Freelance Writer's Den](#) and why I thought it was one of the best sources for learning copywriting.

There is one more massive benefit to taking her course I want to tell you about before moving on to other subjects.

Before I do that, I want to tell you about self-defeating behavior that ruins many people's lives.

This behavior creates poverty and is the biggest killer of dreams and prosperity.

The name of this disorder is procrastination.

The word comes from the Latin term *pro crastinus*, which means to put off until tomorrow.

However, for some people, procrastinating is a chronic problem linked to a mental disorder. It could be depression, anger issues, or other reasons.

If that is the case, you should consider getting professional help.

The good news is most of us can address this problem ourselves with a simple fix.

And that fix is taking action.

Taking action is the opposite behavior of procrastination. It means you have to do something now.

When you start taking action, you'll not only feel better, but you'll set the wheels in motion for self-improvement.

If you remember the start of this message, I told you I mentioned a massive benefit of taking courses with the Writer's Den.

Each one of the copywriting courses in the Writer's Den has a built-in method for self-improvement and accomplishment.

All lessons have a large, green checkbox that indicates you have finished them. That may not seem like much, but this is a powerful visual tool.

Because the copywriting training at the Den is rigorous and not for the faint of heart, being able to see the results of your progress is critical.

I completed my entire Master's Degree using this same tactic. Upon graduation, my lowest grade for all classes was a single A -.

So, if it worked for me, I'm sure it will work for you.

Take action right this second, and start by clicking this link: [THE FREELANCE WRITER'S DEN](#).

I'll See You Inside the Den,

Elmo

P.S. I know I told you I would be moving on to other subjects besides Carol Tice's Writer's Den. However, I forgot one super important feature of the Den I must show you. So, keep an eye out for my upcoming email.

Email Cliffhanger #8 -Final Pitch

Subject: I Know This is Very Annoying

Preview Text: Here it is...The Last Chance...The Door is Closing...

Have you ever noticed that the roads are covered with dead squirrels who couldn't make a decision?

I told you this would be the last time mentioning The Freelance Writer's Den to you. But, I MUST tell you about the biggest benefit to Carol Tice's Freelance Writer's Den.

(This is where the rubber meets the road. Or, if you're a squirrel, where the fur meets the rubber.)

If you think back to a few emails ago, I told you that there were loads of courses on copywriting in the Den.

Once again, here is the sampling:

- How to write sales letters
- Become a well-paid blogger
- Make big \$\$\$ getting gigs in PR
- Business writing
- Break into profitable email copywriting
- Writing whitepapers
- How to make money writing case studies
- Move up ghostwriting

- Earn big in the e-learning market
- Making a living in content marketing

Also, I told you ways you can learn how to get clients from professional copywriters. These are actual methods of executing and getting clients who will pay you well.

The last thing I wanted to tell you is that the courses can be downloaded to your hard drive.

The divine Ms. Tice recommends it.

Currently, I have a dozen of her courses on my computer that I can pull up and use all I want.

Here are the assets you can download starting right now if you DECIDE to join:

- Course Videos
- Transcripts of the videos
- Audio files
- Question and answer chat logs
- PowerPoint slides

That's right, and when you join, you can start downloading this second. Most online course mills like Udemy will not let you download a thing.

And the Den has some of the finest copywriters on the planet that are teaching these courses. You can access them anytime on the forum, and they answer back quickly.

I know what you're thinking.

You are thinking, get a subscription, jump into the training and download everything. Once finished downloading - stop the subscription.

Good luck with all that!

These courses are extensive.

It takes hours to download all the information in them. Plus, you would not have the guidance of top copywriters at the Den to help you become successful.

The library at the Freelance Writer's Den spans decades, and there are hundreds of these in-depth courses, and more added all the time.

So, don't be a squirrel.

Decide to become the best copywriter you can.

Click This Link Right This Second to Launch Your Copywriting Career.

To the stuff dreams are made of,

Elmo