

# Nurturing Email Messages by Mark Elmo Ellis

## ElmoCopy.com

**Note:** These emails were designed to “keep readers in the loop”. Most of them lead to more content at my blog to make sure that my subscribers don’t go stale and forget who I am. It’s a common practice to do this in email marketing.

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### *Why You Need to Learn How to Write Sales Letters*

Joe,

You want to be a copywriter, right?

However, you don’t have a clue how or what to write to get into this business.

You’ve collected loads of free eBooks and read post after post how to start a copywriting business, but you are still confused.

So, you have two problems. One, you don’t know where to start. And two, you don’t want to write for peanuts; you want to make good money.

### **The Best Kind of Copywriting to Get Into**

Let me make it simple for you.

One of the most famous and wealthiest copywriters on the planet was David Ogilvy. Ogilvy was so rich that he lived in a castle and owned two Rolls Royce cars. What did he say about copywriting that you could learn from?

His first love was direct response copy.

Direct response copywriting is the most exciting kind of copywriting you can do.

It is the easiest and most accurate kind of advertising to track. If you send out 100 direct response sales letters, and you get 10 sales, then your response is

10%. Yep, it's that easy.

On TV, when you see a product advertised like the Vego-matic slicer and dicer, there is always a 1-800 number listed. It is very easy to track how many units they are selling.

Advertisers can tell exactly who, what, where, when and how many units are sold. If they run 100 ads and get 10 sales, once again it's a 10% response. (That would be a really bad average for a television ad, but you get the picture.)

### **What You Need to Learn in Order to Make Big Bucks**

You need to learn how to write sales letters.

Why?

Because it is the most fundamental of all copywriting skills.

You can't learn to play piano without practicing scales. You won't be able to be a great artist without drawing. You can't make money as a carpenter without knowing how to use tools. And you will never learn how to write blog posts, email campaigns, or white board scripts without learning how to write sales letters.

### **It's Here for You If You Have the Desire**

But hey, I've got exciting news for you. I've got a FREE step by step lesson for you study and learn how to write your first sales letter.

That's right, I said it is FREE...And it is!

If you want to master the art of writing a sales letter and learn a money-making skill for FREE: [Click Here](#)

If you don't want to learn, and would rather lead a life of poverty and mediocrity

click here: [10 Steps to Becoming A Loser](#)

Cheers,  
Mark Elmo Ellis

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## Why Copywriters Puke at the Thought of a \$15 an Hour Job

The word on the street is that many businesses are hiring at \$15 an hour.

As a matter of fact, there is a new store that opened near my house that's offering that much.

Wow.

With the current rate of inflation and rising gas prices, \$15 isn't that attractive.

But there is a bigger problem.

The main problem is you can't [scale](#) a job like that.

That's because there is limited growth in doing menial tasks for companies. Trying to get a promotion is tough, and if you become a manager, you'll regret it because they'll work you to death.

Anyone can work a menial task gig, even if you have no work ethic.

This kind of job requires no skills or education, so you aren't getting any smarter or more experienced in a position like that.

However, I have a way for you to [escape the low-wage rat race](#).

### Willy Wonka is Handing You a Golden Ticket - Will You Take It?

If you remember my last email, I told you about direct response copywriting.

Direct response is the best way to write copy because you can immediately see your results. There is no guesswork.

The best part is you can make a lot of money in it.

It's not uncommon for copywriters to make six figures writing direct response pieces.

Sure, you won't immediately jump to over \$100 grand a year, but you have a far better chance of making good money being a direct response copywriter than working at Walmart.

If you learn as much as you can about the art of selling with words and [master this one task](#), you can get to the winner's circle.

But you have to be good at writing copy, and **you need to know this one thing**.

### **Learn and Execute a Plan for Client Acquisition**

Other than writing, learning how to acquire clients is the second most important skill you need in freelance copywriting.

In simple terms, it's selling yourself.

For some reason, prospecting for clients is a well-kept secret that most new copywriters don't understand.

But guess what?

I have a detailed, extensive [article that teaches you how to gain clients](#).

This resource gives you six specific ways to approach prospective clients.

And as usual, this information is 100% free.

So climb on board and get your copywriting business started today.

Cheers,

Mark Elmo Ellis

[ElmoCopy](#)

P.S. If you are still confused about how to learn the art of copywriting, you can grab a free copy of my latest book, [Copywriting for Cheapskates](#). It is a guide that shows you where you can grab the best free and cheap resources to learn copywriting. (It's on the right-side right side of the blog page.)

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## Stephanie, Get Started Making Money as a Copywriter Immediately

Stephanie,

It's painful for me to tell you this, but...

If you need to make an income from writing within the next 6 months, just blindly pitching people on Fiverr, Craigslist, or Upwork is a dead-end. Not only that, but it is also a race to the bottom.

Sure, you can do some of that stuff to get started, but you'll never make enough money to make a difference in your life.

One of the reasons why being a copywriter is so intimidating to most people is they don't understand that the term, copywriting, can be vague.

Yeah, you can become a direct response copywriter, but you'll have to put in some serious practice before you can start making money at it. However, there are other writers who call themselves copywriters who don't write advertisements or direct response pieces.

They make solid money writing stuff like:

- Blog Posts
- White Papers
- Social Media Posts
- Webpage Copy

***And you can actually learn how to write these in just a few weeks.***

To see the vast opportunities that await you, click on this link right now:

[The Vast Opportunities in Copywriting](#)

Talk More Later,  
Elmo

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## Proof! Most Of You Won't Make Any Money Copywriting

Joe,

This is a little disturbing...

95% of the people who watch Bob Ross paint will never paint a picture.

I recently did a zoom call with a famous copywriter in England and there were only 2 people on the call with him – me and one other person.

The price of getting this intimate hour of training with him was very inexpensive but there were only 2 of us on the call with him. (And he has email subscribers in the millions.)

During the training he mentioned that when he started teaching his \$5000+ masterclass in copywriting out of the 25 people he was training only two became copywriters.

Yeah, a lot of people go into copywriting but darn few actually start a business or stay in it long enough to make it life changing. Not only that, but very, very few make six-figures or more.

What does mean to you?

There is still a massive opportunity to enter this field and make a killing. And to get started, you don't have to spend a lot of money.

I've compiled a butt-load of resources so you can get started cheap and fast.

If you want to to be on the fast-track to making money as a copywriter, click here now: [72 Free Copywriter Resources](#)

Stay hungry,  
Elmo

P.S. Most of you won't even read the post, and even fewer will take the advice therein. That's OK - more room for those of us who will.

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# How To Magnetically Get Eyes onto Your Blog Posts

Hey Alfred,

Ever wonder why your bounce rate is so high?

Don't know what a bounce rate is?

It is an analytical measure of how many people come to your site and then leave quickly.

Your bounce rate is one of the reasons why [your posts](#) are not ranking well in the search engines.

If search engines see that people are leaving your posts or website fast, they won't rank you high in the search engine results pages (SERPs).

There are a couple of fixes like proper formatting, internal linking, and writing compelling subheads.

However, there is one super easy way to keep your readers engaged - that is by using relevant graphics in your posts.

I have a way for you to create your own stunning graphics using a free online tool.

This is the shortest post I've ever written because I have an instructional video embedded into it that tells you exactly what to do.

Click this link right now to watch it: [Create Free Infographics for Your Blog](#)

Stay thirsty, my friend.

Elmo

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