

# Email Copywriting Samples

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## Direct Sale – email #1:

[**to**]: prospect@email.com

[**from**]: tristin@thebarefootwriter.com

[**subject**]: Ditch the 9-to-5 grind that's crushing your spirit. Start [delivery date]!

Dear [prospect name],

Tristin Mack here from the Barefoot Writer Club. I think you'd agree...

...Everyone's just [too stressed](#).

Most people are too busy with life to really figure out how to make money doing what they love.

...like copywriting.

Let me ask you a couple questions.

- Are you in debt and feel uneasy about it?
- ...Rotting away in a job you can't stand?
- ...Hating the commute every day?
- ...Working on anything just to pay the bills?

Perhaps you wish you could decide what you want to do with your workday.

### Free Yourself from Your Rat Race

I used to work hard. I was lost working seven days a week. I hated it wasting my days away.

Drove me crazy.

I didn't start making money until I actually worked less – a lot less. Or, at least a lot smarter, with the help I received from my [Barefoot Writer Club membership](#).

## Daniel Stouffer

[daniel.stouffer@gmail.com](mailto:daniel.stouffer@gmail.com)

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For example, I was paid \$500 for about 2 hours of work writing some emails. The rest of day I did what I wanted.

This is called the writer's life. It's the freedom to select what, when, and how you want to make a living.

...But I didn't get here alone.

### Don't Try to Figure It All Out Yourself

The Barefoot Writer Club supports my journey. It provides access to multiple ways to build the life of my dreams. I also get introduced to other successful writers along the way.

...like 250,000+ community members who truly want to help you.

With membership, you get:

- **How-To Reports** – There are reports about travelling the world while getting paid ... writing quick, simple emails ... web research for \$50 an hour ... web writing where you work as a little as 1 hour a week ...and more.
- **Discounted AWAI Programs** — Receive discounts for as much as 50% off programs from our training partner American Writers & Artists, Inc.
- **Private Facebook Group Access** -- Start a discussion about whatever's on your mind or make connections with others just like you.
- **Unlimited Website Resources** – Unlimited access to the Barefoot Writer Club website. You'll get to know our featured experts, learn more about writing opportunities, and make connections.

Maybe you didn't think you were talented enough ... or creative enough ... or experienced enough to pull this off. With the [Barefoot Writer Club](#), you don't need anything special to succeed.

It doesn't require a large upfront **investment**. Just a small, annual membership fee. I had a pile of credit-card debt, two car payments, and daycare bills up to my ears when I got started. I don't owe a cent now.

It doesn't require **education**. I didn't attend college to be a writer. You need just enough skill to write simple sentences. If you can read and write at the 7<sup>th</sup> grade level, you'll do just fine.

It doesn't require **experience**. I worked as a software developer before starting to write. After a few short weeks, I was making all the money I needed. Doing what I love.

### Thousands of Barefoot Writer Success Stories

Whatever your freedom and income needs are, writing can be the answer. It's all up to you. There's no wrong way to be a writer. Here's what some other Barefoot Writers have accomplished.

*Work part-time...* One writer pulls in six figures a year writing, working about 30 hours a week. She earns as much money as before – or more – then running a medical practice.

*Triples income writing...* His writing paid off when he won a \$10,000 writing challenge. Now, he makes more than three times his old income.

*Make 6-figures...* One guy never wrote a thing in his life. No magazine articles. No novels. No short stories. Now, he's making \$300,000 a year as a writer.

I know you may be skeptical.

Because all your life, you've been told there are only 3 ways to get wealthy in this world:

1. Work day-in and day-out for 40+ years ...saving every penny,
2. Risk your life savings investing in the markets, or
3. Inherit a few million dollars from a rich relative.

That's why it might be hard to believe you can earn great money as a writer.

### **Get Started Right Away.**

So, here's the thing.

I'm so sure of the Barefoot Writer Club that I'll make you this promise. You can have all the training materials, benefits, and community support I've described so far. And I wouldn't be surprised if you're thinking it might cost...

...Five hundred ...\$750 ...1,000 a year.

By now, you'd be wrong.

Membership in the Barefoot Writer Club costs just \$149 a year.

For a short time, we're going to cut more than 25% off that price ...To just \$108 a year!

...Or what comes to just 29 cents a day.

[Get Started Today.](#)

### **Take 365 Days to Decide!**

Take one full year to make your final decision. That's a full 365 days to experience the writer's life.

If you are NOT enjoying all the freedom, financial success, and fun from your Barefoot Writer Club membership ...If you are not convinced this is a great way to make a living ...Then just ask.

I'll give ALL your money back.

You'll get your \$108 back and you can keep all the bonus reports ... free giveaways ... expert advice ... how-to reports ...all of it. No problem.

### **Barefoot Writer Club Membership Requires**

Commitment.

Enough belief to take the next step. Enough motivation to consume the information. Enough commitment to put your membership into action.

If you do just that – nothing more, nothing less – you'll get results. So, it's up to you.

A few short weeks from today, you can be nothing more than 30 days older – or you can be on your way to [changing your life](#) – financially, personally, and professionally.

You decide.

Take Care,  
Tristin Mack  
Barefoot Writer

P.S. Imagine taking all the things that make you special — like your hobbies, your interests, and your passions. Use these to make a living as a Barefoot Writer. Don't take as long as I did to figure that out. Why don't you get started — [Today!](#)

## Preparation for Sale – email #2:

[**to**]: prospect@email.com

[**from**]: tristin@thebarefootwriter.com

[**subject**]: Learn 6-figure copywriting in 8 short weeks ...it's what I did!

Hi [prospect name],

Tristin Mack here from the Barefoot Writer Club.

This email is a little different than my normal training tips, tools, or regular job alerts. Because this time, it's about me and how I started my copywriting business.

Today, I'm digging into "my big how".

**What led me to a 6-figure income as a B2B copywriter  
...focused on case studies and emails  
...while working part time.**

I know you may be wondering how it's possible to start a copywriting business while remaining cashflow positive from the get go.

The short answer is with the Barefoot Writer Club, the community, and the tips and articles provided.

A while back, I discovered the "9 Ways You Can Make a VERY Good Living as a Writer" report from the Club. My life was changed forever.

But the 9 Ways was [just the beginning...](#)

Barefoot Writer Club offers access to 250,000+ writers willing to share, collaborate, and be supportive of each other. Talk about social learning. The Club focuses on learning to be a copywriter *fast* without any experience, start-up cash, or a lot of free time.

## Daniel Stouffer

[daniel.stouffer@gmail.com](mailto:daniel.stouffer@gmail.com)

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Articles and Cool Tools even cover the [fear of failing](#) that many new writers experience when they first start out... help you work through this ...AND alert you to companies looking to hire. Even newbies!

But I am getting way ahead of myself here.

There are two things I'd like you do to.

First, check out the [true story of Mindy McHorse](#), who went from over \$200,000 in debt to living financially free.

Second, ask yourself ...Why not me?

I went through a time when I felt like I didn't deserve this kind of happiness and financial success.

But eventually I decided ...Why **NOT** me?

But I promise, if you're considering having a successful, 6-figure copywriting career... the education, transformation, and support you'll receive from the Barefoot Writer Club will change YOUR life.

[Get started now!](#)

Take Care,  
Tristin Mack  
Barefoot Writer

P.S. Get paid to write and build the life YOU want. If you're interested in how I do what I do and how I make a fantastic living doing it... [Get started now!](#)

### Welcome Email (post sale) – email #3:

**[to]:** customer@email.com

**[from]:** tristin@thebarefootwriter.com

**[subject]:** Let's get rolling... the Barefoot Writer community awaits!

Hi [customer name],

Tristin Mack here from the Barefoot Writer Club. Consider me your tour guide as you navigate the [Members-Only content](#), your [training tools](#), and our [Facebook group](#).

I just wanted to say "Howdy" ...and welcome you aboard.

Now, let's roll up those sleeves and get going.

On behalf of myself and the entire Barefoot Writer Club community, I want you to know we're truly excited and grateful you decided to join us.

## Daniel Stouffer

[daniel.stouffer@gmail.com](mailto:daniel.stouffer@gmail.com)

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I know this is going to be an absolute game changer for your copywriting career. No matter the challenges you're facing or successes you're experiencing, the Club is here to accelerate your growth.

Here's what you can expect from your membership in the Barefoot Writer Club...

We'll publish new Cool Tools, Tips & Tricks, How to Articles, and Did You Know content to our website on a regular basis. Don't worry. You will not miss out on anything. We send out regular alerts a couple times per week to keep you fully informed.

We'll send you an email with a short description of the new article, why we think it's important for you, and a link directly to it when we publish new content.

We'll also send you emails about new copywriting courses, cheat sheets, and other useful resources from time to time. All of them geared towards enhancing your copywriting career.

Sound fair? GOOD!

Here's what I'd like you to do right now.

1. [Whitelist our email address](mailto:support@thebarefootwriter.com) (support@thebarefootwriter.com). This is important! You will receive many updates all delivered via email. We want to make sure you get these.

If our emails aren't getting through to you, you will miss these important updates and you won't receive the full benefit of being a Barefoot Writer Club member.

2. Take two seconds and join the [Barefoot Writer Facebook Group](#), as this will be our primary method of communication with our community outside of email updates.

Taking these actions – right now – will make sure vital info reaches you.

Take Care,  
Tristin Mack  
Barefoot Writer

P.S. The next few days might feel like you're drinking from a firehose as you dig into everything the Club has to offer. Tomorrow, I'm going to introduce the first of the "big three success tips." These focus on bootstrapping your way to positive cashflow. Stay tuned ... we've got a lot planned for you.

P.P.S. If you have a second, I'd love to know:

- Why did you join?
- What is your biggest challenge?
- How can we help?

Just shoot me a quick email. I'd love to hear from you.

[tristin@thebarefootwriter.com](mailto:tristin@thebarefootwriter.com)

## Onboarding Email – email #4:

[**to**]: customer@email.com

[**from**]: tristin@thebarefootwriter.com

[**subject**]: Welcome to the Barefoot Writer Club. ...1, 2, 3 - START!

Hi [customer name],

Tristin Mack with a “Big Howdy”. I’m so glad to have you along for the ride.

I want to personally welcome you into the Barefoot Writer community. I like to call it our family.

Becoming a member of the **Barefoot Writer Club** is best first step you can take in your copywriting career and building your six-figure income.

Yes. You read that right – six-figures!

You see, the stated mission of the Barefoot Writer Club membership is to:

*“Open the door to the world of paid writing opportunities. Ways to dramatically improve your lifestyle as a writer — for the better. Tap into a community of supportive, like-minded writers. You can make an excellent living as a writer... all you need is someone to show you how.”*

Now that you’re in our inner circle and are officially on your way, I want to provide you with as many resources as possible to fast-track your success.

### Here’s what you can expect from us:

- Regular blog posts by our copywriting coaches or from one of our trusted experts. Stay up-to-date on what’s new, what’s hot, and [what’s working right now](#) in the content marketing and direct response copywriting field.
- Regular Cool Tools to give you the advantage in your copywriting career. Next to the computer, cloud storage is one of [the greatest tools](#) out there for Barefoot Writers.
- Regular email alerts for job postings and [opportunities for copywriters](#) of all skill levels to build your business.
- Regular updates about new [copywriting courses](#), checklists, resources, and other information.
- Regular postings, shares, and educational conversations in our [Facebook Group](#) so you can learn from other Barefoot Writers and be guided in your social learning.

...all of which is provided with your Barefoot Writer Club membership. All educational materials are vetted and tested so we know this stuff ACTUALLY works before we share it.

Sound awesome?

Excellent. You’ll be hearing from me again very soon!

**Daniel Stouffer**  
[daniel.stouffer@gmail.com](mailto:daniel.stouffer@gmail.com)

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Take Care,  
Tristin Mack  
Barefoot Writer

**P.S.** I want to put my best foot forward and share our most valuable content with you. So please take a second to make sure my mails are getting delivered properly. I've created a [whitelisting guide](#) for you.

Just one more...You may be wondering why we call it the Barefoot Writer Club?

Here's an [explanation for you](#).

By the end of it, I hope you truly believe in us and yourself so we can accelerate your copywriting journey together!