

EMAIL COPYWRITING

- **Headline**
- **Lead**
- **Body**
- **Testimonials**
- **CTA/Close**

4 IMPORTANT QUESTIONS

- Why now?
- Why should they care?
- How does it improve their lives?
- Can you prove it (and how)?

4 AMAZING SUBJECT LINES

- Curiosity
- Scarcity
- Testimonial
- Benefits

CURIOSITY

- My kinda weird marketing ninja trick...
- 583,234 FREE clicks from _____?
- Just checking in?
- Quick chat this week?

SCARCITY

- Ends at 2pm today
- This is your final chance for VIP
- I can't believe you're missing this
- It ends NOW, *first name*!

TESTIMONIAL

- 20 year old now at 6-figures?!?
- If she can do it, why can't you?
- 539 leads for \$1 per lead (see inside)
- Quick vid: Mom makes \$10k in 4 days

BENEFITS

- I'll get you more clicks on Facebook (see how)
- Finally write bullets that SELL
- Steal my done-for-you templates
- Start generating leads on DEMAND

AD COPY PARTS

- Intro
- Body
- Close
- P.S.

INTRO

Hi *Name*,

I can't believe you're holding out on my offer...

link here

Maybe it's because you didn't get a chance to see it all?... For just *insert price* you can grab *insert offer here*.

This is a GAME CHANGER.

BODY

Activate your brand new *insert product offer* today (just \$xx.xx) and you're going to get immediate access to:

My Brand New Internet Marketing Game Plan (linked). All of my click by click videos, cheat sheets, and insider reports.

ALL YOURS!

Just \$xx.xx for the next x days.

CLOSE

But you absolutely must hurry.

This offer is going to last for the next x days and after that, it goes to \$xx.xx immediately.

Get immediate access now (linked).

Talk soon,
your name here

P.S.

P.S. This type of testimonial is typical for us... And I think you'll have a very similar experience too...

INSERT FACEBOOK TESTIMONIAL PHOTO

GETTING THEM TO CLICK

- Use the play button on an image to make it seem like when the user clicks, a video is opening.
- You want to make sure the video is indeed on the next page or they'll feel like it was clickbait.

Absolute Rights News That Effects YOU!


Dear Patriot,

FEMA is demanding 24-hour delivery of MASSIVE amounts of survival food meals.

They are covertly contacting not one but MULTIPLE food suppliers and as a result survival food is in short supply or completely sold out across the country.

Why would they do this? [What does FEMA know that we don't?](#)

A fellow prepper was contacted by one of these reps and is blowing the whistle on FEMA's "dirty little secret" and exposing the shocking proof in this new video:



CONTROVERSY OVER 'FEMA HOARDING'
Why Is FEMA Hoarding Survival Food?
What Do They Know That We Don't?
Watch Video Before Its Banned

GETTING THEM TO CLICK

- You can use a survey type of email that forces them to click the link in order to get to the page.
- Tons of clicks come through these types of emails.

Joe
To: Perry Belcher
Reply-To: support@survivalife.com
[SURVEY] #1 Way to GUARANTEE the Government Can't Confiscate Your Guns

February 14, 2015 at 2:



Dear Survivalists,

What's the best (legal) way to make absolute sure your valuable guns (like an AR-15) aren't confiscated in a crisis?

Take your best guess—you might be surprised by the answer:

- [A. Hide your guns underground where nobody can find them](#)
- [B. Build your own gun \(no paperwork, no serial number & no registration\)](#)
- [C. Buy your gun with a normal background check and hope for the best](#)
- [D. Claim that your guns were "stolen" if the Government comes for them](#)

... or skip the survey and click below for the answer right away:

FINAL TIPS

- Between 8:30-10:00am, 2:30-3:30pm and 8pm-Midnight... People are GETTING RID OF EMAILS. Do not mail during this period.
- Use personalization in the subject line to get 20% or more increase in open rates.
- Be provocative and use current events/people to pique curiosity.
- Use symbols (10-15% increase in open rates)