

Email Swipes

Load these up in your autoresponder now and forget about them. Watch the commissions pinging in all week.

Email 1 - Pre-Launch Email

Subject: Here's Something That I Love...

Body:

Hi

I am always in “learning mode” when it comes to my online marketing projects. There’s always something that is new to me and I can use to make more money.

I buy courses to fill in my knowledge gaps, I grab reports, read blogs and stay on people’s email lists.

But there is one thing I love better than all of these...

And that is a “case study”.

Rather than a course (which let’s face it could all just be theory), case studies give me a real life example of doing something that has worked.

Even if I am not completely in a position to replicate the process, I will learn some valuable lessons as I get into that position.

I mention this because tomorrow, top marketer Barry Rodgers will release a case study of how he recently grabbed a \$20 PLR article pack (just 5

articles) and transformed it into a product that has (so far) taken \$5367 in revenue.

If you want to see how he did this watch out for my email tomorrow for when it goes live.

See you then!

YOUR NAME

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Email 2 - Launch Email - 10am Eastern Monday 27th December 2021

Subject Ideas:

The Case Study Is Live!

How He Turned \$20 into \$5367 - Case Study.

\$20 Into \$5367 - Wanna Know How?

Body:

Hey,

When I heard that Barry had turned a \$20 investment into a pack of 5 PLR articles and used them to make a product that has already taken over \$5000 I was intrigued.

Well, he has laid bare all of the details of how he did it in a new case study (including his tests and experiments that didn't work).

It is not often that you get hold of a warts and all study like this - one that shows the good and the bad.

It also demonstrates the thinking behind ways to use PLR content as a starting point in creating valuable and evergreen digital products.

>> **Check it out here** [YOUR AFFILIATE LINK]

This is a great read - especially as we are all making plans for making more money in the new year. Barry has drawn a load of tips, hacks and takeaways from what he did that you just don't get elsewhere.

I recommend grabbing a copy (it goes up in price at 23:59 on New Year's Eve).

Speak soon,

YOU NAME

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Email 3 - 6pm Eastern Monday 27th December 2021

Subject Ideas

This will Get You Started In 2022

Read This Before 2022 Comes Along...

Body:

There's an old phrase that goes like this... "it is better to show people *how* to do something than simply tell them *what* to do".

And that is why I reckon case studies are pretty cool.

I am not knocking courses. The great thing about the industry we are in is that, by picking carefully, you can get a really good education in online marketing without spending the 10s of thousands going to a university or college would cost.

But case studies are all about the *showing* rather than the *telling*. It is real life, not theory.

Which is why I am recommending you get Barry Rodgers' new Case Study. It shows the steps he took recently starting with some very good PLR content and transforming it into a viable product that people are loving.

>> Check it out here [YOUR AFFILIATE LINK]

It shows that he did actually have to do that four letter word - **work**. But as he says in my headline on the sales page, he wasn't breaking a sweat. Just sat at the kitchen table with his laptop.

During launch week, this is at a discounted price. It will go way up on the stroke of midnight on New Year's Eve

So if you want to grab a copy, now would be the best time to do so

>> Here's that link again [YOUR AFFILIATE LINK]

Hope this helps

YOUR NAME

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Email 4 - Tuesday 28th December

Subject: When My Missus Found What I Had On My Hard Drive...

Body

Hi

My missus was using my laptop a while back while hers was in for repair and she started delving into all the huge files I had on there.

“What are all these?” she asked.

Ooops. She had found my huge stash of...

...PLR products I had bought and downloaded with every intention of doing something with them.

I guess most online marketers have got hold of some PLR at some point, Many of us have it sat on hard drives just doing nothing.

Which is why Barry Rodgers' current case study is an essential read.

He took a pack of five PLR articles he picked up for \$20 and turned them into a value rich product that has (so far) taken \$5367 in revenue.

>> Grab your copy here [YOUR AFFILIATE LINK]

Here's why I reckon you should grab this...

We are at that time of year where we reflect on what we have achieved and look forward to achieving more in the new year.

This is just the sort of “inside information” that you can apply in your business.

OK you may not want to replicate exactly what Barry did but it will give you the thinking behind how to turn PLR into something unique and valuable.

Also you will benefit from his tips, hacks and takeaways that you just don't get elsewhere.

Do yourself a favour and grab it this week (while it is less than half price). Read it and start 2022 off with a bang!

Speak soon.

YOUR NAME

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Email 5 - Wednesday 29th December 2021 Any time

Subject

I Had Some Questions - Here Are The Answers...

Body

Hi

I had a couple of good questions about Barry Rodgers' Case Study I have been telling you about this week (you can see that [here \[YOUR AFFILIATE LINK\]](#)) and thought I would answer them publicly as well as privately. May help you...

Q. Will this case study help me do something with PLR material that I have on my computer right now?

A. Yes! It goes through Barry's process of re-purposing the material into something different and creating a whole new product using the PLR as a base - a starting point.

Now whether you make the same kind of product or something else completely is up to you. However, it shows the process through and you see what is possible.

Q. Are there any upsells?

A. Yes. The first one is very relevant. He has slashed the price of his full "Complete PLR Mastery 2.0" course and added that as an optional upsell. After that there is an optional 4 day workshop. You also get the opportunity to get hold of his Sizzling 60 product and The Rodgers Report private newsletter at a discount price. All are optional but I would certainly grab Complete PLR Mastery 2.0.

Q. What happens to this offer when the countdown ends?

A. It will go up to the full price of \$27. Bearing in mind it is just over a tenner right now it is a bargain!

So there is still time to head over and grab it before New Year.

>> Get your copy here at the lowest price [YOUR AFFILIATE LINK]

Hope this helps

YOUR NAME

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Email 6 - Thursday 30th December 2021

Subject

You May Be Partying - Don't Miss This...

Body

I hope that wherever you are in the world you can enjoy bringing in the New year with your family and friends.

As you may be travelling or getting ready for parties tomorrow, I just wanted to take a moment to remind you that Barry Rodgers' Case Study will zoom up in price at the stroke of the New Year.

Better to grab it now rather than forget and miss out

>> Grab your discounted copy here [YOUR AFFILIATE LINK]

Have a great time if you are allowed to.

Speak soon

YOUR NAME

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Email 7 - Friday 31st December Mid day

Subject

Don't Pay \$27 For This...

Body:

Hi,

I am guessing you won't be sat reading marketing emails later this evening so I just want to remind you not to miss out on the discount on Barry Rodgers Case Study.

This will be something to read and get inspired by in the New Year but if you delay, it will cost \$27 rather than the \$10.20 it is right now.

It goes up in price tonight so don't miss it.

>> Grab it now - [Click here](#)

Have a blast!

YOUR NAME

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Email 8 - Last Chance 9pm Eastern 31st December

Subject
[LAST CALL] Why Are You Reading This?

Body

Hi,

Could be that you are locked down because of Covid. Could be that you just wanted to celebrate the New Year quietly.

But there are probably tons of people who you can read emails from - family friends etc. but, since you have opened this one...

It is the last chance to grab that Case Study I have been telling you about all week.

It will be \$27 after midnight so...

>> Grab it for \$10.20 here [YOUR AFFILIATE LINK]

And then get a glass of your favourite tippie and celebrate!

Here's to a better 2022

YOUR NAME