

Welcome sequence

Email 1

Subject: Your 7 copywriting practices are here!

Preview line: *Download the pdf.*

Hey, [name]

It is great that you are interested in how I got to make millions of dollars a year by simply writing words and how you can do it as well.

I am very happy that I can share with you these 7 practices that I still use to this day and I hope that you will apply them in your life to become as successful as I am.

Here is your promised pdf file

[Link to the pdf](#)

This is just the beginning of your journey as a copywriter and there are a lot of different practices that you will discover as you progress on your own.

However, If you want to know a little about my own story and get some insight into writing copy be sure to check out the next email.

- Kyle Killigan

Email 2

Subject: From homelessness to millionaire - my journey to the top.

Preview line: I will show you that you can also get there (without losing your home in the process)

My journey as a copywriter started tragically.

Not only did I not make any money for two whole years, I ran out of savings despite the help of my family and friends.

And then I got a job at my current company.

Thanks to that I was able to get by and it gave me time to research copywriting and review countless successful pieces of copy.

I knew that I could find the answer to this one nagging question:

Why are these examples that I read so much better than my own copy?

And then after months and months of constant struggle and embarrassment it hit me!

Every successful copy used THE SAME language.

I named it the “secret language”.

And sure enough after testing it in my copy I made over 7,1 million dollars in just one year..

So what exactly is so much different about it?

The big difference is that it talks directly to the decision making part of the human brain.

The emotional brain.

The best part is that you do not need a big youtube channel or a social media account to make 7.1 million dollars a year or even more.

You just have to learn human psychology.

P.S. In the next email that will come to you in 4 days I will disclose some more information and I will do my best to get your copywriting career to the next level.

- Kyle Milligan

Email 3

Subject: Use my insight for yourself and watch your writing go to new heights.

Preview line: A little bit more on the emotional brain and my copywriting tactics.

Let's start with some facts.

The specialists on sales and marketing at Hubspot.com proved my point that every decision is made in a specific area of the human brain

Which I already told you is the emotional brain.

The recipe for winning as a copywriter is easy.

You just have to use human psychology and convince your clients to buy your product.

And it sounds simple and you might think that you are already doing every thing that I told you.

And yet you don't see your desired results.

So ask yourself these questions

- Am I writing in a way that makes me trustworthy?
- Am I trying to appeal to the emotions of my clients?
- Is my copy interesting?
- Am I talking to my client as if it was a direct one on one situation?

And if the answer to any of that question is no then you have a major problem that needs to be fixed.

You can do it by yourself and MAYBE in a couple of years you can discover all the solutions to your problems.

But I can guide you on the way, making it extremely fast and easy to understand your mistakes.

[Click this link If you want to know my insight and live your dream life as fast as you can.](#)

Email 4

Subject: Open the window to your dreams through copywriting

Preview line: If you want to make millions of dollars from copywriting then you need to learn from someone who is doing just that.

If you are really serious about learning ANYTHING in life, then you need a mentor who is already an expert in that particular thing.

If you want to make serious money from copywriting then I have a solution for you.

As you already know I used the "secret language" and earned 7.1 million dollars in 12 months.

And I still use it to this day and I am making more and more money.

I am telling you this because I have written a book titled “Take Their Money”.

In this book I explain the “secret language” in more detail and give you examples of the actual copy that I used.

And the thing with this “secret language” is that If you don’t use it 100% in the correct way then you might get really tiny results or even none.

So if you are really serious about your dreams and want to achieve them in the fastest time possible

[Click this link and get yourself a copy of “Take Their Money”](#)