

Which Marketing Method Has a ROI of \$42 for Every \$1 Spent?

- a) Social Media
- b) Direct Mail
- c) SMS/Text
- d) Email

Need a hint?

It's something people happily spend 5 hours a day skimming...

With the vast majority checking it before they even start work...

Making it one of the most effective mediums for generating sales.

In fact, 73% of Millennials -- the largest generation spending money online -- actually prefer you contact them this way.

This method has the greatest return on investment...

With consumers being shown to spend 138% MORE when they receive offers this way.

And many businesses are now recognizing how vital it can be to their success...

With approximately half of all marketers now committing to raise their overall budgets on this marketing method.

What this means for you:

There's a massive demand for those who've mastered it...

The current ROI is approximately \$42 for every \$1 spent.

That means if you (or your client's) aren't already using it to reach customers, installing this marketing channel as a business practice could see you profiting from a **4200%** boost in sales...

With countless opportunities for a continuous stream of income (six figures well within reach for freelance copywriters and 7 figures an attainable target for business owners)...

You could make six-figures this year focusing **ONLY** on this marketing channel.

All without the constraints of the typical 9 to 5 many find themselves trapped in.

In fact, it's something you could knock out in just a couple of hours per day if you wanted.

Imagine starting your morning, working for an hour or two, and then having the freedom to choose how you spend the rest of your day.

It's all possible if you master this one skill, which I'll reveal in just a second...

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Hey, I'm Derek Johanson.

If you're here, chances are you've heard of my flagship course, CopyHour.

I've spent the last decade helping copywriters and entrepreneurs find their bearings when it comes to writing copy that converts - with an absurd amount going on to earn 6 and 7 figures.

And one thing I've noticed over the last couple years is an ever growing demand for those wanting to build skills in this one specific area...

I'm, of course, talking about **Email**. (*Did you guess right?*)

It's not actually that surprising when you think about it.

Unlike your average long-form sales letter - where you've typically only got one shot to hook your audience...

Or social media - where you're constantly battling algorithms to avoid fading into obscurity...

Email gives you the opportunity to regularly and consistently show up in your market's inbox, share your message and build a relationship with them over time.

All three avenues ultimately have the same goal: to make sales. But one carries a lot less pressure and is much quicker to knock out.

Combine this with the fact that **4.2 BILLION** people will have at least one active email account by the end of 2022, and that email wins out as the preferred method of contact for consumers (double that of social media)...

That is A LOT of opportunity to get your message in front of interested eyes.

But What You May Not Realize...

It's NOT the quality of your emails that counts - it's the frequency you send them.

Don't get me wrong - quality is great to have. But it's a skill you build on with time and practice.

Seeking perfection in every email from the outset is going to hold you back.

And in the time it takes you to get it right, you'll be losing opportunities to make more sales.

Your customers WANT to hear from you. That's why they sign up for your list in the first place.

If you leave them hanging for too long, you'll see their interest fade, and with it the likelihood of them investing in you or your product.

Besides, emails don't need to be brand heavy or fitted out with graphic design elements to make sales. A simple text-based email can do the same, if not better, and it saves a whole bunch of time.

Ultimately, it's more important to get your message in front of your audience more often, than giving them something pretty or perfect to look at.

For me, I've found emailing five times a week to be the sweet spot.

I've seen first hand the benefits of increasing the frequency of my emails.

A quick glance at my list and signups shows that if someone joins my list within one month of CopyHour opening (which is 4 times a year), they're more likely to make a purchase.

This is no coincidence.

That's because when my welcome and launch sequences coincide (7 consecutive days of emails each), a new subscriber could be receiving between 2-4 emails EACH DAY for a week.

So even though I might worry I'm spamming my audience with too many emails...

The data actually reflects it's a GOOD thing.

And it's not just CopyHour where I'm reaping the benefits of daily email...

With my wife's organic skin-care brand, we've seen our biggest store months ever in 2020 - even during the usual slower months AND during a pandemic.

Simply by increasing the volume of emails going out.

If it wasn't obvious - Email is an extremely powerful tool

But I know when it comes to writing, as frequently as emails require, the first question is always going to be:

"Yeah, but what do I write about?"

Followed by:

- "How do I even start?"
- "Where do I get my ideas from?"
- "How do I keep the ideas coming consistently?"
- "Do I even have enough material to write FIVE TIMES a week?"

Listen, I get it.

That pure overwhelm when you don't know where to start, what approach to take, or how to even choose a single idea that can relate back to your product.

The weight of those decisions can feel crushing, enough to make you doubt yourself completely and avoid it altogether.

But it honestly doesn't have to be that complicated.

If we take a step back and focus on the 'why'- the purpose- of our emails, it can give us the direction we need to get started and make our lives a whole lot easier.

Typically, the purpose for the majority of emails are going to fit into one of five categories:

1. A sale % or deal expiring soon
2. A story that ultimately sells your product, or the idea that makes your product attractive
3. A riff on a "secret breakthrough discovery" and its benefits
4. A mini sales letter, including a bite-sized versions of a lead, sales argument, offer description and a close
5. A mini launch sequence with separate emails for the lead, sales argument, offer and close.

Yes, it might seem like an oversimplification, but choosing just one of the above purposes really will give you the clarity you need to get writing... and my goal is to show you exactly how to do it.

So with that in mind, I created...

Daily Email Income (DEI)

Similarly structured to CopyHour, but specifically tailored to email marketing only, Daily Email Income is designed to take you from Reluctant Writer, afraid to get behind the keyboard, to a Highly Capable and Confident Email Copywriter.

All in the space of 8 weeks.

After this course, you'll have the skill to fearlessly write emails quickly and consistently.

And you'll know with certainty that you're producing content your (or your client's) audience will happily anticipate receiving in their inbox.

How it works....

Throughout the 8 weeks, you'll receive a daily email that includes a lesson and breakdown of a winning piece of email copy. You'll learn why it works, what it's purpose is and how to easily apply the same structure to your own industry, regardless of what niche it falls within.

You'll build up your confidence with a daily writing challenge, where you'll reinforce and apply what you've learned to your own brand or product.

Plus - to help keep you focused, speed up the learning process and build upon your recall skills, you'll have a daily handwriting assignment (just like in CopyHour). This is truly the best way to learn the language of copy.

Need accountability? You'll also have access to our dedicated Facebook page, where you and other members of the DEI community can post progress and get feedback on each assignment.

When you enroll in DEI, you'll get access to a ton of lessons, including:

- **The heuristics behind increasing frequency and the simple ass plan for writing MORE kinds of emails.**
- Proof you can run a multi-million dollar business with just this one type of email
- **Stuck finding story ideas? Try this one source for unlimited ideas - HINT: you can access it directly from your couch.**

- How to stay relevant by taking advantage of historical events
- **Why giving your opinion is a GOOD thing, and how to leverage it to build the relationship with your audience.**
- The secret to calming skepticism and why THIS is so powerful....
- **What to do when the romance between you and your list fades (rekindling the fire won't take much)**
- How to flip the script on industry leaders and commonly held beliefs to your advantage.
- **Creating controversy - take a look at how THIS can improve your open rates and keep the ideas rolling.**
- What you can learn about relationship building from Taco Tuesdays, Throwback Thursdays and #FridayFun
- **Knock out a successful launch WITHOUT slaving over a 20+ email sequence - this is dead easy and can be done in under an hour.**
- Finding the secret to your product - this one simple-to-use resource can help you generate emails rapidly (especially if you're in the health industry)
- **The customer-focused strategy that essentially writes emails for you**
- How complaining to your list can actually strengthen your relationship with them (yet, forgetting this one thing can lead to disaster)
- **One of the most under-utilized marketing tools out there - they generate curiosity and readers love them.**
- How to write an email in under 2 minutes that'll have your readers compelled to reply
- **And many more...**

You might have noticed that I haven't mentioned Welcome emails...

Whilst I can see the benefit of them, I don't believe they're so important they warrant their own category. In fact, some marketers have even started abandoning these types of sequences altogether, without detriment.

Nevertheless, I'd consider welcome emails to fall within the "story" category and they will be included amongst the other lessons of this course.

I've packed Daily Email Income with as many 'Aha' moments as possible, to get you writing straight away.

But, that's not all you'll be getting when you purchase DEI...

To make the step into daily email even easier, you'll also get access to:

[Bonus] The Intersection of Passion and Profit: Finding Your Niche

In this one hour training, Ian Stanley (considered one of the most successful active freelance copywriters in the world) will walk you through the exact steps required to pick your emailing niche.

The training includes:

- **The KILL list that'll cut through the chaos and guide you towards your ideal niche**
- How your credit card can point you in the right direction (without spending another cent)
- **The problem with saviour complexes and the partnerships you should avoid when first starting out**
- Why you should dread the words "I've got a great idea!"
- **Concerned about saturated markets? Here's why you shouldn't be.**
- A starting point for whether you should jump into business with someone

Normally, you'd have to join Ian's course - 90 Days to Freedom (\$6,000) - to access this training session. But when you purchase DEI, you'll automatically get access to it for free.

[Follow this link to join Daily Email Income](#)

Frequently Asked Questions

I've done CopyHour - is there benefit to doing DEI as well?

Short answer - yes (if you wanna write better emails).

DEI is a shorter course specifically tailored to email only, whereas CopyHour covers sales copy in a variety of methods. By focusing solely on email alone, we get to dissect and understand the minute details that work best for this particular marketing method.

You'll learn how to build relationships and how to sell - and how to do both at the same time.

If you are looking to write winning emails that consistently perform, then DEI is definitely worth considering.

How does DEI differ from other email courses?

There are a lot of great email courses out there. In fact, some of them are even created by former CopyHour members.

Interestingly, many of them use their own emails as examples within their courses. And while there's definitely nothing wrong with this, I've found the trick to uncovering your own unique voice is by getting exposure to a wide variety of voices.

In DEI, we'll take a look at a range of different industries and email strategies so you can see how the principles of email copy can be transferred across to your own business.

Along with that, you'll get my own unique take on email as I guide you through each lesson.

Plus, it's inexpensive to get started (we'll get to that soon).

What if I know nothing about copywriting?

Good news - you can start as a complete beginner and be ready to make moves by the end of it.

DEI is designed as a foundational course that focuses on the SKILL of email copywriting. Lessons are explained without the presumption of prior knowledge and my approach to teaching makes things easy-to-understand.

You don't even need to be a copywriter.

Business owners just looking to use regular email to improve audience engagement can benefit from this course as well.

Am I gonna be spending all day doing this?

No way! For those who've done CopyHour, this is even less of a time commitment. We are looking at emails only and some of them are extremely short (while still managing to sell).

Given my goal is for you to be able to write an email within an hour, I've designed each lesson to mimic that amount of time throughout the course.

Is DEI right for you?

If you're looking for some done-for-you email templates and have no interest in dedicating a short amount of time per day for the next eight weeks to actually IMPROVE your skills - then this probably isn't for you.

Signing up for DEI is a commitment to learn and develop your skills DAILY - you'll only see results if you follow through consistently. Even if you can only dedicate a few days a week to it, you'll still see the benefits - albeit slightly slower. Anything less than that, and you won't be giving yourself the chance to properly immerse yourself in the learnings and ingrain the practical application of each lesson.

This course is going to benefit both freelance copywriters and business owners.

For copywriters, being able to create emails quickly and efficiently is going to open doors for you and give you a competitive edge when seeking out clients.

And if you're a business owner who isn't sending emails or needs ideas on how to level them up, you'll learn how to craft emails that yield winning results.

If you recognise the power of email, are ready to take action and invest in your own skills consistently, then you're in the right place.

How much would you pay to master the skill of email copywriting?

Let's go over some figures quickly...

The current ROI for email is approximately \$42 for every \$1 spent.

That means if you (or your client's) aren't already using it to reach customers, installing regular emailing as a business practice could see you profiting from a **4200%** boost in sales...

So this is definitely something you want to start implementing immediately.

And let's be clear - you could certainly learn this on your own.

You could blindly subscribe to a bunch of different lists ...

Spend hours trawling through thousands of emails...

Sifting through the rubbish, searching for anything that epitomizes WINNING email copy...

And then painstakingly break them down, one by one, into templates that MIGHT work.

But even then, how do you distinguish the bad from the good?

Do you have the innate knowledge of email to understand WHY something works?

Or would it feel like you're taking a shot in the dark?

Are you prepared to take that chance?

To expend the time and effort required to work this out on your own, at the risk of making time-consuming mistakes and falling short.

Or are you ready to fast-track the entire process?

To take the years of my accumulated knowledge, which I've poured into each lesson...

And start writing foolproof emails from the get go.

How much would that be worth to you?

For all that, you could expect this to be priced somewhere in the range of \$1,000 or more...

But with everything going on globally, I want this accessible to as many people as possible...

And I want to make this easy for you to get started asap.

So you won't be paying even close to four figures.

Instead, you have the option to pay 12 monthly payments of \$39 OR one upfront payment of \$397.

And to make it even easier, I'm including my 30-day money-back guarantee.

Go through the material, try out the exercises, and if you don't see any improvement within the first few weeks, contact me within 30 days to receive a full refund - no questions asked.

What I can't guarantee is that the price will remain that low forever. Think of it like a reverse-stimulus for pandemic times. The closer we get to this pandemic lifting, the likelihood the price on this course will go with it.

[Follow this link to join Daily Email Income](#)

- Learn the skill of email copywriting
- 49 daily email assignments and lessons
- Facebook Group for accountability
- Bonuses
- 30-day guarantee included

Again, you have the option to go it alone and try to figure this out yourself. You can choose to expend hours of your own time, try to guess your way to success and then learn from your own mistakes along the way.

Or, you can remove the guesswork and join Daily Email Income, risk-free, today.

[Follow this link to join Daily Email Income](#)