

Maria Georgia Co - Email Copywriting Samples

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Sample 1

Context: This email comes from a sequence of 8 emails I wrote for a career coach which resulted in her selling 50 spots in the beta launch of her new membership.

Subject Line: [Last day to join!] ATD Membership enrollment closes today

Pretext: And - your chance to win a 30 min 1-to-1 with me going in 3. . . 2. . . 1. . .

Do you ever choose a word of the year? I do every year, but no one has had a bigger impact on me than the one I had 2 years ago: Empathy.

That year taught me so much about putting myself in someone else's shoes and giving them the benefit of the doubt. Even for something as simple as someone else cutting me off in traffic or the checkout line, I'd think "oh, that person's had a really bad day and they didn't see me."

Today though, it's your shoes I'm putting myself into, and I want you to know that if you're on the fence about committing to the ATD membership, if you're sitting in indecision. . . I get it.

Change can be scary.

While I know the tools you'll receive in the ATD Membership can be life-changing, I also know investing in yourself, learning something new, and implementing aren't always easy.

In a dream world, I'd tell you you'd land your next right fit role in less than 48 hours from joining my membership.

However, this is the real world, so there aren't quick fixes. . . *but* this membership is guaranteed to give you a quicker fix than if you continued stumbling around on your own haphazard journey to finding, landing, and excelling in your next role.

After coaching hundreds of people, I know what works – and, more importantly, what doesn't. I've distilled years of coaching down into this easily searchable membership, so the answers you need at any stage of your career journey will only ever be just a click away.

Even better, you can count on the most up-to-date information as I will constantly be updating with new, fresh, relevant materials.

If – and don't miss this "if" – you take consistent action on the information shared inside, your job search and career success are inevitable.

I'm rooting for you!

Step inside the membership here.

Kind regards,
Sara

PS. And don't forget - if you sign up by the end of day today, you'll be entered in a drawing to be 1 of 5 people to win a 30-minute, 1-to-1 coaching call with me (\$225 value).

PPS. I'll be increasing the price of the membership at future enrollment opportunities after I've been able to optimize the customer experience based on founding members' feedback, so be sure to take advantage of today's low pricing - it will never be this low again.

Sample 2

This email was for a promotional sequence advertising a holiday special on a 3D design class. I interviewed the teacher's former student and we featured his story in the following email:

Subject Line: Have you met Aaron?
Preview Line: what a story

Hello, it's Mike here.

Tuesday, as you know, was Independence Day.

So, I declared independence from my computer screen for a few hours and spent some time with my family:)

Speaking of independence –

Part of my mission is to help all of my students become independent critical thinkers, as well as set them up for lifelong success . . .

. . . which is why I'd like you to meet Aaron.

A while back, Aaron came through the 3D Masters program and has one of the most inspiring stories I've seen in my years of teaching.

Aaron went from not knowing what path to pursue after high school to landing a specialized STEM job sans college degree after he went through 3D Masters.

And - he did 3 years' work in 1 to make it happen.

Check out Aaron's story:

"When I graduated high school, I honestly didn't know what route to take.

I didn't go to college as most people typically would. I went to a trade school.

At the time, I enrolled in a certification course to learn the software called AutoCAD. Right after I finished, I was actually job searching for a little bit.

During the job search process, one of my uncles that worked with Mr. Mike back then referred me to his class and said:

"3D modeling is the future. Would you be interested in trying to add this Creo Parametric for 3D modeling under your belt?"

So that's how I met Mr. Mike.

Mr. Mike was very welcoming, and he really took me under his wing. He showed me the ropes of what his course delivers – and he taught me what he did as an engineer.

Even though I'd taken the AutoCAD course, Mr. Mike's course helped me see things in a different light.

When I finished his course, he even walked me through my resume and interviewing skills too.

I hadn't had anyone around me that was open about those, but luckily Mr. Mike was there to point me in the right direction.

When I went to my job interview after I'd started applying to businesses, I was able to show the portfolio of all the drawings I had made in Mr. Mike's course, which looked great.

They ended up calling me back and made an offer.

Now, I'm a mechanical drafter at a polyethylene plant. Essentially, I draw or redraw blueprints for the mechanical and chemical engineers whenever they need an update.

Even though what I do now at my work isn't exactly like what I learned through his course, I still use it. When I walk into the field, I don't just see a bunch of pipes left and right and up and down.

What I learned from Mr. Mike's course really helps me translate what's currently in the field onto the paper in 2D."

Yes!

Aaron was such an engaging student and worked very hard to get through 3 years' study material in just 1 year so he could get out into the field.

I'm very happy that 3D Masters helped Aaron on his journey to the STEM field.

He developed his critical thinking and spatial awareness, and still makes use of skills from our program to this day.

THIS is why I'm proud to offer our 4th of July week special.

I'm honored to help each and every student who joins our 3D Masters program gain invaluable skills they can potentially use in the future in the STEM field.

Our 4th of July week special is a great opportunity to invest in your child's future and lifelong success.

So until MIDNIGHT CT this Friday July 7, you can get \$100 off 3D Masters.

If you haven't already, click here now to get your discount (use code 3D at checkout).

>>insert clickable photo of the checkout arrow here<<

Best regards,
Mike Ricci

Sample 3

Context: This email is 1 from a 5-part welcome sequence I wrote for a tallow-based skincare brand to help build connection with new subscribers and generate sales.

Subject: welcome to the neighborhood [First Name]

Preheader: psst - your 10% discount's inside

Hi neighbor,

Harri here—founder of *Upstate Tallow* and mama to Lily. We're so glad you're here.

In fact... Lily's so excited she's been decorating the fridge with crayon hearts ever since I told her YOU signed up.

And she's insisted (she wouldn't stop tugging at my trouser leg) that she be the one to present you with your welcome gift.

[Insert cute photo of Lily]

So, here's Lily saying "hello!" and presenting you with your 10% discount code:

[code]

[Shop For Tallow Now]

Now that you're officially part of the neighborhood, let me tell you how this whole thing began –

I never planned to start a skincare brand. But motherhood has a funny way of rewriting your plans. . .

When Lily was just a few months old, she started getting patches of eczema. I wanted something gentle, nourishing, and effective to help her, so I did what any slightly sleep-deprived new mama might do...

I started rendering beef fat in my kitchen.

Not just any beef fat—grass-fed, grass-finished suet from small regenerative farms just down the road in the Hudson Valley in New York. What I made was soft, buttery, and surprisingly amazing.

It cleared Lily's skin. It made mine glow.

I gave a bunch away as Christmas gifts and the mums in the neighborhood were hooked.

Sort of on a whim, I brought a batch to a local farmers market (I didn't even have a sign, ha)... four hours later, I was shocked to find myself with \$4,000 in sales and not a single leftover jar.

And just like that—*Upstate Tallow* was born.

Today, we're in stores like Terrain and Backcountry (which is still wild to me), but we're still the same tiny team, working out of our upstate warehouse and building something real—something rooted.

At *Upstate Tallow*, we revive the age-old tradition of tallow-based skincare with formulas crafted in small batches from grass-fed and finished tallow.

We still source from regenerative farms here in the Hudson Valley in New York, farms that care as deeply about their land as we do about helping you get radiant, happy skin. (More to come in our Meet the Farmers Series. . . 🧡)

Every product we make is inspired by the simplicity that our ancestors used and our mission is to use minimal ingredients that you can easily understand. (You won't find any mainstream bulls*** that big companies use to bulk up their products around this neighborhood.)

Because this is more than skincare. It's a return to simplicity and a little moment of care in a busy day.

We didn't invent this—we just helped bring it back.

And we're so glad you're here to enjoy it too.

With love,
Your neighbor Harri

P.S. Here's a few of our most popular products. We're sure you'll find something you'll love to use Lily's 10% discount code on...

[INSERT 3-6 Product images here]

Sample 4

Context: This email is 1 from a Black Friday/Cyber Monday sequence I wrote for ecommerce store Dapper and Darling.

Here's what Kailey, Dapper and Darling's CEO, said after the Black Friday dust settled:

"Maria wrote in a way that made my audience really feel connected to what we were talking about as a business. **I can't imagine not having had this newsletter strategy in place or us doing as well as we did this season without her copy – we had been struggling for months before.**"

Subject line: T-minus 48 hours (yep!) to Dapper and Darling's Black Friday sale!

Hi {First name},

Laundry. Turkey pickup. Unload dishes for the 3x time.

^ Does your mental checklist sound like this?

Right about now, moms and dads across the country are wrapping up their mental to-dos before one of the biggest travel seasons of the year.

It's easy to get caught up in the wave of holiday busy-ness. . . but just as easy to get blissfully lost in the sweet moments to come this week. . .

Singing "Jingle Bells" over and over together in the car on the way up to Grandma's. . .

Feeling your mouth water as your eyes feast on each delicious Thanksgiving dish on the table (especially those made with the help of a certain tiny sous chef) . . .

Cleaning up sticky, pie-covered little fingers. . .

These once-a-year moments are ones you know you'll hold close long after this Thanksgiving has come and gone.

As we look ahead to the upcoming happy chaos and travel-filled days, I wanted to get this email to you ahead of time.

This week, we're doing a little something special for Black Friday. Sometimes to help ease the stress of that **Friday** after Thanksgiving.

Now, I know what you might be thinking. . .

"Yeah, Kailey, you and everyone else in my inbox."

If you're anything like me. . . you're probably gonna spend a good chunk of the day exhausted from the week, curled up on the couch scrolling your inbox, credit card in hand, anxious in hope to snag a deal and save some money while one of your littles snoozes away on your shoulder.

Your (poor?) inbox is probably going to be slammed with emails from PEOPLE SCREAMING IN ALL CAPS ABOUT THEIR FANTASTIC, AMAZING, INCREDIBLE DEAL!!!!

Yikes.

We're all for Black Friday excitement too. . . but sometimes it's nice to have a moment to step back, savor the holiday week, and think over what you might like to gift someone (or treat yourself to) this season without a stressful countdown in the background.

So, starting Tuesday, we're going to be offering our **Black Friday/Cyber Monday special: 20% off + free shipping on all orders over \$100** through Monday, November 28.

Second - I'm happy to share that our Greek engraver will have crafted some Precious Charms ready to be created into your one-of-a-kind silhouette keepsakes on Friday for a very special and exclusive waitlist only drop. Make sure to get on that waitlist [here](#).

So, stay tuned for my email Tuesday AND Friday morning if you want to join in on the Black Friday fun:)

xoxo,

Kailey

Sample 5

Context: This email is 1 from a 5-part welcome sequence I wrote for a business coach who was looking for personality packed copy to promote her complementary discovery call to new leads. This is 1 email in the sequence.

Subject: Surprise! You're Invited!

The dance floor is g-r-o-o-v-i-n' [first name]

And there's a spot waiting for *you* right under the spinning disco ball —

That's right, you're **officially** invited to the Live Out Loud disco par-TAY! All the smilingest Dancing Queens (and Kings) are here.

The biggest hair you've seen in decades.

Platform shoes.

Disco ball cake pops galore!

Why?

We're celebrating every single person who's gotten crystal clear on what they **really** want to do *that they haven't been doing* in their life . . .

. . . AND took a bold (aka scary as shit!) step in that direction after a FREE 30 minute Live Out Loud call (\$97 value) with your truly.

So [NAME] this is your **official invite to join the party with a call that will get you **at minimum** one step closer to kicking the life of do, do, do with a dash of No Fun to the curb.**

Hold up, I see you scanning the room. I'm sure you're wondering — just how *is* this dance floor so damn packed?

Because — when you know **how to get more done without losing your sanity** so you can stop saying no all the time to what life has to offer. . . you can't help but

Get on up, on the floor

*'Cause we're gonna boogie oogie oogie
'Till you just can't boogie no more*

When you sign up for a free 30 minute Live Out Loud call with me,

- We'll dive into whatever challenge you're facing right now
- You'll get clarity on the one next step you can take in your journey toward where you want to be (from starting your dream business to finally committing to that trip you've always dreamed of to spending more time with your loved ones)
- (Optionally) you'll get a recording of the call
- You'll be *excited as hell* to chase the dream you're sitting on right now

AND, if you book your call within 48 hours of receiving this email, I'll send you a free copy of my book [ADD TITLE HERE] (which includes a journal to help you start taking action).

I'm on a mission to help you NOT go to the grave with your dreams, so what do you say [NAME]?

Meet me on the dance floor ?

Yes! I want to book my Live Out Loud FREE 30 minute call!

Stop waiting; start living,

Julie

PS. Wish you were ready to boogie oogie oogie because you know how to get more done *without losing your sanity* so you can stop saying no to what life has to offer? I can help you get there on a FREE 30 minute Live Out Loud coaching call.

AND, if you book your call within 48 hours of receiving this email, I'll send you a free copy of my book ADD TITLE HERE (which includes a journal to help you start taking action).

Sign me up!

