

TITLE: Promotional Email

WHO = Online business that creates courses for copywriters on how to write copy and how to get clients

PRODUCT = Course on how to land clients consistently in 2023

TARGET AUDIENCE = Beginner and intermediate copywriters making less than \$5k / month

TASK: Write a 300 word promotional email to sell WHO's PRODUCT to TARGET AUDIENCE using the following copywriting FORMULA. Also, offer 2 different subject lines to test the email.

FORMULA:

1. I'm going to show you how to land 2-3 new clients this month in just 10 minutes a day
2. Getting clients right now is hard because it's so competitive
3. Facebook groups, linkedin, upwork are all saturated with copywriters
4. I've got a new method that lets you land clients with zero competition
5. It takes just 10 minutes a day
6. Copywriters are landing clients fast
7. Proof
8. Click here to learn this new strategy now

VOICE & STYLE GUIDE: Write in a conversational, relatable style as if you were explaining something to a friend. Use natural language and phrasing that a real person would use in everyday conversation. Convert bullet points to conversational statements.

FORMAT: Return only the main response email. Remove pre-text, post-text, formula headers and bullets.