

## Email - Version 1

Hi Big Z,

I found your video "If You Can Mix This, You Can Mix Anything" really helpful in describing how to make an instrument more full-bodied and professional-sounding by separating it into 4 separate tracks, and then having each focus on a different frequency. I will have to use it on some of my own creations.

I see that you have a course where you teach music makers how to make a full song from an idea. I like how you placed a song you made on the product page, as it's perfect for proving that your techniques work.

Your course is especially helpful for those frustrated with being stuck on a particular idea they've had for days and weeks.

I know that if the product page communicated that you understood those frustrations, that your sales would increase by 25%.

Below this email is the product page I have written for you doing exactly that.

Just respond to this email with a "yes" if you'd like to see what I've written for you.

Best,  
Antony

## Email - Version 2

Hi Big Z,

I like the method you teach for making a song sound more full and professional by separating one instrument into 4 tracks, and then having each one focus on a different frequency, which you teach in your video "If You Can Mix This, You Can Mix Anything". I'm sure your audience found this very useful.

After going through your YouTube, I discovered you had a course where you teach music makers- how to make a full song from a simple idea.

I'm sure you know your course is especially helpful for those frustrated with being stuck on a particular idea they've had for days and weeks.

As a copywriter, I know that showing your audience you understand their frustrations and that you're capable of helping them will increase your sales.

That's why I've written a landing page for your course demonstrating just that. I've pasted it under this email.

If you found it useful and would like to know what else I can do to help you, just reply to this email telling me you're interested.

Best,  
Antony

[insert free value here]

## Email - Version 3

Hey Big Z,

I like the technique you taught, separating one instrument into separate tracks and frequencies, for making songs sound fuller in your video "If You Can Mix This, You Can Mix Anything".

After going through your YouTube, I discovered you had a course where you teach music-makers how to make a full song from a simple idea.

I'm sure you know your course is especially helpful for those frustrated with being stuck on a particular idea they've had for days and weeks.

As a copywriter, I know that showing your audience you understand their frustrations and that you're capable of helping them will increase your sales.

That's why I've written a landing page for your course demonstrating just that. I've pasted it under this email.

If you found it useful and would like to know what else I can do to help you, just reply to this email telling me you're interested.

Best,  
Antony