The 4-Email Challenge Selling Sequence

Prerequisites

- An existing email list of at least 50-100 subscribers

Instructions

This is the exact 4-email sequence I used to sell the “Email-a-Day Challenge” to my email list. It's simpler and often more effective than creating a sales page when you already have an audience that trusts you.

Use this approach when you have an existing list and want to launch a challenge course quickly.

IMPORTANT: I LINKED TO A SALES PAGE THAT LITERALLY HAD THE SAME EXACT COPY ON IT THAT YOU’LL READ IN EMAIL #2. A SALES PAGE IS COMPLETELY OPTIONAL & I ACTUALLY DON’T RECOMMEND IT ANYMORE. JUST SEND STRAIGHT TO A CHECKOUT PAGE.

Key Principles

- **Email #1 builds desire, doesn't sell** - No buy button in story email

Copyright 2025 CopyHour, Inc.

- **Email #2 shows how the challenge will work** - Bullet points for easy scanning
- **Email #3 shows a day-in-the-life of the challenge** - Step by step walkthrough
- **Email #4 handles a FAQ** - Clear differentiation from other offerings (if need be)
- **Space 1-2 days apart** - Total sequence runs 4-7 days
- **Keep challenge positioning** - Emphasize doing over learning
- **Always justify low pricing** - "Commitment, not profit" reasoning

Timing & Spacing

- **Day 1:** Story pre-sell (no CTA)
- **Day 2-3:** Cart open with how it works
- **Day 4-5:** Day-in-the-life walkthrough
- **Day 6-7:** FAQ and final push

Notes

- Only do this if your lists knows, likes and trusts you
- Conversion rates are often higher than simple sales pages
- This is for people who use “daily email” style sequences (versus tutorial-style emails)

Copyright 2025 CopyHour, Inc.

The Sequence

Email #1: Story-Driven Pre-Sell

Note: I had previously mentioned I was going to run some sort of copywriting challenge a few weeks before I sent this email.

Formula:

- Hook with a story (pop culture, personal experience, observation) →
- Correlate story to a business/life lesson →
- Transition to your field/expertise →
- Intro the challenge →
- Promise more details tomorrow

Example Email #1 Text:

SL: The Queen's Gambit

Hey [Name] --

Now... I just got done watching The Queen's Gambit series on Netflix.

I highly recommend it.

I'm a chess nerd. I fell in love with the game on a trip to Costa Rica when I was 20. My buddy and I would play on buses in-between cities and at night if there was nothing going on.

Anyway, you don't have to love chess to love The Queen's Gambit.

Copyright 2025 CopyHour, Inc.

I won't spoil anything but there's a small character in that show that I found interesting.

He's a traveling salesman and it's clear that he's not very good at it. He's stressed out and struggling for money.

This got me thinking about "sales" in general.

A lot of folks are drawn to "sales" as a career (ie, real estate agents). They see the money that the top people are making and say, "I want that."

And a lot of people really, really struggle in these sales roles because they're a) not good enough or b) don't recognize their strengths and weaknesses.

A lot of folks would, frankly, be better off finding employment and working the system that way. Or, starting a business and not being the one in the sales role.

As an example for us copywriters out there... if you made me go "door to door" as a salesman, I'd crash and burn so fast.

My buddy works as a sales rep for a huge company in Silicon Valley. If I had his job, and we started at the same time, I can almost guarantee I wouldn't be as far along career-wise as him in that field.

And this concept applies in so many different ways.

Copyright 2025 CopyHour, Inc.

You probably have people recommend to you that you should run webinars. Webinars are great for closing sales! But... do you have the natural skills for webinars?

I'm not saying you should never try different or new things or just give up... but I'm saying that you should follow your strengths versus your weaknesses.

A lot of people, like myself, get into copywriting because it's "salesmanship in print". We can sell with the written word, not via face-to-face.

Copywriting is for introverts.

Anyway, if you like writing conversational pieces that don't require a TON of research and time... then email copy is definitely something to consider.

And would't you know it... we have an Email-a-Day Challenge starting next week. :-)

Here are some more details:

I've decided to make it even simpler than I previously mentioned. It will be a 7 day "Email-a-Day Challenge".

The Challenge will start on Monday December 7th and end on Sunday December 14th.

Copyright 2025 CopyHour, Inc.

Each day you'll get an email with a prompt for a promotional email (7 different types) to write that day and a link to the Facebook group. The trainings themselves will actually be in the Facebook group.

(If you don't have a list or client, I'll give you a product to write for so you can build your portfolio or just practice).

I've already setup a private Facebook group. You'll login and there will be a video or a thread for that day. You'll post up your email copy or link to it. At the end of the 7 days, the video trainings will disappear.

The idea with trainings disappearing is that you complete the email DURING THE CHALLENGE and don't continue to put it off.

The challenge will be paid but it will be very affordable. We just need a small barrier to entry to keep out the freebie-seekers, time-wasters & tire-kickers.

I'll open up the cart tomorrow we'll get ready for December 7th.

The idea is that you'll have 7 brand new emails to send to your list or to show a potential client... That's what I'm hoping the Email-a-Day Challenge will do for you.

- Derek

Copyright 2025 CopyHour, Inc.

Formula:

- Announce challenge →
- Reference to sales page (optional) →
- Bullet points with logistics →
- Price with reasoning →
- Clear CTA →
- P.S. with differentiation

Example Email #2 Text:

SL: Join the Email-a-Day Challenge for just $7

Hey --

We're live and open for registrations for the 7 day Email-a-Day Challenge.

[Link]{Here's a quick product description sales page.}

Challenge Bullet Points:

The Email-a-Day Challenge will start on Monday December 7th and end on Sunday December 14th.

Each day you'll get an email with a prompt for a promotional email (7 different types) to write that day and a link to the Facebook group.

(If you don't have a list or client, I'll give you a product to write for so you can build your portfolio or just practice).

Copyright 2025 CopyHour, Inc.

You'll login to the Facebook group and there will be a video or a thread for that day.

You'll post up your email copy or link to it and get feedback from the other member's in the group.

At the end of the 7 days, the video trainings will disappear. The idea with trainings disappearing is that you complete the email DURING THE CHALLENGE and don't continue to put it off.

The challenge has a nominal $7 fee because we just need a small barrier to entry to keep out the freebie-seekers, time-wasters & tire-kickers.

The idea is that you'll have 7 brand new emails to send to your list or to show a potential client.

Join the Email-a-Day Challenge for just $7

- Derek

P.S. If you're wondering how the Email-a-Day Challenge is different from my Daily Email Income course...

Daily Email Income is a full course with 45+ days of training and email copy templates to use. The Email-a-Day Challenge is a challenge with prompts to write and 7 templates and trainings that will disappear on December 14th (to get you to take action!).

If you have questions, don't hesitate.

Copyright 2025 CopyHour, Inc.

Formula:

- "Let me walk you through a typical day" →
- Step by step daily experience →
- FAQs →
- Specific examples of what they'll create →
- Challenge “positioning”

Example Email #3 Text:

SL: A typical day during the Email-a-Day Challenge

Hey [Name] -- I think the best way to describe the Email-a-Day (EAD) Challenge is to walk you through what a typical day will look like next week, step-by-step. Here goes:

1. Each day of the challenge you will get a short email telling you to login to the private EAD Facebook group.

2. In the group you'll find a video or post for that day.

3. The training will be me explaining the promotional email you'll be prompted to write that day.

4. I'll explain the email topic, how to do any research necessary, and how to structure and write the email. Then, I'll do an "over-the-shoulder" example and write an email to show you.

5. These emails will not be super long - 500-1000 words at the VERY most.

Copyright 2025 CopyHour, Inc.

6. If you don't have a product/service or client of your own, I will also provide a product example that you'd be promoting (for practice to build your portfolio and get experience).

7. Then, you'll go write your email and post it to the group, if you'd like, for feedback.

That's it.

Now, a couple questions:

"Will the Email-a-Day Challenge be good for beginners?"

Yes. EAD will be good for both beginners and more experienced copywriters. I'll keep the templates and types of emails we'll write super simple. (Simple sells better in most email scenarios anyway). It will be a great way for the beginner to "get their feet wet" writing email copy. It will be a great way to build a small portfolio if you ever need to show something to a potential client. We won't be going super deep into the mechanics of email copy. That's not the point. The point is to JUST WRITE. That's the challenge aspect of this. At the end I want you to have 7 emails you can send to your list or show a potential client.

"What will some of these prompts (and the emails I write) look like?"

I don't want to ruin the surprise but I will prompt you to write emails like... - A "Welcome" email - A "This Day in History" email - A "Correlation Story" email - A "Myths" email (which is content-based)

Copyright 2025 CopyHour, Inc.

I will tell you exactly what these emails are. How to structure them. How to do the minimal research necessary to make them work. And then you'll watch me write new ones "over-the-shoulder" so that they're grounded in reality.

The Email-a-Day Challenge will start on Monday December 7th and end on Sunday December 14th.

At the end of the 7 days, the video trainings will disappear. The idea with trainings disappearing is that you complete the email DURING THE CHALLENGE and don't continue to put off writing email copy.

Join the Email-a-Day Challenge for just $7

- Derek

Copyright 2025 CopyHour, Inc.

Formula

- Most common question →
- Differentiate from other products (if need be) →
- Challenge versus course positioning →
- Recap experience →
- Final CTA

Example Email #4 Text:

SL: Email-a-Day Challenge versus Daily Email Income

A question I've gotten several times since I started talking about the Email-a-Day Challenge is...

"What's the difference between the Email-a-Day (EAD) Challenge & your Daily Email Income (DEI) course?"

In short, EAD is a "challenge", designed to get you to JUST WRITE.

DEI is a full email copy training course on how to write 5-7 emails per week for your business.

Both products are very compatible and actually EAD will borrow some templates from DEI.

What makes them different is that, again, one is a challenge and the other is a full course.

Why even have a challenge?

Copyright 2025 CopyHour, Inc.

Well... a lot of people (myself included sometimes) need a kick in the pants to start writing.

We learn and study and hand copy, but then don't do the actual writing we need to do.

So I wanted to end 2020 with a challenge to kick-start the daily writing habit (before January 1st).

And email copy is a great medium to use because it's short, doesn't require a TON of copywriting knowledge to pull off (unlike a long-form sales letter for example) and writing email copy is a great way to get started with freelance copywriting or marketing consulting.

So, let's come together for 7 short days, write 7 pieces of email copy, and get a head start on 2021.

Join the Email-a-Day Challenge for just $7

Here's a recap of what the EAD Challenge will look like:

1. Each day of the challenge you will get a short email telling you to login to the private EAD Facebook group.

2. In the group you'll find a video or post for that day.

3. The training will be me explaining the promotional email you'll be prompted to write that day.

Copyright 2025 CopyHour, Inc.

4. I'll explain the email topic, how to do any research necessary, and how to structure and write the email. Then, I'll do an "over-the-shoulder" example and write an email to show you.

5. These emails will not be super long - 500-1000 words at the VERY most.

6. If you don't have a product/service or client of your own, I will also provide a product example that you'd be promoting (for practice to build your portfolio and get experience).

7. Then, you'll go write your email and post it to the group, if you'd like, for feedback.

That's it.

The Email-a-Day Challenge will start on Monday December 7th and end on Sunday December 13th.

At the end of the 7 days, the video trainings will disappear. The idea with trainings disappearing is that you complete the email DURING THE CHALLENGE and don't continue to put off writing email copy.

Join the Email-a-Day Challenge for just $7

- Derek

Copyright 2025 CopyHour, Inc.