

John Carlton's Freelance Course:

Email Sequence

Email 1: *(Simple Introduction/"Bait")*

Hi! John here, I just wanted to personally congratulate you on taking your very first step towards **financial freedom** in the extraordinary world of freelance marketing!

By choosing to attend my *free* virtual seminar, you'll gain exclusive access to an exciting introduction into copywriting. I'm going to show you how you can transform your passion for creative writing and use it to generate THOUSANDS in monthly income, from only a few hours per week!

Check back again tomorrow to hear about my story. In the meantime, why not visit www.marketingrebel.com for more information?

Email 2: *(HSO: Brief on The Guru/Brand)*

Take it from me, I've been in your shoes and it has never been easier to succeed at copywriting!

Over 30 years ago, I was consumed by the typical 9-to-5 rat race. Different day, same routine. I hated my boss, my work was unfulfilling. Everyday I had the same thought... I wanted more, so much more; the freedom to set my own hours, to work from home and to make more money than I'd ever thought was possible!

You have advantages I couldn't even IMAGINE back in the 90's. There were no **self-made gurus** to turn to, there was no **playbook** in marketing... the odds were stacked against me and it felt like they'd never been stacked higher!

Today, if an ad agency wants to hire me for my services it'll set them back a cool **\$30,000**, up front, as well as a **substantial percentage of the profits** from the campaign! Now, I know you can't wait to hear more... but don't worry, you needn't wait much longer! The biggest marketing event of the year is happening tomorrow!

Come on over to www.john-carlton.com/copywriting-tips if you want to get a head start on levelling up your writing skills before then.

Email 3: (*Value Email; Roadblocks & Dream State*)

Let's be honest, my friend. You're here because, like me, you want more from your life.

You want to be able to decide for yourself where, when and for how long you work and you don't want some miserable, ungrateful boss determining those things for you. You don't want to waste years of your life stagnating for a meagre wage, performing the same unappreciated, uninspiring tasks. You long to flourish, to thrive! You want to earn more money than anyone you know!

But... how?

All you need is *one truly remarkable skill*; one that is constantly evolving, that's both transferable and, more importantly, scalable! Allow me to present and demonstrate to you that very skill...

Here's the [link](#) to my free virtual seminar on freelance copywriting. See you inside!

Email 4: (*DIC: Direct to Sales Page*)

I feel that it's important to address this... I know all too well how much of a significant undertaking this will be.

"What if I make a mistake with my writing? How do I cold call clients? Is cold calling even the best way to attract clients?"

Fear not. I've made plenty of mistakes in my 30 year career and I'm going to teach you each and every single one of the ins and outs, the ups and downs, the rights and wrongs that led me to where I am today!

The difference between me and you is that what took me **DECADES** to accomplish is a feat that you could potentially replicate in **WEEKS** or **MONTHS**! What I'm offering to you is the *fastest route* on the **path to success!**

Are you ready to step in MY shoes, to be able to say "NO" to most of your leads and charge **tens of thousands of dollars** for your time? Well then...

www.marketingrebel.com/the-freelance-course

It's time to lace up, my friend.

Email 5: *(PAS: Attempt to Upsell)*

What if today was the day that **your dreams begin to become a reality?**

I swapped my uncomfortable, cramped office cubicle for a classy, well-furnished home office. I traded in the putrescent public transport commute for a luxury sedan. No more cold calling uninterested prospective clients to see if they want my services; when I pick up the phone it's to answer **their** call and choose whether or not **I** want them! I no longer dream about being somewhere I'm not because I'm exactly where I want to be!

Do you want to truthfully be able to say those sorts of things about yourself? In that case...

I've already mapped out the route to riches for you, but... what if I told you that I could go **one step further** and provide you with a **blueprint** for a **rocket car** that'll take you there **even faster**?!

Well then say no more because what I'm offering you is a **veteran's playbook**; a collection of my absolute best ad campaigns from the past 20 years! Suffering from writer's block? Simply need a little bit of inspiration? Want to see how to structure your copy to **maximise your conversion rate**?

Be warned, this stuff is potent and will likely change how you approach and write your copy forever!

www.marketingrebel.com/john-carlton-best-ads