

Subject Line: The secret to Understanding copywriting

Body: Hi, my name is Hapon.

I'm a copywriter at [Agency Name].

If you opened this email, I assume you want to know what copywriting is and how you can make money with it.

Copywriting is the ability to persuade people to take action with the written word,
incredible right?

But knowing the definition of "copywriting" isn't enough,

You're likely wondering:" How can I start writing copy and start to make some money?"

Now here I don't have the time to teach you,

But to help you I will show you a book where it will help you answer this question.

Reading it will make you understand copywriting concepts that took others YEARS to learn.

[You can grab it here](#)

Hapon

Subject Line: The ONLY skill you need to become rich

Hi Reader,

2024 has just started, everyone wants to be rich, and I mean EVERYONE

If you opened this email, I assume you want to achieve the same, and you can do it by learning **copywriting**

Copywriting is the ability to persuade people to take action with the written word.

With this skill, you can literally print money from the air through different types of texts such as:

Marketing Materials

Website Content

Product Descriptions

Advertising Copy

And many more...

BUT you'll only be able to do this once you've learned how to write in a specific way,

And you can do it by attending online courses, watching hours and hours of video, etc.

or

You can do it with a simple [click](#)

In that link there will be the *biggest secret* that has helped Ben Organ, a copywriter from Agora Financial, to generate with his copy more than **£10 million in sales** for their client

If you want to achieve the same results

[click here](#)

Peace,

Hapon