

Portfolio

Daily Emails For A Cooking School (Sample)

Backstory

My client was looking for daily emails that entertain and keep his cooking school classes on top of his email list's mind.

His classes help aspiring cooks or chefs conquer new recipes, gain confidence in the kitchen, and learn proper presentation techniques.

Using Email Marketing, I decided to create some highly engaging emails that will help his classes sell on autopilot.

Email 1 - cooking is therapy? (Click To See Detailed Breakdown)

Big Idea: After doing some research into the desires of my client's target audience...

I learned that one of their biggest goals is to become more confident in the kitchen and especially when cooking for friends, family or colleagues.

However, due to failed attempts to cook in the past, when it comes to cooking, they have poor self-esteem and struggle with the wrong attitude.

With this in mind,

I decided to write an email that will make light of my own failed cooking attempts,

Then shift their beliefs about the learning process, and mastering the craft of cooking.

Info-Product Email For A Digital Workshop

Backstory

My client was looking for a way to sell his upcoming Workshop.

His workshop helps Info-Product Businesses and Coaches to position themselves as the leader of their niche and become an authority.

I decided to create some highly engaging emails that will help his workshop sell on Autopilot using Email Marketing.

Email 1 - [☰ are you a daydreamer?](#) (Click To See Detailed Breakdown)

Big Idea: Before selling a new product to an audience, you first need to start by introducing them to a relatable problem that they are facing.

Once you do this,

You can then go ahead to present your offer as the solution to their problem

The goal of this email was to introduce them to the “Unfair Advantage” workshop with a subtle, soft-sell

The best way to do this was through storytelling...

I told a relatable story of dreaming about going on vacation your business thrives with minimum effort...but knowing in reality, that you can't afford it and your business needs you at work, constantly.

I then proceeded to transition the story into the “Lesson” where I told them daydreams are good as long as they drive you.

The lesson finally transitions into the solution (The Unfair Advantage Program) and I gave them a call to action to register.

SaaS Emails For Duolingo (duolingo.com)

Backstory

Duolingo needed a highly engaging activation sequence to help them convert free trial users into subscribed customers.

In order to do this effectively, they needed email copy that would increase their open rates and make their readers take action.

The emails below are two emails from the welcome sequence I created with the client's goals in mind.

Email 1 - hug for FirstName? (Click To See Detailed Breakdown)

Big Idea: People who enjoy Duolingo are those who enjoy gamified learning approaches - so why not send emails that feel like secret messages from a friend?

And when you're reading these friendly interesting daily emails from Duolingo, won't you be likely to make sure you're practicing too?

Since a welcome email sets expectations, I worked to establish this relationship between the emails and the reader, so that they'll feel excited to read letters from us.

This will make them more engaged throughout the duration of the sequence

Email 2 - i am so embarrassed (Click To See Detailed Breakdown)

Big Idea: Another email in the welcome sequence, with the central goal being to sell the idea behind the solution to a problem I know readers of these emails might face -

if they leave the Super Duolingo free trial and return to normal Duolingo.

The main focus of the story told is to emphasize how necessary it is to learn the language of a country you want to live in/travel to.

I finish off by giving exciting company news that encourages brand loyalty.