

The [Copywriting Course](#) 2021 Black Friday and Cyber Monday Campaign

EMAIL 1

SUBJECT: 1 year. 4 quarters. 365 days.

PUBLISHED DATE: November 24, 2021 at 11:32AM

Copywriting Course is a **community** of builders.

Our goal is always to get people to stay for **1 or more years**. Why?

Because in one year you can build really cool business assets like:

- Ads
- Books
- eComm stores
- Website pages
- Digital products
- Sales campaigns
- Product launches
- (and more)

These things seem relatively simple, like you can knock them out in a few hours....but to build solid business assets takes some time.

Most people overestimate what they can do in a day, but underestimate what they can do in a year.

Imagine if you set a goal every quarter to finish one asset, like this:

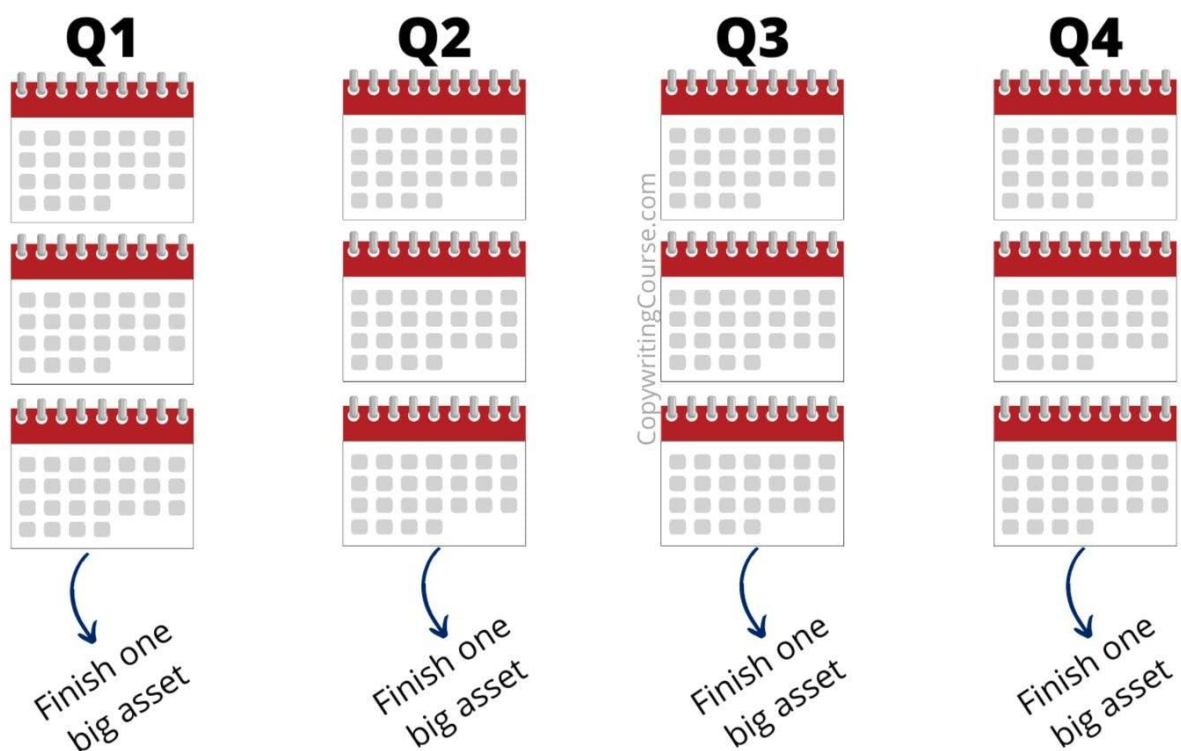
Q1: Website that converts subscribers.

Q2: Improve all cold emails and sales pitches.

Q3: Improve pricing, product offering, and sales angle.

Q4: Autoresponder that converts new email subscribers into buyers.

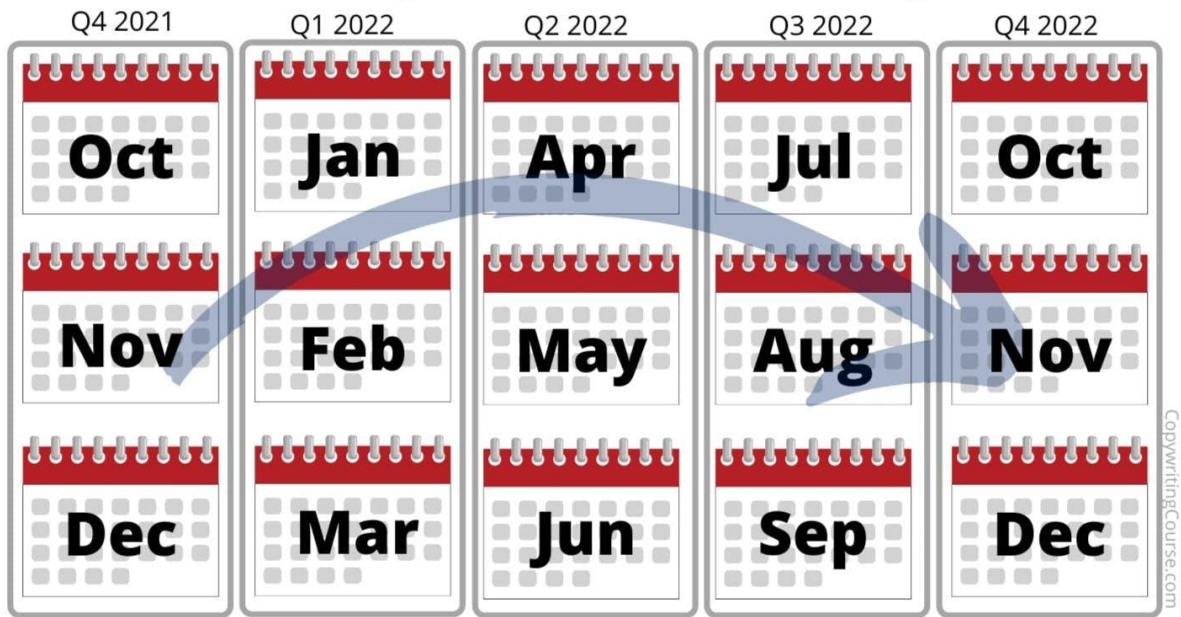
With just 4 quarters in a year you could build something significant!



Fast forward one year from today.

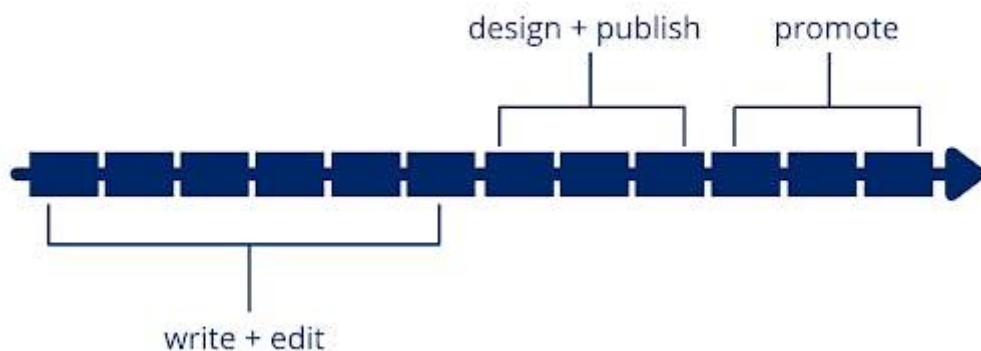
What do you want to have in your business?

What can you build in 1 year?

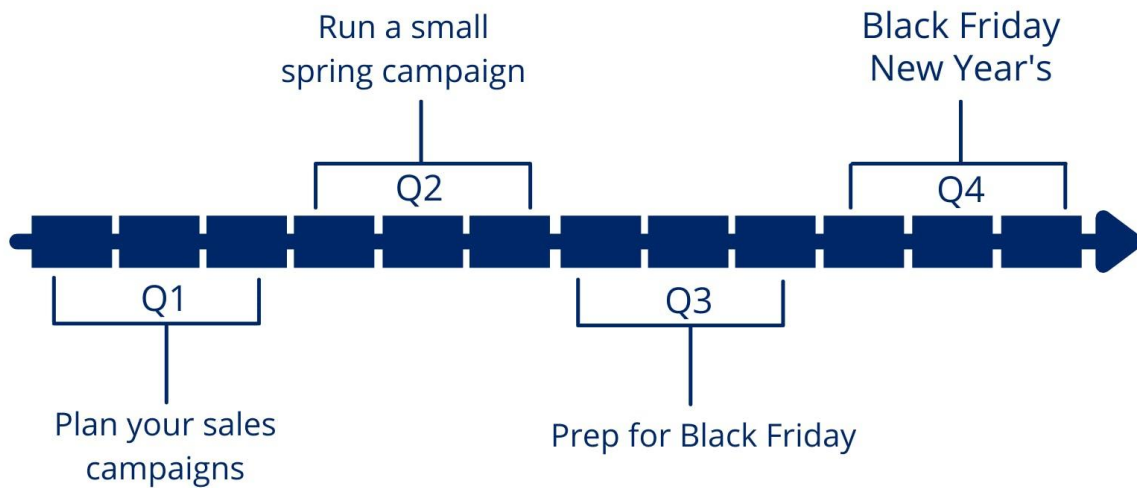


Here's things people completed in our private community (usually in wayyy less than a year):

1 year to write a book

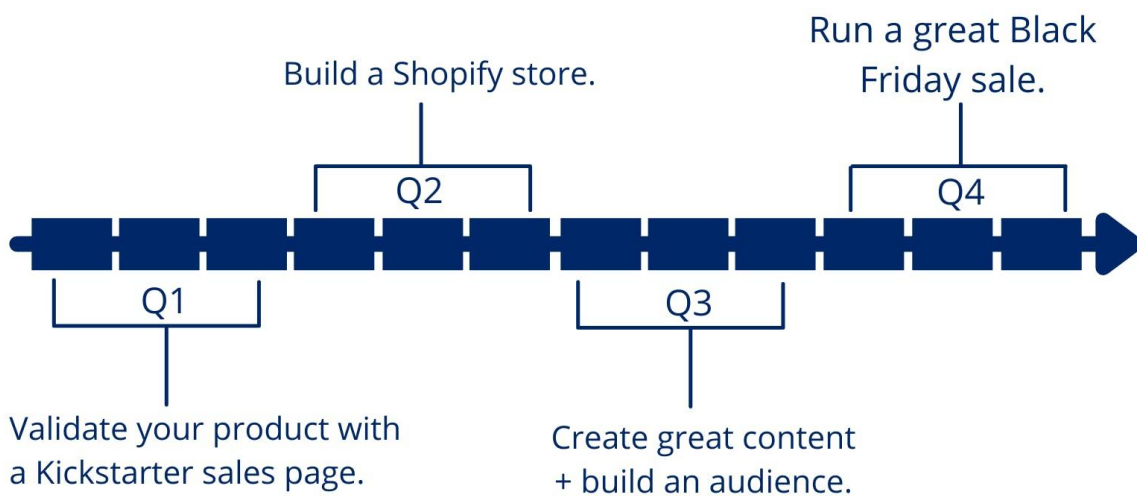


1 year of great sales campaigns



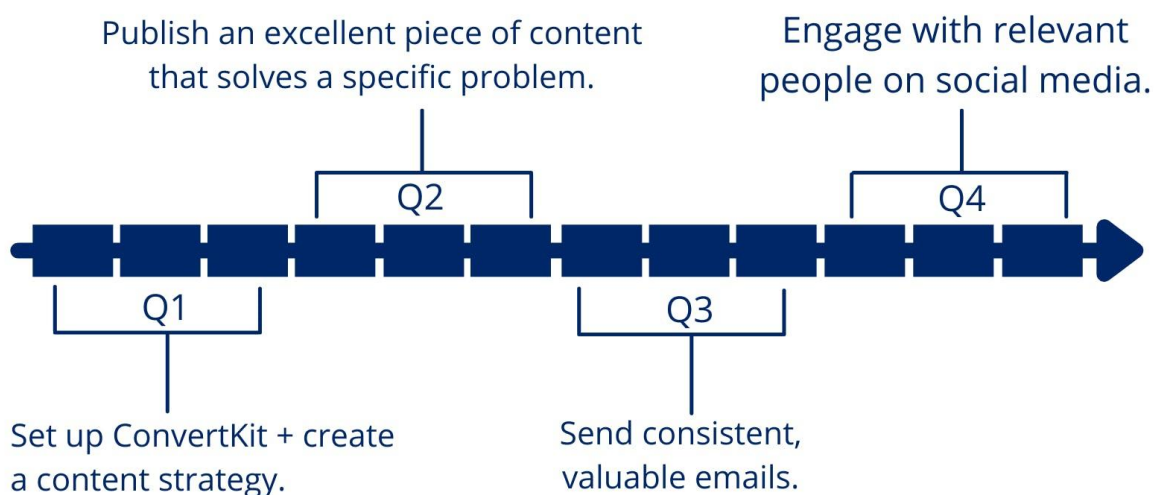
CopywritingCourse.com

1 year to launch an ecom store.



CopywritingCourse.com

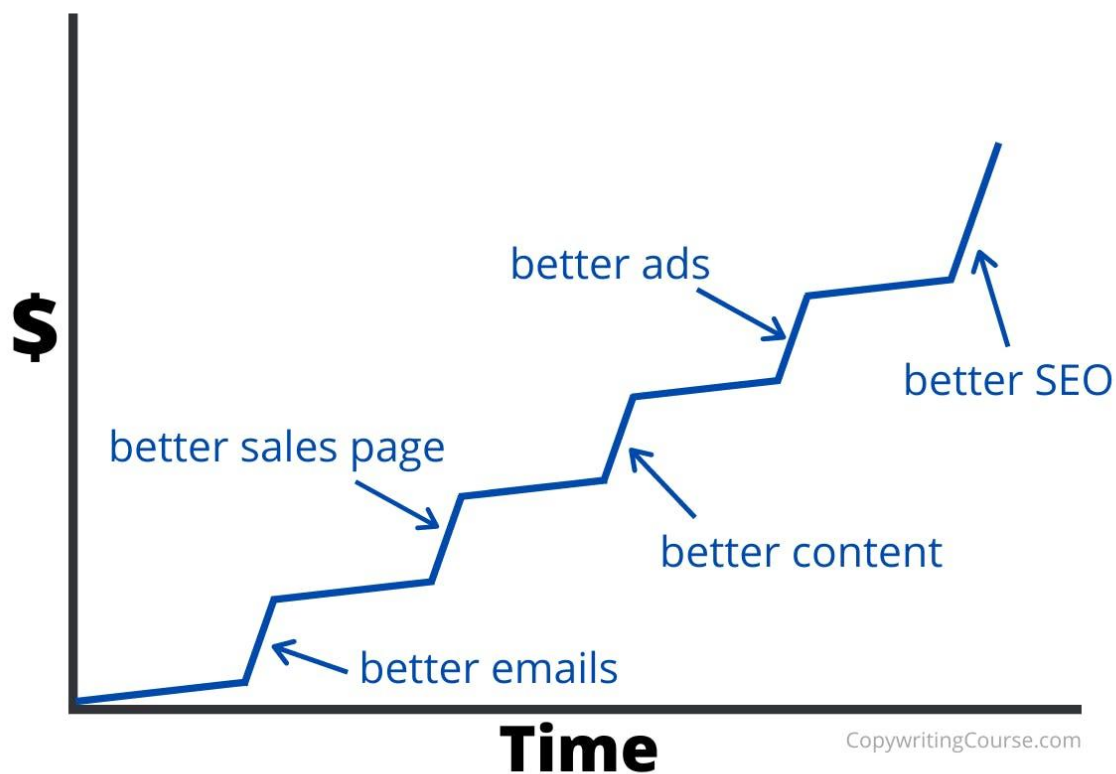
1 year to build an email list.



CopywritingCourse.com

These are just a few examples of what people have accomplished in a year.

Steadily improving a business asset is extremely rewarding:



Since we're a community of builders inside Copywriting Course, you also get to WATCH OTHERS AS THEY BUILD. This is super inspiring!

Copywriting Course started out as just a course where you watch videos to learn about copy, but it quickly evolved:

- ▶ Course.
- ▶ Course + Live Office Hours.
- ▶ Course + Live Office Hours + Private Community.

We're extremely proud of this, because instead of just teaching people to improve copy, we now mentor people through the process of creating great businesses assets. Often just completely rewriting it for people.

Just post in our private members area and we help rewrite, critique, and give

feedback 24/7:

Dan McDermott (Copywriting Pro) feedback on a sales letter:

- Rewrite:** "This email doesn't really connect, and I think it's mostly because of your hook and the offer. Here's what I'd do: 1) Make the link between you and them more natural. How did you come across the site? Are you interested in working with businesses like them? Why? 2) Rewriting a piece of copy out of the blue... probably won't be seen as very high value. Instead, it'd be a very brief conversion audit type of thing - maybe a screen recording, maybe include some numbers from a traffic/SEO service. The goal should be to get them on the phone so that you can then sell your copywriting services. The way you're doing it is sort of pulling the cart before the horse. Here's a rough version of how I'd approach this. The Desire section can be tough if you can't have results to show off... so just substitute stats about industry benchmarks instead."

Mark Stone (Copywriting Pro) feedback on a sales letter:

- Critiques:** "I have 3 CRITICISMS of your sales letter. 1) Your opening is not great. It's not clear what you're selling. 2) Your body copy is not clear. It's not clear what you're selling. 3) Your closing is not clear. It's not clear what you're selling."

Neville (Copywriting Pro) feedback on a sales letter:

- Feedback:** "It's best when you give people actual helpful information in the content. For example your Attention section could've looked more like: **ATTENTION:** Hey [Name], I noticed you might be losing a lot of conversions on your About Page right here, because it kind of put me to sleep! **INTEREST:** Did you know an About Page is generally 80% of your traffic? Your About Page can collect 50% more contacts by adding a form on the top and bottom. The main purpose of an About Page is to direct them to the next page. Be sure to try to give them really juicy facts instead of a lot of text!"

Just one solid piece of advice can completely make back your investment.

For example in one quick thread Joyce got some homepage feedback that increased conversions by 500%. Imagine the impact that has over a year!

Joyce (Copywriting Pro) post:

Thanks for another great Office Hour @Neville!

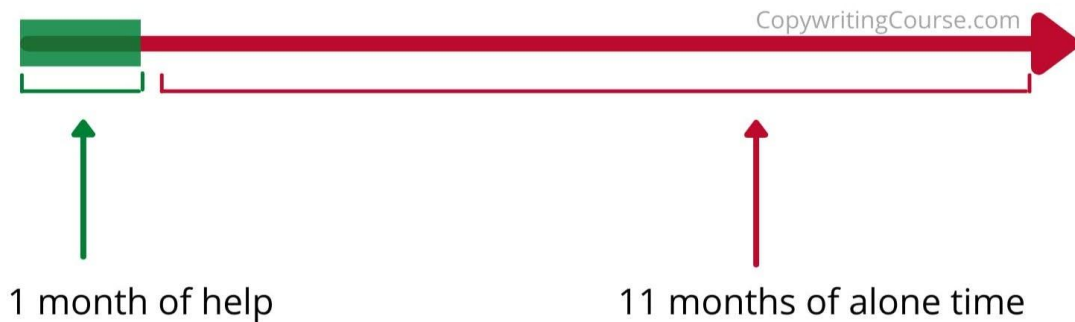
Thought you might like to see the results from the [new homepage](#) we worked on last week.

Increase of over 500%

	April 5th to April 11th	April 12th to April 18th
Homepage views	113	145
New subscribers in Mailchimp	7	12
New subscribers via API (Teachable)	5	3
New subscribers excluding API (Teachable)	2	9
Homepage conversion rate	1.77%	6.21%

With Copywriting Course you get constant support for as long as you stay with us

1 year at most communities



1 year at Copywriting Course



Want to join a community of builders having their most productive year ever?

We're doing one helluva a great deal right now, in fact the best deal in our entire history:

1 year of Copywriting Course for \$365.

That's \$1/day 😬

If you join us right now we'll take 55% off your subscription. So grab it quick! [Join here](#), and use coupon code **BLACKFRIDAY** right now. This deal is going away quick.

Sincerely,

Neville Medhora - See you inside!

[Unsubscribe](#) | [Update your profile](#) | 801 W 5th St. , Austin, TX 78703

EMAIL 2

SUBJECT: Our. Lowest. Ever.

PUBLISHED DATE: November 26, 2021 at 7:20AM

For Black Friday only.

Our. Biggest. Sale. Ever.



55% OFF
(Our biggest sale ever)!

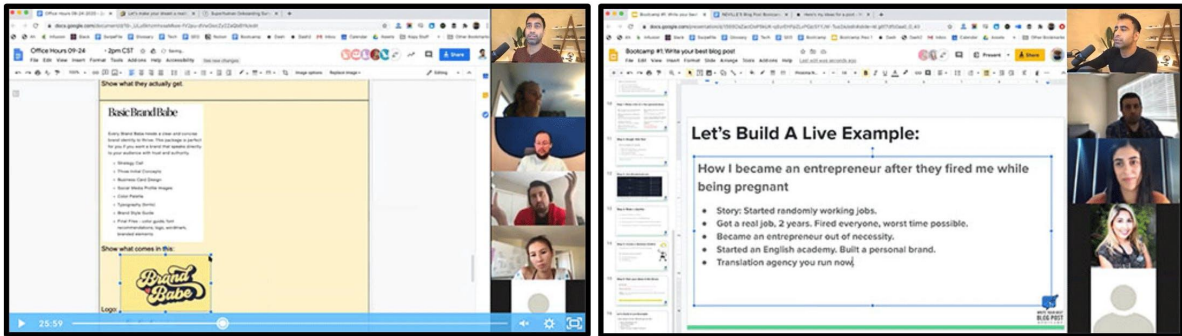


- Grab It Now -

If you post content online in any way (blog, newsletter, SaaS business, sales pages, home pages), then join Copywriting Course so you can learn to optimize all your content, and get professional writers to help you re-write and tighten up all that content.

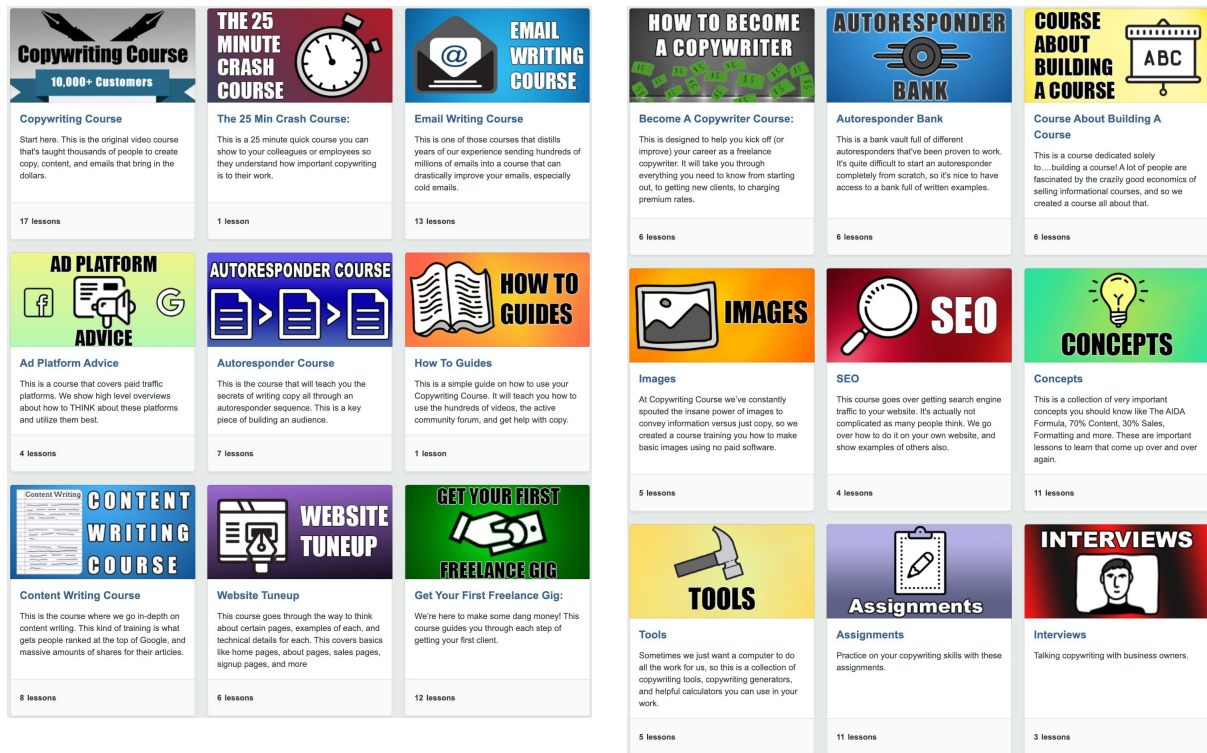
We show you. Not tell you.

We pride ourselves on actively showing you what to write, rather than giving vague concepts and advice. Our forum and live office hours are all about action and writing on the spot:



Courses? Of course!

You get immediate access to all our courses, which are constantly being added to. There's 18 total sections included. Whatever you want to learn on demand is right here:



My favorite part of Copywriting Course is hanging out on Office Hours talking to members!

Forums and video courses are great, but nothing is better than actually live video chatting with members. We've all made friendships and connections through this.



Office Hours 10-08-2020 - 2:10 PM

members.co

Submit Copy For Review

Blog Post | About Page | Cold Email | Ad Copy | Sales Copy | Homepage | Product Page | Portfolio | Other

Submit your blog post review

Who is going to read this? REQUIRED

Example: The readers of my blog

Do you want them to take a specific action? REQUIRED

Example: "I want them to buy the water hose we're discussing in the blog post"

Link (if it is live)

Anything you want us to pay specific attention to? REQUIRED

Example: "Is my call to action any good?"

Full blog post REQUIRED

Source | B | I | U | S | [Icons] | Ix | A+ | A-

The Copywriting Course:

- Welcome!
- Members Guide
- Mentality of a Copywriter
- Writing Techniques
- Headlines
- Writing Quick Copy
- Cold Sales Emails
- Sales Pages
- eCommerce Writing
- Content Marketing
- How To Hire A Copywriter
- Copywriting Interviews
- Copywriting Resources
- Copywriting Tricks & Tips
- Real Copywriting Advice

Get Copy Reviewed:

- Copy Reviewer Tool
- Cold Email Review
- Blog Post Review
- Ad Copy Review
- Portfolio Review
- Sales Copy Review
- Home Page Review
- About Page Review
- Product Page Review

Video call participants:

- Man in white shirt
- Man in blue shirt
- Woman in black top
- Man in blue shirt
- Woman in white top

Actual connections, friendships, and partnerships form through these office

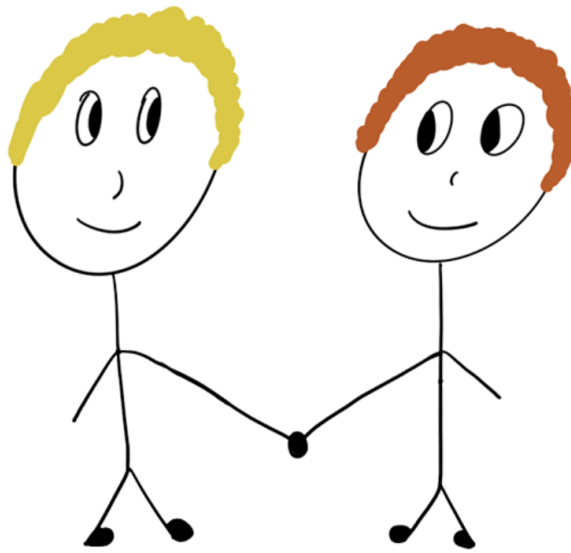
hours and community!



I met up with Richard from office hours, and he randomly ended up taking me to Jamie Foxx's house!

Richard is gigantic so we all look tiny compared to him :)

This connection was through Copywriting Course office hours.

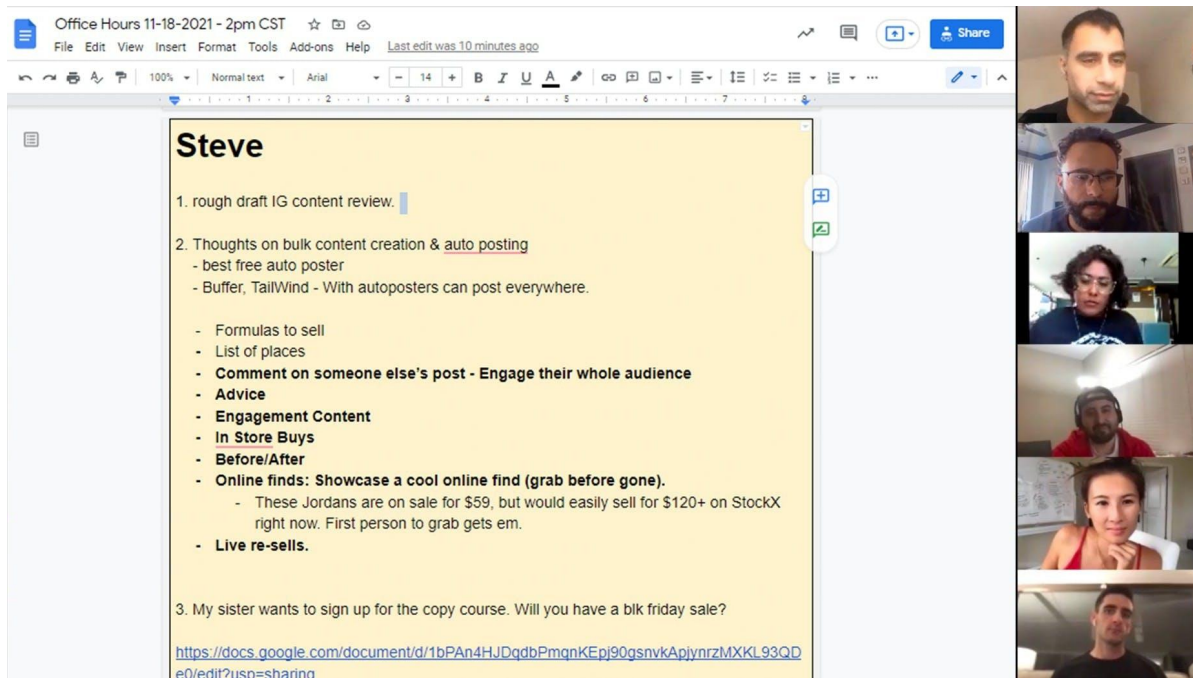


Rae bought a book from another member Jarie, and he delivered the book in person and now they're friends!

Charlotte's company needed a writer, and member Shaggy took the gig and did great!

Dan and Kyle started a side project together in the restaurant industry after meeting in Office Hours.

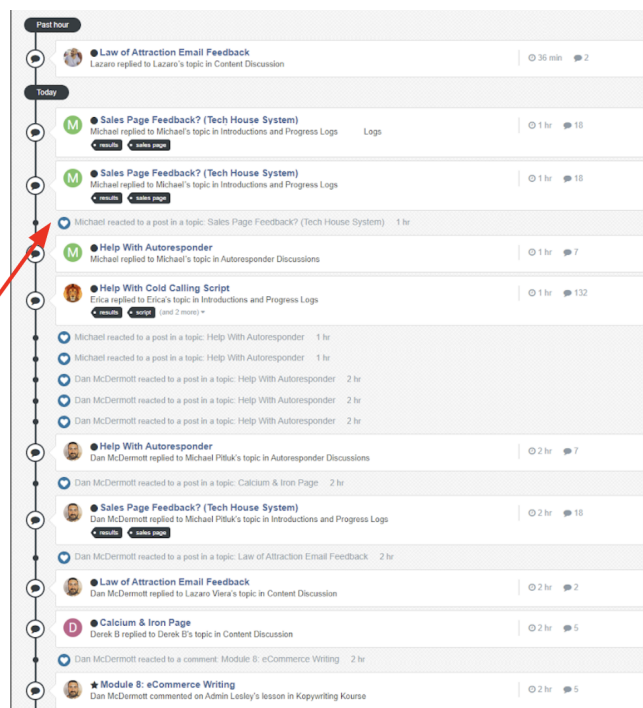
On these calls we take questions and live re-write copy. This happens every week.



You also get help, support, and re-writing on our private members forum. It's awesome:

The Forum

An active community of entrepreneurs, copywriters and marketers.



You can ask questions, ask for feedback, and get live help...anytime you want:

Maur

Kopy Nerd



Member - Office Hours

37

36 posts

I have a question about **AIDA**...

Instead of using it for other people's products...

Can we use them to offer **OUR SERVICES?**

I'm trying to land my first gig and saw an opportunity on a website with poor copy. So I'm thinking on creating an email with the AIDA template with:

Purpose - Get the gig.

Product - My copy 😊

In case I don't get it. I think it would be fun to apply what I've learned from you in a real-case scenario.

Their response...or silence...

will be my feedback.

Should I just go ahead? What do you think?

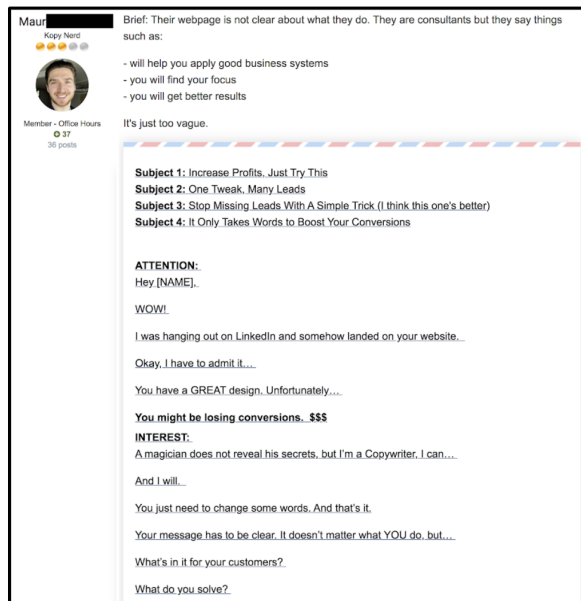
+

Quote

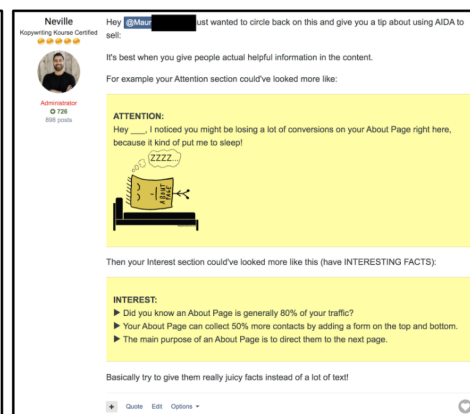
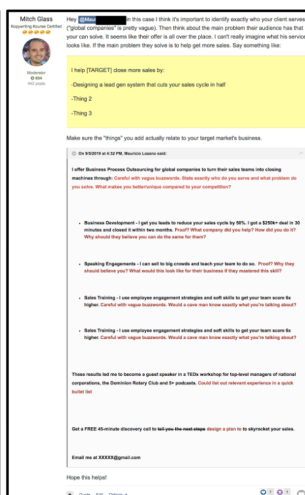
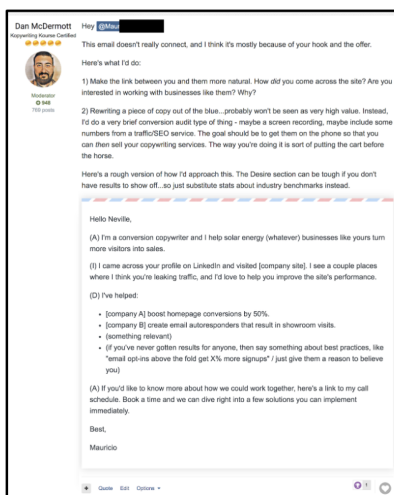
Edit



You can post your actual copy for us to review:



Then multiple professional copywriters give helpful feedback or full rewrites:



By grabbing Copywriting Course you get all of this, starting immediately!

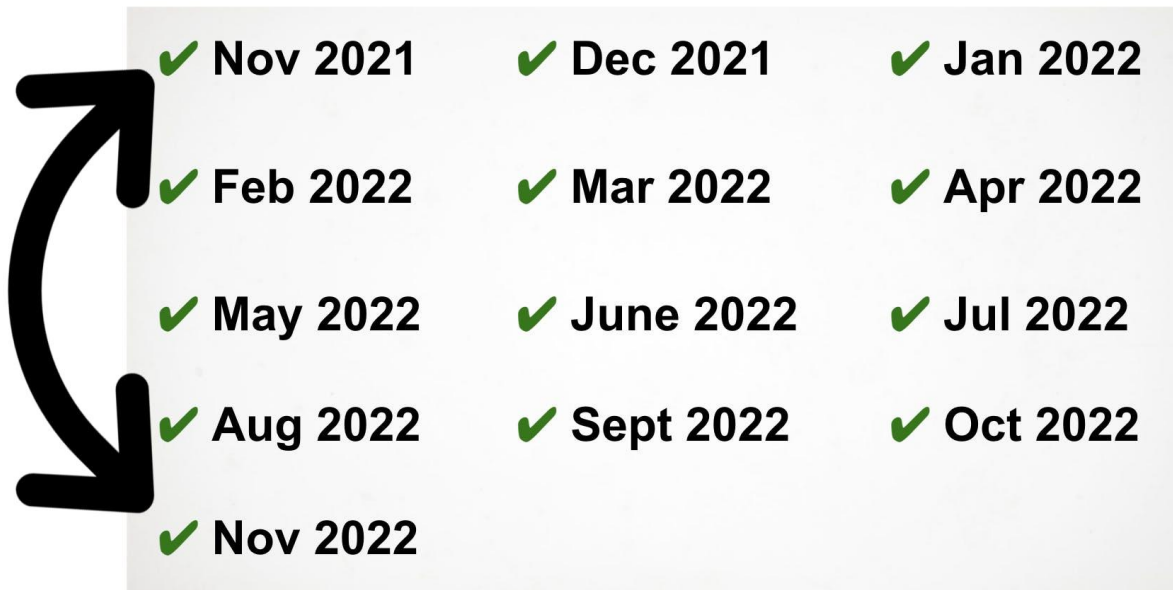


- ✓ Courses
- ✓ Live Help
- ✓ Community
- ✓ Copy Rewrites
- ✓ Office Hours

55% OFF

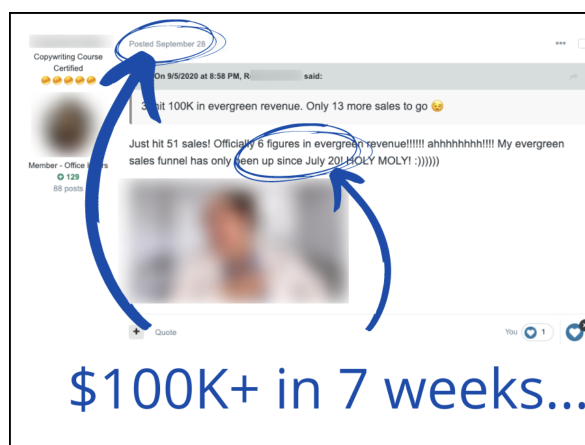
Instant Access

**In one year imagine how much you can
optimize and learn:**



A whole year to improve every part of your business.

If we help you re-do just ONE piece of marketing in the next year, it can return your investment many times over.

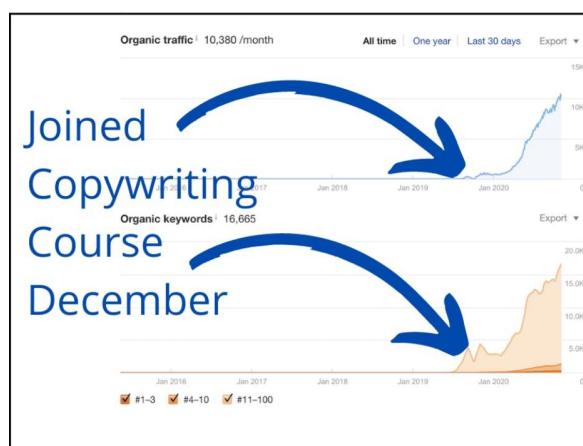


For example a doctor in the forum needed help with her launch funnel for a medical school product she was putting out. It earned back her investment in the Copywriting Course over 100X.



Some people get returns in the form of accountability to finish a project.

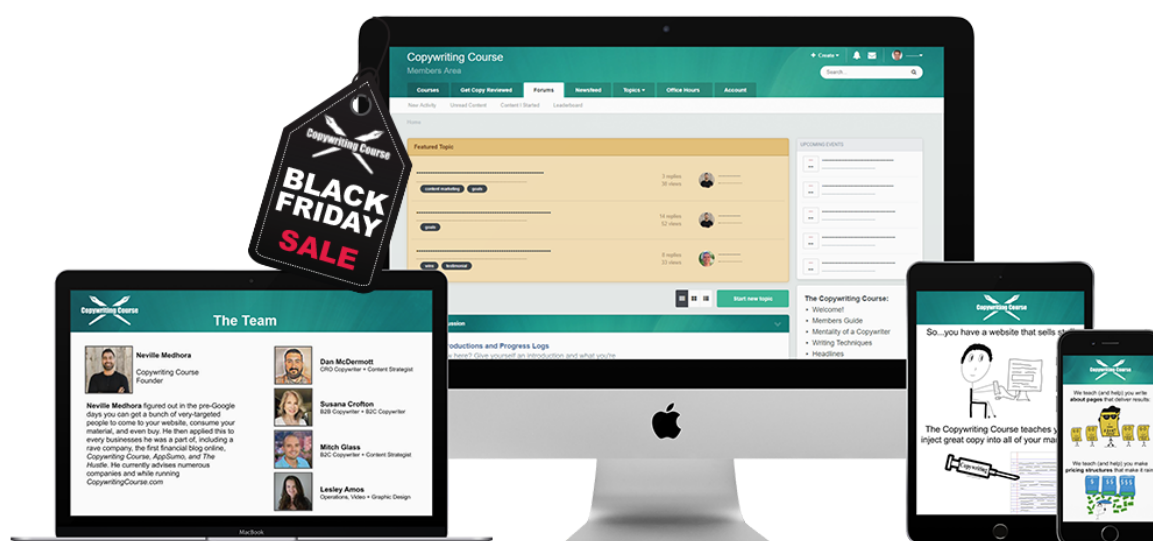
In the forum Rob created, wrote, published, and promoted his first ever book. He even got high level guests like David Cancel and Jesse Itzler to contribute to it.



Richard's site went from zero, to #1 rankings in a competitive niche with the guidance from Office Hours and Member Forum.

He receives returns from his investment in thousands of new visitors per month using his service.

Would you like to join us, for the lowest price ever, for a full year?



55% off for Black Friday.

Our lowest price ever offered!

GRAB IT NOW

Use coupon code **BLACKFRIDAY** at checkout

This deal goes away quick so grab it now!

[Unsubscribe](#) | [Update your profile](#) | 801 W 5th St. , Austin, TX 78703

EMAIL 3

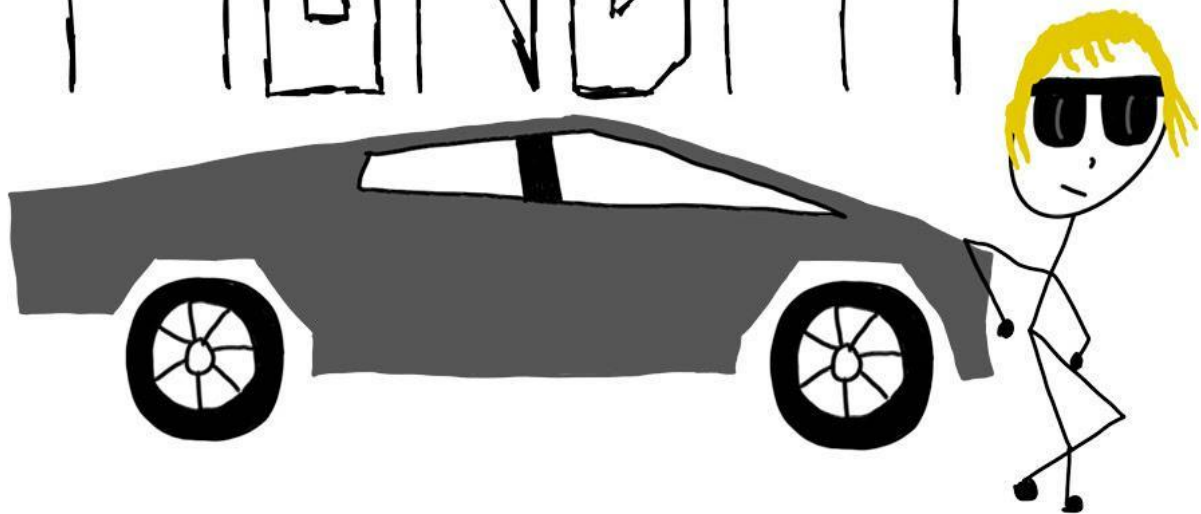
SUBJECT: Cyber Monday Sale! (55% off the Copywriting Course)

PUBLISHED DATE: November 29, 2021 at 7:17AM

Cyber Monday Sale Extension

(55% off Copywriting Course)!

CYBER MONDAY



Get it....like the "Cyber Truck" 😏

**If ya wanna hop in this sweet ride, you
should grab it before the week ends:**



The Copywriting Course Yearly is normally
\$750. But use coupon code
CYBERMONDAY for 55% off!

(That's a year of copy education and unlimited help for \$365) 🤖



Checkout

🔒 This page is secure

Step 1
Your Information

Step 2
Confirm & Pay

Billing Address (Edit)

2239
Austin
Texas
78703
United States

DO YOU HAVE A COUPON CODE?

CYBERMONDAY

Apply Coupon

How do you want to pay?

☒ Credit Card ☐ PayPal ☐ Apple Pay

VISA











Card Number REQUIRED

Expiration Date REQUIRED Security Code REQUIRED

MM / YY

☒ Save this card for future purchases and automatic renewals

✔ Place Order And Pay

Order Review

 1 x Copywriting Course Year	\$1,164
Coupon	-\$799
Subtotal	\$365
Total	\$365

Renewals per year

 1 x Copywriting Course Year	\$365
Your renewal cost which will be due on November 29, 2022	\$365

Offer ends after Cyber Monday, and this is the lowest price we've offered in our entire history. A dang good deal for a dang great product. Use coupon code **CYBERMONDAY** at checkout.

This is a pretty awesome deal, so [grab it now!](#)

[Unsubscribe](#) | [Update your profile](#) | 801 W 5th St. , Austin, TX 78703

EMAIL 4

SUBJECT: BUMP doors closing (Cyber Monday)

PUBLISHED DATE: November 30, 2021 at 7:16AM

Yo!

Super quick reminder → the Copywriting Course Cyber Monday deal is about to go away...

55% off a year of training and personalized help. Our most ridiculous deal!

\$750 → \$365

If you wanna get in on it:

JOIN NOW

(use code **CYBERMONDAY** at checkout)

- Neville

[Unsubscribe](#) | [Update your profile](#) | 801 W 5th St. , Austin, TX 78703