

Copy Writing Practice #1 (Email)

Subject: Are you a wolf or a lamb?

Hello, (Name)

If you're reading this then perhaps it's not too late for you, the world is a brutal and violent place. You see it every day on the news.

War.

Murder.

Shootings.

Looting.

Famine.

How exactly can you defend yourself or your loved ones against such animosity?

Well... You're either a lamb or a wolf.

Those who have chosen to be lambs of the world can stop reading and go on about their day. If you want to be a beastly wolf I can teach you how.

Wolves are savages.

They travel in packs.

And most importantly they hunt the lambs.

Wolves fight, whilst the lambs do nothing but stay quiet and obey.

If you're not a wolf you will be struck down like a lamb in slaughter.

All of this over time makes the lambs an obedient civilian.

A slave to the system.

They will never be free.

But I am and I want to help you.

Becoming rich is the only path to true freedom my friend.

If you don't act now you will stay a pathetic lamb for the rest of your life.

Don't you see the way they control you?

They dangle your wage right in front of you to lure you right into the slaughterhouse.

The time to wake up and be free is now.

If you've made it this far you're clearly a smart individual so I want to offer you this (Link)

This is where your journey to freedom begins, to believe otherwise would be asinine.

Do Not Stay a Lamb.

Good luck my friend.

- Luke