

# Samples

## Sales Email- Upwork Training Course

### Headline

How to Make More Money Freelancing

### Body Copy

Hello,

I'm excited to announce Military Mom's exclusive Upwork course is coming soon. Rack up profits selling your freelance skills to over four million Upwork customers.

**If you want to cash in on the sizzling freelance economy, this is the only course you'll need.**

First, let me make something perfectly clear.

This isn't one of those get-rich quick courses that promises you a fortune for doing nothing. This is a proven course built by Upwork experts who are earning a solid income on the site. It gives new freelancers step-by-step instructions to finding good-paying clients on Upwork.

Here's exactly what you're getting.

### Account Setup

Finish this fun and self-paced course at your leisure. Once you finish, get access to millions of clients looking for freelancers like you.

### **Portfolio Advice**

What are good-paying clients looking for in a portfolio? What raises red flags? This course teaches you how to build a money-making portfolio. Even if you're just starting out.

### **Lead Generation**

Learn how the experts automate their job search. Use their insider secrets to get hot leads delivered straight to your inbox.

### **Pricing**

Learn how to price your work for maximum profits.

I know military families move around a lot. Sometimes a traditional job isn't ideal for military moms. Freelancing has helped thousands of stay-at-home moms reach profitable new markets on their terms. I hope you fully explore the world of freelancing too. It could change your life.

If you have any questions about freelancing, please ask. Just reply to this email, and I'll respond as soon as possible.

Even if it's teeny-weeny, I want to hear about it. We're in this together.

Sincerely,

Michelle

P.S.

Take a look at the promo video for the course here.

P.P.S.

If you want to pre-order the course, send me an email. I'll add a free bonus to your order.

## **Sales Email- Los Angeles Car Talk**

### **Headline**

You Won't Believe This Deal

### **Body Copy**

Hello L.A. Car Talk subs,

Are you looking for a great deal on a supercharged car?

After three years, I'm selling my low-mileage Dodge Charger.

My friends say I'm the most carefree person they know. Yet, when it comes to cars, I pay too much attention to detail. That's a great thing for the next owner of this car.

Why is this Charger a special deal?

This car has a lot of upgrades. Unfortunately for me, they're the kind of upgrades dealers don't care about. My upgrades are worth thousands. They are offering pennies.

Of course, I don't expect to fetch full price. Just looking for a fair price.

Here are the exclusive features my car has. The car came fully loaded. Plus I made some sweet additions myself.

- 1) Big-screen navigation,
- 2) SRT shifter**
- 3) Bluetooth,
- 4) Paddle shifter**
- 5) Moon roof
- 6) Back-up camera
- 7) Only 22,000 miles**
- 8) Black grille
- 9) K&N intake**
- 10) A Flowmaster 40 exhaust**
- 11) 20-inch rims**
- 12) Premium Shell for every fill-up : )

You're surely wondering about the health of the car. Just like you, I'm always extra careful when buying used.

I can assure you the car is running great. All my vehicles are well-maintained.

So, why am I selling this 2014 Dodge Charger now?

It's pretty simple. I just bought a 2016 Lexus IS 350. I don't have room in my garage for both cars.

I love cars. There are so many different types out there. I can't drive the same one for too long. When I do, I start to go stir-crazy.

That's why I change my car often. Even though it's not easy on the bank account (luckily I don't have any other expensive hobbies).

Getting a used car from a car aficionado like me has its benefits.

Do you want a car that has never missed an oil change? Do you want a car only filled with premium gas? Do you want a car with no scratches or dents? Do you want a car overflowing with extra horses?

If you want a shiny black Charger that is more impressive than most new cars, you'll want my car. This vehicle offers new car performance at a used car price.

Contact me now for more information. A deal like this won't last long.

I look forward to hearing from you.

Kind regards,

Gary

P.S.

In case you were wondering, I'm the original owner of the car.

P.P.S.

This week's newsletter will be a day early. It's coming on Thursday afternoon instead of Friday morning.

## **Welcome Email- Swipe**

### **Headline**

Welcome to Swipe!

### **Body Copy**

Hi, my name is Brandon Turner. I want to personally invite you to Swipe.

Swipe makes it effortless to coordinate your SaaS projects- straight from your email.

As you get started with Swipe, I want to point you an important resource. It's a Google Chrome app you can use to connect with me. Once you download the app, you can see everything I add to Swipe.

Download the Google Chrome app [here](#).

Let me know if you have any questions, or if there is anything else that I can help with!

Cheers,

Brandon Turner and Team Swipe

P.S.

A sleek iPhone app for Swipe is coming soon. We'll keep you updated.

## **Thank You Email- Reel Fish Today**

### **Headline**

Thanks a Million!

### **Body Copy**

Reel Fish Today is growing fast. We never imagined expanding outside the Greater Los Angeles Area. Now we have plans to offer our one-hour delivery service in San Francisco, Seattle, New York, Nashville, and Chicago.

It's all thanks to you- our amazing customers. Without your support and feedback, we wouldn't have reached this new milestone.

Please write us back and let us know one thing Reel Fish Today could do better for you.

Best Wishes,

The Reel Fish Today Team

P.S.

These three fishing quotes are a small token of our appreciation. We hope you enjoy them.

“Fishing is not an escape from life, but often a deeper immersion into it”-  
Harry Middleton

“Nothing makes a fish bigger than almost being caught”- Anonymous

“A reel expert can tackle anything”- Anonymous

## **New Features Email- Hidden Writers**

### **Headline**

Big News for Freelance Writers

### **Body Copy**

We’re making some important changes here at Hidden Writers.

Over the past year, we’ve stockpiled your feedback about our website. Our developer has added your most requested changes. The website should feel a little slicker, a little simpler.

We're excited about these changes. We feel it's time to launch a large-scale advertising campaign to attract new clients. We're hoping for a surge of orders over the next few weeks.

Don't miss out on the chance to connect with these new customers. You might find some long-term lucrative relationships. Our clients are looking for many types of writing. This includes articles, legal writing, books, translation services and much more. Great clients are at Hidden Writers waiting for passionate writers like you.

Freelance writers go through prosperous times and lean times. If you find yourself in the latter, remember this quote:

**“A professional writer is an amateur who didn't quit.” - Robert Bach**

Do you have questions about Hidden Writers? Do you need some help with your freelance writing career? You can reach me anytime at [james@hiddenwriters.com](mailto:james@hiddenwriters.com).

Sincerely,

James

P.S.

Click here to start bidding on jobs and connecting with people who need writing help.

P.P.S

Are you interested in a weekly freelance writing newsletter? Reply directly to this email if you are.