

Carolyn Nevin

carolyn@oneearthcopywriting.com

Email Copywriting Samples

-Direct Sale

Subject Line: Guarantee YOUR retirement income. Do this now...

Message:

Now Is the Time to Guarantee the Comfortable Retirement

You Crave. And You Can Do It Your Way!

Dear Reader,

Does this sound like you?

You have worked for years and years at a job you hate. You get your paycheck and notice the measly sum that has been deducted for your retirement. To get the full benefits when you **do** retire—like the matching amount from your employer—you will not be able to retire for xx more years.

You sigh and keep going to that job every day as usual. You will have to work until you drop!

There's an easy fix for this. [Check out the Barefoot Writer Club now.](#)

As a member of the Barefoot Writer Club, you will have instant access to the resources you need to make sure you do not have to work until you drop.

Have you changed jobs several times, never finding the right one? And if you have changed jobs several times, you do not have much in the way of savings at all. Either way, you are trapped.

If you think you are trapped forever, think again! There is a way out.

[Join the Barefoot Writer Club now.](#)

You will learn how to gain the FREEDOM to:

- Control your own life
- Be your own boss
- Take a vacation whenever you want
- Spend more time with your family
- Go to work barefoot and in your PJ's
- Work when you want

- Work as hard as you want
- Choose assignments that are fun
- Ditch that long, expensive commute
- Pay off your debts

OK. What in the world is this Barefoot Writer Club, and who are its members? This sounds too good to be true.

Actually, it is true. Members of the Barefoot Writer Club make up an exclusive group of writers. They are writers who want to use their skills to gain more freedom in their lives. It is as simple as that.

Barefoot Writers come from many backgrounds. Some are college drop-outs, while others hold advanced degrees. Some have never thought of becoming a writer and have never written much of anything. Others are published authors. But the bottom line is that they are all making money. In fact, many have learned the secret to making a six-figure income. Some earn even more!

Members of this special group of writers come from all age groups. Baby Boomers make up a large portion of this special club: 55% of women club members and 62% of men club members are over the age of 55. *(This statistic comes from people who self-reported on their Facebook profiles.)*

Speaking of Facebook, Barefoot Writer Club Members have access to their very own closed group. It is a great place to meet supportive like-minded people who will encourage you every step of the way. The only rule is not to post anything negative. I am for that!

Barefoot Writer Club members love receiving the monthly online magazine. It is filled with something for everyone—success stories, helpful tips, and a monthly challenge for writers. And a wealth of free resources from the AWAI Archives is available to you as a member.

What's holding you back? Make those retirement dreams a reality.

[Join The Barefoot Writer Club NOW!](#)

To Your Writing Success,

Rebecca Matter

P.S. See for yourself! [Click here for a free download of the current issue of Barefoot Writer.](#)

--Prep for Sale

Subject Line: I just became a barefoot writer—YOU should, too!

Message:

Dear Reader,

For years I have been interested in copywriting. I got those letters and emails from AWAI about their programs for making a six-figure income. I loved the idea of working from home and making my own schedule. What freedom!

I kept putting it off. My everyday life got in the way. And I didn't have extra money. I would say to myself, "Maybe next year!"

But something life-changing happened to our family in 2017. My husband became very ill. He lost forty pounds almost overnight. He was hospitalized three times in six months. My son and I were afraid his dad would die.

Thankfully my husband began to recover early this year. During his recovery, I heard about something new from AWAI. It is called the Barefoot Writer Club.

I was intrigued. I loved the name and the mental image it conjured in my head. And I knew how fragile our financial security for retirement was. What if my husband got sick like that again? The cost of care in this country is out of site.

I jumped in with both feet! For less than \$50 I joined the Barefoot Writer Club.

This is one of the best decisions I have ever made. I discovered the club has a private Facebook group. I love being able to get on the site and communicate with copywriters who went before me and are now getting clients and earning money. Everyone is so helpful and encouraging. **They are real people just like me!**

Once you learn the secret formula for writing persuasively, you will be on your way.

I love the monthly online issue of the *Barefoot Writer* magazine, too. It is crammed full of helpful tips and inspiring stories from writers who are making good money from copywriting.

Dear Reader, if I can do this, so can you!

Join the Barefoot Writer Club today. Go to www.awaionline.com/p/is/tbw/.

Happy Writing,

Carolyn Nevin

P.S. Once you join the Barefoot Writer Club, you will have lots of free resources on your member site. These include webinars, articles and videos to help you get started as a paid copywriter. For a limited time, you can download a copy of [*AWAI's Smart Start Copywriting Guide* here.](#)

--Stick

Subject Line: We are SO happy to have you with us!

Message:

Hello NAME,

It made my day to discover you joined the Barefoot Writer Club! Welcome!

You are about to discover how awesome our community is. What makes us so awesome is how incredibly helpful and supportive everyone is. Here you will find like-minded writers working their way to success. Some are already there, earning a lucrative income with their skills.

I want to ask you a question. Can you think of a better way to spend your time online than with writers like yourself? I don't think so, though I have been wrong once or twice in my life!

If you are like a lot of folks, you may already spend many hours on Facebook. I have friends who seem to be on there all the time. They have lots of fun keeping up with friends, and sharing pictures of their families, friends, and recent trips.

But they are not making any money, and they are not learning the skills and tips that could actually allow them to make money. They are squandering their time!

In sharp contrast is the Barefoot Writers Members Only Facebook Group. In this group the focus is on WRITING.

[Join now and discover the benefits!](#)

You will meet both newbies and folks who are well on their way to making good money. And you will meet others along the same road from beginner to successful copywriter. The main thing is members love to help each other.

Barefoot Writers in the Members Only Facebook Group help each other in many ways. Members:

- Give each other feedback on websites they are building for their businesses.
- Answer questions from each other like how much to charge for writing services.
- Congratulate each other on successes with projects and clients.

Those are just a few of the benefits for joining the Facebook Group.

Last but not least, as a member of the group, you will never feel lonely as a writer again!

[Click here to join and introduce yourself.](#)

To your writing success,

Mindy McHorse

P. S. There is even a second closed Facebook Group you can join.

It is called *Monthly Writing Adventure 2018*. I think you will love it. [Check it out here.](#)

--Onboarding

From: Mindy McHorse, Barefoot Writer

Subject Line: Your next steps as a Barefoot Writer

Message

Dear NAME,

I am doing my happy dance because you joined the Barefoot Writer Club! Welcome to our community. I think you will feel right at home among so many like-minded writers.

Today I want to talk about your next steps to building the writing life of your dreams.

A productive first step is to check out all the free resources available when you log on to your member page (<https://www.awai.com/members/>).

You will find enough information there to get you up and running as a copywriter with **no additional cost**.

Our members love the Barefoot Writer Online Magazine! You can access this on your member page (<https://www.awai.com/members/>).

Begin by checking out the current issue. It is full of tips to help you get going, interviews with successful Barefoot Writers, and so much more.

Then pick an issue in the archive. In the July 2017 issue, Rebecca Matter has an excellent feature article about a Barefoot Writing Opportunity--information marketing. This type of writing aims to help people find solutions. When they do an Internet search asking how to do something, that's where you come in.

For example, you love to cook. You could write copy explaining something as simple as how to set up a first kitchen. Or maybe you are a pet lover. You could provide information on how to house-train a puppy.

Whatever your passions, you can create a passive income stream writing about what you love.

This kind of writing works in just about any niche, from writing about pet care to bowling. And it can be quite profitable.

Rebecca's article includes "The 7-Step Process for Creating an Info Product That Sells." It is like having a template for success.

In that same issue actor Daniel Day-Lewis shares "the Daniel Day-Lewis guide to audience attraction." We writers all know how important our audience is.

So much is waiting for you on your member page. The more you read, research and study, the faster your writing will improve.

Get started on building your writers life. [Watch this video.](#)

Happy Writing,

Mindy McHorse

Executive Editor, Barefoot Writer

P.S. Watch for the monthly writing challenge in the *Barefoot Writer*. You could win \$100 while you practice writing a 500-word essay. It's a great way to hone your craft.

Check out the current issue here: <https://www.awai.com/members/barefoot-writer/>.