

SUBJECT: Last day to enroll in Writing for Money... any questions?

PREVIEW TEXT: Time is running out!

Hiya, [Name]!

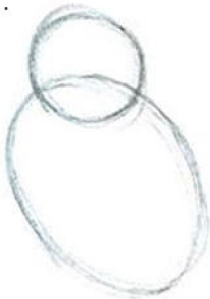
If you're still thinking about enrolling in Writing for Money, you might have a few questions, so I'll do my best to answer those.

But first, I have a question for you.

Have you ever tried to draw an owl? Well, here is a handy owl-drawing tutorial for you.

How to draw an owl

1.



2.



1. Draw some circles 2. Draw the rest of the owl

(Yep, I censored the text a bit. #familyfriendly)

Here's my point.

A lot of people will pretend they're going to teach you how to do something, but they're definitely not going to give you the step by step instructions that you need to actually do the thing.

IMPORTANT NOTES!

This intro is designed to surprise the reader — a pattern interrupt. It's probably not what she's expecting. Notice that this is VERY OBVIOUSLY a sales email, and yet, we're not opening with a link to purchase.

Here's where we first identify the problem.

The reader wants to learn to make money from freelance writing, but who will really teach her that?

If you're trying to get started in freelance writing, you've probably come across this. You'll click a blog post with a handy title like "How to get started in freelance writing," and it'll boil down to:

Step 1. Go get some clients.

Step 2. Charge them money for your writing.

This is... *somewhat less than helpful.*

If you're looking for a step-by-step process for getting started in freelance writing so that you can make some money, that's exactly what I created in *Writing for Money*.

It's specifically designed for moms, and the fragmented, crazy lives we live.

It's built on over 20 years of personal experience.

And it's 100% doable...

even if you're a busy mom.

even if you have kids with special needs.

even if you have a day job.

even if you've tried to get started as a freelancer before, but things didn't work out.

THIS WORKS. Here's what just a few of my students have to say.

O. M. G. I sent out pitches to five different podcasts and **got interest emails back from two already.** I'm so stoked, and slightly freaked out! Abbi, you seriously rock! — Holly Dobrynski

IMPORTANT NOTES!

Here's how we agitate the problem. We show the reader exactly what has actually happened to her in the past when she's looked for advice online.

And here's the solution.

Now we're showing the reader that the solution can also work for her.

#win I cold-pitched a local business and **just got my first retainer client!!** Weekly blog post, monthly newsletter, and bi-weekly emails! I am so excited!! Love this course and the confidence it has given me!!! — Rebecca Marie

#writeonwin Love Abbi's donation page and certainly used it last week as a guide to help me write a foundation page on epilepsy. **My client loved it**, called me 5 minutes after I emailed her the first draft to tell me I killed it. — Berenice Tasson

Ready to start YOUR OWN freelance writing business and start getting paid by clients? **Click here to join us.**

Not quite sure? Check out the questions and answers below.

1. Who is the BEST fit for Writing for Money?

There are three types of people who benefit the most from this program.

You've NEVER tried to be a freelance writer before, and you're not even sure what you can get paid to write, but you've always LOVED writing. Getting paid to do it feels too good to be true. (It's totally possible!)

You've been getting paid as a VA, but you'd like to offer a specialized service so that you can start getting paid MORE money for the VALUE you deliver.

IMPORTANT NOTES!

More about the solution, allowing the reader to see herself in the successes of people like her.

Note that this is the first time we're overtly pitching in this email. This email is part of a sequence, so we don't need to hit people over the head with the link.

You've been writing for clients for a bit, but you're working ALL THE TIME and getting paid PEANUTS. I'll show you what you're doing wrong and get you on track, FAST.

If one of those sounds like you, you're a PERFECT fit.

2. So, what exactly do I get when I enroll today?

When you enroll today, you'll get immediate access to the course portal where all your course materials are stored.

Each module is full of videos, worksheets, and templates designed to help you get the best results in the shortest amount of time.

3. What happens if I fall behind?

You'll have lifetime access to the course, so you can complete the material at your own pace. Lifetime access entitles you to any and all updates I add to the program at no additional charge.

4. I don't have a college degree, and I've never had an office job. Will this work for me?

If you like writing, and you're willing to follow a system, then Writing for Money will work for you, even if you don't have a degree. I'm a college dropout TWICE OVER. My students come from retail, food services, hospitality, and years of being at home with kids, and they've been able to follow the specific steps and instructions in the program and earn money.

IMPORTANT NOTES!

Expanding on the solution, here, helping the reader to see and understand WHY this solution will work for her.

5. Can't I just figure this out on my own?

Not if you want to get results like my students have. If you try to figure things out on your own, you're going to waste a LOT of time and money along the way. You will make mistakes. You will get stuck. THIS PROGRAM shows you exactly what to do, step by step, with a PROVEN framework that makes it easy for you to earn back what you invested many times over.

Students who do the work start earning money within weeks.

Writing for Money is your Fast Pass to Success.

Every day you postpone signing up is another missed opportunity to get paid to write.

How much money have you missed out on so far?

This program will work for you, just like it's worked for hundreds of others just like you.

STOP telling yourself that your problems are unique.

IMAGINE a life where YOU are in control of your income, your time, your clients, and your HAPPINESS.

IMPORTANT NOTES!

Expanding on the solution, here, helping the reader to see and understand WHY this solution will work for her.

Here, we're back to agitating the problem again. We're making it clear to the reader the solution is available, and she has to make a choice.

It's your choice. You can keep doing what you're doing.

Or you can join Writing for Money and build a successful freelance writing business.

Which do you want?

Join us inside Writing for Money now!

Write ON!

Abbi

Creator, Writing for Money

IMPORTANT NOTES!

And once more, here's the solution.