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EMAIL ONE

SL: Which of the 9 ways attracts you the most?

Message:

Dear NAME,

When I was first considering copywriting as a career, the sheer number of specialties overwhelmed me.

What was I going to do?

Social media? Grant writing? Travel writing? Email copywriting? Web copywriting?

I was utterly confused.

That's why we put together the eBook you've already downloaded. We want to define those possible choices and make it easier for you to choose.

I hope you've had the time to read it already! (If not, please read it as soon as you have a quiet moment.)

Choose your weapon

You've probably heard this elsewhere but specializing in a niche or field is a faster, surer way to establish yourself in any field... but this is especially true in copywriting.

That's why it's important for you to start to think about what you'd like to do most.

Many first-time copywriters simply write in the field they're already familiar with.

- We have ex-bankers and traders who write financial sales letters
- Ex-pharmaceutical reps write for the health care niche
- Former coders and other IT developers write online for tech companies
- Perpetual travelers find it easy to write about the exotic places they're visiting
- Influencers just love getting paid to post on social media
- And even there are many church-going folks who write for the Christian niche

Don't worry, you can always change your chosen field. Sometimes it's just easier to start with what you already know.

Two Reasons *The Barefoot Writer Club* Was Formed

With all this choice, it's easy to freeze in the headlights. And that's one of the reasons we formed the *Barefoot Writer Club*.

There are so many projects going around, there aren't enough copywriters. According to [emarketer.com](#), in 2019 digital ad spending is *expected to exceed \$129 billion!* And that's just in the US. And that doesn't include direct response mail. That's expected to be a "measly" \$11 billion.

Surely, you can grab a piece of that huge pie.

The second reason we formed our club, and perhaps more important, is that most newbie copywriters fail.

It's not because they can't write.

It's because they don't know the tricks of our trade.

And one of those big tricks – I'll tell you right now – is choosing the right niche to write in.

In the *Barefoot Writer Club*, we show you how to do just that!

So, don't waste another moment hesitating. Head right over [here](#) to join our club today.

Not only will you get unlimited free access to our password-protected website, you'll also get:

- Twelve monthly issues of "*Barefoot Writer*" magazine
- Your daily edition of "*The Writer's Life!*"

And... your 365-day money back guarantee. That's right, if you stop reading our magazine, forget about it for 11 months, and call us up on the 365th day to ask for a refund...

...YES! We will give you that refund, no questions asked.

You see, you've got no downside risk here. And massive upside, high as the sky.

I want to see you in our prosperous club. I hope you choose to join.

Yours for more prosperity,

Mindy McHorse
Executive Editor, *The Barefoot Writer Club*

P.S. If you head [here](#) today, you'll see the 7 – yes, 7 – free reports you receive when you join the Barefoot Writer Club. There is a load of information to help you on your quest. Go on over [there](#) right now!

EMAIL TWO

SL: Want to Get Paid \$3,500 Just for Writing Emails?

Message:

Dear NAME,

Immediately accessing our fabulous bonus reports is one of the best perks of joining *The Barefoot Writer Club*.

And my favorite is Free Bonus Report #1: *The \$500 Email Secret*.

My Outlook is Full!

Almost every office jobber – myself included when I was among that class – hates opening up their Outlook first thing in the morning.

The inevitable avalanche of unread emails crashes onto their screens. It's almost too much to bear.

(Seriously, it's one of the reasons I had to leave the glass prison that was my office.)

But imagine this... getting paid to write fascinating emails to people who *actually asked to receive them*.

That's right. Since prospects and clients opt-in to receive these emails, you know you're writing something someone wants to read.

Email as a Radio Show

Email marketing guru Ben Settle calls his daily email "his radio show."

Every day, prospects and clients eagerly open up well-written and entertaining emails. They want to catch "golden nuggets" of knowledge from their favorite writers like Ben.

Our very own Barefoot Writer Jay White tells you how he earns about \$3,500 a week writing short emails... like the one you're reading right now!

Think about it this way. Companies are happy – downright thrilled, in fact – to pay you \$500 to write an email that may be only 200-300 words long.

And the best part? These emails usually come in bunches of five, six, or seven at a time. That means you can earn up to \$3,500 a week... *from just one client.*

And remember... they're NOT SPAM. These are emails people have asked to receive. So, you know you're writing to a captive audience.

Jay can knock out seven emails in about two mornings per week.

How does he do it so fast?

Because he's developed a secret system for writing emails so simple even a newbie copywriter can do it.

Jay will explain everything to you in his free report, once you become a member of the exclusive *The Barefoot Writer Club*.

I want you to head on over [there](#) right now to join us. And you'll get Jay's free bonus report right away.

We anxiously await your arrival as a fellow Barefoot Writer.

Yours for success and prosperity,

Mindy McHorse
Executive Editor, *The Barefoot Writer Club*

P.S. There's no time to lose. Head [here](#) now to learn how to craft short, well-written, and well-paying emails!

EMAIL THREE

SL: Wouldn't You Just Love a 1-Hour Work Week?

Message:

Hi NAME,

The thought of getting clients and building a business and writing for other people doesn't appeal to everyone. At *The Barefoot Writer Club*, we get that.

Are you one of these people?

Some writers have already made enough money in their prior career and just want to write for themselves.

Some break off unrewarding careers early because they think they can better serve the market than the company they used to work for.

Some want to create businesses for themselves in an entirely new and exciting direction.

And some do want to write copy for others at first, only for the entrepreneurial bug to bite them!

Maybe you fit into one of these categories. And that's just fine with us.

The Barefoot Writer Club caters to all these people and more.

In fact, I'm writing you today to tell you about the very bonus report that would suit you if you're one of these people.

"But Can You Turn It into Beer?"

One of my British colleagues has one criterion for vetting seemingly crazy entrepreneurial ideas.

Just one.

"But can you turn it into beer?" he would ask.

Across the pond, what that means is, "Can you make money out of your idea?"

And thanks to Nick Usborne, the answer is always an enthusiastic "YES!"

Yet Another Great Bonus Report Based on Established Success

When Chris Anderson wrote *The Long Tail*, an article he later turned into a book, he changed the way we view what we can sell.

In the original article, he wrote about the big three lessons for the new entertainment economy.

They were:

1. Make everything available.
2. Make it cheap.
3. Help me find it.

Since 2004, when the article was first published, this is how the online world has worked.

Barefoot Writer Nick Osborne takes this model and teaches you how to wield it.

His *The Secret of the 1-Hour Work Week* bonus report is stacked with excellent directions, instructions, and tips on how to take advantage of the power of the Internet.

People hunger for free information. You just need to match that with your passion for writing about your favorite pastime.

And you don't even have to write all that much!

Nick shows you how to make as much as \$48,000 a year writing only 10 or 15 minutes a day.

Maybe it's about gardening. Or gambling. Or golf.

It doesn't matter. Nick will show you how to turn your hobby into a paying passion.

He, himself, earns thousands of dollars a month writing about coffee. Not only that, but he gets all these perks such as free coffeemakers, free coffee beans, and free books about coffee!

There's a Starbucks on every street corner, yet Nick makes great money writing about it.

Imagine what you can do with your favorite hobby...

As soon as you join *The Barefoot Writer Club*, you can instantly download Nick's free bonus report. That alone is reason enough to go [here](#) right now and sign up.

We're waiting to welcome you into *The Barefoot Writer Club* with open arms.

Until then, success and prosperity,

Mindy McHorse
Executive Editor, *The Barefoot Writer Club*

P.S. Nick loves to share his coffee knowledge and how he's turned it into a money-making machine during our club get-togethers. Go [here](#) right now to join the conversation.

EMAIL FOUR

SL: Today's the Day – Last Chance to Sign Up

Message:

Dear NAME,

We really think you'd fit in at *The Barefoot Writer Club*. But maybe you're not convinced.

When you downloaded – and read, hopefully! – our report on the 9 ways to make a great living as a writer, maybe it sounded too good to be true.

I'm writing you today to tell you it *is* too good. And it *is* true!

When you join us in *The Barefoot Writer Club*, you receive immediately 7 bonus reports. That may sound daunting to you... all that reading... but let me show you what you actually get:

1. *The Smart Start Writing Program* will show you how to kickstart your copywriting career. That means you'll save thousands of hours trying to find this information on your own.
2. *The \$500 Email Secret* shows you how to create an entirely new career – and get paid very well – to write emails for companies, charities, entrepreneurs... you name it!
3. In *The Secret of the 1-Hour Work Week*, Nick Usborne takes you step-by-step through the process he uses to make nearly \$48,000 a year writing about coffee. Yes, coffee! You can copy this exact method to monetize your favorite hobby...
4. In *Get Paid to Surf the Web*, we show you how to make money... without writing a single word! Goofing off on Google costs time and money. But researching for others on the Internet *makes* you money.
5. *The Lazy Writer's Path to a Six-Figure Income* reveals the secret of how to use software to create reports your client will pay up to \$150 for. This maybe the easiest way to make six figures today.
6. Jen Stevens shares her travel writing secrets in *Get Paid to Take Your Next Vacation*. Want to get tourism boards and Chambers of Commerce to pick up your vacation tab? Then this report is a must-read.
7. And finally, see how Barefoot Writers snag the swag in *130 Amazing Perks and Freebies for Barefoot Writers*.

You may *still* be thinking, "Gee, that's a lot of reading."

So, let me show you what else you get when you join *The Barefoot Writer Club*.

1. Watch your free instructional videos and lectures on our password-protected website. You'll have unlimited access to our site for as long as you're a member.

2. Enter 3 copywriting contests **each month** where you can win \$100!
3. Use members-only discounts on the Club's programs, seminars, webinars, books, and courses.
4. Read every back issue of *Barefoot Writer*, plus receive additional deep-dive bonus material on articles that interest you.
5. Join our worldwide community of writers. (It's more like a family, really.) You get access to everyone both on our website and our private Facebook page. Ask questions. Get answers. Engage! Get motivated and inspired to thrive as a writer!
6. Get twelve monthly issues of our club's magazine, *Barefoot Writer*. Reading about your new friends who make six or even seven figures a year writing will surely make you lean in.
7. And you'll receive your daily edition of *The Writer's Life*, which will keep you up-to-date on everything that's going on in your fellow Barefoot Writers' lives and careers.

And if all that's not enough, you get a 365-day money back guarantee. Yes, if you use all we're giving you and you decide 365 days later you don't want it, you'll get a full refund.

No questions asked. You take literally no risk joining the family.

We want you to be here, a valued member of our exclusive club. Our family of Barefoot Writers.

Take the step right now to create the life of your dreams. Go [here](#) to sign up. We're thrilled to have you.

You are so close to everything you want. Grab it with both hands. Join us [here](#) now.

And we'll see you on the inside.

All the very best,

Mindy McHorse
Executive Director, *The Barefoot Writer Club*

P.S. Stop reading this and go [here](#) to join now. Remember, you have a full 365 days to decide if you like your new family or not. What a luxury!