

**Direct Sale Email (1,200 words)**  
**The Barefoot Writer Club**

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**Subject Line:** Immediate need for displaced journalists

**Message:**

Dear Journalist,

The world of journalism – as we know it – is coming to an end. The shift to online news has left a devastating path of displaced journalists in its wake.

I vividly remember a day not that long ago when I watched in sadness as dozens of my fellow journalists left our office – in tears, in fright, in anger.

They had just joined the ranks of the unemployed, becoming members of a growing group of displaced journalists.

According to the Pew Research Center, the number of working reporters and editors has plummeted – from more than 65,000 people in 2004 to less than 32,000 today.

And salaries have followed suit. According to the job website Indeed.com, the average editor makes \$48,000 a year. And the average reporter comes in at \$39,000.

It's hard to have a comfortable standard of living on those wages. And good luck if you have:

- Children in college
- Elderly parents to assist
- Student loan debt
- Any unexpected bills

But, there's hope.

**A New World of Writing Opportunities Awaits**

The 21<sup>st</sup> century has created tremendous opportunities in the freelance economy. Especially in freelance writing.

The exponential growth of the Internet has produced an insatiable need for good writing. And for quality writers.

And the best part – the majority of writers tackling the multitude of writing projects are freelancers. Able to:

- Set their hours
- Establish their rates
- Determine how much money they want to make

- Work from wherever they want

For displaced journalists...

### **An Abundance of Writing Projects are Available in Content Marketing**

Content marketing is simply a way for companies to communicate directly with each segment of their audience.

With the goal of getting their audience to take an action – join an email list, download a report, etc.

Since it takes a while to identify and nurture a prospect, content marketing is not a one-time project.

Prospects need constant and frequent communication to get to know, like and trust the company enough to take an action. To be advanced along the path from prospect, to lead, to customer.

### **Help Wanted: Content Writers**

According to the Content Marketing Institute and Marketing Profs, more than 85 percent of all companies use content marketing. And close to half of them outsource that work to freelance writers.

This has created a demand for quality writers.

Among the most popular types of content marketing writing projects are:

- Social media posts
- Blogs
- Case studies
- Email newsletters
- Ebooks/white papers
- Print newsletters
- Magazines (print and online)
- Emails

These projects are perfect for displaced journalists.

### **How Much Do You Want to Make?**

Would you like to make \$50,000 a year? \$100,000? Or does \$250,000 sound better?

With content marketing, it only takes a handful of clients to reach those goals.

Consider the rates for the most popular projects:

- Blog posts – \$150-800
- Case studies – \$1,200-2,000
- Email newsletter articles – \$800-1,500
- Ebooks/white papers – \$2,000-7,000

Sound too good to be true? Not according to “AWAI’s 2018 Copywriting Pricing Guide,” the definitive resource for reporting on industry rates.

And since this work is needed on an ongoing basis, you could easily be earning more than you did as a journalist.

### **Don’t Go It Alone**

One of the challenges for displaced journalists is where to start.

- Who – should you write for
- What – projects should you offer
- What – do you charge
- Where – do you find clients
- How – do you get started

Fortunately, you don’t have to go it alone. There’s an entire community of freelance writers to assist you. It’s called the Barefoot Writer Club.

It includes thousands of writers. From beginners to multi-million dollar writers.

Imagine joining a group of fellow writers where you can:

- Discuss the finer points of good writing
- Share tips and advice
- Compare notes on:
  - Clients
  - Fees
  - Royalties
  - Bonuses

And, you’ll get access to the Club’s monthly magazine, “The Barefoot Writer.” Every issue is packed with information to assist you on your journey:

- Writing tips and strategies
- Productivity tips
- Ways to make more money
- Success stories
- Profiles of top writers
- The hottest writing opportunities

And the chance to win one of three monthly writing contests. Along with the \$100 prize.

Since staying in touch once a month isn't enough, you'll also receive "The Writer's Life," a daily email update.

To help you get started, as soon as you join the Barefoot Writer Club, you'll have immediate access to a...

### **Free Copy of the "Smart Start Copywriting Program"**

This 85-page manual (\$79 value) will show you how to:

- Set up your writing business
- Find clients
- Get top dollar for your services
- Specialize in writing you'll enjoy

### **Receive 5 More FREE Tools (Valued at \$39 Each):**

**1. "The \$500 Email Secret"**

Email marketing has become so hot companies will pay upwards of \$500 for a short email of 200-300 words. And they'll order them in batches. Discover the secret system for writing these emails.

**2. "The Secret of the 1-Hour Work Week"**

Learn how to turn one of your passions into a moneymaking venture...while working only one hour a week.

**3. "Get Paid to Surf the Web"**

Discover how to make \$50+ an hour conducting web research for other writers. Many sales copywriters outsource their research. Learn how to set up a web research business.

**4. "The Lazy Writer's Path to a Six-Figure Income"**

Learn how to make \$150 for an hour's worth of work. With this system, you'll spend an hour on the phone with your client, then generate a two-page report your client desperately needs.

**5. "Get Paid to Take Your Next Vacation"**

Discover how tourism boards and chambers of commerce will pay your vacation tab in exchange for you placing articles in offbeat airline magazines and cultural newsletters.

### **Being a Member of a Community of Writers is so Important...**

The membership dues are set to be less than the cost of a movie ticket.

You'll receive all the benefits of the Barefoot Writer Club for \$149 a year.

But, if you respond to this email, you can save more than 25%.

And lock in your rate of \$108 for the year.

For \$9 a month, or what you may pay for lunch, you can have access to all the benefits described above, plus you'll receive...

### **Unlimited FREE Access to...**

- The members-only website
- Every back issue of "The Barefoot Writer"
- The private members-only Facebook page

### **Start Your Membership Today**

Then take a year to decide. If you're not completely satisfied with your membership in the Barefoot Writer Club, your membership dues will be returned – but you'll get to keep all of your free reports.

### **From Displaced Journalist to Well-paid Writer...**

Your future awaits. Click [here](#) to start your new life and discover how to:

- Set your hours
- Establish your rates
- Determine how much money you want to make
- Work from wherever you want

Once you sign up, you'll get immediate access to the tools to help you create your new life.

To your writing journey

Laurie Garrison

P.S. – Join today and you'll get one more free report – "130 Amazing Perks & Freebies for Barefoot Writers." You'll discover all the bonuses available to you as a barefoot writer. Click [here](#) to get started now.

(Disclaimer – This is a sample piece. I was not hired to write this, but it illustrates the quality of work I can deliver for you.)