

Email Funnel Sequence The Barefoot Writer Club

Email 1

Subject Line: Download your 9 writing opportunities report now

Message:

Dear {First}

Congratulations on your decision to learn more about the many lucrative writing opportunities that await you.

If you have not already downloaded your free report – “It’s True! You Can Make a Very Good Living as a Writer” – then click on this [link](#) and dive in now.

In this report, you’ll learn about nine writing opportunities that are in demand. And pay very well.

1. Copywriting – where you persuade people to take an action – like downloading a free report, signing up for an enewsletter or making a purchase
2. Web Writing – there are millions of websites that need writers for projects like articles, blog posts, landing pages, promotional email and more
3. Social Media – where you can manage the day-to-day activities of a social community, write messages and updates, lead discussions and turn engagements into content
4. Business-to-Business – where you’re writing promotions and content geared towards businesses as opposed to consumers
5. Case Studies – every company has success stories they want to share – and that’s done in the form of case studies, where you present a customer’s problem and your client’s solution
6. Grant Writing – in the non-profit world, funding is often provided through grants – and there is a very specific way to write a grant proposal
7. Resume Writing – in the highly competitive job market, job seekers need a resume that will help them stand out and get them that highly sought-after interview
8. Travel Writer – if you love to travel and want to get paid to do it, then travel writing could be the avenue for you

9. Money-Making Websites – where you can make money from your writing without having to work with clients – you create your own website that can bring in passive income

And, to give you the motivation to move forward with one of these nine writing opportunities, check your inbox tomorrow for your first copy of our daily email newsletter, “The Writer’s Life.” It’s packed with advice and inspiration to help you through your writing journey.

Once you download your [free report](#) and discover the best writing opportunity for you, you’ll never look back.

To your writing success

Rebecca Matter
President, AWAI

P.S.: Be sure to access your free report [here](#) and discover the best writing opportunity for you!

Email 2

Subject Line: Which of the 9 writing opportunities did you choose

Message:

Dear {First}

I hope by now you’ve had a chance to read the free report you requested – “It’s True! You Can Make a Very Good Living as a Writer.”

Those 49 pages are packed with information on the 9 ways you can become a professional, well-paid writer.

Have you decided which writing opportunity you’d like to pursue? Or have you narrowed it down to 4? Or 3? Or 2?

Sometimes it can be hard to decide because all of them sound so good.

So, once you’ve read the report and gotten your list narrowed down to 2 or 3, turn to page 46 and read the section on “How to Choose Your Writing Opportunity Now.”

Your writing path depends on your goal. Are you looking to quit your job? Develop passive income? Make extra cash on the side? Fund your vacations?

Once you know your why, we can help you discover your how.

So, go to page 46 – you can access the report [here](#) – and let's figure out your why.

To your writing success

Rebecca Matter
President, AWAI

P.S.: Reminder – in addition to your [free report](#), be sure to read our daily newsletter, “The Writer’s Life” for more insight and advice from experts who have traveled the same path you’re on now.

Email 3

Subject Line: From 9 writing opportunities to Barefoot Writer

Message:

You Don’t Have to Go It Alone

Dear {First}

When I decided to pursue my dream of being a well-paid writer, I was nervous about being out on my own.

After all, for more than 30 years, I was a part of a team. I went from a company with only 10 staffers to one with several hundred.

But, no matter the size, I knew I wasn’t alone. If I had a question, I just had to get up, go to someone’s cube – yes, I was in cubicle hell – and ask.

But when I became a full-time freelancer, I was suddenly on my own. Working from home – which I always wanted – but without a safety net.

What would I do if I had a question? Who would I turn to?

Enter the Barefoot Writer Club

I discovered the world of the Barefoot Writer Club, a community of thousands of writers. Most are full-time freelancers like me, while some earn their living as staff writers for companies.

With Club members by my digital side, I was no longer alone. I had people I could reach out to with questions and to bounce ideas off of.

These are successful writers, with whom I could:

- Discuss the finer points of good writing
- Share tips and advice

- Compare notes on:
 - Clients
 - Fees
 - Royalties
 - Bonuses
- And develop friendships

Once I joined the Club, in addition to having access to an entire writing community, I also received their monthly magazine, “The Barefoot Writer.” Every issue contains information to help me on my writing journey:

- Writing tips and strategy
- Productivity tips
- Ways to make more money
- Success stories
- Profiles of top writers
- Current writing opportunities
- Chance to win one of three monthly writing contests – and the \$100 prize

You Can Save 25%

When I looked at the price of membership in the Barefoot Writer Club and saw it was only \$149 a year, I was ecstatic. If I went to a movie every single month, it would cost me more than that – and that would be just for the ticket, never mind the concessions.

But since you’ve already signed up for AWAI’s free report, “It’s True! You Can Make a Very Good Living as a Writer,” AWAI is offering you an even better deal.

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

That’s right, for only \$108 for the year, or \$9 a month – what you may pay for one single lunch – you can be part of the exclusive Barefoot Writer’s community.

Where, in addition to the benefits I’ve already mentioned, you’ll also get FREE unlimited access to:

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

And you’ll have plenty of time to decide if it’s right for you. Actually, you’ll have an entire year. And if you’re not completely satisfied, your membership dues will be returned.

Don’t go it alone. [Join](#) me and the rest of the community of writers in the Barefoot Writer Club. We’ll be at your digital side through your writing journey.

Laurie Garrison
Fellow Barefoot Writer

P.S.: Remember, you can become a part of the community of writers and save 25% if you [join](#) now.

Email 4

Subject Line: Become a Barefoot Writer now – before the sand slips away

Message:

Dear {First}

Yesterday, a member of the Barefoot Writer Club, Laurie Garrison, reached out to you with a special offer to join our community.

We, at the Barefoot Writer Club, specialize in helping other writers like yourself navigate your writing journey.

We make sure that no one in our community has to go it alone. We'll be at your digital side – with advice, tips, strategies, opportunities and friendship.

But the introductory rate Laurie shared with you of \$9 a month, \$108 for the entire year, is coming to a close.

The tide will go out on this offer – taking the sand and you're opportunity to become a Barefoot Writer at this low rate – at **midnight ET today**.

So join the [Barefoot Writer Club](#) now, before the dues go up.

Remember, you have a year to decide. If you're not completely satisfied, we'll refund your dues.

So lock in your rate of \$108 now and let the Barefoot Writer Club help you through your writing journey.

Sincerely,

Rebecca Matter
Publisher, The Barefoot Writer

P.S.: Don't let the sand slip through your toes. [Join](#) us today!

(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.)