

Prep for Sales Email (375 words)
The Barefoot Writer Club

Subject Line: Displaced journalists needed for writing projects

Message:

Dear Journalist,

It wasn't long ago I watched as dozens of my fellow journalists left our office building – in tears, in fright, in anger.

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

It was one of the darkest days of my career. That day made me realize how precarious my “steady” employment was.

But the closing of that door didn't have to mean the end of my colleagues' writing careers.

You see, there's an entirely different world of writing. One that can pay you double, triple... and more...of what you'd earn as a journalist.

I know. Sounds too good to be true.

But it worked for me. I recently left the magazine where I worked for 10 years to become a full-time freelance writer.

In my first six months, I earned more than what I would have been paid at my full-time job. And I did it working a lot less hours.

I didn't have a head start when I left my job. I had absolutely zero clients lined up. Yet I was still able to more than replace my income.

Why is that? There is a huge demand for high-quality writers. Just like you.

In fact, as a journalist, you'd be perfect joining the ranks of freelance content writers. Where you could be writing companies':

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

- Emails

All of these projects are a great match for your skills as a journalist.

When I started my freelance career, I became a member of a community of writers – we call ourselves the Barefoot Writer Club. It's filled with thousands of writers like me – and you.

And I'd like to invite you to check it out. Please click [here](#) to learn about the Club and the wonderful opportunities available to you. And to help you discover the next step on your writer's journey.

See you in our Club.

Laurie Garrison

P.S. – Don't wait another minute to discover all the writing opportunities available to you. The writing community needs journalists just like you. Discover more [here](#).

(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.)