

Course Offering E-mail Sample
Peter Fogel www.compellingcopynow.com

Subject Line: A New Way to Get Paid to Write

Dear {insert name},

"Nano-writing" is the new kid on the block.

And it promises to become the future of copywriting.

It's one of the MANY reasons why Samsung — makers of the Galaxy line of smartphones and other electronics...

... made a \$20 million investment at the start of this year into [a "nano-writing" platform](#).

And then there's Sequoia Capital.

If the name sounds familiar, it's because they're early investors in companies like Apple... Google... PayPal... Airbnb... Zappos... and far too many other hugely successful tech start-ups to list here.

They went "all-in" and invested THREE TIMES as much as Samsung — \$60 million — into a technology company that makes "nano-writing" possible.

They've done their due diligence.

They're not taking "nano-writing" and platforms that power it lightly.

And neither should you.

So please...

Make sure you [read the Urgent Briefing](#) I prepared for you:

- You'll learn what "nano-writing" is...
- Why it means you can make a six-figure income writing short, 300-500 word assignments...
- How it's perfect for beginners...
- And how you can be among the first in the world to specialize in this (and have ZERO competition).

Get all the details now.

To your success,

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Rebecca Matter
President, AWAI