

This is a full email marketing campaign for AWAI's Ultimate Email Mentorship. It includes six emails for the campaign, two welcome emails, an FAQ email, and an urgent clicker email.

Monday – Day 1 Email 1 – PROMOTION: Ultimate Email Copywriting

**Subject:** Daily writing habit = \$2,000 monthly paychecks

**Preview Text:** businesses are desperate for these writers

Hi %%FIRSTNAME%%.

That's right – you could be getting paid to write quick, easy projects using a skill you use every day.

Even if you're brand spankin' new, you can start making at least \$2,000 in retainers monthly! That's because these projects are one of the easiest ways to get started with a client.

These projects are in high demand, and they bring in BIG money for both the business and the writer.

And since businesses are in desperate need of these concise, easy projects, they're willing to give **you** a chance.

Find out more [here](#).

To your success,

Rebecca Matter  
President, AWAI

Tuesday – Day 2 Email 2

**Subject:** Your fast track to the writer's life – in an afternoon?

**Preview Text:** write fun short copy that's in high demand

Hi %%FIRSTNAME%%.

Have you heard?

There's a fun project that's GREAT for beginner writers that pays incredibly well.

And it's one of the easiest you'll ever write.

EACH project you take on can be done in a single afternoon, start to finish, because these short projects require little research.

It's literally **the fastest way to make a great living as a writer!**

Even better - there's a TON of demand for this kind of short, concise copy. So finding clients is easy.

In fact, since so many businesses NEED writers, clients are literally everywhere! You can take your pick.

Go [here](#) now to find out what project will get you on the fast track to the writer's life.

To your success,

Rebecca Matter  
President, AWAI

Wednesday – Day 3 Email 3

**Subject:** Clients are ready to pay YOU for these easy projects

**Preview Text:** an opportunity for a steady income

Hi %%FIRSTNAME%%.

Many copywriters today get paid \$2,000-\$5,000 EVERY month to write these short, easy projects, and now you can too!

Even as a newbie, you can take advantage of this writing opportunity because it is in such high demand.

And better yet, you already have this skill – and use it every day!

It just takes a “few tweaks” and you’ll be on your way to a BIG steady income.

No need to worry about how you’ll pay your next bill. These monthly retainers take care of it.

But best of all, there are thousands and thousands of businesses that need these short, easy projects in all niches...And they’re looking to pay writers who can write them.

They’ll pay YOU to write them.

Find out more [here](#).

To your success,

Rebecca Matter  
President, AWAI

Thursday – Day 4 Email 4

**Subject:** Time's running out for your upcoming mentorship

**Preview Text:** claim your spot now before it's too late

Hi %%FIRSTNAME%%.

Tomorrow's the last day for you to claim your spot before we close **ALL** enrollment for *AWAI's Ultimate Email Copywriting Mentorship*.

Get in NOW, or risk missing out.

Think about this - how much would your financial future be transformed if you were paid \$2,000 or more monthly?

Would that cover your mortgage and utilities for the month?

Or pay for that vacation you've been planning for far too long?

Could you finally live the writer's life?

Yes, you can.

Because right now there are literally thousands of businesses that need help with these short email projects EVERY single month.

In fact, Statista estimates that email marketing **revenue** will reach almost 11 billion by the end of this year, and it continues to grow year after year.

This makes email copywriting one of the most RELIABLE and profitable copy projects there is.

And since you're already writing emails every day, you can be up and running in a few weeks.

You'll learn from one of the best email copywriters I've ever seen, Guillermo Rubio, we call him G.

G's learned secrets by working with legendary copywriters, like Clayton Makepeace, that he'll share with you so YOU can become a highly paid and in-demand email copywriter too.

G will also reveal his own secret formulas that have generated massive amounts of income for his clients. Like one email campaign he wrote for a client that brought in \$1.2 million in 35 days!

That amount of money can guarantee your client will want you to keep writing for them, so they'll offer you a retainer because they won't want to lose you.

You'll get personal feedback from G and he'll show you how to make your writing better in this limited opportunity. You'll see how to become a faster and more profitable email writer.

Don't miss out on this limited opportunity to master a skill that can give you a stable income that you can live comfortably on month after month, and never worry about a bill again!

Your exclusive invitation for this unique opportunity is available right NOW so click [here](#).

To your success,

Rebecca Matter  
President, AWAI

## Friday – Day 5 Email 5

**Subject:** Today's your last day for your email mentorship

**Preview Text:** don't miss your chance, spots are going fast

Hi %%FIRSTNAME%%.

This is the very LAST day for you to take advantage of the opportunity to master the skill of email copywriting through **AWAI's** *Ultimate Email Copywriting Mentorship* with Guillermo Rubio.

Guillermo will show you how to confidently find clients, know how to effectively work with them, and show them you're an email marketing expert - one they will want to work with.

It all starts with learning the proper mindset and G's simple C+B+P formula that shows you how to master writing subject lines that readers must open.

Then, sit in on a client discovery call with G and learn what questions to ask, why they're important, and how to use the information you take away when you write a successful email marketing campaign.

Next, you'll learn G's powerful secret of "pre-framing" so you can write an "A-level" winning campaign that will keep your clients coming back!

After completing the homework assignments, G will personally review them and give you a chance to look over his shoulder by working as your copy chief and showing you how to make them better.

You'll feel confident you can write any type of email clients want after you write an ENTIRE email campaign and receive feedback on how to improve them.

And you'll have direct access to G to ask any questions you may have and to get to know your classmates when you join our private Facebook group.

At the end of your training, you'll have the opportunity to be certified as an **AWAI-Verified™ Email Copywriting Specialist**, which is something marketers have come to recognize and look for when searching for high-quality writers.

Don't miss your chance, click [here](#) now for your invitation.

To your success,

Rebecca Matter  
President, AWAI

**P.S. Honestly, these quick projects are the easiest way to get started with clients and earn your first income in your writer's life.**

For this reason, I'm personally inviting you to get started today!



**Subject:** ...only a few hours left until we close the email mentorship

**Preview Text:** 1000s of businesses need email copywriting

Hi %%FIRSTNAME%%.

There are only a few hours left for your chance to get a seat for the Ultimate Email Copywriting Mentorship with Guillermo Rubio.

We don't know when Guillermo will be available to do another live mentorship, so make sure to take advantage of this rare opportunity to work directly with him.

This is your chance to learn step-by-step, with personal guidance from a master email copywriter who will show you his secrets to become a successful, and well-paid email copywriter.

In six short weeks, Guillermo will show you how to quickly gain the skills needed for "A-level" email copywriting, so you can make a lucrative writing career for yourself.

Here's what skills you'll gain:

- *Mastering headlines* with G's secret C+B+P formula that readers must open
- *Shifting your mindset* so you can become a successful email copywriter
- *Learning G's powerful secret* of "pre-framing" to WOW your clients
- *Experience* when you sit in on a live discovery call with G to help you with your own client calls
- *Confidence* with G as your copy chief showing you how to make your writing even better
- *Getting clients* including one of the easiest ways to get your foot in the door

Once you've successfully completed your training, you'll have the opportunity to be certified as an **AWAI-Verified™ Email Copywriting Specialist**. This certification is well-respected by businesses today.

You'll also have the chance to pocket \$2,000 from AWAI for the Email Writing Spec Challenge if your campaign is selected.

Oh, I almost forgot to mention these great bonuses:

- **BONUS 1: Email Campaign Templates** - don't stare at a blank page, these templates are a great place to start
- **BONUS 2: Subject Line Magic** – this handy guide helps you have confidence your emails will be opened and read
- **BONUS 3: Your winning Email Swipe File** – G shares some of his most profitable email campaigns and others that you can use to “model” emails you write for your own clients
- **BONUS 4: 11 Questions to Ask every New Email Client** - have confidence you will ask the correct questions on your discovery calls by using this checklist
- **An EXCLUSIVE LIVE BONUS training session on using AI to BOOST your email copywriting skills instantly** – so you can get started 10x faster to living the writer's life
- **MEGA-BONUS** – FREE access to AWAI's bestselling program *How to Write High Impact Emails* (normally \$497) to further train you in email copywriting

Don't miss your chance to live the writer's life, click [here](#) NOW.

To your success,

Rebecca Matter  
President, AWAI

P.S. Did you know that emails are one of the easiest ways to launch your writing career? That's because giving a new writer a chance costs businesses almost nothing compared to launching an advertising campaign. That's why you need to click [here](#) while we still have a few spots open!

## Welcome Email 1

**Subject:** Welcome to your Email Certification

**Preview Text:** preparation for your first session

Hi %%FIRSTNAME%%.

YAY!!!

You're in the Ultimate Email Copywriting Mentorship!

I'm SO excited for you because you've taken your first step toward living the writer's life!

And no matter what level of income you're desiring, email copywriting can get you there.

You're going to learn from one of the BEST email copywriters I've ever seen. His name is Guillermo Rubio (we call him G). He has worked with some of the legends of copywriting, and he'll share the secrets he's learned with you!

With these short projects, you can work very part-time and make a nice living, or even BETTER you can work semi full-time and make 6 figures.

Either way, **email marketing is one of the most in-demand skills for copywriters today**. And one of the easiest ways to get started since it's a low-risk option for businesses.

You'll be joining an elite group because GOOD email copywriters are hard to find.

As part of that group, businesses will happily give you **monthly** retainers that can pay you \$2,000-\$5,000!

You'll find everything you need to get started on your [myAWAI Member Page](#).

Make sure you start with G's Welcome [video](#) (click START HERE tab), so you'll know what to expect once the class starts on %%MONTH-DAY-YEAR%%.

Then watch the “Pre-training” [videos](#) so you will be up to speed when the LIVE sessions begin.

You can get to know your classmates by introducing yourself when you join our private Facebook group also found on your member page. This is where you can ask G questions and collaborate with others.

You can find answers to common questions on our FAQ page [here](#).

We’re here to help you succeed, so you can email us [here](#) if you don’t see your question answered or give our Member Services a call M-F 8am-5pm EST at (866) 879-2924.

Remember you’ll have the chance to earn your certification as an *AWAI Verified™ Email Copywriting Specialist* at the end of your training.

Clients recognize those who are AWAI certified as well-trained, and they look for it when hiring new writers.

And once you have your foot in the door writing emails, you can become an invaluable linchpin for your clients because they won’t let you go!

Be sure to commit to this class so you benefit from everything it offers.

I can’t wait to see how well you improve your email writing skills when you’re done!

To your success,

Rebecca Matter  
President, AWAI

**P.S.** Don’t forget that you’ll have a chance to earn your first check for \$2,000 from AWAI when you submit your “spec assignment” at the end of training if your email campaign is selected as the winner. Good luck!

## Welcome Email 2

**Subject:** Welcome to the Ultimate Email Copywriting Mentorship

**Preview Text:** all the details you need to get started

Hi %%FIRSTNAME%%.

We're so glad you've taken this important step in your copywriting business.

We noticed that you have yet to visit the [myAWAI Member Page](#) of our website. That is where you will find everything you need to succeed in your email mentorship.

If you need some help, you can find answers to common questions on our FAQ page [here](#).

If you're ready to start preparing for your upcoming live mentorship session, you'll want to check out G's welcome [video](#) under the START HERE tab.

Make sure you sign up for our private Facebook group community so you can ask G any questions you have. And introduce yourself to the group.

Your first class starts next Thursday, %%MONTH%%DAY%%.

To your success,

Rebecca Matter  
President, AWAI

**P.S.** Don't forget you have an opportunity to earn a \$2,000 payday with your "spec assignment" so make sure to follow each lesson and fully commit to this class so your campaign can be selected as the winner.

**Subject:** Because you looked at email marketing...

**Preview Text:** even new copywriters get paid

Hi %%FIRSTNAME%%.

Yesterday you visited our website regarding the Ultimate Email Copywriting Mentorship training, but I noticed you didn't sign up yet.

If you're still thinking about the course, I understand. Making a career move decision is an important one. And when it's one that puts you in high demand for a skill that businesses need desperately, it's worth considering.

Since you're likely still thinking things through, I put together some of the most commonly asked questions below so you can make a well-informed decision.

**Q: Do I have to attend the sessions live or will they be recorded?**

No. All the sessions will be recorded and are available within 24 hours for you to watch. They will be conveniently located on your [myAWAI Member Page](#), under the Live Sessions tab for you to watch on-demand.

**Q: Can I still ask my questions if I'm not able to attend live sessions?**

Absolutely! You'll be invited to join our private Facebook group where you can ask questions and tag your mentor or a member of the AWAI staff. The answer to your question will be posted in the group or answered in the next live session so everyone can benefit from it.

**Q: Will I get feedback on my writing?**

The short answer is yes! You will get feedback at least twice. Once at the beginning of training from either homework assignment 1, 2, or 3. Then again when you submit your final completed email campaign.

This gives you an opportunity to take the feedback from your homework and make improvements to them before you turn in your final assignment for certification.

## **Q: How can I find clients looking for email copywriters?**

There is an entire session dedicated to helping you find clients. Your mentor will show you multiple ways to connect with businesses that need email copywriters.

There are thousands of businesses looking for GOOD email copywriters. And many are willing to give new writers a chance. Why?

Because emails cost the company almost **nothing** to test them AND at \$38 for every \$1 spent, they have the biggest ROI.

It's the easiest WIN-WIN to get your writing business started that there is today!

Remember, these are short emails that you can write even while working full-time so emails are a great way to launch your writing business.

In just six weeks, you can start earning your first paycheck writing short emails.

Our FAQ page is a great resource to find the answer to any other questions you may have. You can find it [here](#).

Space in this LIVE email mentorship with Guillermo is filling up fast! Don't miss your chance to live the writer's life. Grab your spot [here](#).

To your success,

Rebecca Matter

President, AWAI

P.S. Did you see the BONUSES included in this class? There's an EXCLUSIVE bonus session for this class only that will show you how to use AI to give your email writing skills an instant boost. Write your emails in record time. Get in while you still can, click [here](#).

## Urgent Clicker Email

**Subject:** Checking in on how you're doing...

**Preview Text:** time's running out to sign up for email copywriting

Hi %%FIRSTNAME%%.

I don't see your name on the list yet for Guillermo's Ultimate Email Copywriting Mentorship after you looked at the details on our website.

If you're still thinking about becoming an email copywriter, there's no better trainer than Guillermo, or G as we like to call him.

This is a rare opportunity to learn LIVE from G because his schedule is so full, we don't know when he'll be available again.

G has worked with some of the legends in copywriting like Clayton Makepeace. He's going to unveil those legendary secrets, and some of the ones he's discovered over the last decade to you!

Secrets including an EXCLUSIVE session on how to write emails 10X faster by using AI. He'll show you how to get the most out of ChatGPT so you can write emails that maximize profits for your clients.

And speaking of writing emails faster, you'll also get G's email templates that help you know instantly the kind of email campaign your client needs. You just plug in your content, and the campaign series is mapped out for you.

You'll sit in on a live client discovery call with G and learn what questions he asks the client, why he asks them, and how to use the information to help you have confidence when meeting with your own clients.

Remember, G will be giving you feedback on multiple writing assignments so you can edit them before turning them in for the final assignment.

Once you pass the test and turn in the final assignment, you'll receive the coveted **AWAI Verified™ Email Copywriting Specialist** certificate and badge. You can proudly display them on your social media posts and your website.



Businesses recognize and look for AWAI certified writers when they have projects they need completed.

This is the **only time** this year that G will be doing this email mentorship LIVE. Your chance to learn from an A-List copywriter is still available, but spots are filling up fast!

I can't wait to see your email copywriting career take off!

Don't miss your chance to make \$2,000 or more every month! Click [here](#) to sign up now.

To your success,

Rebecca Matter  
President, AWAI

P.S. Don't forget – passing both your test and spec assignment gives you a chance at a \$2,000 payday from AWAI! Go [here](#) now for your chance!