

Context: Write an email coming from AWAI's President – Rebecca Matter. The email assumes the prospect is “solution” aware and is looking for a way to make a living writing. The goal of the email is to get the reader to click on a link that takes them to the sales page for this course.

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Subject line: High demand and high pay? Yes, please.

Preview text: The one skill you need to get started in your Writer's Life.

From: Rebecca Matter - AWAI

Dear %%FirstName%%,

What if you could learn just one skill that would support your Writer's Life?

Imagine: working an hour or two in the morning, and spending the rest of your time doing whatever you like!

With just one skill under your belt, you could quit your day job and earn a comfortable living as a professional copywriter.

That's the *Writer's Life*.

And you don't need to spend weeks or months learning it. This is a skill you can learn in as little as a weekend.

Check out all the details here.

The program starts on *Monday, January 17*. And we want you with us!

Don't delay. Check out your path to the Writer's Life.

To your success,

Rebecca Matter, AWAI

P.S. Guillermo Rubio created this course – you may have heard of him! He's been writing emails professionally for over 13 years. With him by your side, you can't lose. Check out his program here.