

## Email – B2C

**SUBJECT: You make me feel like dancin'...**

Hi <FIRSTNAME>, Jay White here for AWAI, and, yes, I'm doing the happy dance over this one. As a long-time writer, I can promise you it never gets old hearing how happy my clients are with my work. But, as a teacher and coach, that feeling is **MAGNIFIED** when the testimonial comes from **YOUR** clients.

Take the message I recently got from new writer and [Email Copy Made Easy](#) student, Mary Ottman:

"Best Labor Day ever! I sent my first copywriting client the very first [email project] they paid me to write. I woke up to this reaction...

**'THIS IS BOMB!**

**Where have you been all my [copywrite] life!!'**

I'm so excited about my future as a copywriter! They've already told me they want to use me for all their copywriting projects going forward!"

Yep, when I heard that, I immediately broke out the old dance moves. I couldn't help myself. I get so excited when one of my students has success like that.

See, Mary is finding early success with what I firmly believe is the most effortless copy you'll ever write: emails.

No other form of copy is easier to learn or faster to write.

And, with literally tens of thousands of businesses **DESPERATE** for good email writers, wouldn't it be great to find a few clients who will hire you over and over again?

After all, any business owner will tell you that repeat customers is where the money is at. It's like having a guaranteed paycheck from the J-O-B... only better. Because **YOU'RE** in the driver's seat.

Want a raise? Simple. Get more repeat email copy clients. There's no faster way to live the life you always dreamed of.

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So, if you're interested in accelerating your journey to The Writer's Life, or if you just want someone to be that excited about something YOU wrote, [click here to learn more](#) about the program that helped Mary win over her first client.

To your writer's life,  
Jay

P.S. Want me to do a jig for you, too? [Check out my Email Copy Made Easy program](#) today and let me know what YOUR clients say about you!

*Sample created for copywriting training course.  
Approved by Jay White, program creator, coach, and trainer.*