



Nothing builds trust faster than regular, helpful emails in a simple, chatty style

From: James Daniel

Copywriter & Email Fanboy

Hey, you -

You know that feeling?

Your inbox pings, and you think “Wow! This person emails me every day...where do they find the time, let alone the ideas?”

Well, truth is, they didn’t write it. (Probably!)

Chances are, someone like me was shut away quietly, ghost-writing – while the business owner got on with all those other icky bits that needed their attention.

Now, maybe they hired their copywriter to save on time or effort?

But more likely because, they know...writing emails is a craft. And a well-scribbled email can get them more readers. More clicks. More sales. More referrals.

So look - I’m going to show you 10 emails here, that I wrote for 5 different clients. Selling:

- **A BUSINESS MASTERMIND:** for business owners who are ready for the next level.
- **AN ACTING COURSE:** for budding Brandos who want to ditch the 9-5.
- **A DONE-FOR-YOU MARKETING SERVICE:** for SMEs who need more leads.
- **A WILL-WRITING SERVICE** for ex-parts living in the UAE.
- **AN EDUCATION CONSULTANCY** targeting ex-pat parents, also in the UAE.

Every one of these emails has generated leads, that turned into real business. And not nickels and dimes either...they’re all high-ticket items.

If you like what you see, take a look at the end. There’s an offer waiting.

Meanwhile, dive in – and enjoy...

James Daniel

SAMPLE 1: BUSINESS MASTERMIND

AUDIENCE: successful business owners ready for the next level

SUBJECT: Bill Gates does it. How about you?

Hi [First Name]

\$76 billion!

Seventy. Six. Billion.

That's what Bill Gates is worth today, according to Forbes Rich List. And with all that in the bank, reports say *he still belongs to a mastermind group*.

Just think about that for a moment..

The richest man on the planet still makes time to get round a table with a few well-chosen allies.

He still values the chance to share half-formed ideas and turn them into profits.

He still knows that, despite all his wealth, *he doesn't have all the answers*.

Sure, masterminding isn't the only reason for BG's success. But you can bet it's played a massive part in it over the years.

Now, how about you?

I don't know if you've set your sights on a billion dollars or not. But whatever your financial goals, please trust me on this - there's no substitute for being part of a well-formed mastermind group.

As you know, I have a group of my own with 100 hand-picked members. And this month, I'm releasing 12 new places:

[\[URL\]](#)

The Mastermind really is something. I've been privileged to see it grow, and see how members are helping each other. Every time we meet in London, someone will arrive with the weight of the world on their shoulders - then 2 days later, they'll go home with a fully-formed solution.

What's more, there's a huge amount of business being done. Joint ventures, supplier deals...all forged at our events (or in-between, thanks to our private Facebook page).

There's a whole lot more to tell you. So I've put together a short video to give you all the details. Then, if you can see yourself as part of this elite group, I'll invite you to apply.

[Watch the video here.](#)

I'm not going to promise you a Bill Gates lifestyle! The hard work is still up to you.

And believe me, it will be hard work.

If you get that, you should apply...

To your success

[Client Name]

P.S. The truth is, no-one knows everything. That's why we should surround ourselves with clever like-minded people. Then we can all work together and fill in the gaps.

Let me show you how:

[\[URL\]](#)

SAMPLE 2: BUSINESS MASTERMIND

AUDIENCE: successful business owners ready for the next level

SUBJECT: [First Name], can you take the heat?

Hi [First Name]

I want to interrogate you!

Or let me put that another way: I want to put you, and your business, in the Hotseat.

I want to quiz you about all your deepest, darkest problems and give you some jaw-dropping answers - with the help of 99 hand-picked entrepreneurs.

[My Private Mastermind Group.](#)

Let me explain. The Hotseat is one part of the meetings we hold 3 times a year in London. It's a unique chance to give your business the ultimate stress test, then walk away with a ready-made plan of attack.

It's powerful stuff.

Of course, it's not for everyone. It's an open, honest forum, and sometimes honesty can be brutal.

But it can also be a rapid route to massive profits.

You see, The Mastermind is filled with people from every field. We've got more than our share of CEOs and millionaire entrepreneurs, working side by side with start-ups and one person enterprises.

And between us all, we've seen off virtually every business challenge.

Not just marketing. I'm talking sales, recruitment, time management, operations, team building, HR...we've seen it all, and our collective wisdom is nothing short of incredible.

Hence our results. I've seen members leave the Hotseat, then come back a few months later telling us their profits have soared by 250% or more.

That's the level we're working at - and that's what I want for you this year.

So here's the deal:

Over the next 7 days, I'm releasing 12 new places in The Mastermind. As a member, you'll have access to the very latest ideas and proven strategies, through our exclusive meetings, online seminars and coaching calls. Plus, you'll be

connected to the smartest entrepreneurs around, with a chance to forge joint ventures, do business and share ideas.

Let me stress, I'm only looking for people who are genuinely committed to learning, taking action and sharing knowledge with other members.

If that's you - **and you're ready for a huge transformation in the next 6 months** - then I'd urge you to find out more today. When the places are gone, they're gone.

[Here's everything you need to know.](#)

To your success

[Client Name]

P.S. No-one is forced to take the Hotseat! But the same "tough love" approach runs all the way through The Mastermind. So I'll support you all the way and hold you to account.

If you're ready and willing, click here now:

[\[URL\]](#)

SAMPLE 3: BUSINESS MASTERMIND

AUDIENCE: successful business owners ready for the next level

SUBJECT: How far will you go?

Hi [First Name]

About 2 years ago, 2 people on opposite sides of the world received an email from me.

They both opened it.

And they both read my invitation to apply for a space in the private mastermind group I was setting up.

The group, they discovered, would meet 3 times every year in London, with monthly coaching calls and online seminars in between. It was a unique chance to get me closely involved in their business - for just a fraction of the £60k annual fee I used to charge for consulting.

They read on. They'd be getting to grips with the very latest developments in the world of marketing, including Facebook Advertising, Google PPC, Remarketing, Banner Advertising...all in much more depth than I've covered in any live event.

They'd even get to see inside my personal campaigns.

Plus, they'd be learning from an elite group of like-minded entrepreneurs, sharing ideas and solutions - even doing business.

They both clicked a link, like this one here, to get more information:

[\[URL\]](#)

And here's the remarkable thing...

One of them, who lived less than an hour from Central London, chose not to apply. The other, who lived in Hong Kong, went ahead.

This is true.

Have you ever wondered why some people succeed when others struggle, or even fail? Well, there's no single trait that sets the 2 breeds apart - but every high achiever I've met in my life has been willing to seek out the knowledge they need, no matter how much effort they have to put in.

A case in point: when I started out, I clocked up some serious air miles to get to seminars in the States and meet the people I needed to meet. In fact, I still do

it today, for a few choice events. Because no-one is going to knock on my door and hand me valuable information.

So, how about you?

How far are you willing to go?

If you're the dogged type I'm looking for, I'm inviting you to apply for a space in The Mastermind now. But you'll have to move quickly. We only have 12 spaces, and they'll all be gone by 5pm GMT this Friday.

[There's a video here that tells you all about it.](#)

It's not too late to make 2014 a year to celebrate. Check this out now - and I might be seeing you in London next month.

To your success

[Client Name]

P.S. Going out on a limb, I'm guessing you won't have to make the 12k mile round trip from Hong Kong to London and back. But even if you are based on the other side of the world, I know you'll make the journey - *if you've got the mindset to be a mastermind member.*

[\[URL\]](#)

SAMPLE 4: ACTING COURSE

AUDIENCE: aspiring actors looking to kickstart their careers

Subject: Misunderstanding The Method

Dear [First Name]

Drama School luvvies don't like The Method.

John Gielgud was a case in point.

Years ago, in a rehearsal, a director asked him to demonstrate his deepest fear. Unimpressed and itching to get back to the script, Gielgud ran around the room yelling "We open in two weeks!"

It was a typical response to The Method, back in the day.

It was feared. Mocked. Misunderstood.

This is what Gielgud missed:

The director was trying to help him find an emotional state – an anchoring point that he could have used, to focus on a real fear...and project it to the audience.

His performance could have been gritty and authentic.

And consistent. Because he could have used it every night on stage.

But instead, he stuck to what he knew.

And while he was among the better actors from the old school, he was still faking it...instead of feeling it.

Now, I'd like to tell you that's all in the past. But today, there's still a divide.

In the big wide acting world, The Method is the norm. Since 2000, 80% of Best Actor Oscars have gone to Method Actors.

And top directors have come to expect it now.

They want actors who can place themselves in a character's mind. Actors who feel and impart emotion...not actors who imitate life.

But, in the small elitist corner of the acting world, The Method is still mistrusted.

Our drama schools barely touch it.

They're still teaching actors to flounce around the stage in huge Elizabethan trousers. Roaring and overacting like Mini Oliviers.

Using an outdated technique, that amounts to plain 'pretending'.

Because in their world, The Method is a step across to The Dark Side!

(I can only guess that they've never seen The Oscars...)

So – you have to decide: what kind of actor do you want to be?

The old school clone who's only equipped to perform the classics – while swanning around London, brandishing a cane?

Or the gritty, real actor who's trained for stage and screen work...and flits between home and Hollywood?

Up to you, I guess.

But if you 'get' the idea of acting with emotion...

...And you're bored to death by OTT thespians...

You're right for The Method.

Find out more here:

[\[URL\]](#)

...and apply to audition for my [PRODUCT NAME]

[Client Name]

SAMPLE 5: ACTING COURSE

AUDIENCE: aspiring actors looking to kickstart their careers

Subject: Your emergency bucket list

Dear [First Name]

Have you seen that episode of *The Simpsons*, where Homer eats a poisonous fish?

He's told he's only got 24 hours to live. So he makes an emergency bucket list, and realises all the things he hasn't done yet.

And here's the thing.

He goes into a blind panic. There's not enough time to fit it all in! So he starts crossing things off the list – reconciled to the fact he'll never have the chance.

For a cartoon that's usually laugh-a-minute, it's actually quite poignant.

But, for me the saddest part is what happens next.

He wakes up the next day and realises he's okay. It's a new dawn, and he makes a vow: from now, he'll live to the full.

Cut to him the next day, eating potato chips and watching drivel on TV.

That 24 minute story is all of human life in a nutshell. We put things off till it's too late, always thinking there'll be another chance.

When time runs out, we switch to regret mode.

But hand us a last minute reprieve, and we'll squander it. Go back to old habits!

Now, you might think this doesn't apply to you. Think again.

Our time on earth is short – but it's long enough to fit in all the things we want to do. If (only if) we clear out all the clutter and distractions.

Stop putting things off. Stop wasting the time you've got.

Grab the mantle now, and do what it takes to live the life you want.

If that life is an acting career, you know what to do.

Get the skills you need, and JFDI. You've got time to master Method Acting, and the business of acting too. Nothing stopping you.

My [PRODUCT NAME] gives you the whole thing: [\[URL\]](#)

Look - chances are, Homer's poison fish ain't gonna get you!

But something will, one day.

And we don't know what's round the corner. So better live the life now.

[Client Name]

P.S. If you were in Homer's shoes, what would be top of your emergency bucket list? If 'acting' is up there, don't hang about: [URL](#)

SAMPLE 6: ACTING COURSE

AUDIENCE: aspiring actors looking to kickstart their careers

Subject: Don't Dick Van Dyke It!

Dear [First Name]

In his day, Dick Van Dyke was a skilled performer.

Maybe not my cup of tea. But he had hit TV shows, movie deals...

He was a big, big star.

But now?

His name is just a byword for a rubbish cockney accent!

You must have noticed this?

Like, if anyone on *Eastenders* messes up the dialect – someone watching with you is going to jump in and shout “Dick Van Dyke!”

Followed by “Ma-a-ry Poppins”.

Right?

Poor old Dickie.

But hey - he brought it on himself.

I don't know if he ticked “Authentic Cockney Accent” on his CV...or if Disney just assumed he'd be a natural...but one way or another, things got out of hand.

And now, he's the butt of a joke.

All for one mistake.

“Ma-a-ry Poppins”.

Take this as a warning.

See, every actor likes to stretch the truth on their CV. They shouldn't. But they do.

And confession: I've done it myself.

Like Dick, I once claimed I could pull off a cockney lilt. But when I auditioned for ITV's *The Bill*, I was left embarrassed.

Staring at the floor, wishing the ground would swallow me up.

Because, my cockney was plain awful.

And it shouldn't have been listed.

Bottom line: when you hand your CV to a casting director, they'll take a very dim view if you tick skills that you don't have.

They'll rumble you.

Then they'll think your whole CV is a lie.

They won't trust you.

And you'll have burnt your bridges with some influential people.

So - instead of making up skills, here's a better plan:

Get the skills you need. For real.

Become such an accomplished actor...that you don't need to claim you can, I don't know...juggle pigs or ride a unicycle, or whatever.

Train with me and my coaching team, on [PRODUCT NAME], and in a year, you'll be ready to get out there and work:

[\[URL\]](#)

Next auditions are on [AUDITION DATE]. Apply by [APPLICATION DATE].

Best do it now. Cor blimey Ma-a-ry Poppins, and no mistake.

[Client Name]

P.S. One actor I know claims he can ride a horse!

And no - he can't ride a horse.

So one day, he's going to get cast as a cowboy or something...

...And he'll get on set...and get dragged off, hanging onto the saddle.

When it happens, he'll look even dafter than me and Dick.

Cor blimey!

Don't be one of those actors.

Get some real skills from the start:

[\[URL\]](#)

SAMPLE 7: DONE-FOR-YOU MARKETING

AUDIENCE: SMEs who need more qualified leads

SUBJECT: Nowhere to run or hide...

Hi [First Name]

Have you seen the movie 'Braveheart'?

Or any other film that shows a medieval battle?

If so, you've seen a strategy that every marketer needs.

I'm talking about a technique used at the start of every scuffle. Before a single sword was raised, archers would group together and fire off a sea of arrows – instantly reducing the opposition's ranks.

What's that got to do with marketing?

Well, this. Commanders knew they could fire off single arrows here and there, and they'd strike a few people down. But if everyone fired at once, in one single direction, the enemy was helpless: nowhere to run, nowhere to hide - because wherever they moved, another arrow was heading their way.

An unsavoury thought, perhaps!

But when it comes to marketing your business, you need to follow this 'Bombardment' Principle: instead of taking single unconnected shots, you need to fire out relentlessly...until your prospects can't avoid you.

This is vital. All too often, I meet business owners who do their own marketing and tell me they're not getting the results they want.

...They've sent out an email – nothing.

...They've updated Facebook – same.

...They tried Remarketing once – and again, nothing happened.

No surprises there. Because these are the random, unconnected shots: one-off tactics that might strike the odd blow, but will never bring in devastating numbers.

So my answer, every time: create a joined-up, never-ending campaign that catches your audience day after day, everywhere they turn.

[PRODUCT NAME] is built on this principle.

It's not a pick 'n' mix system: it's a balanced multi-media approach, using landing pages, free reports, video, email, Facebook and more...all bombarding the prospect so there's literally no escape, online or off.

Does that mean annoying your audience? No. It means earning their trust by constantly adding value. That way, they'll come to see you as a helpful ally - not a sales pest with one foot forever wedged in their front door.

Can you imagine that...?

While your competitors are popping up every now and again with a hard-sell, you're quietly but consistently building a solid reputation inside the customer's head.

If that's the effect you want to achieve...but you've struggled to make it happen...then we should talk.

Here's the deal:

I want to invite you along for a complimentary one-to-one Business Growth Session. You'll meet with one of my digital experts and spend 90 minutes looking at your business, your challenges, your goals...and how [PRODUCT NAME] will start a transformation.

This session is free, but it's not for everyone. It's only for business owners who are already turning a profit and want to take the next step.

[CALL TO ACTION]

Line busy? That means we're getting bombarded! [Click here to request a call back](#).

Regards,

[Client Name]

P.S. We have less than 100 sessions available this month, and this email will reach over 100,000 business owners. [REPEAT CALL TO ACTION]

SAMPLE 8: DONE-FOR-YOU MARKETING

AUDIENCE: SMEs who need more qualified leads

SUBJECT: Beware The DIY Mousetrap

Hi [First Name]

Since it's Friday, here's a fun little story for you to start the weekend...

Farmer Jack walked into his barn where he was storing grain from the harvest - and realised that mice had bitten into his sacks.

Hundreds of mice, it seemed. They'd been feeding on the grain, and now his stock was depleting – fast.

He had to do something about it.

So for 3 days and nights, he worked round the clock. Hammering, sawing, welding...building a giant DIY Mousetrap.

And wow, you should have seen it!

A lump of cheese. A tripwire. A set of weights and pulleys, releasing a cage that he'd suspended from the roof. Plus, when the cage fell, it sent a steel ball along a chute, punching a button that set off an alarm.

He set the trap, and went to bed happy.

In the next week, Jack caught a total of 3 mice. Admittedly, he had no grain left because all the other mice had dodged the trap. *But still, 3 mice...that was something.*

The next day, he filed for bankruptcy.

And just as he was signing the final document, writing off his business, he had a call from Giles - a neighbouring farmer.

Giles, it turned out, had also been overrun with mice.

“What did you do about it?” asked Jack.

And Giles told him:

“I bought a cat”.

As Jack reached for his shotgun and opened his mouth, he realised the moral of the story:

You don't have to be an expert...you just have to hire one!

I know, as metaphors go, that one is subtle as a brick. But it makes an important point.

You see, thousands of business owners make this mistake with their marketing. Instead of going straight to someone who can solve their problems, they toy with impractical solutions and celebrate tiny victories.

And all the while, their business is disappearing. Day by day, before their eyes.

Please don't make this mistake.

You don't need to cobble together a makeshift solution. You need an expert partner who can do the work for you.

You need my marketing crew.

Like Farmer Giles' cat, our job is to swoop in and take the problem away! And we'll do that through our award-winning package [PRODUCT NAME].

There's nothing makeshift here.

It's a carefully designed 10-point strategy that we'll use to sniff out your ideal customers, hunt them down and capture their contact details. Then we'll follow up to earn their trust – so when they're ready to buy, you're their go-to supplier.

While you're doing that, your competitors – just like Farmer Jack - will be messing about with DIY systems. Handing you the advantage.

If you'd rather be a Giles than a Jack, let me tell you more...

I want to show you how our system will adapt to meet the challenges in your business. So I'm making you an offer:

Come along to our offices and meet with one of my senior consultants. In a 90-minute Marketing Strategy Session, they'll ask about your business, your marketing and your customers...then show you a full strategy that will take you to your goals.

A strategy that uses the essentials of digital marketing, like video, landing pages, free reports, email and Facebook...plus other marketing methods to suit your situation.

[There's a video here that tells you all about it.](#)

Take a look, then book your session right there on the page. Or [CALL TO ACTION]

Regards,

[Client Name]

P.S. It's a no obligation meeting. If you like our strategy, we can create the system for you – or you can take our ideas and hire someone else.

Either way, it means you don't have to waste time building your own mousetrap!

[Get the details here.](#)

SAMPLE 9: WILL WRITERS

AUDIENCE: wealthy ex-pats living in the UAE

SUBJECT: Average Wills only suit average people

Dear [Mr/s Sample]

I've written to you a few times now about your Will, and as I haven't heard from you I guess you've got something in place already.

And that's fine. If your Will has been tailor-made to fit your circumstances here in the UAE, please ignore this email and carry on enjoying life.

But if you haven't made a Will...or your Will was made before you moved here...or worse, you made it online using template software...then –

Please, don't hit the delete button before you read the next paragraph:

Life out here is complicated. Thousands of ex-pats die here every year, and the ones who haven't left a *suitable* Will are leaving their families to deal with a tangled legal web. Simply because their estates are pulled between two legal systems.

The important word there is *suitable*.

You see, an ordinary, average Will is only suitable if you live an ordinary, average life! That means very few assets - all in one place - and just one or two beneficiaries.

But you're out here in the UAE - so no-one could call you “average”.

Chances are, you've got assets back in the UK and others with you here. Cars, property, financial policies...anything that adds to your estate...can become a legal minefield if you've left an average Will.

Or, no Will at all.

I can't explain all the risks and solutions in a single email, so I've put together a page of information that tells you exactly what's at stake - and how my company, [COMPANY], can help you turn things around:

[\[URL\]](#)

If you knew your future already, I'm sure you'd be making detailed plans. But sadly, no-one knows what's just around the corner - so your plans have to cover all eventualities.

An average Will can't do that. But [COMPANY] can – as you'll see here:

[\[URL\]](#)

Wishing you every success and happiness here in the UAE.

[Client Name]

CEO, [COMPANY]

P.S. If you decide this month that we're the right people to protect your estate, we'll take 10% off our professional fees. It's all detailed here:

[\[URL\]](#)

SAMPLE 10: EDUCATION CONSULTANTS

AUDIENCE: ex-pat parents in UAE on 'A' Level results day

SUBJECT: 'A' Levels...how did it go?

Are you a parent with a child in a British Curriculum School, who's just sat 'A' Level exams? If so, please read this important, time-sensitive, message

Dear [Title] [Surname]

This morning, your child will hear news that affects the rest of his or her life. Hopefully, that news is everything you want it to be. But if it's not, I just want to assure you, things are far from over.

Let me explain. My name is [Name], and if you recall, I emailed you on Sunday with some words of advice on the build-up to results day. As I mentioned then, I run the Dubai office for [Company] - the leading experts in British independent education.

Among other things, it's my job to help students in the UAE to secure a suitable place at a British university.

Today, I'd like to help your son or daughter to get things back on track - and as you'll see from this web page I've posted, my time needn't cost you a penny:

[\[URL\]](#)

You see, [Company] is a global name, with a 141 year history. But in Dubai, we're a new face. So by way of introduction, I've reserved 20 places in my schedule for students who could use some friendly help and advice.

In a free 30 minute consultation, we'll get to grips with any issue that feels like a sticking point. That could mean a short and sharp review of career or study goals...an objective look at aptitude and career pathways...advice on opportunities to work and study abroad...or just some guidance through the maze of the UK clearing system.

Clearing - I have to tell you - gives many people migraines.

It's an ordeal for students and families based in the UK...so for anyone in our part of the world, it presents a major challenge:

...How do you get to last-minute interviews when you're thousands of miles away?

...How do you choose between courses, when there's no independent advice?

...How can you choose a location that you've only seen on a map?

...And how do you stay up to the minute, with a 3 hour divide?

[Company] has the answers to all these questions and more. So, if today's news has left your family wondering which way to turn, I'd like to invite your child to [apply for a free consultation today](#).

Being overseas can be a setback...but it doesn't have to be. Let's talk, and smooth the transition to university.

Yours in education

[Client Name]

P.S. Going by last year's statistics, around two-thirds of the remaining university places will be filled by this time tomorrow. I'm sure you'd prefer to think this over for a while, but delays can be disastrous at this time of year.

I can help your son or daughter to ride the wave of clearing - but I can only see a maximum of 20 students this week:

[\[URL\]](#)

What would happen if your audience got a simple, chatty email from you every month... or week... or day?

When you start sharing tips and stories...what difference would it make to the bottom line?

My Email Package starts at £350 per month. Space is limited, and there's a strict application process. But if you're willing to explore the option, so am I.

Email james@jamesthecopywriter.co.uk and tell me about your business. I'll get back to you by this time tomorrow.