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## Shona Lynch Portfolio – Copywriting Sample

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### Email Auto-Responder Series for College of Copywriting

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#### Auto-responder 1

**Subject:** How to be a highly paid copywriter

**Alt-sub:** Want to write really persuasive copy?

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-----1-----2-----3-----4-----5-----6-----5  
[[firstname]],  
  
It's true...  
  
People who have already taken College of Copywriting courses love  
the real live assignments, one-on-one feedback and online student  
area.  
  
Just imagine how much you will learn when a successful copywriter  
reviews YOUR copy... and gives you the kind of feedback that can  
double or triple your results.  
  
In fact, this 'mentor' aspect alone could be the gentle,  
confidence-boosting push you need to start making a living from  
copywriting.  
  
Of course, you could learn copywriting without a mentor - and  
you're probably already aware of the entry-level options you have  
to learn copywriting:  
  
1. TONNES OF READING: You could read books, websites,  
newsletters and other people's copy. Actually, I recommend you  
do this. The trouble is - and you might find this - it's  
sometimes difficult to piece it all together. Sooner or later,  
you'll find you need to draw your information from a single  
source.  
  
2. FACE-TO-FACE WORKSHOP: With your eyes and ears tuned-in,  
face-to-face tuition is one of the best ways to absorb a lot of  
information quickly - but people usually forget a lot of it.  
That's why I'd suggest you get your mind into some written  
material - something you can learn at your own pace and refer to  
time and again.  
  
3. CERTIFICATE COURSE: Self-paced written material is great.  
You can study it over and over again and keep on-hand for quick-
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reference. If you're already super-confident with your writing ability, this is a good option to boost your copywriting 'salesmanship in print' skills (after all general writing is VERY different to copywriting that SELLS).

- THE BEST KIND OF COURSE -

One of the things you're really going to love about our College of Copywriting Courses is that you get the best of all worlds:

- A -

As I mentioned, there's real, live assignments with one-on-one feedback - you'll know for certain whether your copy is good or bad - no more wondering if you can really 'compete with the big guns'.

- B -

You get a superb, lever-arch size, written manual - your easy-access, toolbox of Direct Response secrets... straight from the pen of an expert, professional copywriter.

- C -

A FRACTION OF THE PRICE of a similar length course or workshop - I'm sure you already know that face-to-face seminars aren't cheap. And when it comes to the closely-guarded secrets of direct response, some copywriters are charging \$3000 for a one or two day workshop! Unbelievable, isn't it? They easily charge so much because Direct Response secrets are like gold! With the College of Copywriting Courses you will get your hands on these secrets for a fraction of this price! (Who knows? After you have worked in Direct Response for a few years, you might be able to charge \$3000 to run your own workshop!)

- D -

FRACTION OF THE PRICE of most distance courses - and you get better information written by a leading expert.

I don't have to tell you our courses are the best value for money because experience shows that most people realise their immense value for themselves.

And with our "Love it Or Your Money Back!" guarantee, you can't lose!

If your dream is to write sizzling copy - and make great money doing it - you've only got two choices: keep dreaming and maybe one day get started, or get started today.

So click over to <http://www.collegeofcopywriting.com/courses.htm> to enrol now... and please let me know if I can answer any questions or help in any way.

Take Care,

Kris Mills

P.S. You could be un-wrapping your copywriting course package in just a few days.

Take a moment right now, click to visit <http://www.collegeofcopywriting.com/courses.htm> and signup with

our fast, one-step enrolment form.

## Auto-responder 2

**Subject:** Curious to Know Exactly What's Inside the Course?

**Alt-sub:** Curious? Take a Look Inside the Course!

-----1-----2-----3-----4-----5-----6-----5  
Hi [[**firstname**]],

You'll recall from my last message, that College of Copywriting Courses are complete with real live assignments, one on one feedback... and expert-level copywriting training at a fraction of the price of other courses.

But what exactly will you learn?

I know when I'm making decisions on something I sometimes like to know every detail of what is covered in a course so I can get a better idea of the value of the material I'll learn.

With that in mind here's a link to exactly what's in each lesson ([for each course](#)).

Just click on the relevant link:

[Insert course link - toc](#)  
[Insert course link - toc](#)  
[Insert course link - toc](#)

When people like yourself, [[**firstname**]], complete a College of Copywriting Course, they experience:

1. A dramatic increase in their ability to write persuasive copy... powerful words that sell!
2. A deepened understanding of \*marketing strategies\* that reinforce persuasive writing skills. You'll be equipped to write direct mail, website copy and more.

So you can see, these courses will make you highly qualified to easily make money as a copywriting freelancer.

You might want to follow your instincts and enrol today. I know whenever I'm 'sitting on the fence' about something, I always feel better after I've made a decision.

You should be reassured with our "Love it Or Your Money Back!" guarantee. You get a full 30 days to discover whether this outstanding material is for you.

In as little as two minutes from now you could be enrolled. So click over to <http://www.collegeofcopywriting.com/courses.htm> and complete the signup form today... and please let me know if I can answer any questions or help in any way.

Take Care,

Kris Mills

P.S. Action is the only way to get results! You need to take one small action step now - and that is to enrol!

It's as easy as taking a moment right now. Click to visit <http://www.collegeofcopywriting.com/courses.htm> and signup with our friendly enrolment form.

### Auto-responder 3

**Subject:** Is the material advanced enough for me?

**Alt-sub:** Expert writers & copywriting scholars only

**Alt-sub:** Course snippets for advanced copywriting students

-----1-----2-----3-----4-----5-----6-----5  
Hi [[**firstname**]],

Did you know that College of Copywriting Courses are not just for beginners?

A question we often get asked is "Is the material advanced enough for me?"

Actually, some of our students are experienced writers. These people have found that our courses build their great writing skills into great SELLING skills!

We even have students who have spent thousands of dollars on other Direct Response, Copywriting or Mail Order courses. They know HUGE amounts of information about headlines, bullet points, offers and guarantees, but have never been able to piece all the information together in a way that makes them money!

That's why they turn to the College of Copywriting.

You see, each College of Copywriting Course manual is straight from the pen of a successful, experienced copywriter. It contains expert copywriting and persuasive marketing secrets. That means the material is not just about 'writing technique' or 'marketing theory'.

Quite the opposite...

If you glanced through the links in my previous email, you would have seen some of the more advanced subjects covered by each course. For example:

Beginners and Advanced alike will love this section...

"How to Write Hypnotic Copy that  
Connects With Your Reader's Soul"  
Part 1, Page 72. Here's an excerpt:

"Dr Milton Erickson discovered that  
there was no need to induce sleep.

He found that a trance is a psycho-  
Logical state and has nothing to do  
with sleep so someone could be perfectly  
awake and in a trance...

...

When a person is in this kind of state,  
they are relaxed. All that mental mind-  
chatter is gone and they're completely  
receptive to suggestion.

As a copywriter, you can capitalize on  
that receptivity by using hypnotic phrases  
in your copy...

Can you see how learning some basic hypnotic words and phrases  
could dramatically improve your copywriting?

Or... how about this for some selling power?

"Sensory Sequencing for Instant  
Hypnotic Rapport" - Part 1, Page 88.

You'll learn how to 'pace and lead' your reader with visual,  
kinaesthetic and auditory words - so you know they'll read  
through every line of your copy and read every word you say!

Look, that's just a glimpse of the amazing techniques you'll  
learn. You can always click on the links in yesterday's email to  
see each course's topics again.

By now you're beginning to see the full power of our courses -  
effective words, skills of persuasion and marketing strategies  
that work.

You'll find the College of Copywriting gives you a clear direct  
response focus... bringing all the pieces of the marketing puzzle  
together... so you can craft winning 'salesmanship in print'.

Remember too - our "Love it Or Your Money Back!" guarantee means  
you have up to 30 days to assess the material.

That means if you really do know all of the material already - or  
if you feel your course does not significantly boost your  
copywriting skills - just send it back for a full refund.

Join our other students today - people just like who are already  
on their way to copywriting success - by enrolling now.

It just takes a moment. Simply click over to  
<http://www.collegeofcopywriting.com/courses.htm> now and fill out  
the form.

As always, please let me know if I can answer any questions or  
help in any way.

Take Care,

Kris Mills

P.S. I really want YOU to succeed! Our courses give you

everything you need to make great money as a copywriter. That's why I want to restate our "Love it Or Your Money Back!" guarantee. That means if you really do know all of the material already - or if you feel your course does not significantly boost your copywriting skills - just send it back. Here's that link again: <http://www.collegeofcopywriting.com/courses.htm>. Simply click to sign up with our easy enrolment form.

## Auto-responder 4

**Subject:** New Writing Opportunities

**Alt-sub:** Paid Writing Opportunities for YOU

-----1-----2-----3-----4-----5-----6-----5

[[**Firstname**]], did you know that people who take our College of Copywriting courses have access to real, paid writing opportunities?

Actually, here's a sample of some of the opportunities we have just recently referred to College of Copywriting students:

- Corporate profile
- Web package-6 pages
- Sales pages for 2 websites
- 5 alternatives for a website landing page
- ebook
- financial services marketing material
- brochure copy plus introduction letter
- 3 x yellow pages ads
- Real estate agency profile + direct marketing package

As you can see, this is fantastic work if you can get it... and now YOU can!

You see, as one of our students, your tutor will personally assess your writing and assignments. If you reach our required skill level, you will have access to our referral network.

This well paid work gives you:

- the ability to work from home
- a truly transportable business - make money from anywhere in the world!
- a chance to work when you like, with hours to suit you
- a huge variety of fun and challenging subjects - so you'll never lose interest in your work.

And... Once you get established, the phone always rings!

If you're just starting out as a copywriter... or if you're an established writer looking for more work, these opportunities are just around the corner.

Each week we receive dozens of requests for copywriting and marketing consulting assistance.

Many of these requests are referred to our College of Copywriting

Course graduates!

So if you're ready to kick-start a fun career as a well paid, in-demand copywriter, get started now by enrolling online. Click the following link and take a moment to fill out the enrolment form now: <http://www.collegeofcopywriting.com/courses.htm>

Real opportunities await you.

Take Care,

Kris Mills

P.S. This is a genuine offer for you to access well-paid writing opportunities. As I write this very minute, there are course graduates working on projects we have passed their way. Your chance to join them is right here: <http://www.collegeofcopywriting.com/courses.htm>. Signup to enrol today - it takes just one minute.

## Auto-responder 5

**Subject:** Here's Where You'll Find Freelance Writing Work

**Alt-sub:** How to Find More Copywriting Work Than You Can Handle

-----1-----2-----3-----4-----5-----6-----5  
Hi [[**firstname**]],

Let's face it... you're probably not interested in enrolling in our copywriting courses just for the 'fun of it' (although they are actually a lot of fun!).

No, my guess is, you want to make money! After all, who doesn't?

Perhaps...

1. You want to make money selling your copywriting services... perhaps you'd like a career change, to earn money from home, to build a better lifestyle or increase your income.

OR

2. You want to make money by writing sizzling copy that dramatically boosts the profits of your existing business, product or service.

Either way, there is MASSIVE DEMAND for YOUR COPYWRITING SKILLS!

Inside each College of Copywriting Course, you will find an abundance of examples of the kind of work you could easily pursue as a professional copywriter.

Imagine:

- FREELANCING from home... or anywhere in the world...
- Working for Advertising Agencies who OUTSOURCE their writing.

Create print advertising, press releases, brochure copy and more.  
- Scripting ONLINE sales letters for successful Internet Marketers (eBooks, software).  
- Creating compelling catalogue copy for fun products in an ONLINE store.  
- Writing for a Graphic Design firm who NEEDS your SKILLS to put words to their artwork.  
- CONTRACTING for Public Relations Consultancies... being part of an exciting NEW PRODUCT launch, promoting corporate awareness and communicating with stakeholders.  
- And if you love TECHNICAL WRITING - you'll be in-demand to write articles, annual reports, user manuals and white papers.

Really, there are too many opportunities to list them all here!

The demand is HUGE... simply because today's businesses are moving online at a rapid and increasing pace. Those businesses NEED YOU to become their salesperson in print. Without your skilful words, their online sales will flop.

If you fine-tune your skills, follow the marketing techniques inside College of Copywriting courses and play full-out, it is easily possible to earn over \$100,000 p.a. as a freelance copywriter.

You are closer to success than you realize.

Simply go online to <http://www.collegeofcopywriting.com/courses.htm> and fill out the fast, one-step enrolment form today... and please let me know if I can answer any questions or help in any way.

I look forward to hearing from you.

Kris Mills

P.S. I'm so convinced you'll find SUCCESS through our courses, I'm prepared to give you a "Love It or Your Money Back!" guarantee. Today is a great day to get started... fill out the enrolment form online at: <http://www.collegeofcopywriting.com/courses.htm>

## Auto-responder 6

**Subject:** Your copywriting success depends upon...

**Alt-sub:** How YOU can succeed as a copywriter

-----1-----2-----3-----4-----5-----6-----5  
[[**firstname**]], you will remember two emails ago I told you about the opportunity to earn money through the College of Copywriting referral network?

Well, we have a large number of projects coming through right now. In fact, I have passed some work to two students just this morning.

The students to whom we refer our work display some specific

qualities... qualities you will learn in your course.

In fact, in all my experiences with copywriters around the world (and this includes internet gurus, direct marketing gurus and mail order millionaires), I have found that there are:

**\*\* Obvious Factors that Differentiate  
Okay Writers from Truly Outstanding Ones \*\***

Would you like to know what they are? I'll let you in on a couple...

1. Writing Ability - You don't need to be an English Literature graduate (actually it is a lot better if you aren't). You don't even need to know how to spell properly (that's what spell checkers and proof readers are for). But what you do need is a good grasp of the English language and some sort of writing ability.

2. The Ability to Sell - Good salespeople often make good copywriters. They know how to build rapport. They know the hot buttons to push and how to close a sale. All that needs to happen is to then communicate that sales script on paper.

If you aren't a great writer or salesperson, that's okay. Inside each course we show you everything you need to know.

You will learn this and more! You'll learn how to tap into your buyer's/reader's mind, how to sell to different personality types and how to master the power of leverage in your copywriting career.

When you really begin to study this material, you'll become a powerfully persuasive copywriter... with the ability to write words that could 'sell ice to Eskimos'.

Fast-track your success today by clicking over to <http://www.collegeofcopywriting.com/courses.htm>. Take a few moments to fill out the enrolment form and you're on your way.

Our courses give you everything YOU need to succeed as a copywriter.

Take Care,

Kris Mills

P.S. Through each course, I'm sharing with you the knowledge that took me 14 years to acquire, much of that through trial and error. You will not only learn valuable writing skills, you will also be given an exact formula for selling your services and enjoying a highly successful career as a freelance business writer who earns a healthy six figure income each year.

By now you may be ready to click over to <http://www.collegeofcopywriting.com/courses.htm> and enrol in your success!



can suggest is that you go over to <http://www.collegeofcopywriting.com/courses.htm> and enrol today. Like Shona, you won't regret it!

## Auto-responder 8

**Subject:** What will you do with your new skills?

**Alt-sub:** Can Copywriting change your life?

**Alt-sub:** [[**firstname**]], a question for you.

-----1-----2-----3-----4-----5-----6-----5  
[[**Firstname**]],

One of the things you're really going to love about copywriting is the lifestyle. That's why I want to ask you...

What will you do with your new copywriting skills?

Imagine the possibilities:

1. Will you write a sales-letter that doubles, or triples your business profits?
2. Will you fulfil your dream to be a paid writer?
3. Will you work from home?
4. Will you double or triple your current income?
5. Will you work less hours and spend more time following your dreams?
6. Will you travel more and work from anywhere in the world?
7. Will you work nights and play all day... or work early and take afternoons off?

This is all possible in your career as a professional copywriter.

Internet and email has taken away the limitations of 9-to-5, location and (I would suggest) even the standard wage!

- Your market is international!
- Your market is rapidly increasing!

That means you really can work how you like, when you like and make great money at the same time!

Professional copywriters enjoy a fantastic lifestyle.

To join them, click now to visit <http://www.collegeofcopywriting.com/courses.htm>. Signup today... enrol in our course and take a positive step forward to creating the lifestyle of your choice.

Go on... you deserve it!

Take Care,

Kris Mills

P.S. It was some 14 years ago that I was just like you... and I started my copywriting career. I had no college degree, no qualifications and actually no hands-on copywriting Experience! I earned \$47,000 (which probably equates to around

\$75,000 in today's money). That figure has gone up in leaps and bounds since then.

P.P.S. Did I mention that I only work 20 - 30 hours a week and I get to spend wonderful time with my boys? You deserve to live the life you want - but you have to create it - so start now by enrolling today at:

<http://www.collegeofcopywriting.com/courses.htm>