

## **Subject line: I'm beginning to think my brother was adopted**

Dear Reader,

Around the dinner table this Christmas, my family started talking about our favorite Christmas movies. The usual films were mentioned: *It's a Wonderful Life*, *Home Alone*, *Love, Actually*...

Until we got to my brother.

His favourite Christmas movie?

Die Hard.

Yes, technically, the shoot-em-up at Nakatomi Tower was set during the holidays, but, c'mon... a Christmas movie should fill you with Christmas spirit!

Don't get me wrong, it's a great movie. It launched a \$1.4bn franchise and created a formula Hollywood has been using ever since. Movies like:

*Speed* = Die Hard on a bus

*Under Siege* = Die Hard on a ship

*The Rock* = Die Hard on Alcatraz

*Olympus Has Fallen* = Die Hard at the White House

... and so on ...

My point is, formulas work. And as a writer, you can use them to turn out high-quality copy, over and over, with the minimum of effort.

### **Get paid \$500 for writing "formulaic" emails**

Someone who does this is our friend, Jay White.

Jay's gotten email writing down to a science. By following the same ten simple steps over and over, he can quickly crank out email after email.

Clients are happy to pay Jay up to \$500 for each email. And, because they usually need multiple emails, he can earn \$2,500-\$3,500 per client.

### **How to get Jay's 10-step formula**

Jay has written a special report – called *The \$500 Email Secret* - where he reveals ...

- \* **The one type of email writing Jay specialises in, and why** – The demand is huge, the emails are easy to write, and it tends to pay much better than standard email writing.
- \* **Where to find ideas for your emails** – When you write multiple emails for the same client, you can run out of ideas. Don't worry, Jay's formula shows you how to come up with fresh ideas again and again.
- \* **Jay's 10-step email writing formula** – Once you've got your idea for your email, just plug it into the formula and the writing is easy.
- \* **The #1 mistake most email writers make** – Not only does this make their work so much harder, it reduces the effectiveness of their emails.
- \* **Why you shouldn't write your email subject line until after you've written the body copy** – Discover why writing your subject line last will increase your email open rates, and make your clients more money.
- \* **The 7-word question you can ask any business owner or marketing manager that'll make them realise they need your email writing services** – This makes getting clients easy.
- \* **And much more ...**

Right now, you can get this report free if you try a risk-free subscription of the Barefoot Writer.

To get all the details, [click here](#).

Rebecca Matter,

President, AWAI (Publisher of Barefoot Writer Magazine)

P.S. *The \$500 Email Secret* is just one of seven free reports you can download immediately you join The Barefoot Writer.

To learn about the others, [click this link](#).