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PREP FOR SALE

SUBJECT LINE: You're One Click Away From A Successful Writing Career

Dear Friend,

You've heard the old Chinese proverb, "A journey of 1000 miles begins with a single step."

Well, for me, "The path to a successful writing career began with a single click."

Maybe, like me, you've dreamt of living "the writer's life,"—making your own schedule, spending more time with family, working less and earning more!

But have you ever seriously tried?

I basically pushed my dream aside for 15 years. Some of my "self-talk" included:

- "I'm not a John Grisham. Or a J.K. Rowling."
- "If I did try, what would I write that would pay the bills?"
- "I live in a small town. Where would I find work?"

About two years ago, I finally had enough of that negative self-talk, and I took my first step. I clicked on an ad that said, "You can make a very good living as a writer."

Usually, we expect things NOT to be what they are portrayed to be. But a spark of hope somehow overcame waves of skepticism. And what I found didn't seem 'spammy.' Stories of real people began to convince me.

As I read, and thought about what I'd read, my self-talk changed:

- "Ohhhh! I don't have to be a John Grisham to succeed at a writing career."
- "Wow! There is plenty of work that will more than pay the bills."
- "Excellent! Most of it is online—I can probably find work from my small-town home."
- "But I'll never know unless I try!"

Two years later, I am many miles down my own path to that successful writing career. And I wouldn't be here, without that very first step!

What's your self-talk that keeps you from at least taking the first step of exploration?

Stop listening to it. Check out this inspiring story of: ["A New Mexico Mom, Buried In Bills, Who Stumbled on the Secret to Making Six-Figures from Home."](#)

I think your self-talk (and your life) will begin to change too!

For your successful journey,

Kay Adkins

PS- Remember . . . **YOUR path** to a successful writing career can begin with a single click. [START NOW.](#)

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STICK

SUBJECT LINE: New Barefoot Writer? Let us help you get started. . .

Dear NAME,

Let me be the first to welcome you to The Barefoot Writer Club! Congratulations on taking this big step forward to get your writing career off the ground.

You've joined a group of over 14,000 writers who write for profit (and fun!). I'm a Barefoot Writer myself, and I promise, this membership will be money and time well-spent!

You now have access to the secrets and experiences of successful copywriters who were once (many of them recently) just starting out like you!

At Barefoot Writer, we learn from each other's successes and mistakes. The wisdom, support, and encouragement of so many who have walked the path you've begun can fast-track your own successes, and help you avert a lot of common mistakes.

As you prepare to begin your journey, I wanted to share with you ways that Barefoot Writer has helped me:

1. "Smart-Start Copywriting," and "A 9-Step Roadmap to a Profitable Web Writing Career," -- extremely valuable resources. They'll show you the business of copywriting and you'll learn how to focus in on some specific types of copywriting.
2. In the monthly online magazine, *Barefoot Writer*, successful writers share with you details about different challenges they have overcome.
3. The monthly writing challenges featured in *Barefoot Writer* provide opportunities to submit your work for publication (\$100 for the winner!).
4. On the Barefoot Writer Club Facebook page, you'll connect with other writers when you need help or encouragement.

So, membership was your first step!

The second step is diving into the amazing resources now at your disposal! One more click, and you'll be there! [Access your Barefoot Writer Club Member benefits HERE.](#)

To your writing success,

Kay Adkins, Fellow Barefoot Writer

P.S. Can I share one tip with you? Changing careers is challenging no matter what career it is. Copywriting, while it can pay well and afford you more time to spend on activities you enjoy, is a challenge.

The challenge can seem overwhelming . . . unless you keep your focus on "eating the elephant one bite at a time."

The tip? Schedule time, every day if possible, to 'take one bite'—read a section of Smart-Start Copywriting, read an article in Barefoot Writer, write an essay for one of the writing challenges. [You can access all of it right here!](#)

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ONBOARDING

SUBJECT LINE: Finding Answers to Your Writing Questions?

Hi NAME,

I'm writing today to check in and make sure you're off to a great start. Are you finding answers to all your freelance writing career questions?

I promise, the sooner you dive into the resources available to you as a member of The Barefoot Writer Club, the sooner you'll have keys you'll need to launch your own well-paid writing career. (And the sooner you can start living the kind of life you've always dreamed of living!)

So DIVE IN!

Let me remind you about some of the valuable resources at your fingertips:

First, (if you've not already done this) download your free program, "Smart Start Copywriting."

In this valuable 'quick-start' guide, you'll learn:

- The little-known four-step formula for writing sales letters
- The proven-to-work structure of an effective sales letter
- How to set up your writing business
- Stories of members, many who have gone **from zero experience to making six-figures**

The [Smart Start Copywriting](#) guide will equip you with foundational skills, and provide inspiring stories to help you stay on track!

Second, connect with your Barefoot Writer colleagues.

Join the Barefoot Writer Club Facebook Group and connect with supportive others to get advice, have someone critique your writing, or encourage you as you keep taking steps forward. (It's a private group. To find out how to join, go to your [Barefoot Writer Club member page](#).)

Third, check out the current issue of *Barefoot Writer* online magazine, where you can. . .

- Enter the writing contests for the month (\$100 to the winners).
- Read articles written by your colleagues sharing things like . . .
 - How to overcome procrastination
 - How to eliminate distractions
 - Tips and tricks for generating clients

Fourth, check out all the bonus webinars, reports, and videos, such as . . .

- *Your 9-Step Roadmap to a Profitable Web Writing Career*

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- *The \$500 Email Secret*
- *The Easiest Way to Land Clients*

You joined The Barefoot Writer Club for a reason, right? [So, click HERE to get started. . .](#)

Hope to see you soon on the Barefoot Writer Club Facebook page!

Your fellow Barefoot Writer,

Kay Adkins

P.S. What is your deepest, burning question about writing right now? Barefoot Writer probably has a resource that will provide an answer! [FIND OUT NOW!](#)

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DIRECT SALE EMAIL- Barefoot Writer Club

SUBJECT LINE: Is Freelance Writing For You? Find Out!

Ever Wanted To Be A Writer? Ever Wanted An Alternative To 9-5? Ever Wondered If Freelance Writing Was A Realistic Option?

If “yes” (to any or all of those), help is here!

Dear Reader,

Ever considered writing for a living? I’m writing you today to tell you about a resource that helped me answer my questions about freelance writing.

For the last 15 years of my 35-year corporate life, I had questions burning in the back of my mind:

- Do I have what it takes to be a writer?
- Can I earn a living writing?
- I’m an introvert. How would I put myself ‘out there’ as a writer?
- If I became a writer, what would I write?
- Would writing REALLY allow freedom for other interests—family, hobbies, travel?

All important questions to answer. However, to answer them I had to overcome two hurdles:

1. Inertia. (Wondering for 15 years wasn’t helping me at all.)
2. Lack of trust. Once I started looking for answers, I was skeptical about all the reports from a plethora of sources telling me I could be a highly paid freelance writer.

But one professional resource kept niggling at me.

It provided balanced and authoritative evidence—the pros and cons, the ups and downs, the challenges and the road maps for those who wanted to take the next step.

What about you? Do you need some answers?

If you’re desiring greater freedom and income in your life . . .

If you have the *slightest* interest in writing . . .

Freelance writing might be the career of your dreams. So, how can you find out?

What I want to share with you will answer some of your questions, and then point you to a source to answer the rest!

First, let’s answer the ‘top banana’ of all questions: “Do people REALLY earn a good living at freelance writing?”

Answer: Absolutely. (If the answer were “NO,” I wouldn’t be writing this letter! 😊)

Which leads to another question: “How?”

Think about it.

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In 2012, there were 644,000,000 active business websites. In 2016, only 54% of small businesses had even developed a website.

Almost all businesses have an online presence. They need content that brings continuous flows of traffic to their websites.

That's a lot of online content that needs to be developed! That's why the opportunities abound.

Opportunities like:

- Sales emails (269 billion business/consumer emails were sent per day in 2017. Someone has to write them! Can you imagine making \$500 to write a short email?)
- Blogs (Money-making blogs can generate \$1000- \$100,000 per month)
- Website content (For one page of website content, \$500-\$thousands)
- Sales letters
- Articles
- Company information pages
- Whitepapers
- FAQ pages
- Video sales letters
- Social media marketing

These are some in-demand opportunities, but there are many others!

The second most critical question: "How Much Can I Make?"

The short answer-- How much do you want to make?

Some freelancers enjoy making \$25K - \$50K annually. However, there is the potential for a six-figure income. Your personal goals and level of effort are the only limitations.

I get it . . . The idea that freelance writing could provide you with a lucrative income sounds like 'pie-in-the-sky-by-and-by'.

If that's what you're thinking, or if you just need a little proof, may I share stories of real people who are earning a very good living freelance writing?

- [Steve Coombes](#) left his technology job in 2007 to begin a copywriting career. Steve reports that his goals to provide a comfortable life for his family have been exceeded!
- At the age of 23, [Catherine Cairns O'Keefe](#) left her housekeeping job and became a well-paid copywriter. Freelancing has provided her with the time and income to create the life she always dreamed of.

I could tell you about hundreds of other freelance writers who used to be where you are—wondering how to step into freelance writing. They now reap the benefits of a freelance writing career—some making a six-figure annual income.

Oh, and if part of your compensation includes "time off," then there's the freedom.

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Don't get me wrong. . . Freelance writers work hard, and it may take time to get your business started.

But once it's going, you decide when you're going to work, how many hours a day, where in the world you will work, and what to do with your extra time and money.

Yes, that also sounds kind of 'dreamy.' So can I tell you about another real person?

- [Charlotte Hicks Croquette](#). Her vocation in insurance kept her away from her passion: underwater adventures in the Cayman Islands. Since she discovered freelance writing, she spends some of her summer hours teaching scuba diving stateside, and her winters in the Caymans.

Charlotte's story echoes that of many, many others.

Freedom is a major perk of freelance writing!

Last critical question: "How Can I Learn More About Freelance Writing?" (This is what I REALLY want to share with you. . .)

Go to an authoritative and comprehensive source.

Someone who knows the way. Someone who accurately portrays the profession. Someone who has the in-road and is willing to share it with others.

[The Barefoot Writer Club](#) is that "someone."

Do you need to know:

- ***What being a freelance writer looks like?*** Through a monthly publication, you'll get to know successful writers and their stories—their life before freelance writing, how they grew their businesses, and what their lives are like now.
- ***How to start a freelance writing career?*** The Barefoot Writer Club has a Smart-Start copywriting program with everything you need to begin a writing business!
- ***How to land clients?*** The Barefoot Writer Club members have all been there, and share their best practices and cautions to help others break into the action and land clients!

I promise you, Barefoot Writer Club is the best source to explore freelance writing AND guide you through each step of a career transition.

For just a small, **365-day money back guaranteed investment of \$108**, you'll have access to everything needed to answer all your questions about the career of freelance writing! Including. . .

- Barefoot Writer Club membership (a \$149 value)
- Unlimited access to the Barefoot Writer web site containing instructional videos and lectures.
- Seven Bonus Reports (valued at \$313) including topics like:
 - The Smart Start Copywriting Program
 - The \$500 Email Secret!
 - The Lazy Writer's Path to a Six-Figure Income

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- The Barefoot Writer monthly online magazine containing proven tips, tricks, strategies (plus writing contests to practice your skills, and perhaps win \$100!)
- Access to Barefoot Writer members through the closed Barefoot Writer Facebook group
- Member-discounts on other resources (should you decide to take the next step!)

Without this trusted source, I'd still be wondering, "Is freelance writing for me?"

Want to know if freelance writing is for you? Barefoot Writer Club can be your guide too! [Find out more.](#)

A fellow Barefoot Writer,

Kay Adkins

P.S. Be sure to sign up to get your [FREE guide](#), "It's True! You Can Make a Very Good Living as a Writer: Here are 9 Ways You Can Do It Now."

[CLICK HERE.](#)