

Email Funnel Series for The Barefoot Writer

By Francis M. Ardi

This is a series of emails to get anybody interested in earning an income writing to join the Barefoot Writer's Club. This is a subscription to The Barefoot Writer's magazine, delivered online monthly. This magazine covers the latest trends in commercial writing and features success stories of new writers.

Plus, there are bonus eBooks and guides about various topics on commercial writing and invitation to the private Facebook Group where members can exchange ideas and ask questions to fellow members.

The following emails are part of a funnel sequence.

This is also known as an autoresponder series. A campaign consisting of numerous pay-per-click ads, banner ads and space ads appealing to those seeking a new career direction lead to a landing page, (actually and opt-in page) compelling interested individuals to consider a career in commercial writing to fill a web-page form with their name and email address to get a free eBook on Nine Ways to Earn a Living as a Writer.

Upon entering name and email, the user is displayed a page stating to check their email for the link to the free eBook download at the top and the remainder of the page starts to sell the reader on joining the Barefoot Writer's Club.

Most likely the reader will not join (subscribe or purchase) right away and hence the reason for the funnel sequence of emails.

The first email contains the link to download the free eBook. Scroll to the page below.

The first email contains the link to download the free eBook.

EMAIL ONE

Subject: Download link to your free eBook on earning income as a writer.

Message

Hi [firstname]

Here's the link to download your eBook on *Nine Ways You Can Earn a Very Good Living as a Writer*. Never before in history have there been as many opportunities, to earn money as a writer thanks in part to the Internet.

[Click Here to Download](#)

Nine Ways You Can Earn a Very Good Living as a Writer

Take your time, read about the different kinds of writing you can be paid to do. Save this email.

Then, if you believe this is something you really want to consider, click on the link below to find out how you can join the Barefoot Writer's Club, especially now while we're offering a discount on the annual rate for new members.

Click on the link here. www.awaionline.com/p/is/tbw/

Best Wishes,

Mindy Tyson McHorse
Founder, The Barefoot Club

EMAIL TWO - Two days after downloading free eBook.

Subject: What do you think of writing as your new career?

Message

Hi [firstname]

I hope you had a chance to look through the eBook you downloaded about nine ways you can earn a very good living as a writer. Never before in history have there been as many opportunities, to earn money as a writer thanks in part to the Internet.

Some forms of writing are very lucrative, like direct response copywriting, where you actually compel a reader to buy something. Copywriting might not be the easiest field to break into, but there are other easier writing jobs where it is not so difficult to get started.

For example, resume writing. Lots of professionals want to make a good first impression when looking for a job. Many would use a professional writer to prepare a resume. You can start with people you know. Just email or send postcards telling them that you write resumes.

Have another glance at your eBook for other possibilities.

Anyway, it's a job that you can do at home. No getting up and facing the morning commute. Your workday starts right after breakfast. You'll be a lot less stressed. Just make sure you know when your client expects your draft to be ready.

You'll have an online magazine to keep up to date with the latest trends in writing as well as stories of successful writers who recently started writing. You'll have links to learning resources and even a private Facebook group to get to know your fellow members and exchange ideas.

Click on www.awaionline.com/p/is/tbw/.

Best Wishes,

Mindy Tyson McHorse
Founder, The Barefoot Club

P.S. If you truly believe the writer's life floats your boat, you owe it to yourself to join the Barefoot Writer's Club, especially now while we're offering a discount on the annual rate for new members.

EMAIL THREE - Three days after

Subject: A career as a writer is a real opportunity.

Message

Hello [firstname],

For many people, this whole idea of being a freelance writer, and earning a very good living at it, plus this whole idea of working from home and the freedoms that go with it sound too good to be true.

I myself, after receiving the letter "Can You Write a Letter Like This One" really lit my fire since I was at the time seriously looking for a new career direction. The letter made outrageous claims of how much you can make but I figured if this turns out to be only half as good as they claim, it would be a lot better than where I was back then. So, I did my due diligence.

I'd like to share some online resources I've used where you can see for yourself the opportunities for writing in the commercial space. I'm sure you've heard about job boards, where you just type in what kind of work you are looking for. Then there are the freelancer sites, where you could bid on one-off projects, also known as gigs, like writing a sales letter or a series of emails.

Indeed.com is a job board that seems to have lots of writing jobs, especially for copywriters. Log onto the site, enter the word writer and your city or nearest major city. You will see numerous jobs and kinds of writing jobs. You can do a more selective search by typing "copywriter" or "technical writer".

Upwork.com is a freelancer project site where you bid on a project. Most listings are one-off jobs but there are a few ongoing projects. If you are starting out, this might be a better option than trying to find "employment" situations. When you've accumulated sufficient experience, you might want some kind of regular "job" where you will get repeat assignments and not spend so much time prospecting.

When you join the Barefoot Writer's Club, you have access to a private Facebook group where you can get to know your fellow members, ask questions and share ideas. You'll have access to the Barefoot Writer magazine, in online format, and access to all the back issues. You'll keep up to date with all the latest trends in the commercial writing sphere as well as read stories of new writers who have experienced great success and how they overcame obstacles along the way.

Click on www.awaionline.com/p/is/tbw/ to join the Barefoot Writer's Club.

Best Regards,

Mindy Tyson McHorse
Editor in Chief, The Barefoot Club

EMAIL FOUR - Three days after the previous email.

Subject: What are your skills or interests in that you'd like to write about?

Message

Hello [firstname],

So you've decided to make that career change. You want to work from home as a commercial writer. One more thing you need to consider. What are you passionate about? Do you have a special field of knowledge where you could write for a particular industry? What about your hobbies? Your past employment situations? What was your major in college?

In short, what do you consider yourself an expert in?

Companies that hire writers prefer those who know about their industries or fields of endeavor. They figure a writer would have an easier time researching a topic in a familiar field as well as the specific vocabulary of the industry and the company's customers.

For example, someone who majored in finance or economics would do well writing for the financial market with firms like 'Stansberry Research' or 'The Motley Fool.'

Once you get to know about professional writing you will discover the types of clients and industries you can write for.

By joining The Barefoot Writer club, you will come to know the different types of writing used by industries for promoting products and services. Plus, with the private Facebook group, you'll have someone you can ask questions to. This is a limited offer for a discounted rate, so don't take too long.

Click on www.awaionline.com/p/is/tbw/ .

Best Wishes,

Mindy Tyson McHorse
Editor in chief, The Barefoot Club

EMAIL FIVE

Subject: As you know, all good things must come to an end.

Message

Hello [firstname],

So, you've had some time to think it over. If you've decided you want to pursue a writer's career living the writer's life, now is the time to act.

Just to recap the benefits you'll have access to as a Barefoot Writer's Club member:

- eBooks and numerous special reports on the various aspects of commercial writing from the composition and rhetoric of a typical long-copy sales letter to ways of building your writing business and attracting clients.
- The Barefoot Writer Magazine delivered to you online. Keeps readers informed on the latest trends in the writing profession. New social media platforms, best practices for using emails to grow your business. New advertising venues... The magazine also delivers stories of new writers experiencing success as writers to inspire you to "stay the course" and "your time will come" if you keep applying yourself.
- The private Facebook Group where you can interact with fellow members. AWAI senior staffers also occasionally participate. There will always be someone available to answer your questions. You can also share your ideas for comment.

Since you believe writing is a great career and a great lifestyle it would behoove you to join the Barefoot Writer's Club. Yes, I know you might want to "wing it" on your own, but it has been shown time and time again that having an organization to provide you support will greatly improve your chances of succeeding in your new career.

To get started, click on www.awaionline.com/p/is/tbw/ .

Wishing You Success,

Mindy Tyson Mc Horse
Editor in Chief – The Barefoot Writer.

P.S. There are only a few days before this special subscription rate will no longer be offered. We have already accepted enough members to provide us testimonials at some future date, to help sell our memberships at our regular rate.

