

THE COPYCLOSET™ PRESENTS ...

**MONEY MOVES MASTERCLASS:
BONUS WORD-FOR-WORD SALES
EMAIL SCRIPTS**



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WORD-FOR-WORD AUTOPILOT EMAIL SALES SCRIPTS

EMAIL #1

SUBJECT LINE: Here it is ...

Hey <firstname>,

Thank you for downloading the [Lead Magnet]

Download Your Ebook Here [Link]

To be honest, I don't know you ... yet.

But I do know this about you. You're similar to me.

How? Glad you asked.

We are ACTION takers.

You see, I wouldn't be sending you this email if you didn't raise your hand and say:

"Yes, I want to learn about [Topic]. I want to learn from people who are more successful than me."

And, for that, I'm giving you a virtual high five and fist bump.

Yes. You took action and because of that, you're now my partner in success.

And I'm going to do everything I can to make sure you succeed in your [business/life].

Stick with me over the next few weeks and months and I will share ALL the secrets to my success with you.

The magic is all in the follow through. So, stay tuned.

The best is yet to come.

[Signature]

EMAIL #2

SUBJECT LINE: The struggle is real ... what's yours?

Hey <firstname>,

[Insert your relatable biz/life story].

That's my struggle story and introduction to this wonderful world of entrepreneurship!

What's yours?

[Signature]

P.S. In the next email, I'm going to reveal something incredibly important you can use in combination with the [lead magnet] to make a major shift in your [biz/life], so keep an eye on your inbox.

EMAIL #3

SUBJECT LINE: A major concern for you, me and pretty much everybody in [insert industry]

Hey <firstname>,

During my time in [industry], I've had big wins. But there's always one problem that's been slowing down my progress from day one:

[insert problem your product solves]

And because of the very same problem, I:

:: [insert outcome 1 of the problem and explain]

:: [insert outcome 2 of the problem and explain]

:: [insert outcome 3 of the problem and explain]

Ever since I hit a wall with this, I've been on the hunt to find a solution. And I've finally found it. I've already taken up a lot of your time today with my problem, so I'll be back tomorrow at [insert time you send your emails].

Keep your eyes on your inbox, especially if you've struggled with this same problem.

[Signature]

EMAIL #4
SUBJECT LINE: Problem SOLVED

Hey <firstname>,

In my last email, I shared a deep concern with [inset problem] with [insert title of audience members – marketers, coaches, ambitious action takers ...].

This problem has wreaked pure havoc on [businesses/lives] causing [insert outcomes].

And it all stops today with [Insert Product Name and Link]

This is the cure to the biggest problem we have.

[Insert Product Name] is the [short summary of the product] and will get rid of [insert pain point] once and for all.

With [Insert Product Name], you'll never have to worry about:

- Benefit 1
- Benefit 2
- Benefit 3

This is my answer to my nearly unbearable struggles with [insert problem] and now I'm sharing it so you too can solve the same problem.

Get the details here:

[Insert Link]

[Signature]

EMAIL #5

SUBJECT LINE: the answer to your question

Hey <firstname>,

Whoa, after yesterday's email, I got a bunch of questions about [Insert Product Name]. I'm dropping in your inbox today to answer all the questions you may have:

:: Q1 - FAQ 1

A1

:: Q2 - FAQ 2

A2

:: Q3 - FAQ 3

A3

:: Q4 - FAQ 4

A4

From what I shared yesterday along with the answers to your lingering questions, I'm certain you can see how [Insert Product Name] solves the biggest problem we had in [insert industry]

Claim your [book/seat/session] now:

[Insert Link]

[Signature]

EMAIL #6

SUBJECT LINE: That's nothing but a trap ...

Hey <firstname>,

I wanted to tell you something really personal today.

When I started in this industry, I used to come up with brand new ideas every single day and was eager to implement them all.

Happens with you, too?

While it may seem like your creative juices all overflowing, it's really a trap.

Let me explain:

When you dive into too many things at once, you end up executing nothing.

And once I realized and embraced this fact, I started focusing my time and effort on [insert the core problem you solve] and never turned back to being a Jill/Jack of Everything.

You see, the struggle is as real as you make it and when you're spreading your genius over a bunch of areas at once, procrastination and overwhelm creep in preventing you from making any real progress.

Today, I want you to take just ONE action that will shift your [biz/life] from here on out.

It's like this:

Most folks are searching for "change." But I know you already have everything inside you to achieve the success you want. You just need something to help your greatness emerge from within.

[insert product name] is that something.

Get it here:

[Insert Link]

[Signature]

EMAIL #7

SUBJECT LINE: in or out?

Hey <firstname>,

I quickly want to remind you of [Insert Product Name].

Wow, I used to waste [x amount of time] when I didn't have this. It's crazy to imagine how I survived without it.

You see, in the end, it all comes down to time, value and money. When you invest your time in more productive things versus doing everything on your own, what you release into the world will be more valuable.

Sooo, are you in or out?

I gotta ask because I care about your success and I know [Insert Product Name] is the best way to solve [insert biggest problem] for you. But you have to want a real solution.

You have a little more time to think about it so you have no regrets later.

Now, if you decide you don't want a solution, that's your choice.

All my action takers go here:

[Insert Link]

[Signature]

P.S. Once the clock strikes 11:59 p.m., you can still get [insert product name], but the price will go up drastically. So, if you already know you're tired of living with [insert problem], take action today: [insert link].

EMAIL NOTES

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.



Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).”

Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!

In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can grab your copy of *F.A.S.T. Money!* [here](#).