

Anita Ashland's Copywriting Samples www.AnitaAshland.com

Below are several autoresponder e-mail messages that I wrote for clients (and two that I wrote for one of my own websites). These e-mails are as diverse as my clients and their products. Some are story-based, others are more technical. Some are written exclusively to women, some to men.

In addition to these samples, you can also sample my writing at www.debt-free-mom.com. I write half of the blog posts for that website and also write the autoresponders.

Also, if you'd like to see sales letter samples, just let me know, and I'll send them to you.

Subject: Joining baseball's 5 percent club

Hi {firstname},

As the dad of a minor league ballplayer I can tell you that it's a great thrill when your son gets drafted.

But there's a sobering reality you must face too: only 5 percent of minor league ballplayers make it to the major leagues.

Even though my son Ian knew those odds, he still decided to postpone college and enter the minor leagues.

You can go to college at any stage in life. But with baseball, as in all sports, you are at your peak when you're young.

Will my son make it to the 5 percent club?

Frankly, I don't know. If he ends up hanging up his cleats at age 25 and entering college or starting a business or a new career, I'll be just as proud of him as if he was on the starting roster of a major league team. I'll know that he gave it his best shot and that he won't have

regrets when he's old and looks back at that stage of his life.

Here's another thing I do know for sure: he wouldn't be where he is today if he hadn't followed every technique in my Money Player Baseball Development System.

<http://yourbaseballscholarship.com/>

It is very important that your son knows the odds are against him becoming a major league player. He also needs an independent assessment of his skills, which he will get when you follow the Money Player Development System.

Baseball stirs up fantasies in a boy's head, which is part of the magic of baseball and a wonderful thing. But it's our job as teachers and parents to help him see both his strengths and weaknesses.

We've talked about the importance of showmanship and of skills. But a large part of what happens on the baseball field is what happens in between the players' ears.

I'm not talking about intelligence, although that obviously helps.

I'm talking about mindset...the right mental attitude.

At Money Player Baseball Development System we care about developing the whole player. A million dollar arm won't mean much if your son loses his cool on the mound. Hitting balls as easily as if they were Wiffle balls also won't matter much if your son has a weak mindset and a poor attitude.

You can be confident that we will address all these areas when mentoring your son.

<http://yourbaseballscholarship.com/>

Finally, I want to congratulate you. If you've read to the bottom of this e-mail and read my website, this means your son is a serious player and you've worked hard to support him and provide for him.

I would love to turn around and give YOU some support by helping you create the right plan for your son so that he can have legitimate options when he's 18. Order today and you'll see results

and improvements within days of implementing this system.

<http://yourbaseballscholarship.com/>

Wish you and your son all the best,

**Dennis Gac
The Money Player Baseball Development System
8010 212th Street SW
Edmonds, WA 98026
(206) 650-0250
dennis@fathershelphotline.com**

P. S. Here's my son Ian in his own words: "I completely dominated my Senior year in High School hitting 10 home runs in only 16 games; several more than 400 feet. Playing pro-ball right out of high school at age 17 blew me away! As you can imagine, I worked hard to develop this system to help my son make it this far. I literally poured my heart into it. I will give you this same level of support and will celebrate along with you if your son makes it to the 5 percent club someday. I can't wait to hear from you. <http://yourbaseballscholarship.com/>

Subject: Celebrating your ancestry

Hello {firstname},

As someone who is interested in genealogy, you know what a coat of arms represents.

As you also know, it can be difficult to track down the coat of arms for your family's lineage. Many people are under the misguided impression that a coat of arms belongs to their family simply because they share the same surname of another family with the same coat of arms.

If you have put forth the effort to do the proper research and have a verified coat of arms for your family, we commend you.

Family symbols like these are important. They connect you to your past and to your forefathers. The help you feel a sense of permanence in a culture that often celebrates the transient and fleeting.

A coat of arms should be something you are proud

to display.

Allow me to show how you can display your unique coat of arms and its vivid colours in a way that is discreet and not at all ostentatious.

<http://www.sculpturedcrafts.co.uk/>

This Scottish Medieval knight stands 12 inches tall and holds a shield bearing your family's coat of arms. It can be displayed in any room or in your office and is sure to add visual interest to your surroundings.

The knight is elegant and handsome enough to hand down to your children because:

- * It is individually sculpted and hand painted. The knight's surcoat is painted to properly match your coat of arms.**
- * Your coat of arms is meticulously painted with care taken to exactly match the colours.**
- * It is set on a mahogany base and the knight's display angle can be adjusted to suit the surroundings.**

You can be assured that these knights are of high quality because Sculptured Crafts is a small family business in Scotland and is dedicated to minute attention of detail and historical accuracy. The artists spent two years developing these knight statues and believe them to be outstanding objets d'art. You will too.

<http://www.sculpturedcrafts.co.uk/>

Please take a look. I believe you will be suitably impressed.

I thank you for your time and wish you much success.

P. S. Sculptured Crafts offers free worldwide shipping. Each knight is unique and no two are ever the same. The knight also comes with a plaque bearing your family name. The knight is only the first in a planned series of historical sculpted figures. I advise you to peruse the website without delay:

<http://www.sculpturedcrafts.co.uk/>

Subject: Massage therapist views her work as a calling

Hi {firstnamefix},

I saw this article in the Milwaukee Journal about a woman who has had her own massage therapy business for three years.

"Wright hasn't had a hard time getting the word out. 'Evening hours and weekends fill up faster, and some people decided it was easier to book a year out,' says Melissa Wright, almost humbly, since she never liked to turn clients down. 'I do work a lot...But when I walk through this door, any sorts of troubles or stresses go away.'

"Wright says that giving massages is actually therapeutic, too. And that's because she says that this profession is really her calling.

"Says Wright, 'Honestly, I think this is what I was supposed to do with my life. I love doing it, and for some reason, I'm just blessed with good hands.'"

Do you feel the same way about your work as a massage therapist?

Imagine having a business like hers that helps relieve your client's stress AND your own stress.

Would you agree that the best way to relieve a lot of your stress as a business owner is to have a steady stream of clients coming through your doors each week like clockwork?

But how do you do that? After all, you need a full time income and don't have months or years to wait until you have a full client list.

Well, you can relax, because there is a marketing consultant who not only knows all the ins and outs of marketing and getting clients into your door. He also ran his own massage therapy business for 12 years. He now works full time helping people like you start their own successful massage therapy businesses.

He has a complete marketing system called Bootstrap Your Massage Business. This isn't a book - it's a complete system, with audio and print materials that you can study over and over

again.

Here's just a peek at what he offers:

- * **How to set up your own website for less than \$7 per month.**
- * **How to automate your website so that it contacts your clients and brings in new business for you even when you are far away from your computer.**
- * **How to get a Yellow Pages ad even if you are broke.**
- * **How to get existing clients to refer new clients to you every month.**
- * **How to use traditional print advertising effectively .**
- * **And so much more!**

And get this: after you study these materials you'll have free access to his membership website. He'll regularly post new videos, audio and more so that you can stay current on the latest techniques for building your business.

<AFFILIATE LINK>

If you enrolled in a marketing course at your local tech school you would pay several hundred dollars. Also, the material wouldn't be directed specifically to massage therapy businesses. In fact, probably 80 percent of what you learn wouldn't even apply to you.

The Bootstrap Your Massage Business program, on the other hand, is so inexpensive that it's affordable for any budget. He really wants to help new businesses and has made the price shockingly low for the time being. He knows the specific challenges massage therapists face and won't bore you with theory that doesn't apply to you.

Will this system remain at this price? Don't count on it. Order today and take your business to the next level.

<AFFILIATE LINK>

To your success!

P.S. He spent thousands of dollars and several years learning this information on his own. You get access to this information immediately! And for a very tiny fraction of the cost. What are you waiting for?

<AFFILIATE LINK>

Subject: The New York Giants and The Six Word Diet (huh?)

What in the world? I'm writing to you about FOOTBALL?

And I don't even like football!

:-)

You see, yesterday I spent the entire afternoon in my basement.

Ugh.

What a drag that was.

My husband is a pack rat, and even though we threw away a ton of stuff before we moved to North Carolina last summer, he insisted on bringing boxes of sports memorabilia, vintage paperbacks and all sorts of things.

Which would be fine, I guess, if it wasn't all piled in boxes haphazardly in our basement.

So while he was watching pre-Super Bowl festivities, I was throwing stuff out.

(I only tossed junk, but shhhhhhhhhhhh, don't tell him :D)

I even built shelves!

The upside to dealing with all this clutter is that I've learned simple carpentry skills. I can build shelves now!

Anyway, after hours of this work, I climbed the stairs and started eating one of my mini meals.

After taking the first bite, I heard my husband holler,

"Beth, the kickoff is just about to start!"

Ugh.

Even though spending hours in the basement was much more appealing than watching the Super Bowl, I humored him and sat down.

It was the beginning of the game. Eli Manning walked up to the center, ready to take the first snap of the game.

I noticed Eli's eyes.

"Bill, the Giants are going to win! I don't need to watch the game."

"Oh, don't be silly, Bethanne." (That's his nickname for me.)

"It's true! Did you see the look in his eyes? He's not going to lose!"

He ignored me. But I humored him by watching the game with him. I even avoided indulging in his high calorie snacks. I even sat through Tom Petty.

During the beginning of the fourth quarter, I watched Tom Brady walk dejectedly off the field.

"See, the Patriots are going to lose! Look at his body language!"

"Bethanne, you only watch a couple of football games per year. I know the game much better than you. The Patriots have been unbeatable this year."

Sure enough, the Patriots scored on their next drive and took the lead. Bill cackled.

I just calmly picked up the recent issue of Lucky magazine and started paging through it, still confident in my belief.

Near the end of the game, Eli threw that pass that won the game. And I rested my case.

See, the posture and eyes of the players tell you all you need to know about football, even if you don't know what a screen pass is.

I'm telling you about this because I thought about you and all the others on the Six Word Diet.

When I'm in the forum (www.sixworddiet.com/forum), I can tell that so many of the members have the same desire that Eli had in his eyes.

You want to lose weight!

And that desire is the most important thing.

When you reach the point that the pain (physical or emotional) of being overweight is worse for you than the alternative (losing weight), then wonderful things start to happen.

Keep pressing toward your goal. Keep visualizing your goal weight. If you do, you can know how things are going to turn out, even before it's over: You WILL reach your goal.

OK, I gotta go back into the basement and do some work. Ugh. And I'll let you go off and have your next mini meal.

Hugs and Happy Shrinking!

Beth
www.SixWordDiet.com

Subject: Tracking expenses in the "aisles of choices"

Hi {!firstname_fix},

Just checking in again to see how you're doing with the expense tracker. Are you starting to get a handle on how much you're spending on groceries, gas, etc., each week? Overcoming temptation is the first step toward becoming debt-free.

I was paging through Lucky magazine the other day. It's the one women's magazine I subscribe to because I enjoy looking at photos of the latest fashions. I seem to diss the fashions more than covet them, but hey, that's part of the fun.

Anyway, I opened the cover and there was an ad of a woman standing in her kitchen. She had converted the kitchen into a closet because she says she enjoys shopping more than cooking.

It was an eye-catching ad so I read the text. It turns out she did this kitchen remodel "with my

Citi card in hand." That's right! The ad was for Citibank. I can't help but wonder if the ad was the brainchild of the marketing director or if this poor woman really had a shopping addiction that was so bad she was willing to give up her kitchen for it.

Then I turned the page and there was a Target ad that had a "stuff equals happiness" message. "Long live the things [i.e. stuff] that make our lives more full of life..... We have aisles of choices to help your family feel good." What kind of message is Target sending? Has stuff become our definition of happiness now?

In fact, the Target ad reminded me why I avoid large discount stores. It's nearly impossible to go into those stores and buy just the things on your list. All those "aisles of choices" are so tempting. It's amazing how stores can easily persuade us to buy products we don't even need.

I also had issues with the pointy-toe penny loafers that Lucky said was one of the "next big things." But I digress. :-)

The point is, it can be hard to remain disciplined and focused on expenses when almost all the messages from ads and the media promote just the opposite. But hang in there! Just make a list and stick to it to avoid impulse buying.

Even if you don't have much debt and have a good income, it's still a good idea to track your expenses for one month each year. That way you can adjust your budget as necessary, and you don't lose touch with your finances.

In another week or so we'll send you some budgeting sheets that you can use.

Take care, and feel free to write to us and/or visit our website: www.debt-free-mom.com

Hi {firstnamefix},

This is Gary Sanders. I hope you are doing well today.

If you or a loved one has recently been diagnosed with diabetes, I can empathize.

There must be a lot of fears running through your head right now. Fears like these:

***What about long term complications like kidney failure, retina problems, nerve damage?**

***What about decreased life-expectancy?**

***If I have type 1 diabetes, can I eat normally?**

***How will I deal with a low blood sugar when I'm out in public?"**

***How will it affect my driving ability?**

And on and on.

Diabetes is a very complex disease. And type 1 diabetes and type 2 diabetes are separate diseases, essentially, and it's important that you know the differences between the two.

I've had type 1 diabetes for ten years and have spent a lot of my spare time researching diabetes.

Doctors and nurses are indispensable and you should always seek their guidance.

But sometimes you need someone who has a lot of practical knowledge about diabetes because they have the disease themselves. Especially on days when, say, you've had a low blood sugar episode and feel lousy. You want someone who's been there.

A lot of the material about diabetes on the internet is highly technical and sometimes even outright scary. Forums can be overwhelming because there are so many participants and you can hardly hear yourself think sometimes.

This is where I step in because I want to provide you with a calm, easy to understand online manual about diabetes. You can access it any time you need a friendly voice of encouragement and need a question answered.

<http://www.diabetessymptomsguide.com/>

When you have diabetes, your education continues for a lifetime. There's always something new to learn.

And I want you to be encouraged. In the book 50

Secrets of the Longest Living People with Diabetes, the authors describe two twin brothers who are now in their late 70's and early 80's. They were diagnosed with diabetes as children, decades before there were glucometers and insulin pumps.

They are in excellent health and haven't had any major complications. One of them regularly goes on 20 mile bike rides and is probably healthier and more active than most non-diabetics his age.

So, you see, excellent diabetes management is possible and you really can avoid all those dire complications. You can get access to my Diabetes Symptoms Guide today. It's at a low introductory price and you'll receive new updates from time to time as soon as they are available.

<http://www.diabetessymptomsguide.com/>

Thank you for your time. I hope to hear from you soon.

To your Good Health,

Gary Sanders

P. S. I even include 500 free recipes with your order! <http://www.diabetessymptomsguide.com/>

Subject: The girls are dragging me out the door to go grocery shopping

And the noise around here is deafening. One daughter keeps crying because she's having trouble doing a craft. And it looks like ALL FOUR daughters want to come to the grocery store with me.

Sigh.

:-)

Anyway, {!firstname_fix}, I just wanted to quick write and say thank you. Both Deb and I are grateful that you subscribed to our Debt-Free-Mom list.

We truly enjoy writing the blog posts and providing resources for you.

I read this article a few days about about falling home prices and intend to blog about

that very soon:

http://money.cnn.com/2008/01/29/real_estate/record_drop_in_home_prices/index.htm?section=money_topstories

Well, the kids claim they are starving and that there is nothing to eat (typical) so I gotta run. At least the temps are above freezing (finally!) so I'll try not to complain as I wade through the slush in the parking lot. And here it is Sunday afternoon and I still haven't started the taxes like I thought I would this weekend. Oops.

Keep in touch!

Kind Regards,

Anita

www.debt-free-mom.com

Subject: Become your own copywriter with Conversion Prophet

Hi {firstnamefix},

What's up? This is Peter Yoon again.

Today I'd like to have some fun and talk about a way you can use Conversion Prophet beyond the all-important testing and tracking of ad campaigns and affiliate programs.

I want to show you how you can use it to write your own sales pages.

If you aren't a copywriter then you know how expensive it is to pay a copywriter to write a sales page for you. \$3000-5000 is normal, with elite copywriters charging \$10,000 or even more.

If you are a copywriter, you'll still benefit from what you'll learn about copywriting from Conversion Prophet.

You see, as you are using Conversion Prophet to test affiliate programs and ads before you launch them, you are learning valuable information. You're learning the conversion rates of the following:

* **Headlines.**

- * **Sub headlines.**
- * **Opening paragraph.**
- * **Header graphics and title.**

Let's say a particular headline for a particular product pulls a great conversion rate. You can make note of this headline and put it in your "swipe" files. When you are making a page for a new product you can steal your own headline and use it for the new product. Obviously you will use some different words but you can imitate the overall headline.

Before long, your file will be overflowing with headline, paragraphs, opening sentences that have worked for you in the past.

You'll be able to write new sales pages quickly. You might even get other marketers asking you to write pages for them because yours are so effective.

So what are you waiting for, {firstnamefix}?

<http://www.conversionprophet.com/special/>

Better copywriting skills are just one of the hidden benefits of this product. Try it risk-free today and see how it will improve your ads and websites, even beyond the pre-testing. It's easy for beginners to use and even advanced marketers have been blown away by what they've learned from Conversion Prophet.

<http://www.conversionprophet.com/special/>

To your Success,

Peter Yoon

P. S. The price is a special launch price and won't last long. Once you get it, you'll only need a few PPC dollars and a couple of hours of your time to pre-test your websites and see how effective it is.

<http://www.conversionprophet.com/special/>

Subject: You're going to get flooded with traffic

Hi {firstnamefix}

This is _____ from _____. I hope you had a chance to check out the Niche Miner's Club e-mail I sent you recently.

Today I thought I'd zero in on something that every niche website can't get enough of...

--> Traffic <--

If you open a restaurant, it's pretty easy to know how to get traffic, right? You know your town and you know which streets get the most traffic. You know where the popular businesses are located. So, in this case, it's just a question of being able to afford the right location.

With a website, it's a little different but the principles are still the same.

You still have to situate yourself next to the popular businesses. This means you want to get on page one of Google for as many keyword phrases in your niche as possible. You also want to get links on the sites of some of the popular businesses.

If you're a beginning marketer, all the SEO research and writing involved can be pretty intimidating.

If you are a veteran marketer, you know all the ins and outs, but if you have dozens of sites wouldn't it be nice to effortlessly create some new sites. Wouldn't you like more time to focus on growing your business?

Fortunately, Niche Miner's Club can do all this for you and get the traffic you need.

<http://www.nicheminersclub.com/>

For traffic, Niche Miner's Club gives you a traffic boost that is worth 10 times the price of the whole program:

**-----
INSTANT back links from PR 3 to PR 5 sites
-----**

These are established websites with a lot of authority. This gets your site indexed very

quickly and you'll be ranked right up there with the popular businesses.

It's like getting a great location for your restaurant without hardly having to pay any rent.

<http://www.nicheminersclub.com/>

Almost as soon as you sign up with Niche Miner's Club and upload your site you'll get a flood of traffic.

You won't even have to have a Grand Opening party with balloons and invitations. The traffic will be there. Isn't this what you business needs?

<http://www.nicheminersclub.com/>

Thanks for reading this message. Next time I'll give you some tips about what to do with all that traffic. It's a good thing your website doesn't have capacity limits like restaurants do. Because you're website is going to busy.

Until Next Time,

P. S. Oops! I almost forgot to mention that Maujhuri, the creator of Niche Miner's Club, is so excited about giving you the keys to your new website that he has a low introductory price. But only for 400 people! So grab it now while you can. <http://www.nicheminersclub.com/>

Subject: Reading this e-mail will make you fall asleep - and cure your headaches

Hi {firstnamefix},

Unfortunately for you, a headache sufferer, all of your pain really is in your head.

You're not alone. Did you know that every ten seconds, someone in the United States has to go to the emergency room for treatment for a headache?

More than \$1 billion is spent on headache medication each year.

Work lost due to headaches totals \$13 billion each year.

Clearly headaches are a major problem for people and the problem doesn't appear to be improving.

What if I told you that the cure for your headaches is also in your head?

That's right. No expensive medication (sorry, big pharmaceutical companies), no trips to specialty headache clinics and no acupuncture required.

As you know, inside your head there are brainwaves. What you might not know is that there are four types of brainwaves:

1.) Beta - The beta state occurs during the day while you are awake. These are the fastest brainwaves. Unfortunately, many people don't have enough beta activity and experience ADD, depression and insomnia as a result. Other have too much beta activity and experience stress and anxiety as a result.

2.) Alpha - The alpha state occurs when you are relaxed. The high alpha state is when you are relaxed but focused. The low alpha state is when you are unfocused, like when you are first waking up.

3.) Theta - You are in a theta state during the early stages of sleep.

4.) Delta - The state during deep sleep. These are the slowest brainwaves.

Thanks to your brainwaves, it's possible to stop headaches even before they happen. Best of all, you can do this while you are asleep!

After I discovered that headaches can be traced to brainwave imbalance, I teamed up with two renowned brainwave scientists. For two years we researched and tested to see how that balance between all the four brainwaves could be restored.

Using lab tested science we discovered that we could create a CD that that uses powerful soundwave technology to stimulate your brainwaves. We call this "mind-optimization."

Here's how it works. When your ear hears a sound, your brain responds with pulsing signals. This affects your brainwave patterns and this is why you feel excited and energetic when you listen to your favorite music.

Since brainwave stimulation was first discovered in 1934, scientists have perfected highly engineered sounds that shift your brain waves. My Mind-Optimizer CDs play these sounds. You can play these CDs while your sleep and your brain will do all the work for you.

Here's the best part: after listening to these sounds for a while your brain will naturally enter this state without having to listen to the CDs anymore! There's no work or effort on your part at all, other than just remembering to pop the CD into the CD player each night.

You can order the Mind-Optimizer headache CD here:

<http://www.mind-optimizer.com/join.html>

This CD is at a very low price right now. It's cheaper than a bottle of prescription headache pills and, even better, you only have to buy it once. You should order it now before I come to my sense and raise the price.

The CD comes with a guarantee, of course. I want you to be satisfied. I believe in my product so strongly that you can try it risk-free for eight weeks. If your headaches haven't improved, you'll get your money back. You can even get double your money back! You can read more about that on my website. So hurry on over and say goodbye to headaches for good.

<http://www.mind-optimizer.com/join.html>

To Your Good Health,

Hanif Khaki

P.S. Just don't take my word for it. Read about one former headache sufferer has to say about these CDs:

"After suffering from painful migraine headaches for most of my adult life, my assistant ordered one of your CDs for me as a gift. I was skeptical and the CD sat there for 2 months before I even listened to it. UNBELIEVABLE! The very first time I used the CD, it was as if this cloud of pain was being lifted from my head. I can't believe I let the CD sit there for so long without trying it. I haven't taken pills in quite some time now. I should have known better and taken my

assistant's advice sooner. Thanks Hanif, I've ordered more for some coworkers who probably won't need as much time off work anymore!"

Justine Allen - Long Island, New York

<http://www.mind-optimizer.com/join.html>

Subject: Don't invite your baby shower guests this way

Hi {firstnamefix},

I saw the nicest wedding invitation the other day.

It was a photo postcard. There was a photo of the couple on the front along with their names, wedding date and a website address. That's it. It was simple, not at all frou-frou and reflected who they are as a couple.

I thought about how well that would work for a shower invitation too.

Photo postcards are so easy to make and are not expensive. The photo could be a photo of the baby (if it is already born) or of the mom or something humorous and creative, depending on the mom's preferences.

Because you can put up a website for free these days, I've even seen website shower invitations. This is becoming common for weddings and I'm starting to see it in the baby shower world too.

It makes sense. Websites can be an easy, practical way to describe the details of the shower. It's convenient for out of town guests, because you can provide Mapquest instructions.

But, please, by all means, do NOT imitate the website I saw several months ago.

For one thing, this website was still up, even though the shower happened a year ago. When the shower is over, take down the site. There's enough clutter on the internet.

This site went on in great detail about how everyone should bring a Green gift. That is, an environmentally friendly gift, and it went on and on about what kind of gifts would violate the

Green standard.

Talk about pressure!

There was even a PayPal button on the site in case someone would care to make a cash donation to the mom. Even though the overall tone of the site clearly conveyed that this mom was wealthy.

So, please, if you do use a website, use it correctly. Don't turn off people with political statements and ridiculous gift requests. And let's not reduce shower gifts to a PayPal transaction.

OK, end of speech. :-)

In my Baby Shower Kit I go into a lot of detail about invitations and all the other aspects of planning baby showers.

<http://babyshowerkit.com/>

It's nicely organized for you so when you need advice about something specific, you can find it right away. You can run a quick search for it without having to manually flip pages.

<http://babyshowerkit.com/>

Thank you for reading my e-mails. I truly hope you're enjoying my mini baby shower course. Take care and keep in touch.

You're still here? Good! I hope you enjoyed my samples. If you're ready to talk to me about your copywriting needs, just send an e-mail to me at anitaashland@gmail.com or contact me through my website: www.AnitaAshland.com