

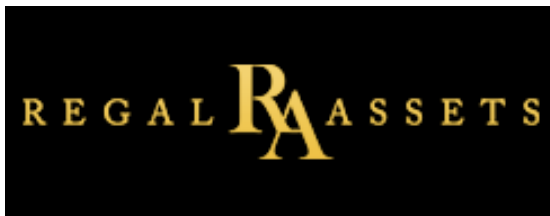
# Email Copy Portfolio

These are a few emails I've written for client campaigns. They may reflect the style of your company, desired length, etc...or they may not. That's okay.

You & I will have a discovery call before I ever start writing any emails to establish a thorough understanding of your goals, objectives, and all other details needed to make your email campaign a success.

Some emails may need to be more information-based so you can educate and nurture your leads/customers, while other emails must be able to SELL. You'll likely need a mix of both.

Whether you need straight-laced, professional b2b copy targeting "suit and tie" executives, or more informal, relaxed copy targeting everyday consumers, I'm the guy for the job.



(Inc. 500 Financial Services Company)

## **John, the most disturbing gold scam on the Internet...**

John,

Since you're reading this email, I know you are serious about investing in gold...*without getting scammed.*

It's sad that this subject even has to be mentioned, but the brutally honest truth is that gold scammers are everywhere online.

If you don't do your homework before investing, there's a good chance you'll get suckered into an unscrupulous deal with a shady company.

But at Regal Assets, we've got your back.

So listen up...because I'm about to share with you a resource (100% free) that you must read before investing a single dollar in gold.

**Note: Want to skip to the front of the line and get your free gold scams guide now? Just click the link below:**

**[Access your free gold scams report here and learn the “insider information” that will keep you from getting scammed](#)**

To wet your appetite a bit and show you what you can expect in the guide, here's an example of one of the common gold scams that is being blatantly advertised all over the Internet:

You see, many precious metals brokers and gold IRA companies are peddling the “home storage IRA scam,” which basically tells people all they need to do is setup an LLC and they will be able to store their gold right at home.

Sounds great right? There's just one major problem...you'll be in *IRS regulations up to your eyeballs* if you even try this.

So unless you want a big target on your back that says “IRS please audit me” you need to run the other way...fast.

I wish it didn't get worse, but it does. *The home storage scam is just the beginning* of the lies you've been told by companies just looking to make a quick buck.

To learn about the lies AND the truth behind them all, you need to [click here to download our free gold scams guide](#).

**In our free gold scams guide, you'll discover:**

- Some of the most vile, repulsive gold scams on the Internet, and how they work to cheat you out of your hard-earned retirement nest egg
- How to avoid paying unnecessary premiums on gold so that you get the most gold for every dollar that you invest
- How to properly research and thoroughly vet any company you are considering for your gold IRA with one website (hint: we've got nearly 1,000 reviews here and counting)
- The questions you should ask any gold broker you talk with to make sure they have your best interests at heart (we recommend you ask our own brokers these very same questions!)

**[Grab a free copy of your scam busting guide here.](#)**

This guide could be the difference in you investing wisely, or losing a significant amount of money.

Is it worth a few minutes of your time? We certainly think so.

**Don't wait until it's too late. Once your money is money is gone it ain't coming back.**

After reading this free guide, you'll be armed with all of the information you need to spot gold scams quickly and avoid them like the plague.

You can get it below:

<http://www.regalassets.com/free-gold-scam-guide> (note: this isn't the exact URL just a sample)

If you have any questions, let me know and I'd be happy to hop on a phone call and explain any questions you have from the scam guide in further detail.

Talk soon,  
(insert broker name)



**Blueline Security Services...(Featured on Inc. 5000 List)**

**Steve, the 2 A.M phone call you NEVER want...**

Hi Steve,

When you own or operate a commercial building such as a car dealership, shopping center, private school, or apartment building security is often an afterthought.

You're busy, and most of the time things go pretty well...then this happens:

Ring...Ring..."Hello?"

Yes is this Mr. Jones?

Yes.

Do you own the building over on Rose Avenue?

Yes. Why?

Well sir I hate to tell you this, but there's been a break in. We believe a substantial amount of goods have been stolen from the property.

Uh oh.

That's the moment when your heart drops straight down into the pit of your stomach...your property has been robbed.

Sound familiar?

While we hope you've never experienced the above scenario, chances are if you own or operate a commercial property long enough, it's going to happen.

Fortunately since you're reading this email, you're being proactive and taking action to prevent future incidents from ever occurring on your property. You're a problem solver, and so am I.

Which is why I want to switch gears a bit and talk with you about off-site video surveillance.

At Blueline Security Services, we've taken security monitoring to the next level with the highly anticipated rollout of our new VSaaS program.

You see if Mr. Jones (the guy above whose building was robbed) had our VSaaS technology in place, he would still be sleeping soundly at 2 A.M instead of rushing to his building to assess the damage.

Unlike traditional security cameras or even security guards, our technology enables us to monitor your property remotely, while sending the video feed to your tablet or mobile device in real-time.

If the security monitoring team at our operations center sees any "riff raff" on your property, we notify a patrol officer in the area immediately.

The result for you?

Simple...peace of mind. You know that your property is being actively cared for, even while you sleep. You can rest easy knowing that we've got your back.

If you want to avoid the 2 A.M phone call and protect your property using the latest technology, that's what Blueline is here for.

Do you have any questions? I'm here to answer them.

Thanks,

-Shawn

P. S. Be on the lookout for our next email, where we're going to dive into the details of our VSaaS service and answer some of the common questions we hear from business owners and building managers that are interested in our video surveillance program.

We're "pulling back the curtain" and showing you everything, so you don't want to miss it!



**(Leading data security company  
serving 20% of the Fortune 1000)**

### **Beyond "Hackergeddon." An adults only conversation on security...**

James,

Everywhere you turn online these days, it seems like you hear one message loud and clear...

The hackers are coming, the hackers are coming! It's like Paul Revere's great, great, great, grandson is warning everyone about what you already know.

Yep. Hackers. Got it. It gets old...fast.

My name is (insert name) with Imperva. I'm reaching out to you today not to warn you about hackers, but instead to have an adult, executive-level conversation about the role

we play in helping companies protect their data, delight auditors, and cut operational costs by as much as 70% in the process.

Whether it's HIPAA, PCI-DSS, SOX, SAS 70, or one of the several other compliance acronyms you have to deal with everyday, we understand what keeps you as a CIO up at night, and what problems need to be solved.

Here's a case study covering how we helped a Fortune 500 global technology company cut operating costs by 72%...to the tune of \$1.9 million dollars:

Here's a link:: [http://www.imperva.com/docs/CS\\_Global\\_Computer\\_Tech\\_Company.pdf](http://www.imperva.com/docs/CS_Global_Computer_Tech_Company.pdf)

We help companies large and small in a variety of industries, and I know we can help you too. Do you have 15 minutes this week for a phone call to discuss?

Thanks,

Name  
Job Title, Company  
Phone Number  
Email



**Firespring<sup>®</sup>.org**

**(Leading Web Development  
Company for Nonprofits)**

**Just checking in...**

Hi John,

This is Phil from FireSpring. I just want to let you know I get it. Running a non-profit isn't easy.

The many challenges of coordinating fundraisers (registering for events, processing donation payments, updating your website, getting the word out, etc.) can all be...well...a bit too much at times.

Maybe you're even experiencing that feeling of overwhelm right this minute...but more on that later (I'll share with you how to automate your next fundraising event below).

Let me ask you a question:

Not too long ago, you signed up for one of FireSpring.org's non-profit educational webinars, and I'd like to ask:

Why?

- Are you tired of the nitty-gritty details getting in the way of fulfilling your core mission?
- Are you finding it time consuming to setup & launch fundraisers?
- Do you know in your heart there's a better way, but can't quite put your finger on it?

If you answered "yes" to any of these questions, then we're about to make your life a lot easier.

Whatever it is you're struggling with, FireSpring is here to help. In fact, I'd love to know what your biggest challenges are, so that I can help you find the right solution for your needs.

Simply "reply" to this email with your biggest struggles and challenges, and I'll get back to you with how we can help.

Seriously...we just want to help. If you'd like to take a look at some of the services we provide to non-profits to help them run more efficiently, click the link below:

<http://www.firespring.org/solutions/>

After all, it's your job to make a difference...not spend countless hours doing grunt work.

If you want to automate and streamline the stuff your organization doesn't like to do, so you can focus your time on fulfilling the core mission and doing the work you love...what's that worth to you?

Truly making a difference is priceless. Our platform frees up your time so you can do just that.

[Click here to learn more about what we can do for you](#)

Talk soon,

Phil

P. S. Do you have 15 minutes available to chat next week so I can show you how our platform can help your non-profit increase & automate fundraising campaigns?



**(Canadian Nutritional Counseling Company)**

### **New Year's resolution in November? Must read...**

Matt,

Is it that time of year again already?

It's cold, there's delicious food everywhere, and you don't have to worry about looking good on the beach or in a swimsuit for another 6 months (hooray!).

It's practically a green light to stuff your face with holiday food and treats until January 1st, at which time you'll say "crap, I need to lose weight again."

Before you know it, you've put on a few pounds, lost some self-confidence, and keep wondering "why do I do this to myself every...single...year...?"

It's frustrating. Demoralizing even. You need a change. Now.

Fortunately for you, we've got your back, and wants to make this winter a winter of change.

We've partnered with Additional Nutritional founder & fitness expert Andrew Judson to bring you a 12 Week "Winter Warrior Program" that will get you in the best shape of your life...no Tupperware required.

[Click here to get the details on losing weight instead of gaining it this winter](#)



This program is not a diet...it's a lifestyle plan. It's about making smarter decisions, NOT avoiding the foods you love.

You'll STILL be able to eat plenty of your favorite holiday foods.

You'll STILL be able to enjoy your favorite drinks.

You'll STILL be able to bask in the glory of your mom's famous dessert pie.

You'll NEVER have to take your own, weird food out to eat with friends (how embarrassing...)

Between now and Friday November 13th Andrew is opening up his Winter Warrior Program to the first 10 individuals who decide it's time to do something different this year.

Think enjoying the holidays and getting in shape at the same time is impossible? Think again. You can do it. Just click the link below to get started, or book a free 20 minute consult:

<http://additionalnutritional.herokuapp.com/client/assessment/about>

After you answer a few simple questions, we'll be in touch with you to get you on the road to a healthier, happier 2015 holiday season!

Talk to ya soon,

Teresa

P. S. Look out for our next email on Wednesday. We'll reveal a few more details of the program that will help get you off the fence and into better shape this winter.