

# Email Templates

In this document, you will find a sample 12-part autoresponder sequence of emails. They are color coded to demonstrate the different sections that correspond to the **C.O.R.** system.

- **C – CONTENT** - This is where you provide a tip of some kind...just good solid advice meant to educate your subscriber.
- **O – OPPORTUNITY** - This is about explaining what is possible...what your subscriber's life will be like should they solve their problem. This is also a place to minimize challenges.
- **R – RECOMMENDATION** - This is where you simply recommend whatever product it is that you're promoting.

## EMAIL 1

**Subject line:** *Congratulations!*

Hi!

It's Kate here, and congratulations! You've just taken the first steps towards an exciting new career as a freelance writer.

Make sure you download your free report below:

[Download Now](#)

Inside this report, you will find many resources for finding clients fast (e.g. content mills)

However, even though content mills and freelance websites are a good way to find some quick work, I have found that for the long term, they're not ideal.

Here's why:

Content mills might be fast work, but they're not exactly the best paying gigs.

Then there's freelance bidding websites. They're great resources to find work fast, but sooner or later, you'll end up in bidding wars with cheap writers.

That's fine if you're just testing the water, but these websites are packed with low-rate writers who will work for peanuts, and you do NOT want to spend all day fighting for scraps.

That's why I love sites like [Real Writing Jobs](#) because they bring the work to you. We're talking quality, well-paid, handpicked jobs, straight to your door.

Just sign up and they do all the marketing for you – finding you excellent gigs on a daily basis – while you focus on what you love doing best - writing! (And there's way less competition than most other sites, too.)

[>> You can create an account right here](#)

No cold-calling clients, no rate negotiations, no hard selling, no price-bidding wars.

Just sign up, and let them bring the best work to your feet. There's no long-term commitment either.

If you really want to increase your chances of landing high quality jobs in the next 72 hours (and continue getting paid work) then I cannot recommend this particular website enough.

Sure, it's not going to win any website design awards, and sure, it's not free, but it's a lot more affordable than having to create websites, pay for advertising, and spend all day hustling and bidding for low-paid work.

Anyway, that's all for now.

To your freelance writing success,

Kate Iverson

Freelance Writing Resources

P.S - I have personally used the [Real Writing Jobs](#) website, so feel free to reply to my email and ask me anything about it!

## EMAIL 2

**Subject line:** *If you ONLY do these two things...*

Hi!

Kate here again, and I wanted to check in with you. Have you found any writing gigs yet?

If not, don't despair.

I'm on a mission to get you up and running within 72 hours, so here's what I need you to do:

1. Make sure you read the report you requested from me (if you haven't already.) There are many crucial tips to getting started.
2. Sign up for a trial of [Real Writing Jobs](#) to take the pressure off and let other skilled professionals find work for you, so you can focus on writing (and other daily duties.)

Honestly, if you ONLY do those two things, I can almost guarantee you'll be landing real writing gigs sooner than you thought.

But here's another tip...

A big part of becoming a successful freelance writer is being good at what you do (obviously.)

But a lot of beginner writers worry that they're never good enough.

And that's not true.

You don't need to be an amazing writer.

You don't need to have a trophy cabinet full of awards.

You don't need years of experience or a formal education.

In all honesty, all you really need to get started is the ability to research topics and

write coherently with correct spelling and grammar.

That's it.

And if you want lots of handpicked jobs sent your way each day, without having to hunt down clients or enter bidding wars with low-paid writers, then I can't recommend [Real Writing Jobs](#) enough, too.

OK, that's all for now.

Tomorrow, more about a "secret weapon" you can use to steal the show and leave your competition in the dust.

Go get 'em!

Kate Iverson  
Freelance Writing Resources

## EMAIL 3

**Subject line:** *Introducing your “secret weapon...”*

Hi,

How's things going?

Have you landed any writing jobs yet?

Don't worry if you haven't – I promise, you will, if you simply persist and don't give up (like a lot of people do.)

You've come too far to quit.

And I'm going to keep doing all that I can to help you succeed, just like others helped me (I'm a big believer in paying it forward and karma.)

Trust me, it's worth the effort. Becoming a freelance writer has given me a lifestyle that many of my friends envy. And the money is great, too.

So, let's recap on some fundamentals we've covered so far:

1. Learn to write coherently, and with correct grammar and spelling.
2. Use [Real Writing Jobs](#) to get handpicked, quality jobs delivered straight to your door every day, and save bags of time and energy

OK, so what else?

Well, here's something I suggest you do asap:

Create a solid portfolio!

I know, I know... it sounds daunting.

But honestly, IT'S NOT.

You only need a few samples to create a client-getting portfolio, and trust me, writers with portfolios have a serious advantage over those who don't (clients are

more likely to hire you, if they can see how good you are first!)

The good news is... you can create a portfolio even if you don't have any clients yet.

Here's a couple of ways to do it:

1. Find an article you're interested in, and rewrite it to make it better. Send the new article to the client for free (to get their feedback, not asking for money.) Their positive feedback, along with the before and after of the article, is a fantastic thing to put in your portfolio.
2. Create your own brief, then do the work. It doesn't have to be a long, complex brief. Just enough for potential clients to see how you would approach a brief. Add it to your portfolio and clients can see what you're capable of.

Obviously, the more you put in your portfolio, the better. But remember, your potential clients are busy and they only need to see a couple of samples to get the idea.

Your portfolio can be a folder of files that you host on a cloud storage service like Dropbox, or it can be files that you attach to an email to a client.

You can even post your portfolio to a blog (you can even use a free blog service like Blogger.com to create a blog with no tech skills.)

Anyway, what really matters is the quality of your work... and having a portfolio will help clients see that you're worth hiring over the fierce competition.

So, make it your mission to create a portfolio over the coming 3 days, and watch your hire rate soar!

I hope you found this useful.

Let me know if you have any questions.

(OH, and more good news... thanks to modern society, your life as a writer is about to get a lot easier. I'll explain why tomorrow.)

Kate Iverson  
Freelance Writing Resources

## EMAIL 4

**Subject line:** *Forget everything they taught you about writing...*

Hi,

I hope you're making progress with your goal to becoming a freelance writer, and if there's anything I can help with, please just hit reply and let me know (... I'd love to hear your success stories, too!)

Anyway, I have another little tip for you today...

It's easy to fall into the trap of writing complex sentences and using big words to impress clients.

After all, in school and college, that's how we're taught. Every assignment you were given was made to sound complicated, and teachers would criticize your work if it didn't sound "clever."

But we're not in college anymore.

We're in the real world.

And in the real world, simple wins.

Especially online.

Here's why:

People are BUSY.

They don't have time to decipher your complex sentences, or look up words they don't know.

They need to get the message, fast.

And the best way to convey a message fast...?

With SIMPLE writing.

Short sentences.

Familiar words.

(Just like these!)

Anyway, just something to keep in mind when you're working for clients... keep it simple!

Another way to do this, is write like you talk.

Read your work out, aloud.

If it doesn't sound like something you would say in a normal conversation, you're probably overcomplicating your writing.

Sure, there are exceptions to the rule, such as technical writing, academic writing, etc.

But overall, simple writing is the order of the day.

And if you're still struggling to find your first client, I strongly recommend [Real Writing Jobs](#).

They handpick real, high quality jobs for you, and deliver them to you each day, saving you hours of hustling and allowing you to focus on the fun stuff instead.

The only problem is, you might end up with more opportunities than you can handle.

But hey, not a bad problem to have, right?

[You can sign up for an account here](#)

That's all for now.

Have a good day!

Kate Iverson

Freelance Writing Resources

# EMAIL 5

**Subject line:** *Is realwritingjobs.com a scam?*

Hi,

Some folks have been asking me about [Real Writing Jobs](#) and whether it's a scam. That's a very valid question.

After all, there are tons of scams out there, especially when it comes to online jobs.

(That's one of the things I hate about finding jobs on Craigslist and other classified sites - there's so many scams.)

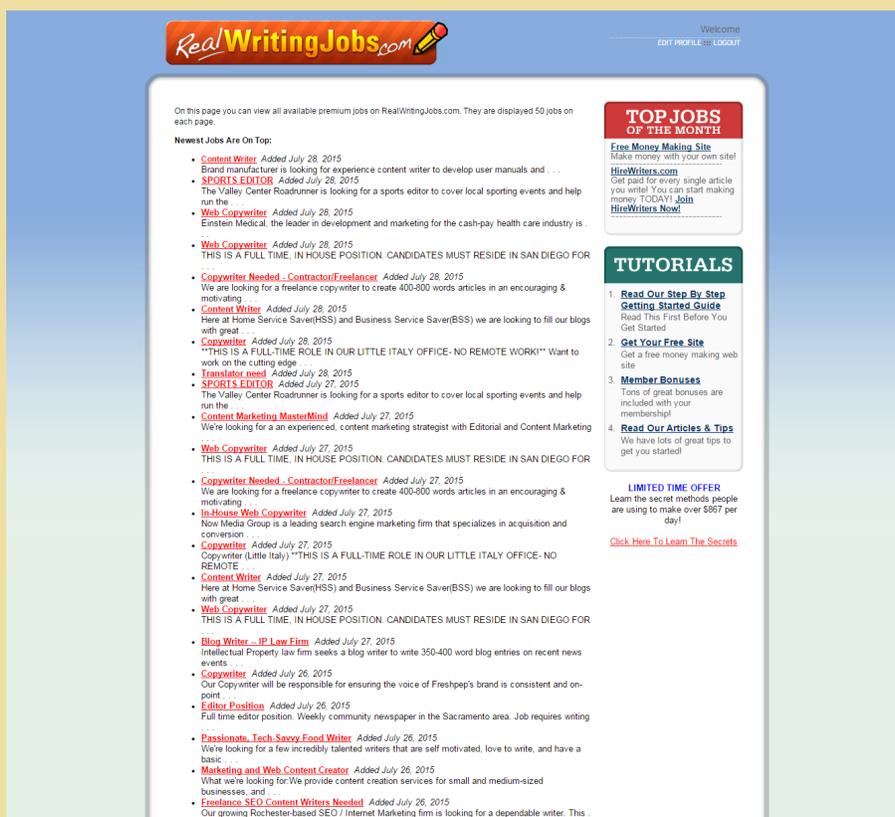
Anyway, the question is...

... is [Real Writing Jobs](#) a scam, too?

Absolutely not.

Check this out...

RECOMMENDATION



That's a sneak peek inside the job board (I just logged in, and there are dozens of legitimate jobs just waiting for you!)

But you're not guaranteed to get work there.

You still have to click on the job you're interested in, which opens up a more detailed description and the ability to apply, right on that page.

It's really about convenience, more than anything.

With [Real Writing Jobs](#), you don't need to trawl hundreds of forums and classified websites.

You don't need to enter bidding wars with thousands of other writers.

And the jobs are pre-screened, vetted and handpicked by real professionals, so you only see legit opportunities that could lead to long-term clients and a steady stream of work.

In other words, it's legitimate...

... and a far safer (and easier) way to get work online.

If you're not getting clients, or want to spend less time trying to find legit jobs, then I think you'll love it as much as I do.

[You can get started here](#)

P.S – The people at the Real Writing Jobs service also offer a guarantee, so you've got 60 days to try it out, and if you're not happy, you pay nothing!

Until next time,

Kate Iverson

Freelance Writing Resources

## EMAIL 6

**Subject line:** *Out of the frying pan, into the fire...?*

Hi,

When I left my day job and became a freelance writer, I felt like I had jumped out of the frying pan (a day job) and into the fire (freelancing.)

I went from a secure paycheck, to scrambling around, looking for work, and getting paid peanuts.

But with [Real Writing Jobs](#), that's a distant memory, because they find me high quality clients that pay well.

This gives me that feeling of being a secure job, but not being tied down to an employer contract or needing to commute to work each day.

Do they find the best paying jobs out there?

Not always.

Do they find the perfect clients every time?

Not always.

Do they find you work that would take hours to uncover by yourself, deal with rate negotiation, paperwork and advertising costs, so you don't have to?

Absolutely.

And you don't have to go back and forth with clients directly, either. They've already connected with potential clients, so you're not going in "cold."

And that's why I think it's a really a great place to get started as a freelance writer, especially if finding clients is your biggest hurdle right now.

And there's no long term commitment either, which means you can take work from them, only when you need it.

If you're interested, [you can sign up here](#)

On a side note, I've just found a great way to be more productive, and it's free. I've got to head out right now, so I'll tell you all about it tomorrow...

Have a great day!

Kate Iverson

Freelance Writing Resources

## EMAIL 7

**Subject line:** *Have you seen this productivity trick?*

Hi,

Ever heard of the Pomodoro technique?

It's a revolutionary productivity "hack" that allows you to get more done, and stay focused for longer.

As a writer, I swear by it!

It's really simple, too.

For every project you're working on each day, you budget your time into short increments and take breaks periodically.

Work for 25 minutes, then take a 5 minute break.

Each 25-minute work period is called a "pomodoro," after the Italian word for tomato (apparently, the guy who created this technique - Francesco Cirillo - used a tomato-shaped kitchen timer for this, and that's how it got the name.)

After four "pomodoros" have passed, (100 minutes of work time with 15 minutes of break time) you now take a 15-20 minute break.

You can learn more about it at the official website, <http://pomodorotechnique.com>

(You don't need to buy the book, or the novelty tomato-shaped timer to do this, but that's your call!)

Anyway, a lot of people use this technique and I thought it would be useful to you, as it has been for me.

The frequent breaks help keep your mind fresh and focused, and you'll be amazed how much more you get done.

And of course, the more you can achieve in a day, the more you can get paid per day, too 😊

And that's when you can proudly say, "I'm a well-paid writer, and I'm a success!"

OK, that's all for today.

Tomorrow, more places to find work.

Speak soon!

Kate Iverson

Freelance Writing Resources

## EMAIL 8

**Subject line:** *48 places to get more work!*

Hi,

Not sure if you've seen these before, but here's a bunch of places you can find writing gigs right now.

I recommend you bookmark these websites so you can access them easily!

Ready?

OK, here they are:

1. Break Studios –  
<http://breakstudios.break.com/users/apply>
2. Constant Content –  
<https://www.constant-content.com/area/registerauthor.htm>
3. Content Authority –  
<http://thecontentauthority.com/create-an-account/application-to-write>
4. Love to Know –  
<http://www.lovetoknow.com/Careers/careers.html>
5. Article Content Provider –  
<http://articlecontentprovider.com/article-writer.html>
6. Ask Deb –  
<http://www.askdeb.com/blog/career/freelance-writing-write-online-get-paid>
7. The Blogger Pool –  
<http://beta.thebloggerpool.com/write-for-us>
8. Independent Publishing –

<http://www.independent-publishing.com/register>

9. Writer Access -  
<https://www.writeraccess.com/apply-writer/>
10. Skyword -  
<http://www.skyword.com/write-for-skyword/>
11. Freelance-Writers -  
<http://www.freelance-writers.net/writers.asp>
12. The Blogger Pool -  
<http://www.thebloggerpool.com/write-for-us/>
13. Killer Directory -  
<http://www.killerdirectory.com/write-for-us.html>
14. Matador Network -  
<http://matadornetwork.com/content/contributors-and-job-applicants/>
15. Copy Press -  
<http://www.copypress.com/careers/>
16. eCopyWriters -  
<http://www.ecopywriters.com/dashboard/register/copywriter>
17. Developer Tutorials -  
<http://www.developertutorials.com/writers.php>
18. Make me Heal -  
<http://news.makemeheal.com/plastic-surgery-writers>
19. The Dollar Stretcher -  
<http://www.stretcher.com/menu/writers.cfm>

20. Families.com –  
<http://about.families.com/become-a-blogger>
21. HowStuffWorks –  
<http://www.howstuffworks.com/jobs.htm>
22. iWriter –  
<http://www.iwriter.com/signup.php>
23. Listverse –  
<http://listverse.com/write-get-paid/>
24. Sign Industry –  
<http://www.signindustry.com/jobs.php3#freelance>
25. Ghost Bloggers –  
<http://www.ghostbloggers.net/?page=sell>
26. Copify –  
<http://us.copify.com/faqs/becoming-a-writer>
27. Word Gigs –  
<http://www.wordgigs.com/about.php>
28. Helium –  
<http://www.helium.com>
29. LondonBrokers –  
[www.londonbrokers.net](http://www.londonbrokers.net)
30. MerchantCircle –  
[www.merchantcircle.com/contentwriter/nosignup](http://www.merchantcircle.com/contentwriter/nosignup)
31. Need An Article –  
<http://needanarticle.com/index2/naa-writer/>

32. Writers Domain –  
<https://www.writersdomain.net/>
33. Prospect Solution –  
[www.prospectsolution.com](http://www.prospectsolution.com)
34. Pure Content –  
[http://www.purecontent.com/write\\_for\\_us.php](http://www.purecontent.com/write_for_us.php)
35. Online Writing Jobs –  
<http://www.onlinewritingjobs.com/faq/>
36. Scripted –  
<http://scripted.com/we-love-writers>
37. World Start –  
<http://www.worldstart.com/writers-guidelines/>
38. Universal Class –  
<http://www.universalclass.com/teachonline/instructorauthor.htm>
39. Remilon –  
<https://remilon.com/work>
40. Database Dev –  
[www.databasedev.co.uk/write\\_for\\_us.html](http://www.databasedev.co.uk/write_for_us.html)
41. Street Authority –  
<http://www.streetauthority.com/career-opportunities>
42. Hack n Mod –  
<http://hacknmod.com/write-for-hacknmod/>
43. SQL Server Central –  
<http://www.sqlservercentral.com/About/WriteForUs/>

44. 4 Writers –  
<http://www.4writers.net/>
45. Academia Research –  
[www.academia-research.com](http://www.academia-research.com)
46. Academic Experts –  
[http://www.academicexperts.us/freelance\\_writing.html](http://www.academicexperts.us/freelance_writing.html)
47. Superior Papers –  
[http://www.superiorpapers.com/freelance\\_writer\\_needed.php](http://www.superiorpapers.com/freelance_writer_needed.php)
48. Search Sciences –  
<http://searchsciences.co.uk/StaffRegisterUSA.asp>

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But remember...

If you want the jobs to come to you, and you want jobs that are handpicked by professionals, then you should also add [Real Writing Jobs](#) to the list, too!

With Real Writing Jobs, the bulk of the companies you'll be writing for pay you instantly upon completion of the job via Paypal, Check, or a Bank Wire for larger payments.

(You agree on the payment terms with each employer before you start the writing job.)

Your only cost is your [Real Writing Jobs](#) membership, which includes tons of training, along with the largest job bank of writing jobs online.

And, as long as you have above an 8<sup>th</sup> grade writing level, you'll be able to write articles, no matter where you live.

Oh, one more thing...

[Real Writing Jobs](#) does NOT employ you. You'll be employed directly by the

companies and blogs that hire you to write through Real Writing Jobs.

They simply bring the best jobs to you, saving you hours of hassle. They also give you lots of training and tools to help you grow your business, too!

[You can sign up here](#)

That's all for today.

Tomorrow, I'll be covering the BIG mistake so many writers keep making, and if you avoid it, how you can become the ONLY choice in your client's eyes.

Stay tuned,

Kate Iverson

Freelance Writing Resources

## EMAIL 9

**Subject line:** *The biggest mistake freelance writers make...*

Hi,

One of the biggest mistakes you can make as a freelance writer is trying to be a jack-of-all-trades.

Trying to write for every market, and applying for every job that comes along.

When you're hungry for work, it's tempting to apply for any job you can find...

... but I can assure you, it's far easier to write on the types of subjects that you regularly write for, are familiar with, and/or are passionate about.

When you write for a specific market or subject, people begin to know you as the go-to writer for that market or subject.

And it just gets easier and easier for you, too (as you know the subject and don't have to research it every time.)

You kind of get into a groove.

And the really cool part is...

... you get PAID MORE!

Yep, clients pay more for specialist writers.

They want writers who understand the subject (and their readers.)

Wouldn't you?

Plus, when you work on subjects you're passionate about (or that you understand) you'll find it so much easier to get started, and hard to stop!

And clients will love your work, too.

Anyway, I hope you find that little tip useful... I can't tell you how much of a difference that has made in my career!

Anyway, something to think about if you're not getting as many clients as you hoped, or you want to increase your rates but not sure how.

Oh, and one more thing...

Becoming a specialist isn't just about choosing one specific topic or market to write in. You can also combine your subject with a specific medium, too.

For example, you could be:

- The "weight loss article writer"
- The "teeth care blog post writer"
- The "cyclist website content writer"
- The "marketing eBooks writer"
- The "muscle-building press release writer"
- The "iPhone social media content writer"
- The "baby ecommerce product description writer"
- The "musician's copywriter"
- The "laptop buyer's guide report writer"
- The "dentist's newsletter writer"
- The "Wordpress plugin user guides writer"
- The "post grad resumes and cover letters writer"
- The "wedding speeches writer"

Really, the potential to find your specialist niche as a writer is only limited by your imagination.

And if you're looking for a lazy way to get clients and regular work as a specialist writer, then Real Writing Jobs is loaded with opportunities, just waiting for you to

snap up!

[You can sign up here](#)

To your freelance writing success!

Kate Iverson

Freelance Writing Resources

## EMAIL 10

**Subject line:** *Don't turn a blind eye to this...*

Hi,

Here's something a lot of people don't talk about when it comes to working online (and staring at a screen all day...)

Your EYE HEALTH.

You'll be spending a lot of time staring at a screen in your new career, and it's vital that you take care of your eyes.

Your eyes will be under strain, so you need to be doing all that you can to protect them.

Here's a few tips:

1. Get glasses with better coatings – glare is bad for your eyes.
2. Get a monitor that's separate from your laptop – so you can position it at the right height (for better posture) and make sure it's a matte screen, with no glare (again, glare is bad for the eyes.)
3. Keep your distance – the screen should be within 20 – 28 inches from your eyes
4. Look away every 20 minutes – for at least 20 seconds, to keep your eyes from straining
5. Check your brightness – if you're in a darker room, knock the brightness down a little

OK, that's all for today.

OH, one more thing...

It's been almost 10 days since you found my website and requested help with

finding clients and getting started as a freelance writer. I hope you've found my advice useful and you've already got bags of gigs under your belt!

If you're still struggling to find work, don't forget to give [Real Writing Jobs](#) a try, risk-free for 60 days...

... there's new jobs being posted there on a daily basis and you're missing some real gold!

Speak soon,

Kate Iverson  
Freelance Writing Resources

## EMAIL 11

**Subject line:** *Let's face facts...*

Hi,

When you first had the idea to become a freelance writer, it was exciting. But excitement soon turned to nervousness, as you soon realized how uncertain your life could become.

For years, you've been used to the constant paycheck from an employer.

But now, suddenly, you're feeling vulnerable.

If you can't find work, you're in trouble.

But here's the thing...

NOTHING IS CERTAIN.

Your old 9-5 job is not set in stone.

The boss could lay people off.

The company could go bankrupt.

In this economy, nothing is certain.

But the beauty of freelancing is, you're actually in MORE control than you were with your old 9-5.

YOU can find more work.

YOU can raise your weekly wage.

Whenever you want.

Aside from protecting yourself with a reserve of "emergency cash" for dry spells, the best thing you can do to protect yourself from the uncertain world of freelancing, is get more clients.

Because more clients = more ongoing, repeat work = less “dry spells.”

And, of course, one of the best ways to get more clients, is to let them come to you.

That’s why I’m always talking about [Real Writing Jobs!](#)

Anyway, just wanted to get that off my chest... YOU ARE IN CONTROL (more than you think.)

Way more than a traditional job, that’s for sure.

To your freelance success,

Kate Iverson

Freelance Writing Resources

## EMAIL 12

**Subject line:** *About the naysayers...*

Hi,

When you're starting out as a freelance writer, there will be lots of people who "know best" and what's good for you.

Friends, family members, even partners, are often quick to dismiss your dreams. Tell you it's a silly idea, or it's too risky.

"Stick to what's working."

"Stick to what you're good at."

"That's a bit of a risk, isn't it?"

The familiar cries from people who mean well, but are doing serious damage to your self-esteem, confidence and dreams.

They're slowly talking you out of the life you deserve.

Most of them don't do it on purpose.

Some probably do.

Either way, you need to realize it's a common phenomenon, and the best thing you can do is ignore it.

Listen to your gut.

Do you really believe you can be a writer?

Do you dream about it at night?

Then you deserve a chance, just like everyone else.

Nobody became a successful freelance writer the easy way.

You have to produce the goods.

You have to pull some late nights at first.

But if you really want this – you can HAVE it.

And you can be proud to say, you went after your dreams, and proved everyone wrong.

Don't give up.

You're closer than you think.

And if you want to get even closer, make sure you go back and re-read all my emails – and the report you requested from me 12 days ago – and just DO IT.

And don't forget, there's plenty of clients waiting to hire you over at [Real Writing Jobs](#) if you're still struggling to find legit jobs by yourself!

To your freelance success,

Kate Iverson

Freelance Writing Resources