



This email is to be used to re-energize previous clients. In this instance, the email was sent to people who had purchased my Instant Web Copy Generator within the last year, to invite them to join my live Write Your Website in a Day workshop at a deeply discounted rate. I've also used a similar tactic to follow-up with clients by offering an unannounced bonus to their purchase, typically a free consult (in which we reconnect and determine if there are other ways we can work together presently).

**Subject line:** re: your Instant Web Copy Generator purchase

**Email body:**

Hi {client name},

I hope you've gotten good use out of your Instant Web Copy Generator purchase!

Have you been able to use it to create your web copy yet?

And if so, are you getting the results you were hoping for?

If you answered no on either account, I have a very special invitation for you.

Later this week, I'm hosting a "Write Your Website in a Day" Workshop, and you're invited to attend as my special guest!

When you claim your special "**Backstage Pass**" exclusively for customers of the Instant Web Copy Generator home study program, you'll be able to join me in this live, intense, 1-day virtual workshop designed to help



you not only get your website copy DONE and **ready to publish on your website in just one day**, but you'll also get the chance to **present your copy for review and constructive feedback** from myself and the other students.

And while other attendees are paying \$397 for this workshop, as my guest your investment is **just \$100**.

For a full day of training, accountability, and one-on-one guidance, to not just get your copy written but **written well**.

So join me this Thursday as I peek over your shoulder and help you create **engaging, fun, irresistible web copy** that draws your clients in like **bees to honey**.

To reserve your spot, just visit [www.writeassociate.com/webcopyinaday](http://www.writeassociate.com/webcopyinaday), click the Add to Cart button under the Pay-in-Full option, and enter coupon code {coupon code} to **knock \$297 off** the enrollment rate and **sneak in at just \$100**.

And let's get your web copy DONE, once and for all!

Best wishes always,

Tammi