

SUBJECT: Here is your free download

Hi ~Contact.FirstName~

Thanks for requesting my Ad Cheat Sheets report (*valued at \$39.95 - Yours FREE!*)

You can download the report here:

<http://copywritingthatsells.com.au/documents/MarketingAdvertisingCheatSheets-121005.pdf>

Warmly,

Scott Bywater

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

<http://www.scottbywater.com/proof> (check out this if you think advertising doesn't work)

SUBJECT: Here is your free "cheat sheets" gift

Hi NAME,

Thanks for requesting my special report (valued at \$39.95 - Yours FREE!)

You can download the report here

<http://copywritingthatsells.com.au/documents/MarketingAdvertisingCheatSheets-121005.pdf>

By the time you finish reading this compelling information you'll have strategies and techniques at your fingertips which you can immediately apply to boost your profits.

And once you're done there, make sure you listen to my live tele-conference where I get grilled to reveal some of my best kept copywriting secrets (valued at \$37.95 - also yours FREE)

Simply copy and paste the link below into your web browser:

www.copywritingthatsells.com.au/media/Scott-Bywater-Interview.mp3

It's 6.6 megabytes big so it may take a few minutes to download.

And that's just the beginning of our journey.

Because over the coming weeks, you're going to be so excited by the insider tips revealed in my exclusive "Copywriting Selling Secrets" Newsletter. It's packed with proven and useable ideas to yield an explosive response from every dollar you invest into advertising.

Frankly, I could easily charge \$147.00 or more for this subscription but it's yours free because I want to prove to you just how powerful effective copy can be to your business.

All the best,

Scott Bywater

SUBJECT: In case you missed this (+ extra bonus)

Dear NAME,

In case you missed it, here is your free download of the marketing and advertising cheat sheets you subscribed to yesterday...

<http://copywritingthatsells.com.au/documents/MarketingAdvertisingCheatSheets-121005.pdf>

And if you prefer to listen to read, here is an additional audio file you can download onto your iphone or ipod...

www.copywritingthatsells.com.au/media/Scott-Bywater-linterview.mp3

Warmly,

Scott Bywater

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

<http://www.scottbywater.com/proof> (check out this if you think advertising doesn't work)