Fast Effective Copy Renewal Email Series
For David Garfinkel & Brian McLeod

Email #1: We're holding your spot…

Congratulations on becoming a full-fledged VIP Charter Member of Fast Effective Copy!

Your commitment tells us you're one of a small percentage of entrepreneurs who's serious about taking your business to the big leagues.

Now that you've made your final installment payment, you'll find it MUCH easier to write sales-igniting copy because all these powerful tools (and more) will always be just a click away…

- The 12 Copywriting Templates™ Modules
- The Live Copywriting Workshop Videos
- All 6 sessions of The Copywriting Mastery Club

Pretty soon, other business owners will be asking for the secret to your soaring success.

But it's not just about sales letters, is it?

After all, you have mountains of copy you need to write every week—emails, articles and press releases…

Granted, these pieces may not be as sexy as sales letters. But they're critical to drawing customers into and through your sales funnel.

That's one reason why we created the ongoing Fast Effective Copy Monthly Training.

As you saw during the free 3-month trial you received with your Fast Effective Copy VIP Charter Membership, Brian and I bring you the latest strategies and shortcuts for adding firepower to your marketing every month with…

- The 90-minute Live Webinar, Part 1—The Training, where we take an in-depth look at a hot marketing strategy other entrepreneurs are using to mop up the floor with their competition right now…despite the economy…
- The 90-minute Live Webinar, Part 2—The Coaching, where the World's Greatest Copywriting Coach David Garfinkel and Marketing Strategist to the Stars Brian McLeod answer questions you have on *any* issue…related to the training topic or not

- 3 fast-paced sets of Recipe Videos, Transcripts and Cheat Sheets, where I show you how to combine specific templates to serve up all kinds of marketing copy for your business in a flash

The next month's training is already waiting for you…

The theme is Great Swipes and I've gone to some of *my* favorite copywriters to pull together sizzling copy pieces that have already raked in tens of thousands of dollars this year…

It's been wildly popular with the members who have already seen it and we're sure you're going to love it too.

There's just one problem, [NAME]…

You need to become an official Fast Effective Copy Monthly Training subscriber to unlock Great Swipes and all the months that follow…

The good news is your VIP Charter Membership entitles you to a one-time opportunity to lock-in the ridiculously low rate of only $29.95 per month for as long as you subscribe!

Yes—this is only an introductory rate. So the price WILL go up.

But if you sign-up for the Monthly Training today, YOU won't have to worry about that because you'll only pay $29.95 a month for the life of your subscription…guaranteed…

IF you sign-up within the next week.

After that, you'll have to pay whatever the current monthly rate is and it may go up with future price increases as well.

So click here to sign-up and lock-in the special introductory rate:

[LINK]

Sincerely,

David and Brian

P.S. Remember—continue to get fresh hands-on training served up piping hot every week and insure you'll never pay more than $29.95 a month for it by joining the Fast Effective Copy Monthly Training Program today!

[LINK]

Email #2: How a feisty bad cook left her mark on FEC

[NAME],

After a paralyzing stroke kept her from going to college, Fannie relearned how to walk and eventually wound up as head of prestigious Boston cooking school.

When it came time to revise the text used to train cooking professionals, she decided to rewrite it for homemakers who struggled with cooking—as she once had.

In those days, cookbooks were mostly written for professionals. So they gave vague directions like “add a fist of flour” or “butter the size of an egg” and “bake in a hot oven until done.”

Of course, this was a recipe for disaster for less experienced cooks.

Frustrated with her hit-and-miss results, Fannie decided to take matters into her own hands. She immersed herself in books about scientific measuring systems and stocked up on lab supplies like beakers and weights…

She then tested and reworked every recipe she had until she found the amounts, temperatures and times that always got the best results.

Along the way, she became a fanatic about using precise measurements. She ended up creating the standard measuring cup, teaspoon and tablespoon we use today too.

Fannie knew the struggles women were having in the kitchen and she knew how to solve them. She also knew her market was hungry for that solution.

So, she rewrote the cookbook and took it to one of the biggest publishers in the country.

He was sure it would flop. But he said he’d green light a first run of 3,000 copies if she paid all the printing costs. It was a big gamble, but she didn’t bat an eye.

The Boston Cooking School Cookbook not only became the bestselling cookbook of its time—it's one of the bestselling cookbooks of ALL time. In print for more than 110 years, it's sold 7 million copies. And it's still selling today…

Although you might know it as The Fannie Farmer Cookbook.

That publisher is probably still kicking himself too, since his short-sightedness gave her the copyright and all the profits.

But aside from its phenomenal sales success, her cookbook revolutionized the industry.

It was the first to consistently use exact, standardized measures and walk cooks soup-to-nuts through preparing the dish—as well as weave in tips from the brand-new world of nutrition…

So cooks who were barely able to boil an egg before could now impress friends and family with their meals.

I can't help but admire Fannie's passion for taking the headaches out of providing families with tasty, healthy meals.

And because of her zeal for precision and uniformity, recipes became the models of nearly foolproof, easy-to-follow guidance we know them to be today.

We certainly wouldn't be calling our weekly training videos "recipes" if they were still as unpredictable as they used to be.

Like Fannie, we set out to create reliable formulas for writing a feast of marketing pieces for your business in a snap.

The Recipe Videos provide a short overview, while the Recipe Transcripts cover the same ground in a readable format.

Then, the Recipe Cheat Sheets list the specific "ingredients" (aka Copywriting Templates) you'll need and explain how to combine them and whip up good copy over and over again.

The free 3-month trial of Monthly Training you received with your Fast Effective Copy VIP Charter Membership has already given you Recipes to turn your Copywriting Templates into emails, blog posts, articles, forum posts and press releases…

And that's just the beginning!

The next 3 weeks of Recipe Videos, Transcripts and Cheat Sheets for the next month are already waiting for you…

All you need to do to get access is to become an official Fast Effective Copy Monthly Training subscriber NOW!

Don't miss a single week—click the link below to sign-up:

[LINK]

Sincerely,

David and Brian

P.S. Remember the Monthly Training also includes the Live Training & Coaching Webinar the second week of the month to show you the latest marketing tactics fellow entrepreneurs are using to make more money…

But you have to subscribe in the next [INSERT NUMBER] days if you want to lock-in the special introductory rate!

[LINK]

Email #3: Baby, come back…

[NAME],

I really hope Brian and I aren't going to be listening to that sad old song, having a drink and wondering why our 12 weeks together had to end…

Wondering why you're throwing away the opportunity to hear us grill other experts about the secrets they're using today to leapfrog their competition and propel their business to the next level…

Like we did at our incredible recent Monthly Training & Coaching Webinars on…

- Writing killer press releases with Susan Bratton
- Using the Copywriting Templates in your business with Gina Gaudio-Graves
- Managing your reputation with Rob Kall

We've offered you the chance to get advice from the World's Greatest Copywriting Coach David Garfinkel and Marketing Strategist to the Stars Brian McLeod on any issue you have, during the Monthly Training & Coaching sessions…

Your question doesn't have to be relevant to the topic--we're ready to answer them all.

(Considering what each of us charges for an individual consultation, that alone is a *steal*!)

And of course, we gave you weekly training too…with Recipe Videos that shortcut daily writing tasks and create powerful pieces besides sales copy to draw customers into your business…

For 3 months we gave you all this for free, as a bonus for your Fast Effective Copy VIP Charter Membership.

Then, we told you how to officially join the Monthly Training:

[LINK]

But so far [NAME], we haven't heard from you.

Of course, we know you're busy. In case you didn't know, the Live Monthly Training & Coaching Webinar replays (audio and video, plus transcripts) are always posted in the member's Monthly Training area afterward.

You can also download the Recipes or any of the Fast Effective Copy materials to your computer to watch whenever and wherever you want, which can be a real boon if you travel a lot.

We've got some killer training and amazing guests lined up for the coming months that we can't wait to share with you…

Are you really ready to just call it quits?

And slam the door on the chance to get live monthly training from two of the highest-paid, most respected marketing minds in the game for the ridiculously low rate of $29.95 a month.

Remember—no matter what we raise the monthly rate to in the future (and we WILL be raising the price without further notice, Brian and I discussing the exact date now), you will never pay a penny more than $29.95…

Guaranteed for as long as you subscribe—IF you sign-up in the next [INSERT NUMBER] days.

You've already made a smart decision to invest in the Fast Effective Copy VIP Charter Membership—make the most of it by becoming an official Monthly Training subscriber.

Stay with us! Click below to sign-up:

[LINK]

Sincerely,

David and Brian

P.S. Remember, the perk of being able to lock-in the insanely low $29.95 introductory monthly rate only lasts for [INSERT NUMBER] days…

After that, you'll have to join at whatever the current rate is and risk paying more in the future. So don't wait—sign up now before your special low rate is gone for good!

[LINK]