

# 'Plug & Play' Welcome Email Sequence

## Email #2: The Never-Ending Story

[This is a tough email for me to create FOR you since it's your "origin story" mixed with some intrigue and curiosity. So instead, I'll add some elements and you can fill in the information you need.]

For a little insight, I've added a sample of mine.

But, I promise your story will be better than anything I attempt to template. Just keep in mind not to ramble for too long. Keep your sentences short and to the point with 'picture words' such as...

"Felt like a ton of bricks weighing me down" instead of "It was real heavy"]

Subject line: get rid of [problem your solution solves] {benefit} with [curiosity]

Subject line: kill the blank page blues instantly with a 4x6 card

[Tell them that you have a solution...but it wasn't always that way]

Blank page anxiety is no longer in my vocabulary. I can now write copy while my kids are on both arms trying to pull my eyelids apart.

But I remember when writing copy was tough as nails.

[Vividly paint them a picture of how bad things used to be]

Just 11 months ago my blank page heartache was strong.

Each trip to my computer felt like trying to run in a dream. Legs running full stretch, going nowhere.

The second I sat at the desk, time slowed down. Chest tight, a slight gut churn. Next thing you know, I'm wringing my hands.

*"Can someone turn the AC on? Am I the only one hot in here!?"*

My clients were blowing up my inbox asking for updates. Wondering if I was just stringing 'em along.

You could feel the hot muggy client breath on my neck through the screen.

Sweating, staring at the little google doc cursor blinking.

Blink.... Blink.... Blink...

It was terrifying to say the least. Mainly because there was more than one client promised work within the next 24 hours.

Without a single word to show.

[Tell them you thought there was no solution...you were ready to give up...but just then it hit you. You stumbled on a solution]

Then at 2:15 in the AM, as if a bolt of lightning struck me. A brilliant idea (at least in my mind) came up.

*"Why not just walk away from my computer with a pen and a pad, breathe for a second and see what happens."* I've heard of big named writers who get most of the great ideas away from the computer.

It was time to try something new.

[Tell them how the solution worked for you]

On my walk, I thought about how copy is assembled, not created from thin air. So why not just chunk down my ideas, put them in order and then fill in the holes?!

It worked better than I thought. The message I wanted to portray poured out of my head and onto these small cards.

Bit by bit.

[Tell them that didn't mean it would work for everyone...so you had to figure out how to turn it into a system that WOULD work for anyone who did it]

It started as just my random system for getting the ideas out of my head and out onto some page somewhere.

It probably wouldn't work for anyone but me. So I had to figure out how to show others this masterpiece of an idea.

[Tell them how you formulated that system]

That's when I buckled down and reverse engineered WHY it worked so well for me . When put this way, it was easy to explain.

With each element of copy ready on the top of each card. With intention.

As if all I had to do was fill in the answers to the research I already had.

[Tell them why it will work for them]

Now this system will work for you because of how anxiety reducing and simple it is.

Anyone who can write out a few short sentences with a pencil can use my \_\_\_ system.

In fact, I want to find someone who is NOT able to use this system to obliterate their blank page blues.

[Tell them the other option is to go through all the failures you went through, read hundreds of books, consult experts, and experiment...or take the shortcut and learn it from you]

So if you've had the pleasure of staring at a blank screen for hours... Procrastinating when clients are hounding you for updates... Or you just want to finally get your products and services out in the marketplace faster...

...I'd like to directly challenge you to learn a little more about this card system.

Because that devilish blank page syndrome ain't going anywhere until you find something that works for you.

Thousands of other writers stick to the same habits that aren't helping...

... going through all the pain I've dealt with trying to figure it out.

Failing month after month. Losing clients and TONS of money as a result.

Or you can leap over the pit of amateur writers and get the scoop on this 4x6 system.

[Soft CTA]

The choice is yours. I'm here to help you destroy those blues asap.

So you can focus on life's more important fruits.

Until next time,

-YOUR NAME

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