# ClosetKeeper™ Email Swipe Copy

**EMAIL COPY (SHORT VERSION)**

**SUBJECT: Running a business is no walk in the park …**

Hey [NAME]

Running a business is HARD … especially if you’re a one-person show. Like really, you’re the CEO, the worker bee, the accounting team, payroll supervisor, sales manager … everybody! And that can and does get exhausting.

Now for just a sec, I want you to forget the chaos and imagine …

Knowing exactly what to write every time you blast out a sales email to your list of subscribers …

Feeling confident every time you email a project proposal to a new client …

Running your business like a true professional, always writing website copy, landing pages, sales pages, emails, proposals, product and service descriptions, and emails that constantly attract new clients and say all the right things to keep the clients you have …

And spending way less time on writing … and more time operating in your zone of genius.

It’s possible … even if you hate writing all those things I just named.

You see, I’m a member of the CopyCloset, an online “grab and dash” resource put together by the Million-Dollar Word Stylist and 2X best-selling author Apryl Beverly. Here, you’ll find 50 and counting sales and landing page templates, email scripts, video training sessions and so many other pieces of content you can easily customize and use for YOUR business … so you communicate like a pro from day one.

PLUS, Apryl hosts LIVE Masterclasses every single month so you can get the inside scoop on a particular type of writing and ask questions about your own writing hiccups.

Get all the details here. [INSERT YOUR AFFILIATE LINK]

To your biz success,

[INSERT YOUR SIGNATURE]

P.S. Everything is included … from sample sales pages and templates, to email scripts, video training sessions and monthly LIVE Masterclasses. And each of scripts and templates are completely customizable, so you can quickly use them as your own within minutes.

**EMAIL COPY (LONG VERSION)**

**SUBJECT: I’ve got a secret to share …**

Hey [NAME]

Now, before I tell you my secret, let me do a quick vibe check …

Have you been spending early mornings and late nights on Google searching for a way to finally blast out emails that sell?

What about frantically searching for the “perfect” sales page sure to flood your bank account with cash?

Or sitting and staring at the screen because your client’s payment is late and that standard PayPal reminder email hasn’t exactly encouraged clients to pay up?

Well, let me be the first to admit that I’ve been there. So if you’ve answered YES to any of the questions above, I completely understand.

Now, the secret is … you don’t have to continue to do those things. You see, I found a better way to write everything I need for my business and now I wake up to rainbows and sunshine every single day … and it’s been absolutely delightful.

And because I love seeing YOU win, I’m dropping in today to let you know how you too can have a business you actually love waking up to without all the anxiety of an overwhelming list of things to write.

So I have two words for you – The CopyCloset.

What is it?

Glad you asked.

It’s an online “grab and dash” resource put together by the Million-Dollar Word Stylist and 2X best-selling author Apryl Beverly. You see, before I stepped inside the CopyCloset, I was spending hours (even weeks) trying to write the perfect email, sales page, landing page, “pay or die” email and all the other stuff us entrepreneurs have to write. But no more.

Inside the CopyCloset, Apryl has tucked 50 and counting done-for-you scripts and templates – so you can slide in grab what you need and dash off to publish your new money-making masterpiece content.

PLUS, Apryl hosts LIVE Masterclasses every single month so you can get the inside scoop on a particular type of writing and ask questions about your own writing hiccups.

Here’s a whiff of what’s inside:

* All recordings and emails from her wildly popular F.A.S.T. Money Challenge that **landed participants their VERY FIRST sales and boosted engagement on Facebook by 10 TIMES!** (this challenge is now selling like funnel cakes at a carnival for $97, but as a member you get it absolutely FREE)
* The 8-part email sales sequence she uses to **turn freebie seekers into paying clients** (Apryl and her clients have made tens of thousands of dollars using these emails)
* 50 money-making pieces of content you can steal (legally) and use to **get your prospects to whip out their credit cards and smack the buy button**

PLUS, you’ll get:

* At least 2 new pieces of **money-making content every single month** that you can use to attract new clients and make the ones you already have never, ever want to leave you
* One new monthly Masterclass + live group Q&A training with me so you can get **full access to a million-dollar copywriter without paying thousands of dollars**
* One new **monthly training from a Guest Stylist on everything from FB ad targeting, setting up webinars, list building** and more
* Access to a Facebook Group where you can **ask questions AND get answers**
* **20% off all other 2016 premium courses and services Apryl offers** (not including books because Amazon wants all the money)

And the best part is Apryl understands how expensive it can be to hire a great copywriter, so she's created the CopyCloset as an AFFORDABLE place where you can grab and dash with content that makes you money! Oh and you get all this goodness for less than $2 a day.

Find out more here. [INSERT YOUR AFFILIATE LINK]

See you inside,

[INSERT YOUR SIGNATURE]