

**THE COPYCLOSET™ PRESENTS**  
**MONEY MOVES MASTERCLASS**  
**FIVE STRAIGHT-UP-NO-CHASER STRATEGIES FOR**  
**CRAFTING EMAILS THAT TURN SUBSCRIBERS INTO BUYERS**





# FIVE STRAIGHT-UP-NO-CHASER STRATEGIES FOR CRAFTING EMAILS THAT TURN SUBSCRIBERS INTO BUYERS

FIVE STRAIGHT-UP-NO-CHASER STRATEGIES FOR  
CRAFTING EMAILS THAT TURN SUBSCRIBERS INTO BUYERS

STRATEGY #1: SUBJECT LINE SHOWDOWN

STRATEGY #2: MAKE A GREAT FIRST IMPRESSION

STRATEGY #3: END THE GUESSING GAME

STRATEGY #4: THE THREE-E PROCESS

STRATEGY #5: ACTIVATE THE MAGIC

Q&A TIME

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# 3 REASONS TO USE EMAIL MARKETING



# STRATEGY #1: SUBJECT LINE SHOWDOWN





# STRATEGY #2: MAKE A GREAT FIRST IMPRESSION



# STRATEGY #3: END THE GUESSING GAME



# STRATEGY #4: THE THREE-E PROCESS



# STRATEGY #5: ACTIVATE THE MAGIC





**WELP, I AIN'T SELLING  
NOTHING SO IT'S  
QUESTION TIME ...**

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