

Dave Schafer
AR - Email sample 1
www.daveschafer.net

Subject: A 60-pound elephant

Hi FIRSTNAME, Dave here from American Writers and Artists Inc., and I'm a little dusty after taking a walk down memory lane...

You see, I had a ... disagreement with my preteen daughter this afternoon. First, she got upset when I wouldn't let her have spoonfuls of Nutella for a snack. Then, I told her that one hour of playing the Nintendo DSi enough, and it was time to save her game and quit. She didn't agree with that, and she tossed the game system onto the couch, stomped up the stairs (he's like 60 pounds ... how can she sound like an elephant going up those carpeted steps?) and slammed the door shut. On her way up, she yelled, "I can't wait until I'm old enough to do whatever I want."

Since I wasn't about to walk into that tornado again, I stayed clear of her room and got to thinking about when I was her age. The yearning for freedom from the yoke of parental oppression. The day -- so far off -- when I could do whatever I wanted. My dreams were as simple as a desire to stay up until midnight.

And, then, in my teen years ... man, the things I did to assert my independence. (I'm going to be in trouble in a few years.)

It made me a little sad, thinking about her future, the one that she didn't even imagine, but that the rest of us grown-ups know all too well...

Because when we grow up, reality hits. I got a job. A good job that paid the bills. But my boss told me what to do. Told me what to say, and how to say it. Told me where to be, and when. To be at my desk every morning at 7:30. Told me to work on a Saturday. (A Saturday!) And when I needed time off -- when that same daughter needed oral surgery a few years ago -- I had to ask permission.

Where was the freedom I'd always dreamt about?

Then, last year, I found it.

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I bought AWAI's Accelerated Program for Six-Figure Copywriting course. It transformed my life. I'd written before, but this quickly and easily made me A Money-earning Writer. And, it let me take control of my life. I left my stodgy day job and went to work for myself.

I spent my days in a perfectly air-conditioned office in my home, feet from my bedroom. (I'll admit, I wore my pajamas the whole first week.)

I ate breakfast with that same daughter and her sister. I was waiting on the porch when they got off the bus in the afternoon.

And, I was writing content for products that fascinated me. Things I'd snuck off to research online while I was supposed to be working at my "day-to-day" job. Now, I was being paid to research it, and then to write about it.

Man, how could life be any better?

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Now, I work from 9-4 ... or 11 to whenever ... or 6 p.m. to midnight ... whatever fits my mood.

Now, my work fits around my life, not the other way around.

Now, that mouthy-but-so-sweet daughter has the father as a part of her life when she needs a father figure the most.

Doesn't this sound like The Life?

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Oh, and did I mention ... I'm making as much money working in my pajamas as I made working for The Man? Seriously. Within six months, I was earning as much per month as I was making in my regular 7:30-to-4:30 job.

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Give it a try. There's NO RISK -- if you're not completely satisfied, you can return the material within 30 day for a FULL refund.

Sincerely,

Dave

P.S. Man, I don't miss that hour-long commute each morning. Now, my hardest challenge is actually getting out of bed. And you know what? If I don't want to, that's fine. I'll just work later.

And don't forget -- it's 100% satisfaction guaranteed. If you don't learn the tools you need to make money as a writer, AWAI will refund your investment.

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