

15-Minute Email Academy

Perry Marshall

Subject: I got nervous when she wanted to watch

1

"Look Over Perry's Shoulder" email course free taste:

2

<http://www.perrymarshall.com/lops-free-sample/>

Jeremy,

An off the cuff idea someone reeled off in 2012, almost carelessly, turned into a HUGE hit. Planet Perry Members are still raving about it and it's so cool, I'm giving you a free taste.

3

Dan Kennedy hired me to run the summer session of his \$26,000 per year Titanium Mastermind group. I was taking "requests." One was from Brittany Lynch, a 25 year old wunderkind entrepreneur who's been following me since she was 15.

"Perry, I just want to watch you write an email."

That's exactly what I did - and member after member said, "Write one for me too!!!"

They learned more about on-the-spot copywriting from watching me do it in one hour than from stacks of copywriting books.

4

I offered this to my own members, via webinar, and they went crazy.

Want a free sample?

5

Get it here now:

<http://www.perrymarshall.com/lops-free-sample/>

Perry

***NOTE: Please do not reply directly to this email, instead go to <http://support.perrymarshall.com>

Questions for Perry

Strategy

What is the goal of this email?

What strategy are you using to achieve this goal?

Block-by-block tour

BLOCK #1 – What subject line formula or technique are you using?

BLOCK #2 – What is the purpose of this slug line, something not seen in many emails?

BLOCK #3 – Please describe the purpose of the first few paragraphs

BLOCK #4 – How does this benefit-driven conclusion motivate people to take action?

BLOCK #5 – Please describe your call to action