

## *Sample Email #1: Inbound Marketing*

**Goal of email:** Promote a new downloadable eBook on the client's website and continue building rapport with existing customers. Client runs a writing coaching business.

**Subject line 1:** How to unblock your mind & defeat writer's block.

**Subject line 2:** I'm going to help you end your writer's block.

Hey [INSERT NAME],

I know that writer's block isn't fun.

Just last month, I sat down to start a new project and stared at the blinking cursor on my blank page...

And stared...

And stared some more...

It was an entire WEEK before I could find the words.

Like me, you've probably experienced this frustrating mental block at some point in your career.

That's why I've created *The Ultimate Guide to Overcoming Writer's Block: 10 Tips & Tricks to Unblock Your Mind*, an eBook written by writers for writers.

These are my very own tried and true methods that helped me overcome my writer's block.

All you have to do is [download the eBook](#) and start reading!

The Ultimate Guide to Overcoming Writer's Block includes 10 tips and exercises to help you start writing again, such as:

- Free creative writing prompts
- Ideas for creating a daily writing routine
- Understanding the root of your writer's block
- [& More!](#)

I want to help you reach your full potential as a writer. I promise that if guide doesn't help you put words on the page, you'll get your money back guaranteed.

Make sure to check out other [free writing resources](#) on the blog, or shoot me an email at [REDACTED].com to let me know what type of content you'd like to see!

Happy writing,

[SIGN OFF]

## ***Sample Email #2: Inbound Marketing***

*Goal of email:* The purpose of this email is to build rapport with existing customers while also notifying them of a new YouTube video. Client owns an online fitness business.

**Subject line 1:** What you need to know before losing weight.

**Subject line 2:** Here's the secret behind losing weight (Plus: my confession)

Hey [INSERT NAME],

I have a confession.

When I first started my weight loss journey, I failed.

Not once, but EIGHT times.

Fast forward ten years and one hundred pounds, and I've managed to not only keep the weight off, but follow a healthy lifestyle that I love.

Want to know my secret?

I reveal the methods I used to lose weight and live healthier in my [new video](#).

In this video, I'll tell the full story of my fitness journey, and reveal all the ways I kicked my bad habits and formed healthier ones—and how you can, too.

You'll also learn...

- The exact exercise routine I followed to lose 50 pounds in 1 year
- How to cook 3 staple delicious and nutritious meals
- How I stayed motivated during my journey
- How you, too can come up with your own exercise routine, form healthy habits, and live a life you love!

Make sure to [watch my new video here](#), and as always, let me know what you think by emailing me at [REDACTED].[com](#).

Until next week,

[SIGN OFF]