

Story Based Email Examples

Introduction

This document includes my email nurture sequence and founder story, which is told over four emails. As you can see, I practice what I preach when it comes to writing story-based emails for myself and clients.

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Email #1: Why My First Grade Teacher Called My Parents

Subject Line: Why My First Grade Teacher Called My Parents

Preview Text: The diagnosis that changed my life

Hey <<First Name>>,

I stared blankly as my first-grade teacher taught everyone the ABC's.

Her hand moved gracefully as she wrote white lines on the board.

But none of the bizarre, squiggly lines made sense to me.

Later that night, she phoned my parents and said,

"Jesse's just not getting it."

My worried mother took me to see a specialist. I remember sitting in a cramped white room as a friendly doctor checked my eyes and other vitals.

As I sat in the waiting room, I tried to listen to their hushed conversation.

Dyslexia.

That's what I was diagnosed with.

Dyslexia is a learning difficulty that affects reading and writing.

On the floor of our living room, my father calmly taught me the ABC's.

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My passion for reading and writing blossomed once I conquered the alphabet.

In my bedroom, **I would lose myself in books, drawings, and stories.**

Looking out my window, I would daydream about becoming a famous writer or author - *I still do!*

My parents saw that I was creative and decided to enroll me in a high school for artistic teenagers like me.

However, the school was a bit too artistic for me.

Crayons, fancy fountain pens, and recycled paper were the only things we were allowed to write on.

The school was supposed to foster my creative talents.

But puberty has a way of changing things.

I started caring more about girls than I did about schoolwork.

Being the class clown, as I discovered, was a great way to get attention from my female classmates.

It was also a sure-fire way to get kicked out!

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I was hauled off to the principal's office for doing something terrible.

"We don't recommend your son come back next year." Said the principal to my shocked mother.

What did I do that was so terrible?

I'll tell you in tomorrow's email. Look out for my email titled **"My cringe-worthy confessions."**

You'll hear the story of how I wrote and sold my own book while being locked away in an all-boys boarding school.

Write On!

Jesse

Email #2: How I Landed My First Client By Accident

Subject Line: How I Landed My First Client By Accident

Preview Text: an accidental meeting

Hey <<First Name>>,

My freelance copywriting journey kicked off at 21, with barely \$5 in my bank account and no clear path forward.

I was living in a shared house with several strangers.

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Money quickly became tight, and I found myself pawning my laptop just to make rent.

Landing my first client was crucial; without one, I faced the prospect of returning to some soul-crushing 9-5 job.

By a stroke of luck, I heard about a free marketing conference happening in my city that weekend.

It was the perfect opportunity to network with potential clients and business owners.

However, there I was — **a shy, nervous 21-year-old with no real plan**, walking into the lobby of a grand hotel, clutching an old briefcase, and donning a suit that was clearly a size too large.

I felt completely out of place among the hundreds of attendees because they were all clearly decades older and wiser than me.

When the big doors opened, I darted inside and took a seat at the back, hoping to blend in and hide.

Throughout the two-day conference, I was too shy to approach anyone. I kept to myself, isolated.

During the final afternoon break, as I waited in line for coffee, I turned to find a friendly-looking woman behind me.

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Gathering my courage, I started a conversation that would change my life forever.

"Are you enjoying the event so far?" I asked nervously.

"Yes, it's been great!" she replied with a wide smile.

"Who has been your favorite speaker?" I inquired.

Her name was Jane—a warm American who had moved to Australia and was running a real estate business.

We chatted briefly as the barista prepared our coffees. When Jane learned I was a freelance copywriter, her interest piqued.

"Oh, you're just the person I need to talk to about some web projects."

I was stunned. My first lead had found me so effortlessly.

Jane hired me to write various materials for her business, including website copy, sales pages, email campaigns, and brochures.

Despite my youth and inexperience, they gave me a chance. I remain grateful for that opportunity to this day. You never forget your first client!

The next 12 months were nothing short of a rollercoaster.

You don't want to miss my next email.

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I will explain how, in less than a year, I went from being a little-known freelance copywriter in Australia to being in high demand and charging hefty fees for some of the biggest names in marketing.

Write on,
Jesse Forrest

Email #3: Single Email Gets Me Enough Clients For A Year

Subject Line: Single Email Gets Me Enough Clients For A Year

Preview Text: sometimes one email is all it takes

Hey <<First Name>>,

This is the story of how a single conversation brought me high-paying clients for an entire year.

And not just any clients—I'm talking about some of the biggest names in online marketing.

The story begins in 2004.

I had just started my freelance copywriting career and worked with a grand total of ONE client, whom I met randomly at a local marketing seminar.

But I couldn't rely on just one client. I needed more.

One day, I stumbled upon an online forum called 'The Copywriters Board'.

(Unfortunately, the forum no longer exists.)

As I browsed the forum, I noticed that many of the members were high-level copywriters too.

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The owner of the forum, Michel, was a big shot in the copywriting world, known for generating millions for his clients.

Even though I was a beginner, I found myself participating in discussions, asking questions, and trying to soak up as much knowledge from the seasoned pros as I could.

I was young, bold, and had nothing to lose.

So, I emailed Michel and said:

“If you’re ever too busy with client work, I’m available to help out with some of the workload.”

I didn’t expect him to reply.

But then he did!

He asked to see examples of my portfolio, which I sent.

He gave me a test job to rework a sales page he had written for a client.

Rewriting this famous copywriter's own work—well, I felt the pressure!

I rewrote the sales page, emailed it to Michel, then waited anxiously for his reply. The following days felt like forever.

I saw his reply in my inbox, and my heart leapt.

He liked my work and agreed to send me referrals!

Lesson #1: You’ve got nothing to lose by asking for what you want. Even if the answer is ‘no’, you’re exactly where you started. So you might as well ask anyway.

I was over the moon. I’d taken a gamble, and it had paid off.

For the next year, Michel referred many of his clients to me. Some of them were the **biggest names in the online marketing world** at the time.

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Such as Jay Abraham, whom Forbes listed as one of the top five marketing coaches in the US, and Dr. Demartini, one of the featured experts in the groundbreaking movie, 'The Secret,' which sold 35 million copies.

I took every copywriting job that came my way—Japanese toothbrushes, dating workshops, self-help seminars—covering **a total of 153 different niches!**

My reputation skyrocketed, but I found myself unable to keep up with the demand for my copywriting services. I literally had more clients than I could handle!

So, I started training other copywriters and officially launched my own copywriting agency.

I was even hired to train marketing executives from companies like **Chanel, Disney, Sony, and JP Morgan.**

Everything seemed great on the surface.

My copywriting agency was growing, I was working with famous clients, and I was making a great living.

But I was secretly struggling in silence.

Struggling with three things that freelancers don't often talk about.

And they can make or break your freelance copywriting career.

Little did I know that a big change was on the horizon. In fact, my whole world was about to change.

Stay tuned for my next email for the rest of the story.

Write on,
Jesse

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Email #4: From Failing English To Writing For A Living

Subject Line: From Failing English to Writing for a Living

Preview Text: My rocky road revealed

Hey <<First Name>>,

Yesterday, I shared an embarrassing story about writing and publishing a book called 'How to Get a Girlfriend' at the tender age of 15 from my dorm room.

I had never had a girlfriend before, and the book was largely plagiarised from another book I had read on the same topic.

You can watch me recount the entire story in **this video**.

Today, I'm continuing that tale and explaining why nearly failing my English exam turned out to be the best thing that could have happened to me.

Lesson #1: Let me be clear—this is a cautionary tale. **Never plagiarize or copy someone else's work.** I was just a naive teenager; don't make the same mistakes I did.

In my final year of high school, I would often find myself staring out the window, lost in daydreams of becoming a successful journalist.

I approached my final English exam full of confidence, only to find out I barely passed.

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I didn't achieve the grades needed to study journalism at university, leaving school feeling depressed and hopeless.

With no qualifications in hand, I scoured the newspaper for jobs that required "no experience needed."

My nights were spent stocking shelves at a supermarket and a fruit shop.

During the day, I washed dishes in a restaurant and made calls as a telemarketer during dinner time.

Eventually, I secured a sales job in Queensland.

The best part of the job was a massive wooden bookshelf filled with books on sales, marketing, and entrepreneurship.

One late night at work, I discovered **Joseph Sugarman's "Advertising Secrets of the Written Word"** and read it in one sitting.

That book sparked my passion for copywriting and showed me that making a living as a writer was indeed possible.

I devoured every book on copywriting I could find, attended workshops, and practiced writing daily.

Despite my improving skills, I lacked the confidence to leave my dead-end job and chase my dream of becoming a freelance writer.

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I had no professional writing experience, no formal qualifications, and no degree. Who was I to call myself a "freelance copywriter"?

Eventually, I mustered the courage to quit my job, boarded an overnight bus, and returned to Sydney with just a suitcase, my laptop, and about \$5 to my name.

I moved into a shared house with a few strangers.

Though I didn't have much, I was determined to succeed as a freelance copywriter.

However, success took longer than expected, and I soon ran out of money, forcing me to pawn my laptop just to cover the rent.

Lesson #2: Don't quit your job to become a freelance copywriter without sufficient savings to support yourself for at least six months.

Alternatively, consider working part-time while building your freelance career. Stay tuned for tomorrow's email, where I'll share how I went from barely scraping by to landing my first copywriting client!

Write on,
Jesse Forrest

Email: Weekly newsletter

Audience: Start Copywriting

Subject line: Shhhh!

Preview text: None

Welcome to this week's issue of the Start Copywriting Newsletter!

PSST... This email contains images, so be sure to enable them above!

Let me tell you how yelling "shhh!" made me a better copywriter.

After a long day of copywriting, I was feeling exhausted.

So, I decided to treat myself to a relaxing Thai massage.

I visited one of my favourite Thai massage shops.

The warm, fragrant oils, the gentle music, and the soothing hands of the masseuse were working their magic, and I was drifting into a blissful state of relaxation.

Suddenly, the tranquility was shattered.

A group of noisy tourists barged into the shop, their voices loud and disruptive.

They were speaking to the shop owner in raised tones, completely oblivious to the serene environment they had just invaded.

I tried to ignore it, focusing on the relaxing massage, but their chatter kept getting louder.

After a few moments of this, I had enough.

I got up, flung open the curtain that separated the massage rooms from the reception area, put my finger to my lips, and uttered a loud, firm "Shhh!"

The tourists looked startled, their faces turning a shade of red. They quickly apologised and settled down, speaking in hushed tones as they waited for their turn.

This experience reminded me of an important lesson in freelance copywriting:

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Just as I needed a quiet environment to enjoy my massage, a freelance copywriter needs a noise-free environment to produce their best work.

This means setting boundaries to minimise distractions and establishing a routine that allows you to focus on writing in peace.

If you work from home and have a family, it means creating a dedicated work space and hours where everyone understands not to disturb you.

Moving onto this week's copywriting example and my analysis...

Copywriting Example: The Most Copied Ad



*"Can he really play?" a girl whispered.
"Heavens no!" Arthur exclaimed. "He
never played a note in his life."*

**They Laughed When I Sat Down
At the Piano
But When I Started to Play!—**

John Capels created this advertisement in 1926, and it has since grown to be one of the most successful in history. In the past 87 years, copywriters around the world have copied the headline of this famous ad to grab attention and sell a variety of different products and services.

Here are some examples I found that used the headline as inspiration...

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**They Laughed When I Joined Sales
But When I Started Selling, They
Ended Up Calling Me "Fireboy"...**

**They Laughed When I Asked This
Question, But Then I Got Hired**

**They Laughed When I Said I Only
Represent Buyers Then NBC Put Me On
TV**

Video: The BEST ChatGPT Copy Prompt



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This is one of my most popular videos, with 55,000 views and counting! The video is called "The BEST ChatGPT Copywriting Prompt" and it covers a simple prompt formula that you can use to write ANY type of copy within seconds. Go here to watch the full video now.

Client Getting Tips: Your Local Library!

Can you really find copywriting clients by visiting your local library?

Well, yes!

Here's how I do it, step-by-step.

1. Visit your local library and check out their magazine rack.
2. Pick up a trade magazine that interests you.
3. Flick through the magazine and look for print ads that you think you could improve
4. Take a photo of each ad with your phone
5. Go to the businesses website and find the founders email address
6. Send an email to the founder with the ad image at the top. Offer ideas if they are willing to hear them. If they reply with "yes," send them your ideas, and then offer to rewrite the ad.
7. If you don't get a response right away, follow up a week later.

This approach has worked for me. Will it work for you? Give it a try and let me know!

I hope you enjoyed reading this week's newsletter! If you have any feedback you'd like to share, or things you'd like me to cover in future issues, just reply and let me know. I read all emails (but don't always have time to reply).

And if you're not loving the newsletter anymore, you can always unsubscribe by clicking the link at the bottom.

Write On,

Jesse

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