

Hey, it's Ian again taking over CopyHour to answer some questions.

The 8020 Email Copy Crash Course is available until **TONIGHT, Sunday December 7th at 11:59PM PST**: <http://8020emailcopy.com>

I'm gonna take a minute to answer the more common things people are thinking about:

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What's included in the "8020 Email Copy Crash Course?"

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This is a 4 week training program. You'll be receiving emails every day Monday through Friday for the 4 weeks. (We'll make accommodations for the holiday timing so that you don't get behind and feel overwhelmed.)

These emails will be the bulk of the learning in the program. Each one will have specific lessons, examples, and pieces of copy to handwrite. Also, as each new email "type" is introduced you'll receive an exact structure and formula to use to write the specific email type.

It's designed so that you can follow along in "real time" and write your own autoresponder as you go. In fact, I'll actually be using this course to write an autoresponder of my own as I go along. (I'll reveal the exact autoresponder as I write it in the advanced webinar trainings.)

You'll have a bare minimum of 10 emails completed by the end of the course. You can use these as a new autoresponder or something to test against your current autoresponder.

You'll also receive my 71 subject lines and email formulas template that's worth more than the cost of the course by itself. It's the same document I use every single day to come up with subject lines and email ideas. It took me over a year to compile the list and it's filled with ONLY proven winning subject lines and formulas. The losers were NOT included.

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Are there any bonuses included?

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Yes. Because I don't want you to ever struggle with writing emails again I've included the 71 subject line and email formula list I mentioned above.

You'll also receive a guide that outlines all the principles I learned from thousands of email split tests. It's a concise 2500 word document that outlines email best practices and test results and ideas.

There is another guide that teaches you the core email lessons you need to know to write kick ass copy.

And last but not least...a copywriting checklist I personally use when I write sales letters for 7 and 8 figure direct response companies. This list will show you the exact steps I take when creating a

sales letter from scratch. I write most of my sales letters for info products in just two days...and so can you if you follow this checklist.

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How much does it cost?

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Let's do a quick comparison...

Ryan Deiss's recent launch of "The Machine" was a multi thousand dollar product. And it included around 30 email templates.

The McMethod and ARM both cost around \$300.

For the core 80/20 Email Copy Crash Course it's just \$197. And what I've learned from email has NOT been in the IM niche. It's not from mailing to a passionate list of rabid buyers.

Everything I've learned has been from mailing hundreds of emails to a list of over a million subscribers and testing EVERYTHING you can think of.

I could've gone the route of the thousand dollar course. But I didn't want to. I also didn't want to price it too low at a hundred bucks. I think \$197 brings in the perfect type of person. It's still affordable but it gets rid of the people who just want the next shiny object.

I want people who are committed to taking action and really want to succeed.

And for those of you who really want to accelerate the learning curve and learn advanced email training that you can't find anywhere else...you can get the advanced course. There are only 20 spots available total but they've been going fast.

I can't guarantee that they will be available all day so I recommend you get in on that now while you can if you want the advanced training.

How much is the Advanced training? 3 payments of \$197.

This is the first time I've ever offered this course. (And I honestly don't know if I'll be offering again or how I'll be promoting if I do. My schedule is already packed and I just don't know if I'll have time to keep doing this.) So this may truly be the ONLY opportunity to ever see what's inside the training.

Remember, it ends **TONIGHT at 11:59PM PST** so don't delay.

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Is there a guarantee?

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Yes. But not in the traditional sense.

There isn't a 30 day or 60 day "no-questions asked" money-back guarantee.

But there is a guarantee. If you actually do the exercises in the emails...and write a few emails of your own using the formulas and DON'T feel like this course over delivered, then we'll gladly refund your money.

I'm doing this for two reasons.

1. I think the best way to get people to actually TAKE ACTION and follow through on a course they bought is to offer them "no return." If you can just send an email or make a phone call to get your money back it's much easier to do that than to actually DO the work. I want you to succeed and I think this is the best way to make sure that happens.

2. The type of people who are willing to take a leap of faith to learn something are the type of people I want to work with. They don't make excuses. They don't complain. They want to grow and succeed. They are serious about their business and success.

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How do I access the training?

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You'll be emailed a download link upon purchase that will give you access to the 2 email guides and the 71 subject lines and email formulas. (I'll be sending out the copywriting checklist later this week).

The emails with your daily lessons and handwriting exercises will arrive in your inbox at 3AM PST or 6AM EST. I may add some bonus training on the weekends if people want it.

The advanced class will consist of 4 webinars that we'll email you the dates for.

This is an EMAIL course and it will be delivered primarily through EMAIL. I figure that makes sense.

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Do I HAVE to hand copy emails?

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No. It's not a "requirement" necessarily but it WILL accelerate the learning process dramatically. I personally still hand copy almost every day. It's the best way to learn in my opinion.

That being said I'd rather you actually WRITE your own emails than hand copy them.

If you don't have a list or product we'll show you how you can write an autoresponder anyways. (This is an AWESOME way to get clients if you want to be a freelance copywriter or email copywriter.)

The hand copying exercises are only 25 minutes. NOT an hour. So the hardcore will commit 50 minutes each day. 25 minutes to hand copy. 25 minutes to write their own email. And they'll have 20 emails done at the end of the course.

For the Minimum Effective Dose I'd recommend you set aside 25 minutes twice a week to write emails. That way you'd have 8 emails done in 4 weeks. 10 emails done in 5. That's for the slackers but it's still a great way to get shit done.

Sorry for the long email. Just wanted to make sure we answered all your questions!

Remember, the training closes **TONIGHT at 11:59PM PST.**

[Click here to get instant access](#)

We'll send out a reminder later to make sure no one gets angry that they missed the deadline. The actual course starts TOMORROW so I recommend you reserve a spot in the training now.

Talk soon,

Ian Stanley & Derek Johanson