

Overview

Here are two sample promotional emails from a 5-email autoresponder series. The client is a guitar lesson website and the target audience is beginner guitar players.

The goal of these emails (as with all promotional emails) is to *get the click*, period. Once the reader clicks, the goal of the landing page is to convert -- to get the reader to sign up for a free 1-week trial of a guitar lesson membership website.

If you're trying to sell the reader with just your emails, you might be trying too much. Get the click and let the landing page do the rest.

Notice how these emails provide tons of value to the newbie guitar player. This builds trust and likability. It also builds a sense of reciprocity in the reader which is a proven persuasion technique.

Also notice that I designed these emails with my copywriting strategies, including:

- An irresistible, benefit-driven subject line that speaks to the specific audience
- A focus on helping the reader
- Telling a stories to surprise & entertain
- Teaching something valuable, unexpected, & counterintuitive
- Transitioning seamlessly to sales without sounding pushy or sleazy
- A simple but enticing Call-to-Action (get the click!)

Check 'em out and contact me to level-up YOUR emails.

Email Number 1

Subject:

- Option 1: How your guitar playing is ruining your ear (and how to fix it)
- Option 2: The biggest mistake that newb guitar players make (and how to fix it)
- Option 3: Skip this and your guitar playing will forever suck

Hi [NAME]--

I want to tell you about one of the biggest mistakes I see new guitar players make. It can screw up your "ear" for months and it will make learning songs, chords, scales, & licks a lot harder than it needs to be!

First, what do I mean by "ear"?

Well, how you hear and listen is important to your guitar playing. You may not realize it now, but soon (with enough practice) you'll be able to "hear" a song or riff and be able to play it almost right away! Of course, some of it will depend on your playing ability, but you get the point...

See, your "ear" will develop along with your fingers to the point where you can listen to a song, hear what's going on, and be able to play it without too much hassle!

I know that sounds incredible, but stick with it and you'll get it.

So what is this big mistake? **Not tuning your guitar before you play.**

How does not tuning screw up your ear?

Think about it...

If you don't tune your guitar, your ear will get trained to pitches and sounds that are out of tune! You'll actually get used to your guitar sounding BAD. And when you try to play with song recordings or other players, it will sound BAD and they'll notice it right away!

You'll be lucky if they call you back!

So fixing this and learning how to tune your guitar is one of the first things you should do. Learn how to do it quickly, easily, and efficiently. There are plenty of YouTube videos that will show you how.

Note that we are talking about standard tuning here. From low to high strings: EADGBE.

So with that, there are two main methods of tuning a guitar (or any instrument for that matter): ***relative tuning*** and ***concert pitch tuning***.

Relative Tuning

Relative tuning means you are tuning the guitar relative to itself, so everything sounds good across the whole fretboard. This works great if you are playing solo (no recorded backing tracks or band) or if you are trying out a guitar in a store, for example. You want to get the guitar sounding good and “in tune” fast so you can move on with life.

If you play over recorded tracks or with live musicians though, relative tuning is lame. See, your guitar will be in tune with itself, but you won't be in tune with the track or the other musicians. In that case, you'll sound out of tune when compared to the rest of the band. So tune to *concert pitch* instead.

Concert Pitch

Tuning to concert pitch means tuning to the recognized concert pitch standard of A = 440 Hz. This means the "A" note above middle C vibrates at 440 Hz, creating the sound that our ears recognize as an A note pitch.

I prefer the concert pitch method because:

- It calibrates your ear to a standard that most modern-day musicians and instruments follow
- It allows you to play with recordings and musicians and still sound “in tune”
- It's consistent

The easiest way to start using A440 is to get a guitar tuner and use it every time you sit down to play. Your guitar will sound great across the whole neck and you'll be training your ear with correct pitches and intervals. This is huge!

Oh yeah, there are a few other things that will affect how well your guitar stays in tune, even if you use a tuner. Your guitar setup and the humidity are two big things that come to mind. But there's one other thing that can mess with your tuning, even if everything else is good.

It's another common mistake that even old pros fall prey to. I certainly do. Can you guess what it is?

Hit reply and tell me what you think!

I'll tell you in the next email, so “stay tuned!”

[NAME]

[COMPANY NAME]

Email Number 3

Subject:

- Option 1: I stood up with my guitar and I couldn't play a damn thing!
- Option 2: If your guitar playing sucks when you stand up, read this
- Option 3: What's the best position to practice guitar in? Details inside

Hi [NAME]--

Now that you know two BIG mistakes that new guitar players make (and how to fix them), let's move on to another one, shall we?

First, a quick story...

Like many guitar players, I started playing in my teens in my bedroom. For the first couple of years, I would sit on the edge of my bed trying to learn Van Halen songs. It was going pretty good at first and I was learning a lot from the guitar magazines (there was no YouTube back then).

Soon I was able to cop cool Van Halen licks, even Eddie's famous two-handed tapping runs from songs like "Eruption". I couldn't wait to get together with a couple of my high school buddies and jam!

When we did finally get together, I had a rude awakening. **I had to play standing up!** Turns out I couldn't play the cool licks and songs that I had no problem with while sitting down.

It makes sense though...

How many of your favorite rockers sit down when you see them play live? Um, none?

It was then that I realized I needed to spend some time practicing while standing up. How you practice is how you're going to play in a live situation. And if you can play all those cool licks while standing up, you'll be able to play them when you sit down. Unfortunately, the opposite isn't always true.

So the third big mistake I see new players make is **not spending time practicing while standing**. And related to that is **not holding the guitar properly when sitting**.

Now everyone's body is different, and what is comfortable for you may not be comfortable for me. But I think we can agree that if your posture and position stops you from being the best you can be, then something has to change!

So if you're having trouble playing something (especially while sitting), try changing positions. There are two main seated positions.

One is classical position...



And the other is casual position:



If you sit one way and have trouble playing, change positions.

If you feel cramped up, pain in your shoulder, back, butt cheek, or whatever, change positions!

There's no right or wrong, only what works best for you. I often switch from standing to seated casual, to classical, and back to standing, all in one session.

Stuff like this isn't always easy to figure out by yourself, especially if you haven't been playing very long. That's why it makes sense to have a teacher help you along your path to guitar greatness.

Right now, I'm offering a **free 1-week trial to my [Beginner Guitar Course](#)**. You get full access to all lessons, videos, backing tracks, and PDF's. *You'll play better, faster than you thought possible.*

Click [here](#) to get started now.

In the next email, you'll learn about another mistake that beginners fall for. But it's not their fault. A lot of well-meaning guitar teachers teach this too early before strength builds up in your fretting hand.

See you then!

[NAME]

[COMPANY NAME]

P.S. Click [here](#) to get **FREE access to my [Beginner Guitar Course](#) for one full week**. You'll get access to EVERYTHING! I'll probably stop offering this freebie soon, so don't delay. See you on the inside...