

Lindsay Woolman, Email copywriting sample

Subject: [FIRST NAME], this is your last chance to win a FULL Scholarship!

Hi [FIRST NAME],

The first annual **Free Ride Scholarship Contest** is heating up and this is your **LAST CHANCE** tell us why **YOU** should be the lucky winner! One person will be awarded a **F\*R\*E\*E\*** spot into the program, working with two expert coaches over the next 10-months, **valued at \$15, 997.00!**

This life-changing opportunity could be yours—but you have to **ACT QUICKLY**. For the time it takes to write a short personal essay, you'll have the chance at a **FREE RIDE** to work with one of the best business building programs available! Attracting your perfect clients and seeing your dreams come true could all be yours before the end of the year.

Apply **NOW**. Tell us why **YOU** should be the lucky winner.

Click here to learn more: <link>

Remember, the contest ends January 11, at 3:00 EST. This is your **LAST CHANCE**.

Here is bit more about the program, "*Attract the Perfect Clients Through the Way of the Horse!*" It's especially for "soul-o-preneurs" who are motivated by a deeper purpose to connect their business and heart-centered goals. The program combines equine assisted wisdom with business wisdom to satisfy both the needs of your business **AND** connect to your soul as you seamlessly **ATTRACT YOUR PERFECT CLIENTS** and become prosperous at the same time.

Even if you don't know how to **GET TO YOUR NEXT INCOME LEVEL**, this program has answers. You'll get fun, kick-butt coaching that will show you the way!

You'll have total access to everything you need to **GET RESULTS** quickly. You'll be **INSPIRED** and have clients knocking on your door to **BUY NOW**. Plus, you'll have the deeper satisfaction that comes from leading with your heart. This is the internal **EXCITEMENT** and **ENERGY** that your clients will feel when they know your **TRUE CALLING** is working for them!

Whether you're a seasoned expert in your field or a newbie just getting your feet wet, the results you've been dreaming about are awaiting. Seize this incredible opportunity and enter for your chance to win!

Click here to learn more: <link>

Make this **YOUR YEAR** and "show up" for yourself. Here's that link again: <link>

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Best wishes for your success,

[SIGNATURE]

PS – Did I mention there are some incredible bonuses for our winners? Check out everything that is included at: <link>

PPS – By the way, the winners will be announced on January 13<sup>th</sup> during the F\*R\*E\*E “*Attract the Perfect Clients Through the Way of the Horse!*” Teleclass at 1:00pm EST. If you are not already registered you may do so when you click here to learn more: <link>