

*Lindsay Woolman, Email copywriting sample*

Hi [FIRST NAME],

It's Phillip here at the International Casino Dealers Academy. I wanted to be the first one to welcome you to my email newsletter. I have a lot of readers just like you who are curious about the casino industry and want the inside scoop.

I'll do my best to share with you what I know, but it's not magic. If you are thinking about becoming a dealer, you'll be just as surprised as I was that you can learn everything you need to know in the privacy of your home.

Every couple days I'll be in touch with a few tips to help you get started. The first thing you'll want to do is make sure you stay on my list. Take a moment to click the link below:

<Insert link here>

Of course you can always opt out by unsubscribing and clicking the link at the end of this page. Also, your information is strictly confidential and will never be shared with anyone.

Now that we've got things going, I want to share some important news...

I heard this crazy story the other day.

I met this guy who had no money, no job, barely enough food to keep feeding his family. Well, he **struck gold** you might say.

No, he didn't win the lottery or do one of those get rich schemes.

He. Got. A. New. Job.

Scandalous, right? Not really. Well, the interesting part is he started doing something many of us have thought about, but haven't dared pursue.

In his spare time, at home, while other people his knew were watching daytime TV and lying around like cattle in a field, he took matters into his own hands.

Literally...

He started learning how to deal cards just like they do in Vegas. Even though he couldn't do math in his head, let alone win a poker hand, he was getting this.

He was making a real change in his life. And the first thing that he noticed was a change in his attitude. He was taking action. He felt great. He not only started learning how to deal, but he learned at home, at his own pace, in his spare time, and he got really good at it. Fantastic, in fact.

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Things got so good that he landed a job at a prominent casino just outside his town.

And he wasn't any smarter or more educated than you or me. He wasn't a numbers genius. He didn't have any more or less time.

This guy is basically a family man, a homeowner, with friends and a life in the community. Just like you and me.

And while everyone else he knew was complaining or doing nothing, he was on a new track in an industry that is thriving and prospering this very minute you are reading this email, day or night.

Still don't believe me?

Well, consider this.

Do you think people are drinking less these days? Smoking less? Visiting strip clubs less? We all know the answer is NO!

When people get stressed out they need an escape, something to get their mind off their troubles. They need entertainment.

What is one of the biggest vices for men and women?

It's GAMBLING.

Yes, gambling.

I'll say it again. Casinos are alive and kicking. People love the adrenaline rush, the excitement, the free drinks... Not to mention the shot at BIG MONEY.

Anyone can learn to be a dealer at a casino. And not just a dealer, a GREAT dealer. This industry is lucrative. Crazy things happen every day.

My training materials and DVD are designed for the rookie dealer, who is brand new at this thing, AND for the hot shot that thinks he knows everything, but who could use a refresher course. It's for anyone and everyone who is ready for a new career and a change.

I work with an organization called the International Dealers Academy. We have satisfied clients around the globe and probably even in your hometown.

Now, we all know it's not exactly easy to take the top dealers and get them in the same room, let alone hold long training sessions with busy people like you.

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But having a great teacher take you step-by-step is really the best way to learn.

The answer was to create a package that could be self-paced, used at home in your spare time, and taught by a compilation of the best trainers in the world.

This is the result: <Insert link here>

Find out how you can tap into this lucrative industry by ordering your own copy of this informative DVD. I guarantee you this industry is going to keep growing and you don't want to miss out on an amazing opportunity.

Think about how your life could change too. It's all in the attitude.

I'll talk to you again soon.

Your friend and mentor,

Phillip

PS: I have training materials for all kinds of games, including roulette and black jack. Check them all out at: <Insert link here>