

**Client:** GKIC / Napoleon Hill Foundation

The following lift letters were written to generate interest among a list of 40,000 self-improvement subscribers. Readers would continue from the lift letter into the offer promoting a free webinar. (Note: I did not write the offers, which were provided by the affiliate marketer.)

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### EMAIL 1 — DAY 1

Dear \*[FNAME]\*,

Not very many years ago, if you'd told me I'd be the author of more than a dozen books, I'd have called you crazy.

But I'm proud of what I've written, and I believe I've made a difference in readers' lives. That is a uniquely satisfying reward.

Do you have an idea, an experience, a story you want to share with the world? What is preventing you from writing a book, publishing it, and distributing it? Read the following brief letter for answers to these questions and more.

*Be your very best always,*

*Judy Williamson*

### OFFER

Dear NAME,

Have you ever dreamt of becoming a published author?

For most people, that's all their writing and publishing ideas ever amount to: dreams.

Because the writing and publishing industry seems so mysterious, would-be writers often get bogged down, stuck and frustrated. And they never realize their dreams of becoming a published author.

If this sounds familiar, I have great news: you're in the right place.

My friend, success expert and best-selling author Brian Tracy, plans to eliminate the mystery of the publishing industry for you.

In his brand-new, free webinar, "How to Write a Book and Become a Published Author," he reveals his working, step-by-step process for writing a book *and* getting it published. This is the exact same process Brian has used to publish 52 books in 38 languages in 36 countries.

**Register now for this ground-breaking event. <Link>**

On the webinar, Brendon Burchard, best-selling author of "The Millionaire Messenger" and founder of "The Experts Academy," joins Brian Tracy. The result: you learn from 2 experts who have done it, and who have shared their expertise, changed lives, and inspired countless readers.

When you join them for the powerful, 45-minute webinar, you discover:

- Brian's PROVEN 4-step process for writing a book and getting it published. He uses this EVERY time he writes a book - and you can use it, too.
- How to decide what you should write about - and it may not be what you think
- Why it's crucial to get OFF the computer when writing an outline for your book - and what to do instead
- The part of the process that's even more difficult than the writing
- 4 keys to marketing your book idea - miss any one of these and you may never snag a publisher
- When to start writing your second - and subsequent - books
- A quick sneak peek into Brian's new "How to Write a Book" course

In short, if becoming a published author seems like a dream that may never come to fruition, you want to be on this webinar with 2 extremely successful authors who have turned their books into a lucrative business.

I highly recommend Brian - he's one of THE experts on success - and he's written and published so many books that he's gotten it down to a science. If he's willing to share that science with you, you definitely want to take him up on it.

**Here's that link again so you can sign up. <Link>**

Here's to changing lives, through writing,

Judy Williamson

P.S. The publishing industry is NOT mysterious - as long as you follow a proven recipe for success. Don't miss the opportunity to learn Brian's recipe, right away.

Feel free to pass this information on to your friends, but **sign up here for the free webinar first. <Link>**

P.P.S. This webinar is absolutely free, and there's no obligation to buy from Brian - but if you do decide to invest with him in the future you should know that we have an affiliate relationship and he may float me a commission. Sign up for this life-changing webinar here: **sign up now. <Link>**

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## EMAIL 2 — DAY 4

Dear \*|FNAME|\*,

According to Merriam-Webster Online, the word *fantasy* has the following synonyms:

*chimera, conceit, daydream, delusion, dream, fancy, figment,  
hallucination, illusion, nonentity, phantasm, pipe dream, unreality, vision*

Of those words, I count only a handful that are not found mostly in negative contexts. To me, the only negative about imagining a great achievement is to not work toward making it reality.

If your vision of the future includes becoming a published author, please read the letter below for a very good way to increase your chance of success.

*Be your very best always,*

*Judy Williamson*

## OFFER

Dear NAME,

When my friend, success expert Brian Tracy, was in his 20s, he fantasized about writing a book. Not only writing a book, but becoming a published author.

Fast forward a handful of decades. He has now published more than 50 books, many of them best-sellers, some of them in dozens of different languages and still others in dozens of different countries.

In short, his reality has far exceeded fantasy.

Have you ever fantasized about writing a book?

Make it a reality. Start here by signing up for Brian's brand-new, free webinar, "How to Write a Book and Become a Published Author" - **Sign up now** <Link>

During this webinar, Brian reveals his working, step-by-step process for writing a book and getting it published. This is the exact same process he has used to publish 52 books in 38 languages in 36 countries. **Sign up here.** <Link>

On the webinar, Brendon Burchard, best-selling author of "The Millionaire Messenger" and founder of "The Experts Academy," joins Brian. The result: you learn from 2 experts who have done it - who have shared their expertise, changed lives, and inspired countless readers.

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- How to decide what you should write about - and it may not be what you think
- Why it's crucial to get OFF the computer when writing an outline for your book - and what to do instead
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- 4 keys to marketing your book idea - miss any one of these and you may never snag a publisher
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I highly recommend Brian - he's one of THE experts on success - and he's written and published so many books on so many different topics that he's gotten it down to a science.

If he's willing to share that science with you, you definitely want to take him up on it. **Here's that link again so you can sign up. <Link>**

Here's to turning your fantasy into reality,

Judy Williamson

P.S. Becoming a published author doesn't have to remain a fantasy. You can make it happen for you. Share this link with your friends, but reserve your own spot first: **Sign up now <Link>**

P.P.S. This webinar is absolutely free, and there's no obligation to buy from Brian - but if you do decide to invest with him in the future you should know that we have an affiliate relationship and he may float me a commission. **Sign up for this life-changing webinar here. <Link>**

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## EMAIL 3 — DAY 6

Dear \*|FNAME|\*,

I know quite a bit about writing and publishing a book. But I also have the advantage of experts who work with me every day to make sure that the typesetting details are right, that the digital files are correct, and that everything is going smoothly with the business side -- printers, publishers, distributors, and of course, Amazon.

The rate of change in all business seems to be accelerating continuously ... and nowhere faster than online. It's virtually impossible to keep up with the very latest innovations, regulations, and recommendations for working with Amazon, let alone Barnes & Noble, Books-a-Million, and all the rest.

Fortunately, if you have about 45 minutes, you can get right up to speed with the hows and whys of writing and publishing a book in today's market. Read the following letter and sign up for Brian Tracy's webinar today, while it's still open to registrations.

*Be your very best always,*

*Judy Williamson*

## OFFER

Dear NAME,

This is your last chance to sign up for my friend Brian Tracy's brand-new webinar, "How to Write a Book and Become a Published Author."

Remember, Brian is the best-selling author of more than 50 books in dozens of languages in dozens of countries. He's got this system down to a science - and he's sharing it.

It's happening soon, so get your spot here: **Sign up now** <Link>

If you're not sure whether this webinar is for you, think about the answers to the following questions:

- Would you like to change people's lives, using your own experience, expertise and knowledge?
- Do you feel like you have a story inside of you, one you'd like to share in book form, except you don't "feel like a writer"?
- Would you like to create a single product that kick starts your income by creating lifelong royalties and other related products?
- Have you ever fantasized about writing a book, but become intimidated when you think about all the work it takes?
- Are you intimidated by the red tape of the publishing industry?

If you answered yes to one or more of those questions, then I strongly urge you to take 45 minutes and check out this free webinar. If nothing else, it will at least give you a realistic picture of what's possible for you, for your story, and for your long-term success.

On the webinar, Brendon Burchard, best-selling author of "The Millionaire Messenger" and founder of "The Experts Academy," joins Brian. The result: you learn from 2 experts who have done it - who have shared their expertise, changed lives, and inspired countless readers.

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Here's to becoming a published author,

Judy Williamson

P.S. It's all happening soon - learn to write and publish a book, from an EXPERT. Share this link with your friends, but reserve your own spot first: **Reserve your spot now. <Link>**

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