

## ***The Digital Copywriter's Handbook: Email Order Confirmation and Onboarding Sequence***

**User Goal/Expectation for confirmation email:** In this email, the user wants instructions and technical tips on how to access their new program.

Subject line: Digital Copywriter's Handbook access information

Preview text: Instructions on how to access your new program!

Hi {FIRST NAME},

You now have access to *The Digital Copywriter's Handbook* with Nick Osborne – your ticket to learning everything about how to write for the web and start charging high fees as a digital copywriter!

Here's how to access your program:

1. Visit the AWAI [members' log-in page here](#).
2. Fill in your user name, which is the email address you used when you joined AWAI. (It's whatever email you're using to receive this email)
3. If this is your first time purchasing one of our programs, select "I am new to myAWAI" and then "Sign in." You'll receive instructions via email on how to create your password, which you'll need to log in to the members' area.
4. Once you log in, visit "Online Programs" and click the program titled "Digital Copywriter's Handbook."

And that's it!

If you have any difficulty or questions, our Member Services team is here to help you! You can chat with them right on our website during business hours, or give them a call at (561) 278-5557. They're available from 8:30 – 5:00 pm on the east coast. Or if you prefer, you can send us a quick email on our [contact page](#).

I encourage you to try logging in right away, so you don't have any delay accessing your new program.

Later today, I'll reach out to you with some more details about how to get started on your program.

Congratulations on taking this big step! I hope you're as excited as I am. 😊

Rebecca Matter  
AWAI President

### **Email Onboarding Series – Email 1**

**User Goal/Expectation for email 1:** In this email, the user wants guidance on how to get started with their new program. They may also want reassurance that they've made the right choice in investing in this new program.

Subject line: How to get started on your Digital Copywriter's Handbook  
Preview text:

Hi {FIRST NAME},

I am SO excited that you've decided to become a digital copywriter .... and I hope that you're super excited, too!

With the Digital Copywriter's Handbook, you'll have everything you need to build a career as a highly-paid digital copywriting professional.

With the explosion of ecommerce activity in 2020, there is absolutely no doubt anymore that digital copywriters are in one of the very best positions you can be for a lucrative and stable career – for many, many years to come.

So, this investment you've made in learning how to offer digital copywriting services to companies is a brilliant move.

Since you're probably eager to dive right into your program, let's do that now! Here's how to do it.

### **Logging in**

To access your program, you first need to set up and/or log in to your AWAI member's page.

My team sent you an email with the access instructions. Here's a copy of that email for your quick reference.

### **Access the program**

Once you've logged into your member's page, go to the [Digital Copywriter's Handbook program](#). You can click on that link, or find it in your Online Programs tab listed as "Digital Copywriting."

### **Dive into the first section!**

Once you're in the program, you'll see that everything is divided into a few main tabs.

The most important of these is called "Handbook." This is where you can find all the core content of the handbook, which always includes a short video from Nick introducing each section.

Let's try it now...

Click on the tab called "Handbook," and then click again on "Section 1: What It Means to Be an Online Copywriter." Watch the first video with Nick Usborne. It's just a minute and a half long, so you can do it now. 😊

All done? Next, click on the graphic which shows "Section 1" of the Digital Copywriter's Handbook. This will take you to a PDF of Section 1, which you can read in your browser, save on your computer, or print out.

Like that, you can go through each section.

### **Questions and next steps**

Any questions? Make sure to chat with our Member Services team. You can give them a call at (561) 278-5557, chat them on our website, or [email us](#). We want to make sure you have everything you need to dive right into your new program.

Tomorrow, I'll show you how to access your "over the shoulder" videos with Nick.

Rebecca Matter  
AWAI President

## Email Onboarding Series –Email 2

**User Goal/Expectation for welcome email 2:** In this email, the user has probably tried to access their new program, and has hopefully accessed the core content from the course in the “Handbook” section. So, the user may be curious to have more information about how to find the other resources in the program.

Subject line: Learn the tools of the digital copywriting trade in these 12 companion videos

Preview text: In these videos, you’ll learn tips and tools to supercharge your digital copywriting.

Hi {FIRST NAME},

Did you get a chance to start going through Section 1 of the Handbook?

Is it blowing your mind yet?

I know I had more than a few mind-blowing moments when I first read the Handbook several years ago.

And for many of our members, the biggest “aha” moments happen in the 12 videos where you see the nuts and bolts of how the best digital copywriters like Nick actually do their work day to day.

Take the first video, for instance. You can find it in the “Program Companion Videos” section of your [Digital Copywriting Handbook program page](#).

Let’s try finding it now ...

The first video is all about understanding website architecture. You’ll learn the secret blueprint of how websites are created, and how it all works together to provide the web visitor with what they need, when they need it.

As you're going through the program, you'll see little indications whenever it's time to jump into one of these videos. It looks like this:

These videos are all short and sweet, and I strongly encourage you to make the time for them as you go through the program. They'll give you priceless knowledge and tools to be able to do your work like a total digital copywriting pro.

Are you ready to watch the first video?

Take a few minutes and watch it right now!

Tomorrow, I'll be talking to you about where we can find some of the great bonuses that are included in your program.

Til then!

Rebecca Matter  
AWAI President

### **Email Onboarding Series – Email 3**

**User Goal/Expectation for email 3:** It's three days after the user has bought their program. Since they have already been told about where to find the handbook content and the companion videos, and since Rebecca told them in the previous message that this email is about bonuses, they will be expecting some information about the bonuses here.

Subject line: Eager to get paid? Check out your Digital Copywriting Handbook bonuses!

Hi {First Name},

Phew! I know we've covered a lot in these first few emails, and I hope you're loving the Handbook so far.

Today, I wanted to take one last opportunity to make sure you know your way around the *Digital Copywriters' Handbook* and show you everything it has to offer.

So, let's dive into your three bonuses that are included in your program!

### **Bonus 1 – 12 Essential Digital Copywriting Templates**

This is probably my favorite bonus we've included with the Handbook.

This bonus is a downloadable folder with 12 templates that explain the main components you're going to need again and again throughout your new digital copywriting career.

These are templates you're going to want to download and come back to every time you work with a client!

### **Bonus 2 – Special Video Session: Landing Digital Copywriting Clients**

This is another amazing bonus we've prepared for you ... it's actually a video from Nick's elite-level program the "Digital Copywriting Apprenticeship."

It includes everything you need to know about how to land high-ticket clients.

When you're done with the program, this is the video you're going to want to fully dive into as soon as you're ready to start marketing yourself and getting paid lucrative writing fees.

### **Bonus 3 – Your TRIPLE Spec Opportunity!**

The Digital Copywriting Handbook wouldn't be complete without an opportunity to get feedback on your work ... and potentially, even get paid!

In this bonus, you can submit a practice assignment to one of AWAI's membership sites, Wealthy Web Writer.

After submitting your assignment, you'll get a free critique of your assignment, so you can know what you've mastered, and what skills you may need to keep working on.

You may even catch the eye of the website's managing editor, Heather Robson. If she thinks she can use your work on her site, she'll reach out to you about publishing your piece, and paying you for it!

You've got nothing to lose by submitting a Spec assignment. And there's no deadline for it, either.

So when you're done with the program, I encourage you to dive into one of these practice assignments to put your skills to the test.

**Take a look at the bonus section**

Your action step today is simple: take a look at the bonus section to see what there is.

My hunch is you'll be excited to watch the videos and check out the resources, and this excitement will help motivate you to keep making progress through the Handbook until you're ready to fully dive into these resources.

I hope you see the HUGE opportunity that's out there for you in the digital copywriting world, and I hope these few emails have helped you find your way around the *Digital Copywriter's Handbook*.

This is last email about the program that I'll be sending for a while, but know that you can always reach out to our Member Services team [here](#) with any questions.

To your success!

Rebecca Matter  
AWAI President

### **Email Onboarding Series – Product review request**

**User Goal/Expectation for Product review request:** In this email, the user has had lots of time to view the program, but there's a good chance they haven't completed it, given the nature of how many people drop off from on-demand learning programs. They will want a way to give feedback about the program, not just a positive review, and will appreciate an email that doesn't assume they completed the program, or had a perfect experience.

Subject line: How did you like the Digital Copywriter's Handbook?

Hi {first name},

Rebecca Matter here. It's been a little while, hasn't it?

I'm curious to see how it went with the *Digital Copywriter's Handbook*.

Did you manage to go through the program? Has it gotten you on the right track with your digital copywriting business?

We'd love to hear what you thought, good or bad!

You can leave your thoughts about the program here.

My team will read every one, and will reach out if they have any questions!

Thank you for taking the time to leave us this feedback. We really appreciate it!

Rebecca Matter  
AWAI President