



Robin Writers

New subscriber journey

Day 1

Subject: Your guide to creating an awesome portfolio awaits you!

Pre-header: Welcome to Robin Writers

How can you gain writing experience without anyone giving you experience?

You just write, my friend. As writers, we don't need someone to hire us in order to just do it. How awesome is that?

I am so excited to share how you can build an awesome portfolio even if you have little or no professional writing experience. It is 100% possible and with some hard work, you will have great pieces or work in no time.

Best of luck to you in your writing journey! Keep an eye out for more that I have to offer so you can continue to grow into the best writer possible.

Let's do this.

[Download my guide for how to build my portfolio] <<button

Day 2

Subject: What are content writer job titles anyway?

Pre-header: Let's break it down

Hi!

When you decide to pursue writing for your career, there is a lot to learn. This may include valuable social media posts, thought-provoking blog posts, and punchy press releases. But what are the job titles that you can hold to actually do all of that fun stuff?

Throughout your job search, you'll likely find all kinds of job titles with different combinations of the same words, but to get you started, here are some common job titles that you can search on job boards to find where you can focus on content writing:

- Content writer
- Web content writer
- Digital content writer
- Blogger
- Content marketing specialist
- Content manager
- Content editor
- Marketing and communications writer
- Writer/Editor
- Freelance writer (this can be for all types of writing)

Many job boards allow you to receive email notifications when similar job postings are made, and I highly recommend doing that. Let the job boards work for you! The job search is hard enough--and once you finally land your next job, the flooding of emails will have been all worth it.

Writing is hard and job searching is hard, but when writing is a part of you so much, there's nowhere else to turn. Embrace it! Keep grinding, keep hustling. I am here for you and along for the ride.

Sincerely,

Becca

Founder of Robin Writers

P.S. Be on the lookout for my next email—I have another gift for you that you can't miss out on!

Day 3

Subject: Another gift for you

Pre-header: You may not have thought about this yet...

Hello!

Ok, so hear me out.

Marketing is all about storytelling, right? We want consumers to care about the brand we're promoting and to connect with it on a personal level. No matter what that is—hand lotion, sneakers, consulting, a restaurant—good brands want you to connect.

Ever notice how some brands include little stories about how they started on their packaging? Or if you follow them on social media, you may learn more about them on a personal level? Think: vloggers. It's all a peek into the core of the brand, the people, the products, services...in an effort to connect with their audience.

And while these aren't always the "once upon a time..." stories, it helps to practice fiction writing to transfer some of the skills over to marketing. Creativity, thinking outside the box, mastering the order that you reveal certain details, and how to captivate your audience are all skills that are helpful in both fiction and content writing.

So I challenge you to flex your writing muscles and give this a try. I have prepared for you an entire YEAR of writing prompts! Each day, you will be presented a few words or phrases that you have to combine into that day's story. If you can't, don't worry too much—as long as you write, you win.

[Give me the writing prompts!] <<button

Sometimes practicing a different genre can help you learn more about yourself as a writer as well—no writing practice is bad writing practice. Becoming a more diversified, well-rounded writer can always help you, no matter what kind of writing you do.

Let's see what you got. Challenge accepted?

Sincerely,

Becca

Founder of Robin Writers

Day 4

Subject: Need new writing samples?

Pre-header: I have a solution just for you!

Hi!

You may have caught my YouTube video about this, but just in case, I wanted to share it. You've already received my guide on how you can create an awesome writing portfolio with little to no writing experience (if you missed it in my first email, check out the guide [here](#)), and I dive deeper into how blogs can help with your portfolio.

Blogs can show off your content creation skills, your strategic thinking, and more...along with providing your prospective clients or employers with a ton of writing samples. Not to mention, a blog will hopefully keep you accountable for keeping a regular writing schedule, right?

Watch my video below! I hope it gives you that little push you may have needed to start your blogging endeavours and grow as a writer even more.

[embed video]

Sincerely,

Becca

Founder of Robin Writers

Day 5 (using this one until courses are available to purchase)

Subject: You won't want to miss anything

Pre-header: Always be in the know.

Hello!

I mean it: I am really excited for you. If you have the drive to make writing your career, you are taking a great step in continuing to grow and learn by joining Robin Writers!

Currently, I am busy designing the most valuable, educational courses just for you that offer you an in-depth look at content writing. I am so excited to share with you everything I have learned that has helped me achieve a fulfilling career. So keep an eye out for when I finally launch the courses!

Until then, I would recommend following me online so you for sure never miss out on any updates, tips, or motivation I have to share:

1. Subscribe to my YouTube channel [here](#).
2. Follow Robin Writers on [Twitter](#), [LinkedIn](#), and [Instagram](#).

I would love to know your questions or challenges you may be facing with your writing also! Please respond to this email to share with me so I can be sure to address them in my blog and videos.

Thank you so much for joining me on this journey. I can't wait for what is to come for you.

Sincerely,

Becca

Founder of Robin Writers