

New customer journey

Begins the day after they subscribe to email list

Day 1: Give them lead magnet

Day 2: Welcome, rewarding writing career options, motivation

Day 3: writing prompts

Day 4: How blogs can give you a jackpot of writing samples

Day 1: lead magnet

Subject: A gift for you

Preview text: Welcome!

Welcome to Robin Writers!

Let's start things off with a bang 🌟



"Everyone's saying the same things."

"Everyone's already said everything I want to say."

"Nobody cares what I have to say."



If these thoughts have run through your mind at some point, you'll love these prompts.

Find five business days of LinkedIn content prompts here:

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🚫 No more writer's block, no more thinking about what to write, no more guessing what would be worth sharing...it's all there for you for five days straight.

👉 And if you're feeling like five days isn't enough for you, get a FULL YEAR of LinkedIn content prompts for only \$3!! Whaaaaaat?

It's 30 prompts that you can literally re-use every month, you just change what you write for each prompt. You'll see what I mean 😁

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Day 2: Welcome, rewarding writing career, motivation, career opportunities

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: another gift

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!]

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: How blogs can give you a jackpot of writing samples

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.

[video]

Sincerely,

Becca

Founder of Robin Writers

P.S. This is my last scheduled email you'll be receiving in a row. Now, expect to only receive one email per week from me. Hope you enjoy!