

# Copywriting Project

Client: Premier Mentoring  
Project: ADK Teleconference Email Campaign  
Date: March 26, 2007



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This project includes the following copy elements:

- ❖ **Email #1** – Introduce the teleconference and motivate to register
- ❖ **Email #2** – Remind prospects to register for the teleconference, only limited time left
- ❖ **Email #3** – Follow up with all prospects and point them to recording of teleconference
- ❖ **Registration Landing Page** – When visitors click link in Emails #1 and #2, they go to this page
- ❖ **Teleconference Recording Page** – When visitors click link in Email #3, they go to this page
- ❖ **Tell-A-Friend Page Sequence** – After visitor registers for teleconference, they view this sequence

Copy for Email #1 begins on next page...

# ADK Teleconference Email #1

SUBJECT:

ATTN - critical updates for Creative Real Estate professionals

BODY:

Hello, <NAME>

AD Kessler here with some vital information for you regarding your success in real estate...

This year, 2007, promises to be an exciting year for my Creative Real Estate students!

Why?

Because they'll be set to reap the bounties left behind by the huge mess in the mortgage business that you read about everywhere you look.

Yes, for some investors there will be a downside. But that means a tremendous opportunity is surely in store for other savvy investors.

Will you be one of the savvy ones?

Here's how you can be certain of it -

I will be holding a very special Teleconference called "7 Things ..." on XXXX XXth, at XX:XX pm PST (California time). There is no cost to participate. But you must register quickly before all the spots are gobbled up by other eager investors.

INSERT TELECONFERENCE URL HERE

During this Teleconference I will give you very specific details about what you MUST do to profit using smart Creative Real Estate methods during 2007.

You'll not only be able to learn from my vast insight and experience, but also from one of my MOST SUCCESSFUL students ever...my son JD Kessler.

It's true - many years ago JD picked up on my techniques and ran with them. I answered his questions when he asked me, but JD has built his own

"cash flow empire" using the same Creative Real Estate techniques I love sharing with you.

When you join us, you'll also receive a brand new XX-page Special Report called "7 Things..." No charge, it's our gift to you.

But there's only one way to get participate in the Teleconference and receive your f.free "7 Things..." Special Report...

Register Now At:

INSERT TELECONFERENCE URL HERE

Date: XXXXX XXth

Time: XX:XX pm, PST (California time)

Please join us!

I want to show you how you can PROSPER like never before -- even in today's crazy real estate market!

I look forward to having you on the call...

Sincerely,

AD Kessler & JD Kessler

P.S. Don't forget -- Both the Teleconference and the "7 Things..." Special Report are yours absolutely F.R.E.E. Register now!

## ADK Teleconference Email #2

SUBJECT:

Act fast - only 36 hours remain

BODY:

Hi, <NAME>

When I sent you that email the other day, I wasn't joking around.

My Creative Real Estate techniques are changing lives every day...

"With your ideas I have bought and sold 12 houses, and now have a real estate portfolio worth over \$500,000, and I am now buying a house every month."

--J.M., Chapel Hill, NC

"A.D. Kessler has helped more people make more money than anyone I know."

--Robert G. Allen,  
Author of "Nothing Down"

The offer to participate in our F.ree upcoming Teleconference still stands:

INSERT TELECONFERENCE URL HERE

Claim your spot and the f.ree XX-page Special Report titled "7 Things..." and you'll be well-armed to win the battle against poorly prepared competitors in this topsy-turvy real estate market!

We want to help you become the real estate investor you dream of.

INSERT TELECONFERENCE URL HERE

You only have about 36 hours before this private Teleconference begins.

Start time is tomorrow (XXXday) night at XX:XX pm PST (California time).

But if all the remaining spots are snapped up by other investors, we'll post an "ALL SEATS GONE" notice on the web site.

Grab your spot now before you miss out...

INSERT TELECONFERENCE URL HERE

To your success!

AD Kessler & JD Kessler

## ADK Teleconference Email #3

SUBJECT:

Great news! Listen to this...

BODY:

Hello again, <NAME>

Wow -- that was an absolutely fantastic  
Teleconference last night!

By the looks of all the emails we're getting,  
it seems that all of our participants loved  
it too.

We certainly came through on our promise and  
delivered XX-minutes of top-quality education  
to help our students profit in the crazy 2007  
real estate market!

I'm sorry you weren't able to join us, but...

We were able to record the entire Teleconference  
for you.

Which means you'll get every single tip, trick,  
and technique we shared with everyone on the  
call!

You can listen to the whole thing at no cost  
right here:

INSERT RECORDING URL HERE

You'll hear our very best methods to build your  
own Creative Real Estate cash flow machine  
while others panic in today's market.

Don't wait -- go listen to it now!

To your success!

AD Kessler & JD Kessler

# Teleconference Registration Page

## HEADLINE

Discover How To Profit With Creative Real Estate in 2007!

"We'll Reveal Specific Tips and Techniques You Can Use Immediately to Boost Your Profits ... While Others Struggle to Cope with the Changes in the Market."

## BODY

Dear Friend,

Ready to learn how to take advantage of the monumental changes taking place in the real estate industry?

Grab your FREE spot now for our very special Teleconference, "7 Things..."

XXXday, XXXX XXth  
XX:XX pm PST (California time)  
Seating is extremely limited,  
Register now

It's your chance to learn from Creative Real Estate legend AD Kessler and his top student (and son!) JD Kessler.

Together, they'll reveal how YOU can supercharge your success with the coming changes.

You'll also receive a XX-page Special Report titled "7 Things..." This brand-new Special Report will give you specific, step-by-step instructions on how to maximize your success with Creative Real Estate.

To register for this very special Teleconference  
(and to receive your FREE Special Report),  
click here now!

We look forward to having you on the call with us!

Sincerely,

AD Kessler & JD Kessler

# Teleconference Recording Page

## HEADLINE

Discover How To Profit With Creative Real Estate in 2007!

"We'll Reveal Specific Tips and Techniques You Can Use Immediately to Boost Your Profits ... While Others Struggle to Cope with the Changes in the Market."

## BODY

Dear Friend,

This is the actual recording of the historic Teleconference held recently with a multitude of our eager students.

As you listen to this recording, you'll discover how you can not only survive as a real estate investor in 2007's topsy-turvy market, but to actually PROSPER more than you ever thought possible!

To listen to the Teleconference recording,  
click [here](#) now.

We hope you enjoy it!

Sincerely,

AD Kessler & JD Kessler

# Tell-A-Friend Page Sequence

## PAGE #1: Immediately After Registration Page

HEADLINE

Wait a second...

BODY

Thanks for registering for the Teleconference on XXXXX XXth.

If you tell just 3 friends about this Teleconference, I have a very special Secret Gift I'll send you instantly right to your email inbox!

INSERT TELL-A-FRIEND FORM HERE

## PAGE #2: Immediately After Tell-A-Friend Page

HEADLINE

Thank You!

BODY

Dear Friend,

I just emailed your special Secret Gift to you.

Enjoy!

AD Kessler & JD Kessler