

Sample Campaign  
Rick Hartman  
[writer@rickhartmanii.com](mailto:writer@rickhartmanii.com)

## Campaign Map

### Main Campaign - Email 1 (Monday)

**Subject:** Imagine: No clients – write about the stuff you ❤️ – earn 💰

**Preview Text:** ...like Andrew, he earns 💰 writing & gets free stuff!

Hi %%FIRSTNAME%%,

Want to write about the things you love, when you want to, where you want to, and make money while you do it? Let me tell you about Andrew.

Andrew is a writer in Australia. He and his wife are living their dream roaming the Outback in their custom-built camper. All Andrew does is write about their travels and the products they use and love.

While he's doing this, he's earning great money writing. He also gets thousands of dollars' worth of free gear. Stuff like tires, batteries, and a variety of camping and survival products to try out and **keep**.

All this because he takes a few hours a week to write about his passion, exploring the Outback with his wife!

What are your passions, your dreams? Could you spend a little time each week writing about them? Then you can do exactly what Andrew is doing!

[Click here NOW to learn how you can start making money from your passions today!](#)

To your success,

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President, Sample

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## Main Campaign - Email 2 (Tuesday)

**Subject:** Pay for your kids' college writing about ...tomatoes? 🍅😞

**Text:** Kathy did! So can you, and... you don't have to write about tomatoes. 😊

Hi %%FIRSTNAME%%,

You're a writer and you want to increase your income without adding to your workload. Let me tell you Kathy's story.

Kathy had a problem... and a passion.

The problem was she had two kids she wanted to send to great colleges without amassing a huge debt.

The passion was... you guessed it...tomatoes! Growing them, cooking them, eating them.... anything about tomatoes she was all in!

So, the question was...

...how could she use her passion...

... to generate money for her problem?

She solved it using this simple kind of writing. A type of writing that allowed her to turn her passion into profit...LOTS of profit. With it she was able to put both kids through very pricey schools, one lawyer and one doctor!!

Think about how much cash it would take to do that.... if Kathy can do it with tomatoes...imagine the money you can make writing about your passions.

[Click here discover how to turn your passions into cash!](#)

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### Main Campaign - Email 3 (Wednesday)

**Subject:** Imagine – Lots of money, no clients, write about your passions!  
**Preview Text:** This novel type of writing offers you all of this and more...

Hi %%FIRSTNAME%%,

Many writers are already making their dreams come true every day with this [simple kind of writing](#). They're writing about the things they love to do when they're not writing.

It could be as exotic as traveling the Australian Outback like Andrew or as every day as growing tomatoes like Kathy. It really doesn't matter because it's your choice not a client's.

Writers are making great money every day with this type of writing. Many are making \$400, \$1,000, \$3,500, or even more every month simply writing about what they love.

The great thing about this writing niche is that it works just as well for beginners as it does for seasoned veterans.

You just need two things: a topic you're passionate enough to write about and a few minutes a day committed to writing about it.

That's all it takes. We have put together a package that will show you everything you need to know to succeed in this unique kind of writing.

A package that will show you how to make this dream come true.

If this sounds like your ticket to a less stressful, more successful life as a writer...

[Click here for the full story on this awesome opportunity!](#)

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## Main Campaign - Email 4 (Thursday)

**Subject:** Web legend's blueprint: "Bags" of 💰 writing about your passions!

**Preview Text:** And if your hurry, Save \$200!

Hi %%FIRSTNAME%%,

25-year web legend, Sample Teacher, has made over \$500,000 writing about something he loves, COFFEE...

I also told you about Andrew and Kathy. They're both making great money writing about their passions...

...and now Sample wants to show **you** how to make lots of \$\$\$ telling other people about the things you love to do.

In his course, [Online Course](#), Sample Teacher reveals his blueprint. He teaches you his method for quickly creating a website that can make you money.

You can earn cash while you sleep, while you're on vacation, or even while you're doing that "thing" that your website is about!

Sample Teacher has 3 of these and has pocketed over Half-a-Million \$\$\$ . He has sites for coffee aficionados, gold bugs, and even mushroom lovers! That's a crazy amount of money for writing about things you love!

You can do this too with the things that excite you. Whether it's scuba diving, coin collecting, or almost anything you love to do, you can write about it.

Sample Teacher will show you how to zero in on a topic that excites you and is popular on the web. He'll also give you detailed instructions on how to set up your site and attract visitors.

Sample Teacher will also give you his secret for cutting time off the writing process. He will show you how you can use ChatGPT as a "writing assistant" to help create quality content for your site!

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**Oh yeah, he will also show you 7 surefire ways to make money from your site!** (*Seen enough? [Click here now!](#)*)

Follow the instructions in his course and you'll be on your way to big earnings with only a small investment of your time...or full time if you want! It's your choice!

Imagine...

...living the Writers' Life you've dreamed about.

...a continuous stream of income.

...time to work on other writing projects.

And...

...time to explore your hobbies!

Plus...

Get paid to get your site up and running...

AND: It's on sale for \$200 off the normal price!

You can get this great training for \$297. But only for a limited time...

[Click here to find out more about this great way of life...on sale!](#)

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## Main Campaign - Email 5 (Friday AM)

**Subject:** Ends tonight: Save big on training with a 25 year "Web Legend"

**Preview Text:** Sign up now for Sample Instructor's newly updated money maker for writers!

Hi %%FIRSTNAME%%,

Time is running out to sign up for Sample Teacher's amazing [Sample Online Course](#) training at a truly remarkable price.

A quick reminder, Sample Teacher is responsible for coining the phrase "Online Money Makers" and has been successfully running multiple income generating sites for years.

Sites that have added over \$500,000 to his bank account. Just a few years ago someone offered to buy his coffee website for \$125,000!

Just as there are things that you like to share with friends, so does Sample Teacher. Only instead of sharing them with friends, Sample Teacher shares them with the internet, for cash. Things like coffee, mushrooms, and even gold.

Just like him you can write about whatever interests you. Maybe you love hang gliding, or making desserts, or anything else you might imagine, there aren't any limits!

You'll get 7 weeks of online self-paced sessions. In them Sample Teacher will cover every aspect of setting up your own Sample Money Make. Take a look at this extensive schedule:

- Week 1: Find a Topic That Truly Interests You
- Week 2: Validate Your Website Topic
- Week 3: Choose Your Platform and Domain Name
- Week 4: Master SEO and Content Creation
- Week 5: Use AI as Your Personal Writing Assistant
- Week 6: Attract More Visitors
- Week 7: Monetize Your Website

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Week 5 is about AI, the reason the course has been “revamped”. When AI based ChatGPT came out Sample Teacher chose to use it as an “assistant.” In this lesson he shows you how to use this “tool.”.

Getting started with AI now gives you an edge over other writers that still don’t understand how to use it.

This class also includes a private Facebook group where you can share ideas with other classmates and even pose questions directly to Sample Teacher.

There’s much more. But to see it all you just need to make the decision and go for it! The sooner you say “yes” the sooner you can start earning all that passive income.

[Click here to get started and claim your benefits and bonuses!](#)

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**Main Campaign - Email 6 (Friday PM)**

**Subject:** Time's almost up! Where are you....

**Preview Text:** \$200 off ends Saturday at 12:00 AM EDT 🕒 🛒

Hi **%%FIRSTNAME%%**,

I looked through our sign-ups and I didn't see your name on the list.

Over the last few days, I have told you about Sample Teacher's newly revamped course, [Sample Online Course](#)...

...and for some reason you're still sitting on the sidelines.

Maybe you didn't want to spend \$499. Problem solved! We've knocked \$200 off the price! That's over 40% off the cost of training for a gig that could set you up for the rest of your life with PASSIVE income!

Maybe you think you don't have the time. Problem solved! The reasons this course is "revamped" is that it now includes an entire section on using ChatGPT to "assist" you in producing quality content.

If you're like most writers, I know you almost certainly have an interesting or exciting pastime that you could use as the subject of your website...

So, what's holding you back?

Get off the sidelines and make the decision NOW!

[This special price ends Saturday at 12:00 AM EDT, click here and don't miss out!](#)

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## Clicker - FAQ

**Subject:** I've never done any programming; can I do this?

**Preview Text:** I'm skeptical, how can I make money from a website?

Hi %%FIRSTNAME%%,

Thanks for checking out this awesome package. But I see that you haven't decided to sign up yet...

I thought that perhaps you still might have some questions about this unique kind of writing, [Sample Online Course](#).

...so, I wanted to see if I could answer some of them:

**Q: I have no idea how to create a website. How will I be able to do that?**

A: First, I promise that it is much easier than you might imagine! In fact, Sample Teacher is going to guide you every step of the way, not only with great training but with a wealth of resources.

We've also brought in an expert on all the tools you need to build a great website. He and Sample Teacher will show step by step what to do.

End result... even the biggest "technophobe" will be able to build a beautiful website.

**Q: OK, this all sounds great...but how do I make money with it?**

In this course Sample Teacher will show you 7 surefire ways to make passive income from your website! Think... making money while you sleep! Sample Teacher's made over \$500,000 with his sites doing these very same things.

**Q: This sounds like a lot of work! I have clients, a job, fill in the blank, I don't have time for this.**

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A: That's the beauty of this money maker. Once it's set up it almost runs itself. You spend a few hours a week updating or adding new content and you're done!

**Q: How can I create enough content to fill up a website?**

A: In this course you'll learn how to use AI (ChatGPT) to generate high quality content in a matter of minutes. Review it, tweak it a bit, make it yours, and post it! Done!

Right now, many writers are only beginning to realize that they can use AI to beef up the content on their site. The time to jump in on this trend is now while it is still new and somewhat misunderstood.

But time is growing short! Right now, this great training is at an amazing price of \$297. That's \$200 off the normal price of \$497. This price goes away Saturday at 12:00 AM EDT!

[Hurry and grab your copy of Sample Teacher's Sample Online Course on sale for \\$297!](#)

To your success,

Sample  
President, Sample

**PS:** If you have any more questions, please contact our Member Success team toll free at (866) 555-0000.

**PPS:** [Don't forget...The price goes back up Saturday at 12:00 AM EDT, Grab it now!](#)

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## Clicker - Urgent

**Subject:** Wow, am I surprised... 🤔

**Preview Text:** You still haven't you grabbed your copy of this great money maker?

Hi %%FIRSTNAME%%,

Our sale on this "license to print money", [Sample Online Course](#), package is about to end.

You checked it out. I'm sure you saw the special pricing of \$200 off... and for some reason...you "walked on by!" I must confess I'm puzzled!

Sample Teacher has put together an absolute master class on how to create and run one of the best passive income generators available today. But maybe I can understand why you might still be hesitant...

...building and maintaining a website "sounds" challenging... but it's not! Not with this package and the support you get with it.

...\$297 is an amazing price...but it's still not pocket change...so we give you a way to lower the cost even more. You can earn Online Company credits by meeting certain easy performance milestones with your site.

Simple milestones like, having your site up and running, having a minimum number of pages, and other easy to achieve metrics.

Reaching these goals can earn you up to \$500 in business credits, more than the cost of the training!

The beauty of money-making-websites is that you can choose the amount of time you spend on it...a few hours a week or completely full time...your decision.

And don't forget, there is no limit on the number of sites you can create. It's only limited by how much time you want to commit and how many topics fascinate you enough to create a website.

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Don't miss out on this incredible chance to add \$400, \$1,000, \$3500, or even more to your monthly income by writing about things you love. And at a huge discount!

With Sample Teacher's world-class training and every tool you need, you'll be up and running in no time.

One more thing, think about this, every time your brain says "No" to an chance like this it's easier to say "No" next time...

... guess what?

... then maybe it NEVER happens. Say "Yes" for the chance to change your life forever!

[Price goes up Saturday at 12:00 AM EDT! Grab it now!](#)

To your success,

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President, Sample

**P.S. I almost forgot...You will never be alone on this.**

You will have access to a Private Facebook group where you can share ideas and ask questions of other members, many that are already doing this successfully.

You can also ask questions directly of Sample Teacher and get answers! Don't wait! [Grab this money-maker at this great price and get started today!](#)

**PPS:** If you have any questions I haven't answered please contact our Member Success team toll free at (866) 555-0000.

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## Welcome 1

**Subject:** Time for you to get excited! I am! 😊

**Text:** You just scored training for a great passive income writing gig!

Hi %%FIRSTNAME%%,

You just purchased a training that will show you how to create sustainable income for you and your family for as long as you want. Income that you can earn from anywhere, portable and passive!

Possibly, more than any other kind of writing, How to Build, Write, and Grow Your Own Money-Making Websites truly exemplifies the Writers Life that we talk about here at Online Company.

You are your own boss. You pick the topics to write about. You pick the time to work. You pick the place to work. You pick how long you want to work. You are in complete control!

Following Sample Teacher's training and using the tools he provides makes this a fun and profitable journey. There's some work involved but it's easy and you'll have all the help you need to your site get up and running.

Don't forget those Online Company credits we talked about:

Level 1: Once your site is up and running	\$50 Business Credit
Level 2: 20 pages of content on your site	\$75 Business Credit
Level 3: 500 unique visitors in a month	\$100 Business Credit
Level 4: 1000 unique visitors in a month	\$125 Business Credit
Level 5: Earn your first \$1000 fun cash!	\$150 Business Credit

Great Training from Sample Teacher! World Class Tools! Business Credits! Private Facebook Group! And so much more!

Besides all the features we've already gone over Sample Teacher has also included many valuable bonuses to make building your site even easier.

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With all these great features I hope that you are super excited to get started! I can't wait to see what you create!

Get building now! [Click here to go to your Sample Business member page to begin your new money-making journey!](#)

To your success,

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President, Sample

P.S. If you have any questions about accessing your program or any other Sample Business questions, please don't hesitate to call to Member Success team toll free at (866) 555-0000.

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## Welcome 2

**Subject:** Just checking in...

**Preview Text:** Are you done with lesson 1 yet?

Hi %%FIRSTNAME%%,

Only kidding, well sort of...

The beauty of this program is that it's completely self-paced. Just like the website you're getting ready to create, you can work on the training whenever you want, for as long as you want.

But the sooner you get started on this amazing money-making journey, the sooner you will actually be making money from it.

Sample Teacher will start you out on a lesson to help you chose and perhaps narrow your topic. Then he'll show you how to use some free Google tools to discover the interest level for your topic on the internet.

Then he'll show you how to use ChatGPT to research and refine your topic until it is laser-focused on something that interests you and has a good-sized audience.

Now things really start rolling as you learn how to choose a strong domain name for your site. Next will be to select a web hosting site to put it on.

Now the fun part, designing and building your site. You'll get detailed instructions from both Sample Teacher and another expert on how to create a beautiful site.

Finally comes content creation. This is where your expertise in the topic comes into play. This is also where you'll learn how to use ChatGPT as your "writing assistant" to help you create quality articles.

And don't forget those website milestones! There's a bunch of them and each one will earn you Online Company credits when you reach them.

I can hardly wait to see your new Money-Making website!

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If you haven't started yet...oh my goodness! The sooner you start the sooner you can be making money! [Click here to go to your Sample Business member page!](#)

To your success,

Sample  
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P.S. If you have any questions about accessing your program or any other Online Company questions, please don't hesitate to call to Member Success team toll free at (866) 555-0000.