

Please note these are spec samples and have not been published anywhere

Spec Project: Product launch sequence

Product: An E-course that helps creative writers find ideas and write better

Audience: Creative writers who want to write short fiction but are stuck when looking for ideas to write

# # #

Email 1

Subject line: Doors open now! Generate unlimited ideas

Hi Sarah,

If you ever feared the blank page, then this is for you.

We're giving you an unlimited supply of creative writing ideas.

Starting right this second, and ending Friday, you can enroll in IdeaSpark, an e-course where you will learn to generate unlimited creative ideas.

With self-paced video tutorials and creative exercises, you will become excellent at generating creative ideas.

You can check out all the details on the page:

IdeaSpark is for writers like you. Writers who want to write interesting stories, but are stumped for ideas.

Inside this 3 month course, you will learn the tricks and tips to dig out interesting ideas.

Plus, you will also get to attend exclusive sessions with me. I will teach you how to write first drafts with ease and become the writer you have always envied.

If you register today, you will get our "short story plot checklist" for free.

Sign up for IdeaSpark now.

If you have questions, hit reply. I am always happy to help.

Can't wait to see you inside,

