

## 17 STRAIGHT-PITCH EMAILS

1

**From line:** Caleb O'Dowd

**Subject line:** Sorry you missed all these trainings...

**Preview text:** ...however you still have time.

**Email body:**

Hey {{ subscriber.first\_name }},

**First, the bad news.**

Every month since you didn't join ROI Players Club...

...you missed your chance to be trained and mentored by me...

...on a new multi-million-dollar system...

...that's [already exploding profits](#) for other folks who did join.

**Now the good news.**

All the trainings are still here in the members area...

...so [you still have time to catch up](#)...

...but you'd better hurry...

...because I teach a new training every month...

...and [the next one is a killer](#).

Cheers,  
Caleb

P.S. ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Every successful entrepreneur has had one...

**Preview text:** Anyone without this is probably doomed...

**Email body:**

Hey {{ subscriber.first\_name }},

Without a certain, absolutely essential something, almost no aspiring entrepreneur stands a chance.

Can you guess what it is?

Bill Gates had one. So did Jeff Bezos. Even Warren Buffett.

Figured it out yet?

This is important, because I don't know anyone who has succeeded without at least one of these "essential somethings." Myself included.

The problem is, they're really hard to find.

And even if you do find one, they almost always cost an arm and a leg.

Which is exactly what makes my new [ROI Players Club](#) so exciting.

Because the essential something I'm talking about **is** the secret to success.

See if you got the answer right [here](#).

Cheers,  
Caleb

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## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** For you, a unique, new opportunity...

**Preview text:** ...unlike anything you've ever heard of

**Email body:**

Hey {{ subscriber.first\_name }},

### **Are you just starting out in online marketing?**

Talk about beginner's luck! You just happen to be reading the right email at the right time, my friend, because...

...this is a rare opportunity to launch your new business into the stratosphere with a seasoned, successful, mentor who's got your back in unlimited, private, one-on-one mentoring sessions.

Check out my new ROI Players Club [here](#).

### **Are you already succeeding in online marketing?**

If you're already selling a product, and you have a responsive email list, a good lead source, and traffic... my unlimited, private, one-on-one mentoring sessions could easily be worth millions to you.

In fact, there's no doubt in my mind that working together with you, I can double, triple, or even quadruple your business.

Check out my new ROI Players Club [here](#).

Cheers,  
Caleb

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## 17 STRAIGHT-PITCH EMAILS

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**Subject line:** Can you see yourself here?

**Preview text:** I think you'll really like this.

**Email body:**

Hey {{ subscriber.first\_name }},

[Do you run webinars?](#) My webinars routinely pull \$300, \$400, even \$500 per attendee. Wanna learn how I do it?

[Are you a coach?](#) I'm regularly getting more than 400 clients in my high-ticket groups. Would you like to know how?

[Do you sell low-ticket products?](#) My partner and I earn over \$300k/month selling a \$39 ebook. Want in on the secret?

[Think your back-end is profitable?](#) My email list generates \$11.25 per month per name. (Does \$135 per name per year sound good to you?)

[Are you monetizing the folks who don't buy?](#) Our prospect list performs almost like a customer list.

[Are you struggling to make cold traffic profitable?](#) Come learn my new techniques for heating those chilly prospects into warm, happy buyers.

[Trying to build a membership website?](#) Plug and play my ready-made tools, and quickly turn on floods of new members.

[Are you just starting out in online marketing?](#) This is your chance to get trained and be personally mentored by a seasoned expert with over \$150 million in sales.

My new ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

Cheers,  
Caleb

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Are you too busy earning a living...

**Preview text:** ...to make any money?

**Email body:**

Hey {{ subscriber.first\_name }},

Are you too busy earning a living to make any money?

If you're currently working a full time job, but you're sick and tired of spending all your time and energy helping someone else get rich...

Or if you currently have a business, but you're sick and tired of working around the clock without earning the kind of profits you want...

Or if your business is already successful, but you need a killer new traffic source to take your profits to the next level...

...you owe it to yourself to [check this out](#).

Cheers,  
Caleb

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** If you missed the action last month...

**Preview text:** ...catch up now, while you still can.

**Email body:**

Hey {{ subscriber.first\_name }},

Last month, my ROI Players Club members got trained on all these multi-million-dollar systems...

[My Million-Dollar Facebook Funnel Campaign](#), working right now to earn over \$300,000 a month net profit for me and my partner.

[My Million-Dollar Coaching Business Campaign](#), which brought over 200 folks into a \$24,000 coaching program, and still brings in more every day.

[My Ten-Million-Dollar Webinar Script](#). They got the entire formula—the script, the slides, plus every tactic and strategy that generated \$9,783,000.

And that's just some of what you've been missing...

...because every month I teach a new multi-million-dollar training...

...ready for you to plug in, adapt to your business, and immediately start exploding your profits...

...with personal mentoring by me for everyone who asks.

So don't wait any longer. Catch up, keep up, and don't miss out on my next killer training—[join now](#).

Cheers,

Caleb

P.S. ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Am I crazy to share this secret?

**Preview text:** My media buyer thinks so.

**Email body:**

Hey {{ subscriber.first\_name }},

My media buyer says I'm crazy to share this secret. My buddy James Schramko, the super-expensive (and worth every penny) business consultant and coach, says I'm insane if I don't charge you at least \$100,000 for it.

And it's not hard to see why, because this complete, [step-by-step formula](#) is ready right now for you to plug in, adapt to your business, and immediately start flooding your bank account with cash.

In other words, no matter what you sell —whether it goes for \$39 or \$39,000—this could easily [double, triple, or even quadruple your business](#) over the next six months...

...without all the heartaches, hassles, uncertainty, and risks...

...of trying to figure out everything by yourself.

Yet you can [get it right here for next to nothing](#).

Cheers,  
Caleb

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Do you wonder why I share my secrets?

**Preview text:** If so, you're not alone.

**Email body:**

Hey {{ subscriber.first\_name }},

Ever wonder why—if they're really so valuable—why do I share all my marketing secrets?

It's a fair question. Many folks want the answer, because...

...everybody knows about selfish, unhappy rich people who can't ever be satisfied. This is the universal stereotype of “the rich bastard.”

- He can never get enough, so he never actually gets to feel wealthy.
- He never stops being driven by his fear that there isn't enough to go around, so he's always anxious, paranoid, and miserable.
- And so, being rich never makes him happy and fulfilled.

This stereotype of the rich is so widespread—you see it in movies, on TV, in the news—that nearly everyone automatically believes it's true.

But this doesn't have to happen to you.

When *you* become wealthy, you might experience things differently.

- You may discover a wonderful, joyous feeling of abundance overflowing.
- You may feel grateful for all you have, and for all the unexpected help you received along the way.

## 17 STRAIGHT-PITCH EMAILS

- You may find tremendous happiness in being generous with your loved ones and friends.
- And you may even discover that you want to share your knowledge and experience ...
- ...especially with other folks like you, aspiring travelers on the same path you've been on.

And when that happens, I hope you won't object if helping them brings in a little extra income for you. :-)

Cheers,  
Caleb

P.S. My ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Watch your back end explode.

**Preview text:** I know that sounds funny, however...

**Email body:**

Hey {{ subscriber.first\_name }},

I know that sounds funny, however...

In a world where generating \$1 dollar per month per name on your email list is supposed to be good...

...our email list generates \$11.25 per month per name.

That's \$135.00 per name, per year.

So, *now* do you want to [see your back end explode?](#) :-)

If you have a going business and a good sized email list, [click here](#).

Or if you're just starting out, and want to know how to build your email list the right way, [click here](#).

Cheers,  
Caleb

P.S. My ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Are you still thinking about it?

**Preview text:** I can't predict how soon we'll sell out.

**Email body:**

Hey {{ subscriber.first\_name }},

If you've been thinking about joining ROI Players Club, [now would be a very good time](#).

Due to all the personal help I offer members, I have to limit each class of new people. That's because new folks are always the ones with the most questions.

So once we reach 150 new members for the week, I can only offer places on the waiting list in exchange for a deposit.

Now I know that 150 new members may sound like a lot, but this message is going out to literally thousands of hungry opportunity seekers.

So I can't predict how soon we'll sell out. Based on past results, it could take seven days... or it could happen just a few hours from now.

So don't risk getting wait-listed. [Sign up right away](#).

Cheers,  
Caleb

P.S. My ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Nobody else teaches this stuff...

**Preview text:** For you, a new, unique opportunity.

**Email body:**

Hey {{ subscriber.first\_name }},

Would you like to be part of a small in-group of successful high performers who get to share marketing secrets the rest of the world never discovers?

Would you like to be present when I reveal the latest cutting edge marketing strategies and tactics—daily, weekly, and monthly?

Would you like to know how to gobble up new customers and pile up new profits before your competitors ever realize what hit them?

[Yes, I'm interested.](#)

Cheers,  
Caleb

## 17 STRAIGHT-PITCH EMAILS

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**From:** Caleb O'Dowd

**Subject line:** Nobody succeeds without this...

**Preview text:** Have you been missing out?

**Email body:**

Hey {{ subscriber.first\_name }},

If you haven't yet succeeded online the way you would have liked, I bet I know why.

To make real money online you need a “certain something” you simply can't get just by watching a video...

...or listening to a webinar...

...or reading an ebook.

Even joining a coaching group will only take you so far.

Today I'm filling folks in on [the secret, missing ingredient](#)—and my new [ROI Players Club](#)—[here](#).

Cheers,  
Caleb

P.S. ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Would you like me to mentor you personally?

**Preview text:** I hope you're a serious entrepreneur.

**Email body:**

Hey {{ subscriber.first\_name }},

For a little while now I've been telling you about a new, unique, exciting opportunity for you to be mentored to success by me personally.

My new ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and explode your profits, [with me as your private mentor](#).

So if you're looking to make millions online, this is [the fastest, easiest, most hassle-free way ever](#) for you to get a massive boost up.

But not everyone who wants to join should do so.

If you decide to join me onboard, [please be a serious entrepreneur](#) with a big vision for your future, someone who's intent on building a real business that provides massive value for thousands of happy customers.

Cheers,  
Caleb

P.S. If the above describes you, [I want to mentor you personally](#).

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** If I gave you my step-by-step formula...

**Preview text:** ...and if I then gave you my direct line...

**Email body:**

Hey {{ subscriber.first\_name }},

If I gave you the complete, detailed, step-by-step formula that's been making me \$300,000 a month on Facebook for the last six months...

...and if I then gave you my direct line, so we could have unlimited, private, one-on-one conversations to answer all your questions and guide you every step of the way...

...do you think you might make some serious money?

[\[Yes\]](#)    [\[No\]](#)    [\[Not sure\]](#)

Looking forward to your reply. There are no wrong answers. :-)

Cheers,  
Caleb

P.S. Check out my members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and explode your profits, with me as your private mentor, [here](#).

## 17 STRAIGHT-PITCH EMAILS

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**From line:** Caleb O'Dowd

**Subject line:** Because you're an ROI Tips member...

**Preview text:** ...I think you'll really like this.

**Email body:**

Hey {{ subscriber.first\_name }},

Because you joined my ROI Tips newsletter, I think you'll really like this.

My new ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

Which means you could easily double, triple, or even quadruple your business over the next six months...

...without all the heartaches, hassles, uncertainty, and risks...

...of trying to figure out everything by yourself.

Take a look at it [here](#).

Cheers,  
Caleb

## 17 STRAIGHT-PITCH EMAILS

16

**From line:** Caleb O'Dowd

**Subject line:** I'll keep this short for you...

**Preview text:** ...because your time is valuable.

**Email body:**

Hey {{ subscriber.first\_name }},

Because your time is valuable, I'll keep this short for you.

My new ROI Players Club is a members-only vault of proven million-dollar sales campaigns and funnels, ready for you to plug in and [explode your profits, with me as your private mentor](#).

Which means you could easily double, triple, or even quadruple your online business over the next six months...

...without all the heartaches, hassles, uncertainty, and risks that come with trying to figure out everything by yourself.

Take a look at it [here](#).

Cheers,  
Caleb

## 17 STRAIGHT-PITCH EMAILS

17

**From line:** Caleb O'Dowd

**Subject line:** How to claim your full refund.

**Preview text:** Just send us an email.

**Email body:**

Hey {{ subscriber.first\_name }},

If you're serious about growing your online business... yet you haven't yet joined my new ROI Players Club... I'm just guessing, but maybe I know why.

Is it because you haven't heard about my **100% Money-Back Triple Guarantee**? Here's how it works:

1. If you don't feel you've received at least \$1,000,000 worth of value during your first 30 days as a member, OR...
2. If you don't see a clear path to doubling, tripling, or even quadrupling your business faster than you ever dared imagine before, OR...
3. Even if you don't like the pink polo shirt I'm wearing in one of the training videos... :-)

In other words, if for any reason, at any time during your first 30 days as a member you're not completely over-the-moon happy and thrilled with what you're getting, simply send our help desk an email and get a full refund.

If that doesn't take care of any concern you might have, feel free to hit reply and tell me how I could serve you better.

However, if my **100% Money-Back Triple Guarantee** does solve your hesitation, here's where to go and [join now](#).

Or if you just want to refresh your memory of all that's on offer, [click here](#).

Cheers,  
Caleb