

Subject: We miss you. A lot!

Preheader: And I'm ready to prove it...

Hi {{ subscriber.first_name }},

We've missed your stories at [PLATFORM], and we believe the world deserves to read them. Every writer's journey is filled with challenges, but remember, the most successful authors share one piece of advice...

(A piece of advice reiterated just last night by one of our guests, author Simon Bestwick aka. Daniel Church.)

Never give up.

I'd hate to think that the creeping little monsters of doubt or pressure have caught up with you, and I sincerely want to help wash them away.

So... here's a little something special just for you.

If you can commit to your writing for the next year by coming back to [PLATFORM] with an annual membership, we'll commit to helping you cross the finish line.

How? Well, besides giving you 50% off membership by paying annually...

I'm also going give you – absolutely **FREE** – tickets to our core schedule of upcoming summer programs and workshops.

What's included there? Glad you asked. Steady your feet, because you're about to dive headlong into...

[COURSE 1] (Starts June 5th, 2024)

Our 45-day novel-writing program that guides you every step of the way, with live support, check-ins and more. Get. That. Book. Done.

[COURSE 2] (Starts June 16th, 2024)

Master the art of immersive storytelling by building your skills with Deep POV.

[COURSE 3] (Starts July 7th, 2024)

Talking of immersion... settings also play an important role. Get it right every time with the lessons and exercises in this interactive workshop.

[COURSE 4] (Starts July 24th, 2024)

You've written... and now you must edit. [COURSE] is a 30-day, guided self-editing program that will help you take that completed draft and carefully whittle it down to the final product.

[COURSE 5] (Starts August 18th, 2024)

To top it all off, [COURSE] will help you resolve any lingering issues you notice when all is said and done.

Altogether, it's a summer you'll never forget. Because it'll be the summer you saw just how much those stories needed to be told.

Separately, these programs and workshops come to a whopping value of **\$535**.

But when you join us in committing to your book today, you'll get them absolutely **FREE**.

[>> Get Your "Welcome Back" Package Here.](#)

And look, I know that investing in your passion can sometimes feel like a luxury. That's why I want to stuff as much value as I possibly can into this.

Because nothing will beat the feeling of having that finished manuscript in your hands by winter time.

Speaking of time...

You may have missed a **ton** of extra tools and updates inside the [PLATFORM] platform since you were last here. From additional goal-setting and accountability tools, to improvements to the [TOOL] so you have **even greater** developmental feedback whenever you need it, you'll spend less time worrying about problems and more time creating great stories.

Plus, we're always here to help with tutorials, customer support, and community advice to make your experience as smooth as possible.

So... are we leaving it all behind?

Or can we get back to where it started: sharing stories, touching lives, and having fun doing it?

[Take advantage of this exclusive offer now](#). Your first big program, [COURSE 1], starts June 5th, so there's no time to waste.

Welcome back. The path ahead looks bright.

Happy writing,

[SIGNOFF]

Subject: We're better together

Preheader: Let's hit those goals!

Hi {{ subscriber.first_name }},

Did you know that, according to the Association for Talent Development, you're 65% more likely to achieve a goal when you tell others of your commitment *to* that goal?

Huge, right?

But here's where it *really* gets wild...

That number **climbs as high as 95%** when you surround yourself with like-minded others and stay accountable while working towards that goal.

The human mind is an incredible thing, and the power of sheer will and commitment should never be underestimated.

Which is why I want to make a commitment to you.

I've noticed you've been away from the world of [PLATFORM] for a while, and hate to think of all the things that might mean for you and your writing. So, to be blunt, I want you back. And I want to make a promise for when you return.

Here's the deal:

[Return to \[PLATFORM\] with an annual subscription](#) (offering a neat **50% discount** every single year) and I'll give you **FREE** tickets to our core schedule of upcoming summer programs and workshops as an initial reward.

This summer, we're all about *getting it done*. That means **two full programs dedicated to writing and editing**, plus **additional craft workshops** to help you come out on top with the dream fulfilled: a completed manuscript in your hand.

Both programs are packed with live interaction, advice and check-ins for that magical combination:

Shared Commitment + Group Goals + Accountability

All in, these live programs and workshops have a combined value of **\$535**.

You'll get them for nothing. Well, nothing except believing in yourself.

Sound doable?

[>> Get Your "Big Comeback" Package Here.](#)

All of this is, of course, in addition to the usual benefits of [PLATFORM] membership – giving you everything you need to produce awesome work, all in one place.

You'll have your fully-featured Writing Desk, now decked out with planning tools, note boards, goal tracking, dictation and more...

Plus extra tools and updates like improvements to the [TOOL], so you can get the kind of developmental feedback you'd normally wait weeks for from a beta reader or editor.

If you haven't seen that already, it's going to blow your mind. Trust me on that one.

And that's not to mention the equally important side: the member community. As I've stressed repeatedly while writing this to you today, you simply can't underestimate the positive effects of being surrounded by like-minded people.

Together, we're better.

This Big Comeback offer is on the table until **tomorrow night**, as I need to make sure everyone is settled and ready for [COURSE] when it arrives – so, if you still have a story burning within you, [be sure to take advantage of it now](#).

It's gonna be a hot, *hot* summer. 🌞

Happy writing,

[SIGNOFF]