

SL: Awesome, you're in!

Welcome, Rob (hope that's your real name by the way).

Actually, my first name is Andres, but I go by "Luke" as that's my 2<sup>nd</sup> name.

As a bilingual, I know what's like to have no clue how to pronounce an English name.

So, I won't put you through that hell-ish task of trying mine.

And I just want to say THANK YOU, Rob, for joining this newsletter.

You may have no idea of who I am.

Also, there's a high chance I don't know who you are either.

But I'll make you a deal smooth and easy for both of us.

If you want us to get to know each other,

Just reply to this email, and I'll take the time to answer and enjoy a chat with you...

For now, I'm Luke and I'm your friendly neighborhood copywriter.

I write cool stuff (like this email) and do marketing for a living.

The cool stuff I write happens to have helped my clients make thousands of dollars.

*Roller coaster* is how I would call my life lately.

I promise to tell you more about it in the next email.

But now I'm just blessed I get to share this space with amazing people like you.

Here, you'll not only get emails that will be written to help you in some way,

But you'll get GUARANTEED valuable insights into what I've learned.

Insights I've thought through, and studied on my own, and some I've gotten from amazing people I've studied carefully.

From life, to business, to copywriting & marketing...

Might sneak some sports analogy. I'm a *sporty* myself.

Having said that, enjoy the ride.

Feel free to reply to this email if you'd like to know more about what I do.

Feel free to unsubscribe as well if you didn't like this cool email.

Either way I'm grateful you're here and I invite you to tell me anything that's going on in your life.

I'm all ears, you're part of my fam now, so I care about you.

Tell me anything and I'll be there for you. It really helps me a lot if you do.