



Click Candy
Email Writer

Copywriter

Reference Guide

Ben Settle

Style:

Ben's style is aggressive, in-your-face, and unapologetically direct. He writes with a strong contrarian voice, calling out fluff, fake gurus, and shiny-object syndrome. His emails often feel like a punch in the gut—and that's intentional. He uses short sentences, hard truths, and clear calls to action. His tone isn't designed to please; it's designed to provoke and convert.

Examples:

Most of what you're doing in your marketing is a complete waste of time—and deep down, you know it.

If your emails don't make someone unsubscribe, they probably didn't make anyone buy either.

Joanna Wiebe

Style:

Joanna's writing is rooted in customer psychology, with a laser focus on what people are really thinking but not saying. She uses customer voice data, layered curiosity, and ultra-clear benefits to move readers forward without pressure. Her tone is conversational, smart, and subtly persuasive. You'll feel like she's guiding you toward the answer you already knew—you just hadn't seen it written that clearly before.

Examples:

"I thought I needed more traffic. Turns out, I just needed to fix this one sentence on my sales page."

"Your customers are telling you exactly how to sell to them—but are you listening, or just guessing?"

Laura Belgray

Style:

Laura blends sharp wit with storytelling that feels like catching up with a friend over cocktails. Her writing is raw, real, and hilarious—yet still manages to convert. She’s a master of punchy one-liners, relatable moments, and injecting personality into every sentence. Even when she’s selling, it never feels salesy.

Examples:

I once lost a \$10K client because I ghosted them... by accident. That won't happen to you if you read this.

Ever feel like your emails sound like a PowerPoint wearing a pantsuit? Let's change that.

Ann Handley

Style:

Ann writes with warmth, wisdom, and a strong narrative thread. Her emails and content feel like being mentored by someone who genuinely cares. She’s not flashy—she’s meaningful. Her tone is insightful, encouraging, and focused on creating value that builds long-term trust. She brings the heart into digital writing without ever losing the strategic edge.

Examples:

What if your next email wasn't just opened—but remembered, quoted, and saved?

The best marketing doesn't sound like marketing. It sounds like a friend telling a story worth hearing.

Frank Kern

Style:

Frank's style is laid-back, casually confident, and built around the idea of "selling without selling." He often shares behind-the-scenes moments and speaks in a way that feels effortless but is highly strategic. His writing gives off the vibe of someone who's made millions and is just showing you how, if you're cool enough to listen.

Examples:

I made \$17,402 last weekend doing nothing but checking email. Wanna know how?

I hate complicated funnels. Here's the stupid-simple one I use that prints money daily.

Andre Chaperon

Style:

Andre is the master of serialized, narrative-driven email. His writing is built on the idea of "open loops"—stories that start in one email and unfold over time, pulling readers forward with curiosity and connection.

Examples:

It started with a weird little email... and ended with \$10,354 in sales. Let me show you what happened in between.

You ever read something that hit so hard, you had to stop and breathe? This story might do that to you.

David Ogilvy

Style:

Often called “The Father of Advertising,” Ogilvy’s copy style is authoritative, fact-driven, and benefit-focused. He believed in headlines that sell, research-backed claims, and clarity over cleverness. His voice is professional but persuasive—designed to inform, build credibility, and convert without fluff or distraction.

Examples:

You wouldn’t buy a car without test driving it. Why invest in marketing that hasn’t proven it works?

The best copy doesn’t scream. It speaks directly, with facts that make you nod instead of scroll.

Ryan Deiss

Style:

Ryan’s style is strategy-first, systems-driven, and practical. He writes like a digital marketing architect—breaking down complex ideas into digestible frameworks. His tone is confident, clear, and instructional without being dry. His goal is to make readers feel smarter and more capable with every word.

Examples:

If your funnel isn’t converting, it’s not broken—it’s just missing this one key stage.

Great marketers don’t guess. They run systems. Want mine?

Gary Halbert

Style:

Gary Halbert's copy is raw, emotional, and ruthlessly persuasive. He was a master of grabbing attention and holding it with powerful storytelling, street-smart logic, and bold claims. He often wrote in the form of letters—long, personal, and impossible to stop reading. His tone was conversational but intensely focused on pain points and dramatic transformation. Reading Halbert is like being talked into action by someone who won't let you settle.

Examples:

The most persuasive letter ever written started with this one sentence—and it's not what you think.

Most marketers write to sell a product. I write to make you feel like you have to buy it.

Jay Abraham

Style:

Jay's writing is intelligent, consultative, and rooted in high-level strategic thinking. He positions himself as a trusted advisor, focusing on unlocking hidden assets, underutilized leverage, and untapped revenue. His tone is calm, logical, and full of value.

Examples:

There's revenue hiding in your business right now—you just haven't been taught how to unlock it.

Most businesses chase new customers. Smart ones create more value from the ones they already have.

Perry Belcher

Style:

Perry writes like a persuasive salesman at the peak of his game—fast-talking, friendly, and laser-focused on benefits. His copy is conversational and packed with urgency, vivid imagery, and objection-slaying bullets. He’s known for “greased-slide” copy that keeps you reading effortlessly.

Examples:

Why wait to grow your business when this one strategy is printing cash right now?

What if your next customer was one sentence away—and you just hadn’t sent it yet?

Russell Brunson

Style:

Russell’s writing is energetic, hype-infused, and community-centered. He combines marketing education with rags-to-riches storytelling, often positioning readers as heroes on a journey. His tone is evangelical and funnel-obsessed—he makes you believe you're one tweak away from transformation.

Examples:

The 2-page funnel that grew my list by 100K in 30 days (and cost me less than dinner).

This one funnel has made more millionaires than any other. Want in?

Clayton Makepeace

Style:

Clayton's copy is long-form, emotionally driven, and packed with proof. He writes for direct response with intensity—often taking readers on a vivid emotional journey from pain to transformation. His tone is urgent but respectful, persuasive but grounded.

Examples:

If you've ever felt stuck, broke, or invisible—this message might change everything.

What you're about to read could save your business... and possibly your sanity.

Alex Cattoni

Style:

Alex blends charisma, modern storytelling, and marketing know-how into copy that feels like your cool, confident friend giving you real talk. Her tone is fun, engaging, and empowering. She uses humor, analogies, and authenticity to draw readers in while still focusing on clarity and conversions. It's pop-culture savvy with a strategic backbone.

Examples:

Imagine waking up to sales in your inbox... while still wearing your fuzzy socks.

Your brand deserves copy that sells and sounds like you. Let's make it happen.

Jon Buchan

Style:

Jon is delightfully weird, witty, and refreshingly unpredictable. His copy often starts with an absurd or hilarious hook that disarms the reader—and then segues into a smart sales message. He’s the king of using charm, humor, and the unexpected to cut through inbox noise.

Examples:

I once landed a client by emailing a picture of my dog in a tie. Here’s why it worked.

Your cold emails are boring. Here’s how to make people laugh—and reply with money.

Chris Orzechowski

Style:

Chris writes tactical, actionable emails that feel like mini marketing lessons. His style is confident, conversational, and built around clear ROI. He focuses heavily on direct response strategies and uses short, punchy copy that makes the reader feel like they’re getting insider access.

Examples:

Want to turn a dead list into a revenue machine? Here’s the exact playbook I used.

The subject line that got 73% opens on a cold list (steal it if you like money).

Tarzan Kay

Style:

Tarzan blends bold personality with soulful honesty. Her emails are fun, fearless, and emotionally intelligent. She isn't afraid to get vulnerable, drop pop culture references, or call out toxic marketing norms. Her tone is often rebellious, relatable, and highly self-aware.

Examples:

Feeling allergic to funnels? Me too—until I found this feel-good version that actually converts.

Here's what I did when my launch bombed (and what made the next one my biggest yet).

Justin Goff

Style:

Justin's style is blunt, high-converting, and zero fluff. He writes like a guy who's seen every scam, shortcut, and waste of time—and is here to show you what actually works. His tone is bold, sometimes polarizing, but always rooted in performance. He's focused on hardcore results and calling out what people are doing wrong, fast.

Examples:

Most of the advice you're following is pure garbage. Here's what's actually making people money.

Stop playing business. Start doing this, and you'll make sales by Friday.

Kira Hug

Style:

Kira's copy is quirky, colorful, and full of personality. She writes like someone who sees the weirdness in the world and makes it work for business. Her tone is playful, personable, and non-cookie-cutter. She champions writing that sounds like you.

Examples:

Spoiler alert: your emails are boring. Here's how to make them sing like a Broadway star on espresso.

Your brand has personality. Your copy should too. Let's fix that.

Val Geisler

Style:

Val's style is empathetic, clear, and deeply customer-focused. She's known for her work in email retention, onboarding, and lifecycle campaigns that build trust. Her tone is professional, warm, and helpful—not pushy. She writes with the voice of someone who understands your customer better than you do—and who knows how to earn loyalty through value-driven content.

Examples:

If your customers aren't buying again, your emails might be the problem. Here's the fix.

Let's stop sending broadcasts and start having conversations. That's how brands build trust.

Bushra Azhar

Style:

Bushra writes with high-octane persuasion, humor, and deep psychological insight. Her copy oozes charm while using behavioral triggers and brain science to nudge readers toward action. She's bold, cheeky, and disarmingly smart.

Examples:

Your brain is tricking you out of sales—and it's doing it with your permission.

You don't need more testimonials. You need this psychological switch flipped.

Matt Furey

Style:

Matt's writing is old-school, aggressive, and raw—with a heavy emphasis on storytelling and personal experience. His tone is often rebellious and filled with emotional appeals. He's known for long, winding letters that suck you in with grit, guts, and over-the-top charisma. There's nothing subtle about Matt—his copy goes for the jugular and makes you feel like he's lived every word.

Examples:

I made \$50K in one weekend using a technique I stumbled on by accident.

Most marketers won't tell you this because they're afraid you'll stop listening to them.

Kimberly Seltzer

Style:

Kimberly writes with warmth, heart, and confidence. Her background in therapy and style coaching shines through in her copy—blending emotional intelligence with actionable advice. Her tone is human-centered and empowering, often speaking to self-worth, image, and authentic connection.

Examples:

You don't need to shout to be heard. You need to speak from a place of truth.

If your brand feels off, it might be your messaging wardrobe that needs changing.

Brian Clark

Style:

Brian is the archetype of strategic, content-first marketing. His writing is clean, educational, and focused on long-term trust-building. He teaches while he sells, making readers feel like insiders. His tone is thoughtful, smart, and never hypey. It's the kind of copy that earns clicks because it's useful—period.

Examples:

Great content doesn't just attract—it converts. Here's how to do both.

Want an audience that trusts you? Build this before you build anything else.

Chanti Zak

Style:

Chanti's writing is playful, engaging, and interaction-first. She's the queen of quizzes and building connection through curiosity. Her tone is fun, feminine, and full of energy. She doesn't just write to be read—she writes to be clicked, answered, and responded to.

Examples:

What if a quiz could grow your list and make your audience fall in love with you?

Emails are fine. But emails with a choose-your-own-adventure twist? Way more fun.

Ashlyn Carter

Style:

Ashlyn writes with a polished, elegant tone that feels both professional and emotionally intelligent. Her background in wedding copywriting and high-end branding shows in her attention to detail, cadence, and clarity. She mixes poetic language with conversion smarts—making her copy feel refined but not stiff.

Examples:

Don't let your copy be the weak link in your brand. Let's make it as stunning as the business behind it.

You can write with poise and power. Here's how I help creative brands do both.

Daniel Throssell

Style:

Daniel's style is wildly unconventional, energetic, and brilliantly unpredictable. Known as "Australia's best copywriter," he often uses self-aware humor, invented characters, and clever pattern-interrupts to keep readers glued. His emails feel like chaotic genius—breaking rules, bending structures, and somehow making it all convert like crazy.

Examples:

I was wrong. You were right. Here's what that really cost me (and how I fixed it).

WARNING: This email contains a wizard, a kangaroo, and a 4X conversion hack. I wish I were joking.

Prerna Malik

Style:

Prerna's writing is ethical, gentle, and deeply persuasive. She excels at writing for value-driven entrepreneurs who want high conversions without hype. Her tone is empathetic, clear, and structured—helping readers feel safe, seen, and supported. Prerna proves that strong copy doesn't have to be aggressive—it can lead with heart and still sell powerfully.

Examples:

You don't have to choose between empathy and conversion. Here's how we do both.

Ready to write emails that feel good and get results? Let's ditch the pushy stuff.

Liz Wilcox

Style:

Liz's copy is delightfully simple, fun, and approachable. She's built her brand around being "The Fresh Princess of Email," and it shows—her writing has personality and humor. She makes email marketing feel easy and human, especially for solopreneurs and beginners.

Examples:

If your grandma can't understand your emails, you're doing it wrong.

Here's the one email I send every week that makes sales while I'm watching reruns of Friends.

Adam Bensman

Style:

Adam writes powerful, direct-response copy with a high-conversion edge. His tone is clear, persuasive, and action-focused—no wasted words, no fluff. He's a specialist in writing offers that resonate fast and hit hard, especially in niches where results matter most. Adam's copy isn't here to entertain—it's here to close.

Examples:

Your prospects don't need more info—they need clarity. Here's how your copy can give them that and get the sale.

If you're explaining too much, you're selling too little. Here's how to flip the script.

Rob Marsh

Style:

Rob writes with clarity, structure, and a strategic backbone. He blends storytelling with conversion principles to help readers understand not just what to do—but why it works. His tone is professional, trustworthy, and direct.

Examples:

Great copy doesn't just sound good—it performs. Here's the framework I use to make sure it does both.

Stop guessing what to say in your emails. Here's the structure that drives results every time.

Ben Dobson-Smith

Style:

Ben brings a succinct, persuasive style that focuses on clarity and conversion. His background in marketing psychology shows in how he positions offers with subtle urgency and emotional insight. He cuts straight to the value, often using simple, high-impact lines that push readers toward micro-yes decisions. His tone is confident, modern, and respectful of the reader's intelligence.

Examples:

Your audience is ready to buy. They just need one more nudge.

If your message doesn't move people, it won't move sales. Here's how to fix that in one sentence.

Chris Von Wilpert

Style:

Chris writes with a data-driven, high-leverage mindset. He blends storytelling with deep strategic thinking—often dissecting what’s working behind the scenes of winning campaigns. His tone is smart, insightful, and transparent.

Examples:

I tested 3 email strategies. One crushed the others with a 52% lift in conversions—here’s what I changed.

Want your content to work harder? This is the strategy \$10M brands use behind the scenes.

Mike Kim

Style:

Mike’s style is warm, reflective, and value-packed. He blends personal branding wisdom with messaging strategy, speaking directly to coaches, creators, and thought leaders. His tone is welcoming, encouraging, and transparent—like getting guidance from a wise friend who’s been in your shoes. He often uses stories from real-life lessons to make complex marketing ideas feel grounded and doable.

Examples:

You’re not just building a brand. You’re building trust. Here’s how to write like it.

The best marketing isn’t loud—it’s aligned. Let’s make sure your message is too.

Melyssa Griffin

Style:

Melyssa's writing is educational, uplifting, and heart-centered. She's great at making entrepreneurship feel empowering and accessible—especially for creative and spiritual entrepreneurs. Her tone is friendly, clear, and loaded with helpful takeaways.

Examples:

You don't need a massive list to make a massive impact. You just need this.

Ready to scale with soul? Here's the framework that helped me triple my income and feel aligned doing it.

Autumn Witt Boyd

Style:

Autumn's writing style is friendly, legally focused, and empowering for business owners who want to protect their work without drowning in legal jargon. She makes law feel understandable and even approachable. Her tone is clear, kind, and confident—providing reassurance while positioning herself as a trusted advisor. Her copy often blends legal authority with a calm, steady presence.

Examples:

Don't let legal stuff hold you back—here's how to protect your business without the overwhelm.

You built something amazing. Let's make sure no one else can claim it as their own.

Allie Bjerk

Style:

Allie's copy is smart, structured, and results-oriented with a calm confidence. She's known for her Tiny Offer strategy, and her writing reflects that blend of minimalism and momentum. Her tone is focused, strategic, and empowering.

Examples:

You don't need a full product suite to scale—just one irresistible offer with the right message.

Want to wake up to Stripe notifications on autopilot? Let's start small—and smart.

Ryan Healy

Style:

Ryan's writing is powerful, direct-response focused, and deeply conversion-oriented. He writes with sharp logic, persuasive clarity, and no wasted words. His tone is confident, experienced, and focused on making every line do work. If you like writing that feels like an optimized sales machine—Ryan's your guy.

Examples:

Your subject line is the gatekeeper. Here's the one tweak that doubled my open rates.

There's only one reason your emails aren't converting—and it's not what you think.

James Wedmore

Style:

James writes with a blend of spiritual insight and business savvy. His tone is high-vibe, growth-oriented, and driven by mindset and energy alignment. He's all about helping digital entrepreneurs break through limitations, step into leadership, and build businesses with intention.

Examples:

You weren't meant to hustle harder—you were meant to work in alignment. Here's how I scaled without burnout.

I see entrepreneurs making this one mistake every day—and it's keeping them stuck at six figures.

Troy Ericson

Style:

Troy is a deliverability and conversion expert, and his writing reflects that technical precision. His tone is punchy, confident, and conversion-focused. He's known for fixing email lists, boosting deliverability, and writing emails that get clicks fast. His copy often includes data-backed results, short copy blocks, and a no-fluff style that appeals to high performers.

Examples:

Want to double your email revenue? Start by fixing what's landing in spam.

My client made \$31K in one week from a list they thought was dead. Here's how.

Kyle Gray

Style:

Kyle's writing is story-driven, informative, and built around personal brand positioning. He blends marketing strategy with storytelling frameworks to help entrepreneurs sell through clarity and narrative.

Examples:

Imagine sending one email that brings in \$10K in a day—here's how I helped a client do just that.

Your story isn't just background noise—it's your most powerful marketing asset.

Stefan Georgi

Style:

Stefan is a heavyweight in direct-response copy. His RMBC Method (Research, Mechanism, Brief, Copy) shows in his structured, emotionally intense writing. His tone is authoritative, persuasive, and laser-focused on pain points and results. He writes to convert—fast—and pulls no punches. His copy often feels like a high-stakes courtroom argument, backed by empathy and high tension.

Examples:

I've written emails that have generated over \$700M in sales—this is the formula I use.

If your copy isn't emotionally charged, it's invisible. Let's fix that in your next campaign.

Eden Bidani

Style:

Eden writes clear, psychology-infused copy that's designed to build trust and convert with precision. She focuses heavily on voice-of-customer research, meaning her words feel like they came straight from the reader's own mind.

Examples:

Don't just build an email list—build relationships. Here's how I write emails that turn clicks into clients.

When your reader feels seen, they buy. This is how we make that happen with every email.

Jacob McMillen

Style:

Jacob combines a friendly, strategic tone with high-performing SEO and copywriting tactics. His writing is smart, value-packed, and often bridges the gap between long-form content and conversion copy. He speaks to freelancers, content marketers, and business owners in a way that's both educational and empowering.

Examples:

Your copy's biggest problem? It's trying to be clever instead of clear.

Want to boost open rates without sounding spammy? These 5 words changed everything for me.

Sarah Marie Anders

Style:

Sarah writes with heart, empathy, and a strong focus on connection. Her copy is warm and relational, especially tuned for brands that prioritize community and emotional resonance. She often helps founders speak in a voice that feels human, not corporate. Her tone builds trust and loyalty first—sales naturally follow.

Examples:

Your subscribers don't want more info. They want to feel like someone gets them.

Stop broadcasting. Start building real relationships—with emails that feel like a hug.

Jenna Soard

Style:

Jenna writes with a vibrant, personality-driven flair—often mixing humor, storytelling, and branding insight. Her background in design and education gives her copy a visual rhythm and clarity that stands out. She's all about helping entrepreneurs own their uniqueness and show up confidently. Her tone is fun, encouraging, and magnetic—like a pep talk that makes you want to take action now.

Examples:

If your brand were a person, would anyone want to hang out with it? Let's fix that.

Tired of sounding like everyone else? Here's how to add a splash of YOU to every email.

Val Ahern

Style:

Val writes with empathetic precision—clear, calm, and customer-centered. She's known for messaging that prioritizes the customer's emotional journey, not just selling points. Her copy has a quiet power: strategic, soothing, and subtly persuasive.

Examples:

Your customers don't need another pitch. They need a message that actually resonates.

When you solve the right problem with your copy, everything else gets easier.

Lori Hildebrand

Style:

Lori's writing is friendly, simple, and connection-based. She's known for boiling complex ideas down into copy that's easy to read and even easier to trust. Her tone is helpful, gentle, and designed to make the reader feel safe and understood. She avoids hype in favor of clean, purposeful storytelling.

Examples:

If your emails feel overwhelming to write, your reader probably feels the same way reading them.

Want better engagement? Say less, mean more.

Adil Amarsi

Style:

Adil is known as “The Michelangelo of Offer Creation,” and his copy reflects that—long-form, story-rich, and conversion-obsessed. He writes with theatrical flair, emotion, and precision. His tone is persuasive, cinematic, and dramatic—ideal for serious offers that demand serious attention.

Examples:

I wrote a single email that pulled in \$20K in 48 hours—and it started with a breakup story.

Most people write copy to get a click. I write to change minds. Here’s how.

Jessica Stansberry

Style:

Jessica’s copy is straightforward, high-energy, and highly actionable. Her tone is like your marketing-savvy friend giving you the step-by-step without sugarcoating. She empowers creators and business owners to take action quickly, ditch perfectionism, and actually ship their work. Her copy leans toward clarity, momentum, and approachability.

Examples:

You don’t need a fancy funnel. You need one email and a clear next step—let’s do this.

Launching doesn’t have to feel like a nervous breakdown. Here’s my no-drama plan.

Jules Dan

Style:

Jules is all about conversion storytelling—using emotional, results-driven narratives to drive sales. His copy feels like a personal revelation or “aha” moment, grounded in real transformation. He writes with a direct-response mindset but frames it in relatable stories that keep you hooked. His tone is honest, motivational, and geared toward action.

Examples:

What if one story could shift your entire business? Here’s the one that changed mine.

I used this email to land a \$10K client—and it starts with a failed first date.

Shelley McKenzie

Style:

Shelley’s copy is educational, relational, and rooted in wellness and lifestyle branding. Her tone is calm, nurturing, and confident—ideal for health-focused brands or service providers who need to earn trust. She simplifies complex ideas and builds connection through empathy and authority.

Examples:

You don’t need a huge list to have a big impact. Here’s how to nurture the audience you already have.

Want more loyal clients? Start with emails that feel like real conversations.

Rachael Pilcher

Style:

Rachael blends persuasive copy with emotional appeal—writing in a style that’s crisp, clear, and centered on the reader’s transformation. Her tone is confident, warm, and results-focused. She’s skilled at helping brands communicate deep benefits without sounding “salesy.” Her copy feels like the right blend of heart and hard proof.

Examples:

This one email turned a hesitant lead into a \$10K sale—and it wasn’t by chance.

Want your offer to connect and convert? Start by saying what your audience can’t.

Tom Tate

Style:

Tom is a data-driven email strategist who writes with precision, clarity, and authority. His copy is educational, helpful, and grounded in what actually works—not fluff. He breaks down metrics and optimization in a way that’s approachable and actionable.

Examples:

Your emails are sending a message—even when no one opens them. Here’s how to fix that.

Want to lift your open rates without guessing? These 3 data points tell the full story.

Monica Snyder

Style:

Monica writes with a friendly, direct tone that blends marketing smarts with personal authenticity. Her copy is actionable, down-to-earth, and highly useful—especially for women entrepreneurs and small business owners. She breaks things down step-by-step while still keeping things fun, approachable, and full of heart.

Examples:

Imagine waking up to sales while you make coffee. Here's the email funnel that does it.

Your audience isn't ignoring you—they're just confused. Let's fix your messaging.

Chris Ogle

Style:

Chris writes with clarity, brevity, and usefulness at the forefront. His style is educational, conversational, and no-nonsense—perfect for simplifying marketing concepts and making them feel manageable. He helps businesses implement strategies without overwhelm. His tone is approachable and straight to the point.

Examples:

Email marketing doesn't need to be complicated—just consistent. Here's the framework.

Stop writing long emails no one reads. This short one converted 3X better.

Shannon McCaffery

Style:

Shannon writes with deep empathy and customer awareness. Her copy is warm, grounded, and customer-centered—ideal for mission-driven brands. She focuses on connection first, then builds trust through nurturing content that aligns with reader values. Her tone feels like a trusted mentor guiding you through growth, change, or even healing.

Examples:

Your subscribers are craving connection. Here's how to give them more than just content.

When you write from the heart, your message sticks. Here's how I help clients do it with strategy.

Carly Anna

Style:

Carly's writing is playful, value-driven, and built around storytelling with emotional punch. Her tone is friendly and empowering, with a big emphasis on personal voice and authenticity. She's known for helping brands tell stories that build community, not just clicks. Think nurturing + bold = engaged audience.

Examples:

I cracked the code on storytelling in emails—and it has nothing to do with being a “good writer.”

If your emails aren't building relationships, they're just noise. Let's change that.

Emily McGuire

Style:

Emily is a data-backed email strategist whose writing combines actionable insights with a lighthearted, relatable tone. She turns numbers into narrative and avoids fluff while still being fun.

Examples:

Not getting the open rates you want? Here are 3 quick fixes that actually work.

Your data is talking. Are you listening—or still guessing?

Josh Earl

Style:

Josh writes high-converting, direct-response copy with a technical edge. His style is clear, persuasive, and results-driven—often using storytelling and proof to build a case. He knows how to turn subscribers into buyers with tight, logical messaging. His tone is calm but urgent—focused on eliminating fluff and driving conversions.

Examples:

I've written emails that brought in over a million dollars. This is the strategy behind them.

Most emails try to sell too fast. I use this instead—and the sales follow naturally.

Jessica Lorimer

Style:

Jessica's copy is clear, confident, and conversion-focused with a no-nonsense, strategic edge. She specializes in sales messaging that cuts through the noise without the hype. Her tone is straightforward, professional, and bold—perfect for high-ticket offers and audiences who don't want fluff.

Examples:

Stop chasing leads that ghost you—here's how to attract buyers who are ready to move.

If your emails aren't closing, they're not selling. Let's fix that with smarter messaging.

Danielle Weil

Style:

Danielle blends storytelling with direct response mastery. Her copy is engaging, story-rich, and powerfully persuasive. She often uses personal anecdotes and character-driven narratives to guide the reader to a strong CTA. Her tone is conversational, strategic, and emotionally aware—helping readers relate before they're invited to buy.

Examples:

This email generated \$5K in 24 hours—and it started with a story about peanut butter.

Want to turn a simple email into a revenue spike? Start with the moment your audience says, "That's me."

Emily Ryan

Style:

Emily's writing is easy-to-read, energetic, and grounded in practical advice. She helps brands simplify their email marketing with smart formatting, fun voice, and approachable instruction. Her tone is upbeat, warm, and clear—great for small business owners and creators who want emails that don't feel like marketing.

Examples:

Email marketing doesn't have to feel like homework. Here's my 3-step fun-first method.

The easiest way to improve your emails? Make them feel like a convo, not a campaign.

Brittany McBean

Style:

Brittany's copy is empathetic, inclusive, and deeply strategic. She writes for values-driven brands and focuses on building trust through authentic, conversational copy. Her tone is confident yet soft, smart but never condescending.

Examples:

If your copy isn't connecting, it's not your fault. You just need a better message map.

Ready to turn subscribers into superfans—without sounding salesy? Here's how.

Robbie King

Style:

Robbie writes persuasive, direct, and conversion-focused copy that doesn't mess around. His tone is clear, confident, and action-oriented. He's all about results—focusing on messaging that sells without distractions. Expect strong hooks, tight framing, and bold claims backed by real proof.

Examples:

Don't waste another email on people who won't buy. Here's how to talk to the ones who will.

If your open rate sucks, your subject line's to blame. Here's how to fix it—fast.

Jessica Lorimer

Style:

Jessica's writing is sharp, professional, and results-focused—ideal for high-ticket sales and corporate-style business owners. Her tone is strategic and no-nonsense, often leaning into clarity over cleverness. She blends sales psychology with elegant simplicity, helping brands close deals without sounding desperate or pushy.

Examples:

Ready to stop talking to people who can't afford you? Here's how to start attracting buyers who can.

Sales emails don't have to scream. Here's how to write ones that quietly convert.

Danielle Weil

Style:

Danielle is a storytelling strategist who writes warm, character-driven copy. Her work draws people in with memorable openings and keeps them hooked with emotion and narrative momentum. Her tone is relatable and grounded, often using a strong narrative arc to bridge the gap between empathy and action.

Examples:

I almost scrapped this launch... until this \$5K email turned it around.

Want to write emails people love reading and buying from? Start with a story that feels like their own.

Emily Ryan

Style:

Emily's copy is bubbly, minimal, and approachable. She specializes in making email marketing feel light, quick, and simple—especially for creators and small brands. Her tone is casual, cheerful, and focused on getting it done without burnout. She writes like your friendly tech-savvy neighbor who just happens to be an email whiz.

Examples:

Want to send better emails in less time? Try this copy-and-paste template I use weekly.

You don't need a giant funnel. You just need a few great emails that sound like you.

Brittany McBean

Style:

Brittany writes with integrity, depth, and inclusivity. Her style balances high-conversion strategy with a commitment to ethical marketing. She helps brands speak their truth in a way that feels right—not forced. Her tone is calm, clear, and thoughtful, often combining empathy with sharp positioning.

Examples:

Feel like your copy isn't landing? It might not be what you're saying—it's how you're framing it.

Ready to write inclusive, ethical emails that still convert like crazy? Let's go.

Robbie King

Style:

Robbie's copy is strong, simple, and designed to sell. He's a direct-response writer with a punchy style—no fluff, no filler, just straight talk that gets results. His tone is confident and stripped-down, making his copy feel like a firm handshake followed by "let's get to it."

Examples:

Don't waste another email talking around the sale. Here's how to close directly—and fast.

This one-liner turned a dead list into \$8K in 3 days. Want it?

Shane Melaugh

Style:

Shane writes with a methodical, conversion-obsessed approach rooted in user psychology and lean marketing. His style blends clear reasoning with practical execution, often focusing on minimalistic design paired with persuasive messaging. His tone is clean, calm, and instructional—ideal for SaaS, digital products, and entrepreneurs who want to get results without hype.

Examples:

Most landing pages fail before the first scroll. Here's how to fix yours in 3 minutes.

Want more signups? Cut the fluff and try this lean conversion formula instead.

Pam Neely

Style:

Pam's writing is data-backed, informative, and rooted in classic direct response—but with a modern content marketing edge. She writes smart, research-driven copy that blends authority and approachability.

Examples:

Want higher ROI from every email? Start tracking these two metrics today.

Smart marketers don't guess—they measure. Here's the email metric that changed everything.

Amy Posner

Style:

Amy's copy is crisp, intuitive, and grounded in emotional awareness. She's an expert at helping businesses communicate clearly and ethically without losing persuasive power. Her tone is calm, wise, and focused on customer motivation—ideal for B2B, service providers, and those looking for professional yet human messaging.

Examples:

Clear copy closes deals. But emotionally smart copy builds brands.

Your offer isn't the problem—your message is. Let's rewrite it so people feel it.

Linda Perry

Style:

Linda brings a deep psychological and mindset-based edge to her copy. As a coach and copywriter, she helps brands access emotional truth and write from a place of powerful self-awareness. Her writing is raw, grounded, and empathetic—perfect for personal brands, coaches, and transformational offers.

Examples:

The words that sell are usually the ones you're afraid to say.

Want to sell without selling your soul? Speak the truth your audience is starving to hear.

Chris Hexton

Style:

Chris specializes in behavioral email marketing with a strong analytical foundation. His writing is crisp, strategic, and focused on lifecycle marketing. He excels at showing marketers how to map content to customer behavior. His tone is informative, data-driven, and optimized for SaaS and growth marketing environments.

Examples:

What your users do next matters. Here's the email that nudged 22% more toward checkout.

Want fewer unsubscribes and more clicks? Send the right email at the right time.

Abbey Woodcock

Style:

Abbey is a voice and brand language expert. Her copy is clean, voice-driven, and grounded in deep audience understanding. She helps entrepreneurs capture the essence of how they speak so their words connect naturally and consistently. Her tone varies with the brand—playful, bold, or calm—but the structure is always intentional and rooted in psychology.

Examples:

If your brand had a voice, would your audience recognize it? Let's make sure they do.

You don't need more copy—you need a brand voice people remember after the scroll.

Esai Arasi

Style:

Esai's copy is elegant, compassionate, and emotional—designed for soul-driven entrepreneurs and spiritual brands. Her writing blends deep empathy with subtle persuasion, often leaning into storytelling that evokes healing and alignment. She focuses on connection, clarity, and soulful sales language that never feels pushy.

Examples:

Your words are more than marketing—they're medicine. Let's make them matter.

Want to sell with softness, not scarcity? Here's the shift that brings in aligned clients.

Jason Henderson

Style:

Jason's writing is analytical and conversion-focused with a technical edge. He brings engineering-like precision to the structure of funnels, emails, and ad copy. His tone is confident, methodical, and optimized—great for SaaS, paid traffic, or funnel-based brands. He simplifies complex systems into clear, results-driven copy.

Examples:

Stop sending emails into a void—here's the funnel fix that lifted conversions 36%.

Data doesn't lie. This one line cut our cost-per-lead in half.

Laura Lopuch

Style:

Laura is known for cold emails that don't feel cold at all. Her copy is short, personalized, and gets replies. She writes with clarity, warmth, and surgical insight into how to earn trust fast—especially when you're a stranger in someone's inbox. Her tone is casual but precise, making her emails feel like a thoughtful, welcome interruption.

Examples:

Most cold emails get deleted. Mine get booked. Here's why.

Want to hear back from decision-makers? Try this 3-line format that cuts through the noise.

Jacob Baadsgaard

Style:

Jacob is a performance marketing pro, and his copy reflects that—tight, strategic, and built to convert. He focuses on measurable ROI, buyer behavior, and client acquisition strategies. His tone is direct, no-frills, and full of authority. Ideal for brands serious about scaling and tracking results.

Examples:

You don't need more traffic. You need the right traffic—and this copy makes that happen.

The biggest leak in your funnel? Your message. Here's how to plug it and scale faster.

Chloe Thomas

Style:

Chloe's writing is strategic, data-informed, and highly organized—perfect for ecommerce and digital marketers. She focuses on optimizing customer journeys, using email and content marketing to drive conversions with efficiency. Her tone is practical, insightful, and calm—ideal for brands who want systems and strategies that scale without chaos.

Examples:

Your customers are clicking—but not buying. Here's what to fix in your funnel flow.

Ready to grow your ecommerce sales? Start by optimizing this one customer journey stage.

Liz Melville

Style:

Liz writes with warmth, clarity, and a deep understanding of social media ad psychology—especially for coaches and course creators. Her tone is encouraging yet strategic, focusing on simplifying complex advertising into actionable steps. She's known for blending confidence-building with campaign-building.

Examples:

You don't need a 6-figure ad budget. Just the right message to the right audience.

Facebook ads feeling like a money pit? Here's how to finally see results—without overwhelm.

Pauline Longdon

Style:

Pauline's copy is punchy, persuasive, and emotionally intelligent. A former nurse and military veteran, she brings sharp observational skills and empathy to every word she writes. She's direct-response trained but emphasizes clarity and connection just as much as conversion. Her tone is grounded, practical, and powerfully honest.

Examples:

Most copywriters miss this one word that gets readers to lean in. I don't.

You don't need hype. You need honesty that sells—and here's how to write it.

Tyler McConville

Style:

Tyler's writing is high-converting, slick, and built with a tech-savvy edge—often tailored for fintech, SaaS, and performance-driven brands. He focuses on precision and user behavior, crafting emails and funnels that feel both smart and seamless. His tone is confident, fast-paced, and subtly aggressive—built for readers who want the win, not the warmup.

Examples:

You've got traffic. Now turn it into revenue with messaging that doesn't miss.

Most funnels waste clicks. Here's the offer hook that finally scaled mine to \$50K/month.

Lindsey Wigfield

Style:

Lindsey's copy is nurturing, thoughtful, and ideal for small businesses and nonprofits. She blends storytelling with community-first marketing to build trust and long-term engagement. Her tone is soft-spoken but structured—inviting readers into the mission without pressuring them. She makes strategy feel accessible and human.

Examples:

Your cause deserves more visibility—here's how better messaging can get you there.

Marketing doesn't have to feel pushy. It can feel like a conversation that creates change.

Margo Aaron

Style:

Margo's copy is bold, introspective, and highly opinionated—in the best way. She brings deep psychological insight into her writing and isn't afraid to challenge industry norms. Her tone is conversational, irreverent, and raw, often drawing from her background in behavioral science and marketing. Her copy feels like a punchy think piece that turns into a persuasive pitch.

Examples:

Most of your marketing problems aren't marketing problems. They're clarity problems.

Want to stand out? Start by saying what everyone else is too scared to admit.

Nichole Elizabeth DeMeré

Style:

Nichole's writing is precise, value-driven, and rooted in customer success. With deep experience in SaaS and B2B growth, her tone is empathetic, helpful, and community-centered. She specializes in positioning and onboarding—her words often feel like high-converting welcome mats that turn users into advocates.

Examples:

Your churn problem isn't about features—it's about unmet expectations. Here's how to fix it.

Want users to stay after signing up? This one message changes everything.

Rai Cornell

Style:

Rai writes like a therapist with a marketing degree. Her copy is emotionally intelligent, calm, and tailored for brands in wellness, coaching, and conscious entrepreneurship. She brings mindfulness into marketing—focusing on balance, connection, and messaging that resonates without manipulation.

Examples:

You don't need louder marketing. You need messaging that feels like truth.

This email didn't use urgency or scarcity—and still converted 38%. Here's why.

Kira Golden

Style:

Kira's writing is edgy, emotionally raw, and often layered with poetic grit. She blends copywriting with personal development, often turning trauma into resonance and storytelling into strategy. Her tone is vulnerable, confident, and powerful—ideal for rebels, creatives, and disruptors.

Examples:

Your story isn't a weakness—it's your sales advantage. Here's how to use it.

Real talk: if your copy feels fake, your audience already knows.

Kate Doster

Style:

Kate's copy is fun, quirky, and magnetic—made for digital creators, coaches, and email marketers who want to sell without sounding salesy. Her tone is bubbly yet strategic, filled with personality and punchlines. She makes marketing feel fun again while still driving results.

Examples:

Your emails shouldn't sound like a robot wrote them. Let's make yours pop, not plop.

Want people to click and giggle? This subject line does both.

Lauren Hazel

Style:

Lauren's copy is bold, unfiltered, and culturally aware. She blends street-smart clarity with soulful empowerment—especially for entrepreneurs building authentic brands rooted in identity and mission. Her tone is honest, direct, and full of personality, often mixing humor with sharp insight to help readers feel seen and ready to act.

Examples:

If your brand doesn't reflect your roots, your audience will feel it—and bounce.

Tired of polite marketing that doesn't convert? Here's the real talk your emails need.

Jess Jordana

Style:

Jess's writing is heartfelt, clear, and infused with teacher-like warmth. She's known for crafting copy that sounds like a BFF who also happens to be brilliant at strategy. Her tone is nurturing, uplifting, and practical—making her perfect for creative entrepreneurs, course creators, and coaches who want their brand voice to feel like home.

Examples:

You're not bad at copy—you just haven't been taught how to write like you.

Want copy that sounds like your voice and sells like a boss? Let's make that happen.

Mitch Miller

Style:

Mitch writes with savage clarity and unapologetic edge. His copy is provocative, rebellious, and made to trigger emotional response. He strips out fluff and leans into primal persuasion—power, fear, lust, status. If you want safe, look elsewhere. His tone is brash, confrontational, and intensely persuasive.

Examples:

If your copy's not offending anyone, it's probably not selling anything.

Want to dominate your market? Stop being nice and start being dangerous.

Kathy Ho

Style:

Kathy's style is clear, strategic, and focused on the emotional buying journey. She balances creativity with structure, often using powerful empathy to guide readers from confusion to conversion. Her tone is calm, thoughtful, and quietly persuasive—perfect for wellness brands, consultants, and purpose-driven projects.

Examples:

Sales don't come from clever words. They come from clarity. Let's rewrite your message.

Your audience is overwhelmed. Here's how to write emails that feel like relief.

Meghan Lamle

Style:

Meghan's copy is driven by psychology and built for conversions. She's known for deconstructing buyer behavior and rebuilding it into high-performance messaging. Her tone is confident, smart, and educational, often teaching while selling. Ideal for coaches, digital product sellers, and anyone who wants words that make people move.

Examples:

If your DMs are dead, your messaging might be killing them.

Here's how to resuscitate.

Want faster sales? Start writing like your audience actually has a brain.

Jamar Diggs

Style:

Jamar's writing is fresh, relatable, and built for visibility without burnout. He mixes strategic simplicity with conversational ease, helping coaches and service providers feel seen without trying to be everywhere. His tone is fun, human, and infused with positive energy—like a trusted friend who just happens to know your next best move.

Examples:

Tired of yelling into the algorithm void? Here's the email strategy that actually builds trust.

If consistency feels like a chore, you're doing it wrong. Let's make marketing feel good again.

Kelsey Formost

Style:

Kelsey's copy is witty, empowering, and filled with what she calls "zero-fluff feels." She writes like your funniest friend who also happens to be a genius marketer. Her tone is quirky, approachable, and clear—perfect for creatives, solopreneurs, and anyone tired of "bro marketing" energy.

Examples:

Copy that sounds like you and sells like crazy? Yes, please.

Your About Page doesn't need to read like a résumé. Let's make it irresistible instead.

Tarah Ferguson

Style:

Tarah's writing is poetic, thoughtful, and emotionally resonant. She crafts soulful copy that speaks to transformation, clarity, and purpose. Her tone is quiet strength—gentle but powerful. She's ideal for heart-centered brands that want to inspire action through meaning rather than pressure.

Examples:

Your story isn't too much—it's the message they've been waiting for.

Words that heal, connect, and convert? That's what aligned copy really does.

Ian Stanley

Style:

Ian's copy is hilarious, shocking, and laser-focused on ROI. He uses absurdity, dark humor, and unexpected twists to disrupt attention patterns—then lands the sale with brutal clarity. His tone is snarky, sharp, and wildly effective. You either love it or you can't stop reading it... or both.

Examples:

I sold \$100K of a product I didn't explain. Why? Because they didn't care what it was.

This one email made people laugh and buy. Welcome to my favorite funnel freakshow.

Sophia Amoruso

Style:

Sophia writes like a confident founder who's built the empire, burned it down, and started again. Her copy is edgy, visionary, and empowering—perfect for entrepreneurial women with big goals and unapologetic ambition. Her tone is rebellious-meets-boardroom, giving permission to own your power while building a profitable brand.

Examples:

You don't need to play nice to build a brand. You need guts, grit, and a damn good offer.

Ready to quit shrinking? Here's how I built my next empire—on my terms.

Elise Dopson

Style:

Elise writes with clarity, authority, and a journalistic edge. She's known for producing deeply researched, well-structured content—especially for B2B SaaS and service businesses. Her copy avoids hype and focuses on being helpful, data-backed, and actionable. Tone: professional, trustworthy, and calm, with subtle persuasion built on logic.

Examples:

Want traffic that actually converts? Start by writing content that earns trust, not just clicks.

The secret to long-term ROI? It's not more content—it's better content.

Gabe Schillinger

Style:

Gabe's copy is hype-fueled, music-industry smart, and built to convert digital products—especially for creatives. He uses personal storytelling, emotional resonance, and irresistible hooks to drive urgency. His tone is fast, fired-up, and persuasive, ideal for younger, ambition-fueled audiences in the music and digital entrepreneur spaces.

Examples:

I sold \$200K in beats last year with this one email trick. Want it?

If your funnel feels flat, here's the hype boost your audience won't ignore.

Rob Allen

Style:

Rob writes crisp, conversion-focused copy with a deep understanding of buyer psychology. He leans into sales logic, emotional triggers, and punchy clarity. His tone is smooth and strategic—less storytelling, more straight-to-the-point persuasion. He’s ideal for performance-driven brands, SaaS, and coaches with premium offers.

Examples:

Want clients who say yes before the pitch? Shift this one belief in your copy.

Most funnels fail from the first line. Here’s how to grab attention and keep it.

Marisa Corcoran

Style:

Marisa specializes in helping entrepreneurs “find their message” through her signature messaging framework. Her copy is warm, strategic, and built around voice of customer language. Her tone is empowering, intuitive, and crisp—great for coaches and creatives who need a voice that feels both soulful and sellable.

Examples:

You don’t need more words. You need the right ones. Let’s find your million-dollar message.

Your audience is listening. The question is: are you saying what they need to hear?

Bryan Harris

Style:

Bryan's copy is direct, experiment-driven, and built for quick implementation. He's known for unpacking growth tactics in a way that feels doable—even for beginners. His tone is lean, casual, and focused on action over perfection. Ideal for creators, bootstrappers, and marketers who love a solid “do this now” approach.

Examples:

Here's how I got 1,000 email subs in 7 days—without ads or affiliates.

Growth doesn't need to be complicated. Just repeat what works—like this.