



## **Email Copywriter Resource Guide**

A Complete List Of All Email Copywriters Built Into Inbox Booster

### **Aaron Orendorff**

Aaron is a master of bridging high-level thought leadership with punchy, emotionally intelligent copy. His emails blend heart, ethics, and conversion smarts, often using deep empathy and structured logic to drive action. His writing is equal parts journalistic and persuasive, built to establish trust fast.

Examples:

"Let's be honest — most 'insights' in your inbox are reheated leftovers. Here's something actually worth chewing on."

"If you've ever felt like content is a chore... this 3-minute shift might just flip the whole machine."

### **Abbey Woodcock**

Abbey specializes in voice harvesting — extracting and amplifying the unique tone of founders and experts. Her emails feel like intimate conversations with razor-sharp timing, conversational nuance, and a hint of mischief. She's known for teaching the power of subtlety, pacing, and rhythm in every sentence.

Examples:

"If you ever wanted to crawl inside my brain and watch how I write... this is the closest you'll get."

"There's a difference between clever and clear. Today, you'll see why clarity always wins the click."

### **Alen Sultanic**

Alen's copy is aggressive, primal, and obsessed with psychological manipulation (in the best way). He uses pattern disruption, "status hits," and dominance framing to instantly command attention in the inbox. His emails often punch through noise with direct, raw language that appeals to ambition and urgency.

Examples:

"If you're still trying to 'build trust' before selling... you're already losing."

"The money isn't in the list. It's in the frame you use when you show up."

### **Alex Cattoni**

Alex brings a bright, high-energy personality to conversion copy, often blending storytelling with heart-forward persuasion. Her style feels like your clever, charismatic best friend who also happens to know how to sell like a beast. She combines elegance with subtle humor, all without ever breaking the emotional connection.

Examples:

"This isn't your typical 'rah-rah' pep talk... it's your permission slip to go full send."

"What if your next client is one weird sentence away from saying 'yes'?"

### **Alli Elmunzer**

Alli mixes brand strategy with creative marketing chops, delivering messages that balance direct selling with strong feminine energy. Her copy is clean, elevated, and built for impact without sleaze. She's known for writing to entrepreneurs who value meaning as much as money.

Examples:

"Forget the funnel fluff—this is how real businesswomen move quietly and profitably."

"If content is your currency... it's time to stop giving it away like pocket change."

### **Andre Chaperon**

Andre is the godfather of email storytelling and behavioral sequencing. His emails don't just sell—they build worlds, weaving narrative loops that keep readers obsessively hooked day after day. He's the master of "open loops," micro-stories, and cliffhanger continuity that creates binge-worthy email series.

Examples:

"Something weird happened yesterday... and it changed the way I look at everything."

"You'll want to read this twice—because the first time, your brain won't believe it."

### **Angie Colee**

Angie writes with unapologetic boldness and soulful relatability. Her style blends direct response with storytelling, rebellion, and authenticity—like a truth bomb wrapped in a hug. She's known for making uncomfortable truths palatable and helping creators show up as their most unfiltered selves.

Examples:

"I'm not here to sell you a dream. I'm here to show you how to finally wake up."

"This might piss you off. And that's exactly why you should read it."

### **Anik Singal**

Anik combines info-marketing expertise with aggressive, attention-first email strategy. His emails often focus on fast money angles, system breakdowns, and urgent calls to learn "what the gurus won't tell you." His tone is confident, energetic, and often driven by big promises backed by simplified logic.

Examples:

"You're one email away from a completely different income stream."

"Ignore this at your own risk—this model is quietly minting new millionaires."

### **Ann Handley**

Ann is the queen of slow-burning value—her emails are thoughtful, witty, and deeply reader-centered. She often teaches through observation, subtle metaphor, and voice-rich prose that feels like a one-on-one mentor chat. Expect sharp turns of phrase, creative hooks, and content that builds long-term loyalty.

Examples:

"This isn't just a newsletter—it's your favorite cozy sweater with a marketing degree."

"Marketing isn't about what you say. It's about how long people remember you after you stop talking."

### **Ashlyn Carter**

Ashlyn brings copywriting elegance to creative entrepreneurs, blending conversion science with poetic flair. Her emails often feel like refined conversation—deeply researched, aesthetically pleasing, and emotionally intelligent. She's a favorite among creatives who want smart strategy wrapped in style.

Examples:

"What if pretty words could also pay the bills? Let me show you how I do it."

"There's a reason your launch feels like a flop—and it has nothing to do with your offer."

### **Autumn Tompkins**

Autumn is known for her edgy, fearless voice that fuses personality with conversion. She champions the power of being unapologetically weird and using sensory-rich language to make emails feel visceral and alive. Her style connects with creatives and rebels who want to turn their quirks into cash.

Examples:

"This email smells like rebellion—and it's exactly what your inbox needed."

"You don't need permission to be profitable. You just need this one move."

### **Becca Tracy**

Becca's voice is warm, motivational, and deeply aligned with solopreneurs and coaches. She turns business advice into empowering, action-packed emails that feel like a coffee chat with your most inspiring friend. Her writing removes fluff and replaces it with confidence.

Examples:

"Let's burn your 'someday' list and make something happen today."

"This isn't a pep talk. It's a permission slip—with a plan."

### **Belinda Weaver**

Belinda brings clarity, rhythm, and charm to every line. Her emails are bright, polished, and packed with conversion strategy disguised as friendly conversation. She focuses on simplicity, psychology, and making readers feel like the hero of the story.

Examples:

"Copy that sells doesn't shout. It simply shows up and whispers the right thing."

"If your offer feels invisible, this one line can turn the lights back on."

### **Ben Settle**

Ben is the king of daily email domination, known for his aggressive, polarizing tone and no-nonsense copy. His emails often feel like a punch in the face—with a point. He uses tension, antagonism, and curiosity to drive high engagement and sales without apology.

Examples:

"Most marketers are weak—and their emails prove it."

"If you're offended, good. You're finally paying attention."

### **Brandon C. Thompson**

Brandon writes with brutal clarity and smooth persuasion. His style blends direct response with sharp rhythm and subtle emotional pressure. Every line is crafted to convert without the reader realizing they're being sold until it's too late.

Examples:

"This isn't marketing—it's a magnetic force pulling wallets open."

"Most offers whisper. This one roars—and it's coming for your niche."

### **Brennan Dunn**

Brennan is a master of personalization and segmentation. His emails feel handcrafted for each reader, blending data-driven targeting with authentic storytelling. His strength lies in making automation feel intimate and relationship-driven.

Examples:

"You weren't supposed to get this email—but I'm glad you did."

"Here's what your answer told me—and how it changes everything."

### **Brian Kurtz**

Brian is a direct response veteran with deep roots in classic copy principles. His tone is grounded, strategic, and full of timeless marketing wisdom. He often blends storytelling with behind-the-scenes insights from decades in the business.

Examples:

"The offer made millions—but here's what really mattered."

"Old-school marketing still works—if you remember this."

### **Brian McCarthy**

Brian's copy is punchy, clever, and built for high-performance funnels. He blends sharp psychological hooks with clean execution, helping offers scale fast. His tone is confident, conversion-minded, and strategically persuasive.

Examples:

"The line between ignored and irresistible is just one word wide."

"You're not being ghosted. You're being forgotten—until now."

### **Brittany McBean**

Brittany writes emotionally intelligent copy with a heart-led focus. Her emails are structured to feel supportive, safe, and empowering—especially for values-driven brands. She's known for clarity, connection, and impact over hype.

Examples:

"This is your gentle nudge—and your permission to say yes."

"You're not behind. You're exactly where the shift begins."

### **Bushra Azhar**

Bushra is bold, funny, and wildly persuasive. She's known for using psychology-backed techniques with a sharp sense of humor and dramatic flair. Her emails flip objections with wit and make you feel like buying is the only sane option.

Examples:

"Still doubting this? Great—let me destroy that in 2 sentences."

"I don't sell. I seduce. And this email is foreplay."

### **Candice L Davis**

Candice is known for her soulful, empowering copy—especially in the nonfiction author space. Her tone is grounded, graceful, and confident, with an emphasis on clarity and message over hype. She helps readers see their worth and step into their voice.

Examples:

"Your story isn't just valid—it's vital."

"You're not waiting for permission. You're reclaiming your platform."

### **Carline Anglade-Cole**

Carline brings powerhouse energy to direct response, especially in health and supplement markets. Her copy is bold, benefit-heavy, and packed with credibility elements that make even skeptical readers nod along. She's known for curiosity-driven leads and masterful bullet points.

Examples:

"The one vitamin your doctor never mentions—but your body begs for."

"This used to be illegal to talk about in ads. Here's why I'm doing it anyway."

### **Cassandra Green**

Cassandra writes warm, conversational copy designed for coaches and transformational brands. Her voice is intuitive, often rooted in empathy and empowerment, and she excels at turning insight into action.

Examples:

"This isn't another 'you got this' pep talk. It's a pattern interrupt."

"Let's rewrite what success looks like—starting with this decision."

### **Chanti Zak**

Chanti is a quiz funnel queen with a knack for high-converting, high-engagement copy. Her emails are playful, magnetic, and data-smart—using personalization and behavioral hooks to create irresistible momentum.

Examples:

"You clicked the avocado. I knew you were a rebel."

"This isn't your final answer... or is it?"

### **Chelsea Baldwin**

Chelsea's style is smart, sharp, and rebel-hearted. She blends clean conversion copy with brand voice that challenges norms and speaks directly to the bold entrepreneur. Her emails often disrupt expectations in the first sentence.

Examples:

"This subject line has no business working. But it will."

"You don't need another funnel. You need a reality check."

### **Chris Haddad**

Chris is infamous for his emotionally charged, story-driven sales letters—especially in the relationship and VSL space. He uses drama, broken syntax, and “soap opera” storytelling to pull readers deep into an emotional arc. His copy disarms with brutal honesty and vulnerability.

Examples:

"It was the moment she stopped loving me... and I couldn't breathe."

"Here's the twisted reason you're pushing them away (and how to stop)."

### **Chris Orzechowski**

Chris writes punchy, personality-infused email copy that sells without sleaze. He leans on sharp storytelling, everyday metaphors, and lots of psychological framing to turn ordinary products into no-brainers.

Examples:

"If your email was a sandwich, would anyone take a bite?"

"She almost deleted this. Then she read the first 5 words."

### **Clayton Makepeace**

Clayton was a legend in long-form direct response. His copy is dense with credibility, proof, and bold claims—but always backed by an avalanche of trust elements. He was a master of flow, keeping readers moving line by line toward a hard-sell close.

Examples:

"Your doctor won't tell you this, but..."

"Here's the hidden trigger causing your pain—and what shuts it off."

### **Dan Kennedy**

Dan is the godfather of no-nonsense, result-first marketing. His tone is authoritative, direct, and unfiltered, often challenging the reader to rise up, think sharper, or stop being a wimp. He writes like a mentor with a flamethrower.

Examples:

"You're not broke because of the economy. You're broke because of your thinking."

"Attention is currency. Most marketers are bankrupt."

### **Daniel Throssell**

Daniel is known for his unpredictable, creative copy style—often breaking formatting rules, injecting weird personal tangents, and using narrative loops to keep attention. He’s high-engagement and highly polarizing, on purpose.

Examples:

"This email is secretly a time machine. You’ll see."

"I almost didn’t send this because it’s so dumb. But also genius."

### **David Deutsch**

David is a master of sophisticated persuasion. His copy combines airtight logic with emotional nuance, appealing to both the brain and the gut. He’s known for teaching how to dig deep into the *why* behind customer desires to unlock messaging that resonates.

Examples:

"Most people don’t realize they’ve been lied to by the very people they trust."

"This small shift in thinking could change how you buy forever."

### **David Garfinkel**

David is the “copy coach’s coach,” known for reverse-engineering sales winners and teaching copy like a structured science. His copy emphasizes deep psychological structure with smooth readability—always pushing for clarity, flow, and emotional pull.

Examples:

"You’re about to discover what no one else is willing to say."

"Think this is just about copy? It’s not—it’s about control."

### **David Ogilvy**

The original ad man. Ogilvy brought elegance and research to advertising, known for crisp, benefit-driven copy with a sprinkle of wit. His tone is smart, persuasive, and authoritative without sounding pushy.

Examples:

"At 60 miles an hour, the loudest noise in this Rolls-Royce comes from the electric clock."

"The consumer isn’t a moron. She’s your wife."

### **Derek Johanson**

Derek built CopyHour, training thousands with a focus on copy muscle memory. His emails are raw, human, and laced with real-life observations—often using daily life as metaphors for marketing truths.

Examples:

"I learned this from my toddler—and it applies to your launch."

"Why nobody replied to your email (and how to fix it in 5 words)."

### **Drayton Bird**

A disciple of Ogilvy and master of direct response with a British twist. Drayton's copy mixes old-school charm with modern punch, blending conversational tone with persuasion that sticks.

*Examples:*

"How to outsell your competition without outspending them."

"This letter made millions—and it didn't start with a headline."

### **Eddy Shleyner**

Eddy is the founder of VeryGoodCopy, known for tight microcopy with massive punch. His style is brief, punchy, and deeply psychological—every word earns its place. He's a master of using behavioral science to shape concise messaging.

*Examples:*

"Your brain craves closure. Here's how to use that."

"This line is like a whisper in a noisy inbox."

### **Eman Zabi**

Eman combines storytelling with conversion in a seamless flow. Her voice is rooted in empathy, strategy, and a deep understanding of buyer psychology—making complex ideas feel simple and human.

*Examples:*

"Here's what no one tells you about starting over."

"Customers don't buy the best product. They buy the best explained."

### **Erin Ollila**

Erin is known for brand-aligned messaging that sounds like you—but better. Her tone is warm, human, and trust-rich. She's a go-to for service-based businesses who want emotional connection *and* clarity.

*Examples:*

"What if you didn't have to sound like everyone else?"

"This isn't a pitch. It's a promise."

### **Eugene Schwartz**

The godfather of deep-market understanding. Eugene pioneered the idea that great copy doesn't create desire—it channels it. His work is known for long-form, emotionally intelligent copy that mirrors market sophistication.

*Examples:*

"Every great breakthrough begins with one strange idea."

"You don't want a new solution. You want the pain to end."

### **Frank Kern**

Frank is the king of casual persuasion. His copy feels like a conversation with a friend who happens to be a marketing genius. No hype—just raw clarity, human phrasing, and laid-back authority.

*Examples:*

"Here's what happened when I stopped trying so hard."

"Not sure if this'll work for you, but it sure worked for me."

### **Gary Halbert**

Gary was the original street-fighter of direct response. His copy hits hard, tells unforgettable stories, and uses conversational language that disarms skepticism. He mastered emotional tension and unfiltered honesty.

*Examples:*

"Why do some people get rich... while others stay broke and bitter?"

"This letter will either make you a fortune—or offend you."

### **Heather Farris**

Heather blends Pinterest strategy with email marketing for list growth that converts. Her writing is clean, educational, and traffic-oriented—ideal for info marketers and content-driven businesses.

*Examples:*

"Here's the exact pin that exploded my traffic last month."

"You're not doing email wrong. You're just not doing this."

### **Hilary Weiss**

Hilary is bold, punchy, and personality-rich. Her "Statement Piece" branding approach shows up in copy that turns heads, commands attention, and oozes creative swagger.

*Examples:*

"Here's the hill I'm dying on this week (and why you might, too)."

"Spicy take incoming: vanilla content kills conversions."

### **Ian Stanley**

Ian uses humor, absurdity, and high-stakes emotion to disarm readers and drop sales bombs. He's wildly unpredictable, which makes his emails addictive. You don't read his emails—you binge them.

*Examples:*

"My ex tried to destroy my business. Here's what I learned."

"This has nothing to do with marketing... and everything to do with making money."

### **Jacob McMillen**

Jacob is all about practical, persuasive copy that ranks, converts, and sounds like a real human wrote it. His tone is sharp, modern, and grounded in value-first thinking.

*Examples:*

"Writing great copy doesn't start with words. It starts with attention."

"Clients pay me \$1,000/hour for this. Here's what I tell them."

### **Justin Goff**

Justin Goff is known for his aggressive, direct-response style that prioritizes results over polish. His copy often combines hard-hitting benefits with raw emotional hooks, perfect for performance-based email marketing. He's especially skilled at crafting ugly-but-effective messages that punch through skepticism and get clicks.

*Examples:*

"Nobody believed this would work... until it made \$1.2M in 10 days."

"This is the part most gurus never tell you... and here's why."

### **Kaleigh Moore**

Kaleigh Moore writes clean, thoughtful copy with a strong emphasis on clarity and trust. She specializes in SaaS and eCommerce emails that feel polished yet personable, often weaving data and storytelling into her sequences. Her tone is modern, human, and especially effective in B2B and content-driven strategies.

*Examples:*

"What you need to know before clicking send."

"3 reasons why customers stop reading your emails (and how to fix it)."

### **Kathryn Aragon**

Kathryn Aragon is a strategist and conversion-focused copywriter known for combining thought leadership with persuasive writing. Her email style leans professional but approachable, blending narrative with credibility to guide readers toward action. She excels in nurturing sequences that turn cold leads warm.

*Examples:*

"Before you delete this, there's something you should see..."

"This one tweak turned our open rate from 12% to 43%."

### **Kendrick Shope**

Kendrick Shope is known for her confident, charismatic copy that blends personal empowerment with persuasive sales techniques. Her emails feel like pep talks from a business-savvy friend, and she's especially strong in calls-to-action that feel bold but not pushy.

*Examples:*

"Let's be honest—this could change your business forever."

"This is how real confidence sells (even if you hate selling)."

### **Kevin Hillman**

Kevin Hillman is a behind-the-scenes operator known for conversion-driven email copy in high-ticket and direct response markets. His emails often lean toward short, sharp, and tactical messaging—removing fluff and leading with pure benefit. His voice is clear, confident, and ROI-obsessed.

Examples:

"Double your lead quality in 3 emails—here's how."

"They replied in under 9 minutes. Here's the message I used."

### **Kevin Rogers**

Kevin Rogers is a former stand-up comedian turned top-tier copywriter known for his humorous, relatable voice and punchy storytelling. He teaches others how to write emails that blend personality with persuasion, often using conversational frameworks like the "60-Second Sales Hook." His style makes readers feel like they're chatting with a clever friend.

Examples:

"Ever felt like the punchline of your own business?"

"Here's what I learned after bombing in front of 300 strangers..."

### **Kim Krause Schwalm**

Kim Krause Schwalm is a powerhouse in the world of direct response, blending hard-hitting sales strategies with sharp copy and strong structure. She's known for long-form email sequences that build trust and drive results, often in the health and financial niches. Her style is confident, research-driven, and persuasive without sounding pushy.

Examples:

"This little-known molecule could change how you age."

"The story your doctor won't tell you (but you need to hear)."

### **Kira Hug**

Kira Hug brings a quirky, creative flair to copywriting that stands out in crowded inboxes. Her emails often use unexpected metaphors, imaginative language, and personal storytelling to connect on a deeper level. She's especially effective at writing in "weird" or unconventional voices while still converting like crazy.

Examples:

"If my email were a breakfast cereal, here's what it'd taste like..."

"This might be the strangest CTA you've ever seen (but it works)."

### **Laura Belgray**

Laura Belgray is a master of the funny, honest, and awkwardly relatable email. Her writing feels like a stream-of-consciousness text from your most hilarious friend, but it's loaded with copy chops and sly persuasion. She leans heavily on storytelling, vulnerability, and voice—and her emails are just plain fun to read.

Examples:

"I wrote this with one eye open and two regrets."

"Here's the embarrassing thing I almost didn't tell you..."

### **Lia Monsalve**

Lia Monsalve is known for combining bold, emotionally intelligent copy with strategic email flows. Her style often merges conversion copy with coaching-style encouragement, making her perfect for personal brands and service-based businesses. She balances power and warmth with finesse.

Examples:

"What would change if you stopped playing small?"

"I dare you to open this (and not rethink everything)."

### **Lianna Patch**

Lianna Patch is known for her witty, humorous email copy that entertains while it converts. She specializes in injecting personality into eCommerce and SaaS emails, making them feel fun without losing focus on sales. Her style is quirky, casual, and packed with one-liners that stick.

Examples:

"Yes, I'm emailing you again. No, I'm not sorry."

"Warning: This email may cause spontaneous smiling (and clicking)."

### **Lindsay Hotmire**

Lindsay Hotmire brings depth and empathy to copywriting, blending emotional resonance with strategic storytelling. She's known for values-driven copy that connects deeply with readers, especially in personal brands and purpose-driven businesses. Her voice is gentle but powerful, often grounded in human truths.

Examples:

"This story isn't mine to tell—but I'm telling it anyway."

"Sometimes what you leave out matters more than what you say."

### **Lisa Pierson**

Lisa Pierson crafts conversion copy with a touch of sass and a whole lot of smarts. Her style balances clarity with charm, making complex offers feel simple and exciting. She's particularly strong at turning dry topics into engaging, emotionally resonant emails that drive action.

Examples:

"This is not your grandma's email funnel (unless she's a savage)."

"Why I said no to the 'perfect' client—and what you can learn from it."

### **Liz Green**

Liz Green's copy is confident, conversational, and infused with strategic storytelling. She's known for helping solopreneurs and coaches sound like themselves—only better. Her emails often include micro-stories and clear takeaways, with an emphasis on empowering language and personal insight.

Examples:

"Your voice isn't too much. It's just right—for the right people."

"Let's stop pretending this doesn't matter."

### **Liz Willits**

Liz Willits is a data-backed email strategist with a knack for blending psychology, content strategy, and crisp copy. She helps creators and marketers write emails that feel friendly but focused, persuasive yet helpful. Her tone is often upbeat, informative, and effortlessly clear.

Examples:

"This subject line worked 4x better than the one I liked. Here's why."

"Open rates are nice—but this is what really counts."

### **Lori Haller**

Lori Haller is a direct-response design and copy specialist known for her high-impact layout strategies and copy that makes offers visually and emotionally irresistible. She often blends conversion psychology with clean, hard-hitting messages that demand attention. Her style is bold, benefit-first, and expertly structured.

Examples:

"Your offer deserves better than boring emails—let's fix that."

"Think design doesn't matter? Your bank account would disagree."

### **Lucas Resheske**

Lucas Resheske is a powerhouse email copywriter with a reputation for writing hypnotic, visceral copy that makes people *feel* something. His voice is raw, psychological, and deeply tuned to human behavior—perfect for edgy brands or high-converting emotional storytelling.

Examples:

"This isn't about your product. It's about what it unlocks."

"Read this only if you've failed more times than you can count."

### **Lukas Resheske**

Often confused with the previous entry (yes, it's the same person with a common spelling variation), Lukas Resheske is the same master of persuasive, emotionally charged copy that blends deep psychological insight with raw, authentic tone. His emails feel like confessions from someone who knows what keeps people up at night.

Examples:

"Here's what no one tells you about success—and why it almost broke me."

"Sometimes I write emails I'm scared to send. This was one of them."

### **Magda Kay**

Magda Kay infuses sensual psychology and emotional intelligence into her emails. Her writing focuses on inner transformation, vulnerability, and empowerment, especially for personal development brands. She has a calming yet magnetic tone that builds deep emotional rapport.

Examples:

"You don't need more information. You need permission."

"This email won't fix you. But it might remind you you're not broken."

### **Marcella Allison**

Marcella Allison is a legend in the direct-response world and a fierce advocate for mentorship and mastery. Her email style is authoritative yet nurturing, often anchored in data-backed claims, big ideas, and storytelling rooted in experience. She writes with confidence, clarity, and compassion.

Examples:

"I've reviewed over 1,000 sales letters—and here's what they all got wrong."

"If you want to shortcut the pain, start here."

### **Margo Aaron**

Margo Aaron is a punchy, no-fluff email copywriter who blends behavioral psychology with raw storytelling and high relatability. Her emails often read like rants, confessions, or brutally honest essays—with insights that hit like a gut punch. She's funny, fierce, and focused on truth over polish.

Examples:

"You don't need more strategy. You need more nerve."

"Marketing isn't manipulation. It's empathy with a profit motive."

### **Marisa Corcoran**

Marisa Corcoran is known for her "Copy Chat" vibe—conversational, magnetic, and personality-driven copy that connects like a best friend voice-noting you. She's a master at helping coaches and creatives show up in a way that's authentic, bold, and non-salesy.

Examples:

"I almost didn't send this. But if it helps one person, it's worth it."

"This isn't your typical 'marketing tip' email—and that's the whole point."

### **Mary Fernandez**

Mary Fernandez writes with clarity and compassion, especially for educators, creators, and course builders. Her style is warm and structured—balancing heart-led messages with smart strategy. She knows how to teach through emails without ever feeling dry.

Examples:

"Let's make this the last time you second-guess your email strategy."

"Because your message deserves to be heard—and opened."

### **Matt Furey**

Matt Furey is infamous in email marketing history for his aggressive, almost confrontational writing style that skips all fluff. His copy is masculine, direct-response-heavy, and unfiltered—ideal for performance-based markets.

Examples:

"You want results? Quit whining and read this."

"This ain't for snowflakes—only for the ones who can take a punch."

### **Mike Renard**

Mike Renard specializes in launch-driven copy and strategic monetization through email. His emails are tight, strategic, and framed with buyer psychology at the core—he's a tactician with a soft tone that drives hard results.

Examples:

"If you're not converting, your copy's not listening."

"Open rates don't pay the bills—offers do."

### **Mike Shreeve**

Mike Shreeve writes emails like he's whispering secrets from behind the curtain. His style is gritty, story-rich, and emotionally precise—blending personal vulnerability with powerful persuasion. He often teaches through confession and makes complex ideas feel raw and simple.

Examples:

"I used to lie to myself about this one thing..."

"Here's what nobody tells you when the launch flops."

### **Molly Cahill**

Molly Cahill is a specialist in health and wellness email marketing with a tone that's nurturing, empowering, and grounded. Her copy feels like a caring guide leading readers to smart decisions—without pressure or hype. Perfect for brands looking to educate and convert gently.

Examples:

"You don't have to hustle harder—you just need to email smarter."

"Your audience doesn't need more info. They need a safe guide."

### **Nicole Burke**

Nicole Burke blends earthy storytelling with conversion strategy, especially for garden and home-based brands. Her emails often use metaphor, gentle humor, and emotional hooks that quietly convert readers with soul and simplicity.

Examples:

"Just like your soil—your offer needs nutrients to grow."

"This one mistake kept me stuck for 3 seasons."

### **Nikki Elledge Brown**

Nikki's voice is equal parts polished and personal, a TEDx-level communicator who makes messaging feel like a cozy, empowering conversation. She blends warmth with structure, using elegant phrasing and real-life anecdotes to build trust.

Examples:

"Let's rewrite the story you're telling yourself—starting now."

"If you're stuck on what to say, start with what's true."

### **Paris Lampropoulos**

Paris is a direct response legend known for high-stakes copywriting in financial and health niches. His emails are copywriting masterclasses—packed with strategy, persuasion layers, and advanced frameworks. Sophisticated, tight, and built to convert hard.

Examples:

"The real reason you're not seeing results—and how to fix it fast."

"There's a hidden lever in every market. Here's how to find yours."

### **Pauline Longdon**

Pauline Longdon brings an emotional intelligence edge to direct response. A former nurse and military veteran, her emails blend empathy with tactical clarity—especially powerful in health, mindset, and transformation niches. She makes people *feel* seen.

Examples:

"Your story matters—even if you've forgotten how to tell it."

"People don't buy logic. They buy the way it makes them feel safe."

### **Perry Belcher**

Perry Belcher is a master of informal persuasion, humor, and attention-grabbing hooks. His email style is bold, conversational, and a little wild—often weaving edgy stories into hard-hitting CTA moments. It's street-smart marketing that sells fast.

Examples:

"This might be illegal in 3 states..."

"Why I almost deleted this before I realized what it was worth."

### **Prerna Malik**

Prerna writes with structure, soul, and strategy—balancing conversion with clarity. She's a pro at email sequences that sell softly while feeling deeply human. Her approach works exceptionally well for coaches, service pros, and ethical brands.

Examples:

"You don't need to yell louder. You need to say what matters."

"Here's why your welcome email feels awkward (and how to fix it)."

### **Reina Pomeroy**

Reina's style is calm, heart-led, and community-oriented. Her emails often read like a journal entry or a note from a trusted friend—ideal for values-driven brands and service businesses focused on belonging and impact.

Examples:

"This week felt heavy. Here's how I held space for it."

"Your people don't want more tips—they want more *you*."

### **Rob Allen**

Rob Allen delivers clear, strategic, and copy-tight email messaging. His work often serves SaaS and digital entrepreneurs, with copy that simplifies value while embedding subtle psychological framing. He's clean, modern, and quietly persuasive.

Examples:

"Most offers fail because of this missing angle..."

"I rebuilt the entire funnel—and here's what actually changed."

### **Rob Marsh**

Rob Marsh excels at breaking complex ideas into emotionally compelling, easy-to-follow email copy. His style is clean, strategic, and relatable—often using gentle storytelling with strong positioning to build credibility fast. Great for service providers and course creators.

Examples:

"People don't trust perfect. They trust consistent."

"The real reason clients ghost you (and how to stop it)."

### **Roy Furr**

Roy Furr channels classic direct response into modern email psychology. His style is data-backed, deep, and intense—he knows how to build anticipation and authority with substance. Every word is calculated to convert.

Examples:

"This one sentence made \$83K in 6 hours. Here's why."

"Most marketers don't understand timing. That's why they fail."

### **Ry Schwartz**

Ry Schwartz invented "Coaching the Conversion"—a method where your emails *guide* readers to make their own decision. His copy drips with nuance, emotional layering, and frictionless flow. It feels like a deep conversation, not a sales pitch.

Examples:

"If your launch feels like yelling in an empty room, read this."

"You don't need more urgency—you need more empathy."

### **Ryan McGrath**

Ryan McGrath is known for performance-focused email copy for SaaS, B2B, and startups. He writes tight, conversion-smart emails with a touch of wit. Expect clean UX, punchy subject lines, and high signal-to-noise ratio.

Examples:

"Let's fix your churn in 3 emails or less."

"Warning: This CTA is too good to ignore."

### **Samar Owais**

Samar Owais is a retention email specialist for SaaS and eCommerce. Her emails are frictionless, customer-centric, and rooted in behavioral triggers. She's a master of lifecycle flows that build loyalty and revenue without pushing too hard.

Examples:

"Let's stop guessing what your users want."

"You lost them at the second click. Let's fix that."

### **Seth Godin**

Seth Godin revolutionized permission-based marketing and writes emails that prioritize clarity, simplicity, and profound insight. His style is minimalist but deeply resonant—often philosophical, with a single point that sticks. He sells by building trust over time, not urgency.

Examples:

"People don't buy what you do. They buy the story they tell themselves about it."

"Trust isn't built with noise. It's built with whispers, repeated."

### **Sophia Dagnon**

Sophia Dagnon writes emotionally intelligent, story-rich email copy that connects without the hype. Her style is warm, self-aware, and ideal for personality-driven brands. She often turns vulnerability into a power move.

Examples:

"I almost didn't hit send. But maybe this will help you too."

"This mistake cost me three clients—and taught me everything."

### **Stefan Georgi**

Stefan Georgi is the mind behind the RMBC method and one of the highest-earning copywriters alive. His emails are aggressive, conversion-focused, and built around deep emotional hooks. His style is structured, persuasive, and never vague.

Examples:

"You've been lied to. Here's the ugly truth (and how to win)."

"This email has made \$2M+ in the last 12 months. Copy it."

### **Talia Wolf**

Talia Wolf approaches copy through conversion optimization and emotional design. Her emails are based on research, user psychology, and structured testing. She's a data-informed storyteller with high empathy.

Examples:

"You're not selling features. You're selling feelings."

"The 3-second test your email must pass—or you lose."

### **Tarun Bajaj**

Tarun Bajaj blends psychology, content strategy, and conversational flow in his emails. His strength lies in soft-selling through high-value storytelling and trust-building. His copy reads like advice from a wise friend, not a marketer.

Examples:

"This advice changed how I write emails forever."

"Why no one's clicking—and what you can change today."

### **Tarzan Kay**

Tarzan Kay is known for writing radically honest, emotionally magnetic emails that feel like messages from a best friend. She mixes storytelling, vulnerability, and transparency with a confident sales voice. Her emails often include personal anecdotes and boundary-pushing truths.

Examples:

"I once sold \$20K worth of courses from my bathtub. Here's what I did."

"I love you, but I'm not giving you a refund."

### **Tim Stoddart**

Tim Stoddart writes straight-shooting, clarity-first emails built for creators and entrepreneurs. His tone is no-nonsense and grounded, often mixing personal development with strategy. He thrives on helping people think long term instead of chasing short wins.

Examples:

"Most people won't read this email—and that's okay."

"You don't need more hacks. You need this instead."

### **Trevor Toecracker Crook**

Trevor "Toecracker" Crook is infamous for his bold, in-your-face copy that breaks rules and drives conversions. He mixes aggressive direct response with wit and a strong personality.

Expect urgency, shock, and raw persuasion.

Examples:

"If you're scared of making money, don't open this."

"Your sales suck—and I know why."

### **Troy Ericson**

Troy Ericson is a world-class email deliverability expert and copywriter known for recovering lost email revenue. His emails are clean, conversion-driven, and inbox-safe. He focuses on performance, human tone, and restoring engagement.

Examples:

"Your emails aren't bad. They're just invisible."

"Here's how I rescued a 6-figure list from the spam folder."

### **Val Geisler**

Val Geisler is known for her mastery of email onboarding sequences and retention-based email flows, particularly for SaaS and eCommerce brands. She brings a strategic blend of user empathy and conversion science, crafting emails that feel like helpful nudges rather than hard sells. Her voice is approachable, human, and deeply tuned into the customer experience.

Examples

"Welcome emails are your second first impression—don't blow it with bland automation."

"If your product solves a problem, your email should feel like a sigh of relief, not a pitch."

### **Yara Golden**

Yara Golden writes emotional, story-driven emails designed to build trust and connection before ever asking for the sale. Her style is intimate, reflective, and often reads like a journal entry sent directly to the reader's heart. She turns personal truths into persuasion tools by anchoring copy in vulnerability and resonance.

Examples

"You ever feel like your story doesn't matter? That's what I used to believe... until this happened."

"This isn't about sales. It's about remembering who you are—and what you were made to do."

### **Brandon C. Thompson**

Brandon C. Thompson is a data-driven copywriter who fuses behavioral psychology with conversion optimization. He's known for crafting email flows that prioritize user empathy while still delivering direct, measurable impact. His voice balances clarity and care, making his emails feel like mentorship disguised as marketing.

Examples

"Here's what no one told me until it was almost too late..."

"You don't need more tactics. You need fewer assumptions."

### **Brian McCarthy**

Brian McCarthy writes with quiet intensity, blending emotional storytelling with high-leverage persuasion. He's a strategist-first copywriter who understands both launch psychology and long-term relationship building through email. His emails often feel like revelations rather than pitches.

Examples

"I nearly walked away from this whole thing—until I saw *this*."

"There's something about silence that makes people lean in... and that's where we start."

### **Candice L Davis**

Candice L Davis helps thought leaders and entrepreneurs shape personal stories into powerful email narratives. Her style leans on authenticity, subtle vulnerability, and credibility-enhancing language. She has a gift for turning personal moments into profitable messages.

Examples

"I almost didn't share this with you, but here goes..."

"Even experts get it wrong sometimes. Here's how I fixed it."

### **Cassandra Green**

Cassandra Green is known for her energetic tone and fresh, Gen Z–friendly perspective in copy. She brings a social media sensibility to email, turning inboxes into conversation hubs. Her writing is expressive, unexpected, and full of punchy transitions.

Examples

"Wait—are we seriously still doing *that*?"

"Here's what happened when I ghosted my list for 30 days..."

### **Chelsea Baldwin**

Chelsea Baldwin writes clean, mission-driven copy that converts without relying on gimmicks. Her emails often appeal to purpose-driven entrepreneurs who want sustainable success, not just spikes in sales. She favors clarity, ethical urgency, and grounded storytelling.

Examples

"This isn't a launch. It's a realignment."

"You didn't start this business to hustle yourself into burnout."

### **Heather Farris**

Heather Farris is a strategic email marketer with a knack for turning Pinterest and blog traffic into engaged subscribers. Her writing style is educational, straightforward, and nurturing—often blending helpful how-tos with soft CTAs. She focuses on teaching first, selling second.

Examples

"Let me walk you through the exact funnel I used to double my list."

"Most people mess this part up—and it's costing them subscribers."

### **Hilary Weiss**

Hilary Weiss writes with boldness and swagger, known for her “Statement Piece” branding and punchy, rebellious tone. She blends strong opinions with copy that sounds like it's coming from your smart, stylish best friend. Her work drips with personality and authority.

Examples

"You don't need another funnel. You need a spine."

"This brand? It's got bite. And so should yours."

### **Jacob McMillen**

Jacob McMillen is a conversion copywriter who prioritizes clarity and value. His emails feel like talking to a helpful expert who's been in the trenches—equal parts actionable advice and conversational tone. He makes complex marketing feel simple and doable.

Examples

"Here's why your landing page sucks—and how to fix it."

"I tested this on 3 clients. It worked on all 3."

### **James Clear**

James Clear's writing is minimalist, insightful, and habit-focused—crafted to deliver high-leverage ideas in simple language. His emails are short, structured, and thought-provoking, usually centered on behavior change and personal growth.

Examples

"Every action you take is a vote for the type of person you wish to become."

"You do not rise to the level of your goals. You fall to the level of your systems."

### **Jasmine Star**

Jasmine Star blends personal storytelling with polished branding insights, often targeting creative entrepreneurs. Her voice is warm, motivational, and deeply connected to her audience's aspirations. She excels at making followers feel seen, heard, and empowered.

Examples

"I built this from nothing—and you can, too."

"Feeling stuck doesn't mean you're failing. It means you're growing."

### **Jim Clair**

Jim Clair is known for blending humor, insight, and raw honesty in his copy. His writing style feels personal and slightly offbeat, often using sharp metaphors and unexpected phrasing to grab attention. He writes with edge but never loses clarity.

Examples

"This isn't marketing. It's therapy disguised as sales."

"If your copy sounds like it went to business school... rewrite it."

### **Kevin Hillman**

Kevin Hillman is a persuasive copywriter who leans into emotional contrast and simple structure. His emails aim to connect quickly and provoke curiosity while driving action with direct, benefit-forward messaging.

Examples

"Want to close more sales without changing your offer?"

"The weird shift that made my open rates jump 42% overnight."

### **Lia Monsalve**

Lia Monsalve writes warm, human-first copy that builds deep emotional connection. She focuses on gentle influence, storytelling, and grounding messages in empathy—making her ideal for wellness, coaching, or service-based brands.

Examples

"You don't need to hustle harder—you need to feel safer."

"This isn't another productivity hack. It's a nervous system reset."

### **Lisa Pierson**

Lisa Pierson writes copy that's clean, credible, and laced with subtle urgency. Her tone balances professionalism with persuasion, often using data-backed angles and confidence without hype.

Examples

"Fact: 3 out of 4 visitors won't return. Here's how to change that."

"If you're not testing this, you're leaving leads behind."

**Liz Green**

Liz Green is known for copy that's inclusive, emotionally intelligent, and subtly rebellious. She writes like she's speaking to a friend—with clarity, conviction, and calm authority. Her style builds trust without trying too hard.

**Examples**

“Burnout isn’t a badge of honor. Let’s do it differently.”

“You’re allowed to want more—and not feel guilty about it.”