

The Swipe File

EVERY WORD I SENT, IN ORDER

This is the entire July 4 sale, copy and paste ready. Eight emails, the announcement story, and the automation that ran behind the keyword. Nothing rewritten, nothing cleaned up. This is what actually went out.

Steal the structure, not the words. If you send my potato salad line to your list, it will sound like my list. Read the note beside each one, see the move it is making, then make that move with your own life in it.

How to read this

Each email is in the shaded box exactly as it sent. The note beside it names the one thing that email is doing that you should copy. The full teardown of why all of this worked is in the case study; this file is the raw material.

THE 8 EMAILS

1. Half off EVERYTHING for July 4

Preview: RUN, don't walk!

imagine watching fireworks with your family this weekend, no stress, knowing your business is running without you. 🤖

phone dinging so much *with sales coming in* while you're eating potato salad and chasing your kids around that you have to turn the ringer off.

that's what happens when you have a system (and tools) that brings in the RIGHT leads, builds TRUST with them, *and CLOSES THE SALE while you're offline.*

that's the life and business every single thing in my shop is designed to create.

and this weekend only, EVERYTHING is 50% off. 🇺🇸

[shop the sale]

HAPPY 4TH!

XO, Morgan ♥

THE MOVE

The outcome is described in objects, not feelings. Potato salad. A ringer you have to turn off. Not "financial freedom." The sale is one line, seven lines down.

2. The mouse 🐭 says HI! Also...

Preview: half off all weekend, baby!

I sent an email a few hours ago and then drove straight to Disney with the family to watch *4th of July fireworks with Mickey Mouse.* 🐭

but before the magic ✨ fully takes over, the **50% off sale** is still live and I didn't want you to miss it in case you missed my email earlier! (if your inbox looks anything like mine, you missed it 🤖)

everything in my store is 50% off this weekend, no exceptions!

the ENTIRE system that paid for this trip (and has made me and my students *MILLIONS* of dollars), EVERY SKILL, every template, every bot...yours at half price right now. 🤖

[shop the sale]

HAPPY 4TH OF JULY! 🇺🇸

XO, Morgan ♥

THE MOVE

A second email the same day, and it works because the story moved. She left, she arrived, Mickey is here. The double send objection gets handled by joking about her own inbox before anyone can be annoyed.

3. The life that IG built 😊😊😊🌟🌟🌟

Preview: it can be a force for good.

woke up this morning at Disney with three excited kids and a husband who doesn't have to rush back to work tomorrow. ✨🌈

and now, we're headed to do a pool day. ☺

this is the life Instagram built (of all things haha), and I don't take a single morning like this for granted.

if you already have something to sell but *consistent sales still seem to elude you*, this is your moment my friend.

TODAY you get my entire 7 figure system for sales, the sales psychology, the content system that keeps the money moving *whether I'm online or in the lazy river enjoying my family while my phone's at the bottom of my bag...*

...all of it is yours to copy for 50% off. ☺

this is genuinely **the lowest price it will ever be**...PLUS it just got an UPDATE (new AI for Sales module and Sales Psychology in your content section!)

[shop the sale]

XO, Morgan ♥

THE MOVE

Proof told as a morning, not a claim. Three excited kids, a pool day, a husband who doesn't rush back. Note: "the lowest price it will ever be" is the one line I'd take back. It's a promise you have to keep forever. Use "the lowest it's been" instead.

4. Getting paid...in a lazy river 🌊

Preview: life is good.

floating down the lazy river now, thinking of you. (don't worry, this email is a pre-scheduled email, but I AM ALWAYS thinking of you! ☺)

when I get back to my chair and pick up my phone, I'll have new sales notifications waiting for me. ☺☺

which is what happens when your content is built into a trust based ecosystem that keeps working even when you're...floating down a gorgeous, relaxing, lazy river with your kids. ☺

people move through your trust funnel, they make a decision, and they buy...without you being there to make it happen.

I teach exactly how to build that inside my 7 figure sales system. and this weekend, everything I teach is 50% off. 🌈

every single thing in my shop will make you money. (and most of it you can also resell and keep 85% commission...so it can literally make you money like...today. ☺☺)

[shop the sale]

XO, Morgan ♥

THE MOVE

Name the implausible thing yourself. "This is a pre-scheduled email" arrives before the reader can think it, so the doubt never forms and everything after it reads as honest.

5. Nobody wants your product 🙄

Preview: hear me out on this...

when I discovered this, I went from like \$500 a week to \$10K+ a week REAL QUICK. 🤩

nobody wants your program, nobody wants your course, nobody wants your product...

they want the results it'll give them.

✦ you're not selling a hair product 🙄 you're selling thicker, fuller, more confident hair days.

✦ you're not selling a sourdough guide 🙄 you're selling the smell of fresh bread and the look on your family's face when you pull it out of the oven.

✦ you're not selling a dog training program 🙄 you're selling walks without embarrassment and a dog that actually comes when you call.

✦ you're not selling a course on making money online 🙄 you're selling moms their evenings back, you're selling the moment someone quits a job they've been miserable in for years, you're selling a life where money moves whether you show up or not.

nobody buys the thing 🙄 they buy what they KNOW the thing will do for them.

once you know how to sell THAT consistently, through your content, without it feeling gross, that's when the money starts to get RIDICULOUS. 🤩🤩🤩🤩

that's exactly what I teach you how to do (IN DEPTH) inside Stress Free Sales.

and TODAY it's 50% off! 🤩 (along with everything else in my store!)

[shop the sale before it's OVER]

XO, Morgan ♥

THE MOVE

This is the email that gives everything away. A complete lesson, four examples from outside my world, and the pitch is one line at the bottom. It pays for the other seven by proving the thing it's selling.

6. Are your WORDS holding you back? 🙄

Preview: it's common!

most people don't realize their WORDS (their messaging) are the thing standing between them and consistent sales.

not their audience size or their posting frequency or their niche, but the specific words they use either activate the buying part of someone's brain or they drive them away. (and most people are accidentally doing the second one without knowing it. 🙄)

inside Stress Free Sales I have an entire section on this: how to craft messaging so precise that your ideal buyer reads it and thinks "she's talking directly to me."

which is EXACTLY when sales quit feeling like an IMPOSSIBLE grind and start feeling inevitable. 🙄🙄

50% off everything ENDS TONIGHT at 11:59pm eastern!

code JULY4 at checkout. 🙄

In fact, you can get 50% off EVERYTHINGGGG...

[shop the sale before 11:59pm]

XO, Morgan ♥

THE MOVE

Name the mechanism, then let her off the hook. Three excuses dismissed in one sentence, the real problem named, then "accidentally, without knowing it" so she can agree without feeling stupid.

7. THIS is my super power 🧠👩♀️

Preview: and i wanna give it to YOU

what's your superpower, [first name]?

mine is that **I can batch a MONTH of sales content in one sitting.**

one sitting, a full month, done in like an hour. and inside my 7 figure sales system I now teach exactly how I do it...including the *four AI batching assistants I built specifically for this.*

one for stories. one for carousels. one for reels. one for emails.

each one loaded with my content frameworks and sales psychology so everything that comes out of them actually converts. not just content for the sake of content, **but content that sells.** ☺☺

this is the kind of thing people hire entire content teams for.

50% off everything until MIDNIGHT.

code JULY4 at checkout!

[shop the sale before it ends]

XO, Morgan ♥

THE MOVE

The last full day is the most specific day. "Four AI batching assistants, one for stories, one for carousels, one for reels, one for emails" against day one's "everything in my shop." Specificity escalates, volume doesn't.

8. LAST CALL to.... ☺☺

Preview: understand why your audience isn't buying like you think they should

🔊 last call to learn how to wake up to sales from people you've never spoken to.

🔊 last call to batch a month of content in one sitting that actually converts.

🔊 last call to finally understand why your audience watches but doesn't buy and exactly how to fix it.

🔊 last call to build the kind of business that runs while you're floating down a lazy river or watching fireworks with Mickey Mouse. 😊

50% off everything expires tonight at 11:59pm eastern.

code JULY4 at checkout. ☺☺

[shop the sale before 11:59pm]

XO, Morgan ♥

THE MOVE

Four "last call to" lines, and not one says "last call to buy." The deadline is attached to what she wants, not to the cart. The final line closes the loop the whole weekend opened.

THE ANNOUNCEMENT STORY

we are headed out the door for a last minute family vacation (paid for by digital products 🤖)

and I just remembered I have free will...

so I'm giving you 50% off almost EVERYTHING this weekend, including my 7 figure sales system and my beginners program. 🚀

everything you need to START making money right now, or scale your existing business!

reply JULY4 and I'll send you the link 📄

(there are some free goodies in there too 😊)

THE MOVE

"I just remembered I have free will" is the line that makes the whole sale read as a whim instead of a need. And the proof arrives before the pitch: "paid for by digital products," stated as a fact about the trip, not a claim about results.

THE AUTOMATION (BEHIND JULY4)

Her: July4

Message 1: Hey there! 🙋 Just to double check first, did you want the link to checkout the JULY 4 SALE?! 🚀 **[button: CLICK FOR: YES!]**

Message 2: You got it! What's your email address?

Message 3: Ok, got it! Click the link below to shop! if you aren't inside of my Stress Free Sales program, this is an INSANEEEEEE deal and a great time to come join us! (if you need a system that brings you high quality leads and consistent sales, of course) **[button: CLICK HERE]**

THE MOVE

Grant, then ask. "You got it!" comes before "What's your email address?" so the email feels like a detail on the way to a thing she already has, not a toll. And INSANEEEEEE has five E's on purpose, that's the tell that a human wrote it.

One rule before you copy any of this

The words are mine. The structure is yours to keep.

Every one of these worked because it was true about my actual weekend. Send my exact sentences and your reader feels the seams. Take the move beside each email, put your own Tuesday inside it, and it will sound like you, which is the only version that sells.

All copy sent July 4-7. Links pointed to july4.morganalexisoffers.com. Reproduced here as the raw material behind the case study and the prompt pack.