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Portfolio

Writing Sample

Project

Show Up Email

Client Avatar

Sky Sullivan is a social media strategist who transforms micro-influencers into profitable content creators. After building multiple six-figure social media accounts, she now helps others decode platform algorithms and monetize their following – regardless of audience size.

Course

[Algorithm Alchemy™](#) teaches aspiring and established content creators how to land lucrative brand partnerships, through insider knowledge and real case studies of creators who secured major deals with under 10K followers.

Challenge

Create a compelling Webinar Show Up Email that builds engagement and boosts attendance.

Project

Show Up Email

Subject Line

You are in. Algorithm Alchemy™ with Sky Sullivan

Preview Text

The next step only takes a second.

Email Body

You're in, [STUDENT NAME].

You're officially signed up for Algorithm Alchemy™

Here's your link to join: [LINK]

And just maybe, add it to your calendar, so it can remember for you: [ADD TO CAL BUTTON]

Before you X out of this email, hang on for a moment. This is important:

Whether you're a brand new influencer who's just starting to build a following, or a seasoned creator whose fans are already busting down your virtual door... you just made a **bold** decision.

Monetization is the name of the game, and you won't settle for anything less than extraordinary. You're ready to make your mark, and it's time to shine. ✨✨✨

Want the insider knowledge that helped Kate skyrocket her following from 2,000 to 30,000 in just 2 months?

Most people assume they'll need 50k-ish followers to land a paid collab. But that's just not true...

➤ 57% of this year's influencer budget will go to people with less than 15k followers

(Hint: That's because authentic engagement is what brands want most. . . but I'll explain more in the webinar **AND** show you how Amy landed paid collabs with a following of only 7k).

Whether you're just setting up your Insta (and now you're pumped, because things are going to start happening *way sooner than you thought*)...

Or, you're already cruising along at 30k followers (but wishing you knew which platforms brands *actually* hire from)...

You'll walk away from this free training knowing:

- 5 ways to land your 1st paid brand collab with < 10k
- The #1 most effective growth strategy (my student Kevin used this to surge his wellness account from 300 to 80k followers in under 3 months)
- The exact # of reels you should post weekly
- 4 ways to hack the algorithm (it's judging your posts this very second. I'll explain.)
- 3 strategies for doubling your views through re-watched reels
- How to calculate your base rate and signal your value
- 12 ways to make money through social beyond brand collabs

It's a pretty big deal.

By saving your spot, you'll be *first* to access the Instagram growth strategies that are working *right now*. You'll be kicking back with a smile, while others are still chasing yesterday's algorithm.

[Here's that link again:](#)

See you on Wednesday, March 8th at 6pm EST.

Your Social Media Guardian Angel,

Sky Sullivan
Social Media Coach
[Algorithm Alchemy™](#)