Jamorama Guitar System: Affiliate Swipe Pack

Emails, hooks, text ads and social posts for promoting the Jamorama Guitar System by Mark McKenzie (ClickBank vendor jamoram).

Every link reads YOURIDHERE and YOURTRACKINGHERE. Replace YOURIDHERE with your ClickBank ID and YOURTRACKINGHERE with a tracking word, or make your link on the Promotion Links page of the affiliate area. Links that skip the sales page and go straight to the order form aren't allowed.

Keep the disclosure line in everything you send: "I may earn a commission if you buy through my link, at no extra cost to you."

Only email people who opted in to your list. Quote students only word for word, and don't add results, prices or reviews of your own. Don't bid on the brand name "Jamorama" or use it in search ads, and ask the affiliate manager, Jeffrey Sandoval (jeffreys@unica.co.nz), to review your site before any Google or Bing ads.

Part 1: Email swipes

Five emails, one a day

Written to go out in order, one a day. Each one also works on its own if you only want to send one.

Email 1: Sixty years old and finally playing

Send: Day 1. Link goes to: Video sales page (type=main)

Subject lines:

- She waited until 60 to learn guitar, and here's what she said
- "I'm finally realizing my dream"
- Is 60 too late to pick up a guitar?

Preheader: Nancy Keane from Ontario wrote a short note about learning guitar at 60, and it stuck with me.

Hi {{first_name}},

A woman called Nancy Keane, from Ontario in Canada, sent this to the people who teach her guitar:

"I'm 60 years old and I'm finally realizing my dream of learning to play the guitar and honestly I've never seen anything like it, I feel like I'm really starting to learn something and not just playing but learning music as well."

I read the word "finally" a few times.

So many of us carry the guitar around as a someday plan. We pick one up at a friend's house, strum something that doesn't sound like much, put it down and tell ourselves we'll learn properly when life calms down.

Nancy decided she'd waited long enough. She's learning with the Jamorama Guitar System, a set of online video lessons from Mark McKenzie, Head Guitar Instructor at Jamorama and a contributor to Guitar Player Magazine.

Mark explains how it works in a short video here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[One line from you: the instrument you always meant to learn, or someone you know who started late.]

Tomorrow I'll tell you why Mark thinks so many people quit after a few weeks of free lessons online, and what he did about it.

Speak soon,
[Your name]

Tip: Send on a weekend morning, when people have time to imagine themselves playing. Your own line about a missed instrument does more than anything else in the email.

Email 2: Why free lessons stall

Send: Day 2. Link goes to: Video sales page (type=main)

Subject lines:

- Why so many people give up on guitar after a few weeks
- The trouble with learning guitar from random videos
- A guitar teacher's view of free online lessons

Preheader: Mark McKenzie puts the blame on the lessons people learn from, and he explains why in his own words.

Hi {{first_name}},

If you've ever typed "how to play guitar" into YouTube, you'll know what happens next. There are thousands of videos, every teacher starts somewhere different, and after a week you've learned three chords from three people and a riff you can only play half of.

Mark McKenzie teaches guitar for a living. He's the Head Guitar Instructor at Jamorama and runs The Guitar Guy channel on YouTube, so he knows free lessons well.

He'll tell you plenty of them are fantastic. The problem he sees is that many are inconsistent, badly organised, and some are just plain wrong. In his words, that leads to "a lack of motivation, bad habits being developed, and a huge loss of time and money."

That's why so many people put the guitar down after a few weeks and decide they just weren't musical.

So Mark put everything in order, from the first chord to playing lead, in a step-by-step video course called the Jamorama Guitar System. Each lesson builds on the one before it, so you always know what to practise next.

Have a look at how it's laid out:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: have you ever tried to learn something from scattered free videos and got stuck?]

Tomorrow: what you'd actually be playing in your first week.

Talk soon,
[Your name]

> *Tip: If you have your own story of giving up on free lessons, guitar or anything else, swap it in for the square-bracket line.*

Email 3: Riffs in week one

Send: Day 3. Link goes to: Video sales page (type=main)

Subject lines:

- What would you play in your first week?
- Real riffs by the end of your first week
- Most beginner courses make you wait for this part

Preheader: Stage 1 of the course gets you playing recognisable riffs straight away.

Hi {{first_name}},

Lots of beginner guitar courses start with weeks of music theory. You learn note names, you learn what a scale is, and by the time you're allowed to play something you'd recognise, the excitement has worn off.

The Jamorama Guitar System goes the other way round.

Its first course, Beginner Guitar Method Stage 1, has 45 short videos. It gives you a solid foundation, and it has you playing recognisable riffs in your first week.

Stage 2 then adds more riffs, more chords and the 12 Bar Blues, and by the end of it you're playing basic lead guitar, 7 fundamental strumming patterns and 6 famous guitar riffs.

The theory still comes, in a course called Guitar Theory Made Even Easier. It just comes after you've had the fun of making real music, which is the order most of us would choose if anyone asked us.

See what's in the first two stages here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

Tomorrow I'll tell you about the strumming method Mark uses to fix shaky timing.

[Your name]

Tip: This email is about speed to fun. If you play yourself, add a sentence about the first song or riff that made you feel like a guitarist.

Email 4: The Tick Tock strum

Send: Day 4. Link goes to: Video sales page (type=main)

Subject lines:

- Why your strumming sounds "off" (and the clock that fixes it)
- The 'Tick Tock' way to strum in time
- Why your favourite songs sound lumpy when you strum them

Preheader: Many beginners learn their chords and still sound wrong. Usually it's the strumming hand.

Hi {{first_name}},

You learn a few chords, your fingers find the right strings, and yet when you strum, it still doesn't sound like the song. It sounds a bit lumpy, you can't work out why, and it catches out a lot of new players.

Most of the time the problem is the timing of your strumming hand, and the chords themselves are fine.

Mark McKenzie teaches strumming with a method he calls the 'Tick Tock' technique, and it's built to give you steady, even timing from the start. Once your strumming hand keeps time, the same three or four chords suddenly sound like music.

It's one part of the Jamorama Guitar System, alongside open chords, bar chords, power chords, hundreds of chord progressions and songs from artists such as Neil Young, The Eagles and Lynyrd Skynyrd.

Watch Mark explain the course here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

Tomorrow is the last email in this little series, and it's about the guarantee, which is one of the strongest I've seen on a course like this.

Cheers,
[Your name]

Tip: Readers who already own a guitar will feel this one. You could add a line asking them to reply and tell you which song they'd love to strum first.

Email 5: Two months to decide

Send: Day 5. Link goes to: Video sales page (type=main)

Subject lines:

- Two full months to see if guitar is for you
- The guarantee on this guitar course is unusual
- Last one about the guitar course (promise)

Preheader: If you aren't playing advanced songs, riffs and licks within 60 days, you get your money back.

Hi {{first_name}},

This is my last note about the Jamorama Guitar System, and I've saved the reassuring part for the end.

Mark and his team give you 60 days to try the lessons. Their guarantee says that if you're not playing advanced songs, riffs and licks in that time, you send them a message and they refund your money, with no questions asked.

That's two full months to sit down with your guitar and see how far you get.

You pay once and keep lifetime access to every course, so there's no monthly fee running in the background while you decide. The lessons are on demand in HD, on your computer, tablet or phone, whenever you have twenty minutes to play.

Jim Walker, from Las Cruces in New Mexico, summed it up like this: "I just highly recommend this for this small amount of money, and if you get this you WILL enjoy it and you WILL learn how to play guitar."

Here's the page again if you'd like to start:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: one reason you think now is a good time for them to start.]

Enjoy the playing,
[Your name]

P.S. Right now the order also includes printable TAB for each lesson, where it applies, so you can keep the music on a stand in front of you while you practise.

Tip: The closing email of the series. Keep the P.S. only while the main page still lists the printable TAB bonus.

Three emails for the free account

For lists that respond better to a free first step. These send readers to the free sign-up page, which needs no credit card.

Email 6: A free account to try

Send: Day 1. Link goes to: Free account sign-up (type=free)

Subject lines:

- Try guitar lessons without a credit card
- {{first_name}}, try these guitar lessons free
- A free way to start guitar this week

Preheader: Jamorama is opening free accounts. No credit card, and you can start straight away.

Hi {{first_name}},

If you've ever wondered whether you could learn the guitar, there's an easy way to find out this week.

Jamorama, the online guitar course from teacher Mark McKenzie, is giving out free accounts. You put in your email address and you're in. There's no credit card to enter.

Mark has organised his lessons into a step-by-step road map, so you aren't left guessing what to learn next, and you can watch them any time of day on whatever screen you have.

Sign up for your free account here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free

[Your line: why you think your readers would enjoy this.]

Have fun with it,
[Your name]

Tip: A low-pressure first email. Best for lists that don't know you well yet, or that rarely buy from a first email.

Email 7: Eighteen things on the list

Send: Day 2. Link goes to: Free account sign-up (type=free)

Subject lines:

- From your first chord to playing the blues
- What the free guitar account opens up

- Fingerstyle, blues, lead guitar... where would you start?

Preheader: A look at what the Jamorama course covers, from tuning up to improvising a solo.

Hi {{first_name}},

Yesterday I mentioned the free Jamorama account. I took a closer look at what the course covers, and the list is long.

It starts where you'd hope it would, with the basics, open chords and steady strumming. From there it goes into the styles people actually want to play: blues, country, rock, funk and jazz, plus fingerstyle in the manner of Chet Atkins and Mark Knopfler.

There are lessons on reading guitar TAB, which opens up thousands of songs that are free to find online. There's lead guitar, improvising, hammer-ons and slides, and even how to look after your guitar so it stays easy to play.

My favourite part is the practical stuff people never think to ask about, such as how to set goals and how to structure your practice time so it isn't wasted.

If you haven't grabbed your free account yet, it's here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free

[Your name]

Tip: Ask readers to reply with the style they'd most love to play. The replies tell you which angle to use next.

Email 8: Did you get your free account?

Send: Day 3. Link goes to: Free account sign-up (type=free)

Subject lines:

- Did you get in?
- Quick check about the free guitar lessons
- Did the day run away from you?

Preheader: A short reminder about the free Jamorama account, for anyone who meant to sign up and didn't.

Hi {{first_name}},

A quick one today.

It's easy to mean to sign up for something and then have the day run away from you. That happens to me all the time.

If that was you, here's the link again. It takes under a minute, and there's no card to enter:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free

Nicole Walkiewicz, from Atlanta, said the jam sessions were what kept her going: "I really feel like the jam sessions have been great too because they've encouraged me to continue playing."

Have a play this weekend.

[Your name]

Tip: Send this only to people who didn't click the first two emails, if your autoresponder can do that.

Twelve emails that stand alone

Each one has its own angle, so you can drop any of them into your normal schedule. Pick the ones that suit your readers.

Email 9: Joining the church band

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- He wants to join his church band in a month or two
- One month in, and the first stage was done
- Faster than his fingers could get calloused

Preheader: Mark Shades wrote in about his first month of guitar lessons, and his plans for the next one.

Hi {{first_name}},

I love it when someone has a real reason to learn.

Mark Shades started the Jamorama guitar course with a goal in mind, and he wrote this after his first month:

"Jamorama is truly an amazing program. In just a month I've completed the first stage and I'm learning faster than my fingers can get calloused because I'm so excited. I plan on using my new skills to join my church band hopefully in just a month or two (at the pace this program allows me to go). This program is awesome!"

That first stage is Beginner Guitar Method Stage 1, 45 videos that take you from holding the guitar to playing recognisable riffs. Because it's all on demand, Mark Shades could go as quickly as his excitement carried him.

Maybe you have a band, a choir, a campfire or a grandchild's birthday in mind. Whatever it is, the course gives you a step-by-step path to get there:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: where would you most like to play, if you could?]

[Your name]

Tip: Works well for faith-based, community and family audiences. Change the examples in the second-last paragraph to fit your readers.

Email 10: Playing like Knopfler

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Ever wanted to play like Mark Knopfler?
- The fingerstyle sound, explained in 36 videos
- Chet Atkins, James Taylor and your own two hands

Preheader: Fingerstyle guitar is the sound many people fall in love with, and it can be learned step by step.

Hi {{first_name}},

There's a particular sound that makes people want to pick up a guitar. It's the rolling, picked sound of Mark Knopfler, or James Taylor playing on his own, where one guitar sounds like two.

That's fingerstyle, and plenty of people assume you have to be born able to do it.

Jamorama has a whole course on it. Fingerstyle Guitar is 36 videos in which Mark McKenzie shares the fingerstyle secrets of players like Chet Atkins, Mark Knopfler and James Taylor, and shows you the picking patterns that turn a simple chord progression into something much richer.

It sits inside the full Jamorama Guitar System, so if you're starting from scratch, the beginner courses get your hands ready first.

Have a look here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: the fingerstyle song or player you love.]

[Your name]

Tip: Best for acoustic, folk and classic rock audiences. Name a song your readers know well in the opening.

Email 11: Twelve bars of blues

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Want to play gritty, soulful blues?
- The 12 bars every blues player starts with
- From your first chords to B.B. King's style

Preheader: Blues guitar is one of the most satisfying things to learn, and it starts with twelve bars.

Hi {{first_name}},

If you love Muddy Waters, B.B. King or Stevie Ray Vaughan, this one's for you.

Almost every blues song you know sits on the same twelve-bar pattern. Once you can play it, you can sit in on a blues jam almost anywhere, and you'll start hearing it in songs everywhere.

The Jamorama Guitar System teaches the 12 Bar Blues in its second beginner course. Then a course called Blues Guitar Breakthrough builds on it, with the blues rhythm and lead skills you need for that gritty, soulful sound, and the blues chords and licks that go with it.

The whole thing is taught by Mark McKenzie, Head Guitar Instructor at Jamorama, one video at a time:

https://hop.clickbank.net/?
affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: your favourite blues player, and why.]

Keep it bluesy,
[Your name]

Tip: Great for music lovers over 40. If you have a favourite blues record, name it.

Email 12: Thousands of free songs

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- There are thousands of free guitar songs online. Can you read them?
- The skill that opens up thousands of songs
- Why TAB is the guitarist's shortcut

Preheader: Guitar TAB looks confusing until someone shows you how it works. Then thousands of songs open up.

Hi {{first_name}},

Search the name of almost any song with the word "tab" after it, and you'll find the guitar part written out for free.

Guitar TAB, short for tablature, shows you which string and which fret to play. It's far quicker to learn than standard music notation, and once you can read it, you can teach yourself thousands of songs without paying for lessons on each one.

Most people never learn it properly. They see a page of numbers and lines, it looks like a puzzle, and they close the window.

The Jamorama Guitar System teaches you to read TAB as part of its course, and the order right now also comes with printable TAB for each lesson where it applies, so you practise reading it every time you play.

Take a look here:

https://hop.clickbank.net/?
affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your name]

Tip: Remove the line about the printable TAB if the main page stops listing it as a bonus.

Email 13: A personal trainer for your hands

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- A daily workout for your fingers
- Stiff fingers on the fretboard?
- 60 short videos that build speed and strength

Preheader: The 1 Hour Workout works on both hands, a little each day.

Hi {{first_name}},

Whatever age you start, the guitar asks your fingers to do things they've never done before. Stretching across frets, pressing the strings down cleanly and moving between chords quickly all take strength and control that only practice builds.

Jamorama has a course built for exactly that. It's called The 1 Hour Workout, and it's 60 short videos designed to be used daily alongside your normal playing. Think of it as a personal trainer for your hands. It works on your strumming hand and your fretting hand to build speed, dexterity and strength.

It's one of the ten courses in the Jamorama Guitar System, taught by Mark McKenzie:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: what you'd do with faster, stronger fingers.]

[Your name]

Tip: Fits fitness, wellbeing and active-retirement audiences well. You could tie it to keeping the mind and hands busy.

Email 14: The guitar that's been waiting

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Is there a guitar in your house nobody plays?
- Most unplayed guitars only need new strings and a tune
- Before you buy a new guitar, read this

Preheader: A lot of guitars sit unplayed for years. Getting one ready again is easier than people think.

Hi {{first_name}},

Plenty of homes have a guitar sitting somewhere unplayed. It might be one a son or daughter left behind, or one you bought years ago and never got going with.

Usually it needs new strings and a tune, and then it's ready to go again.

The Jamorama Guitar System includes a short course called Acoustic Guitar Maintenance. It shows you how to re-string, clean and tune your guitar, so it sounds good and stays easy to play.

And once it's ready, the other nine courses take you from your first chord all the way to lead guitar, blues and fingerstyle, at whatever pace suits you.

The maintenance course and the other nine are all listed here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: the story of a guitar in your own house, if there is one.]

[Your name]

Tip: Keep the opening playful, and if there's a real unplayed guitar in your own house, use it.

Email 15: Songs you already know

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Neil Young, the Eagles and Lynyrd Skynyrd
- Would you rather learn songs or exercises?
- Learn guitar with songs you grew up with

Preheader: A guitar course that teaches you with the songs you actually want to play.

Hi {{first_name}},

The quickest way to fall out of love with the guitar is to spend months on exercises and never play a song you know.

The Jamorama Guitar System teaches you famous songs from artists such as Neil Young, The Eagles and Lynyrd Skynyrd. Along the way it gives you hundreds of chord progressions, so you're making music almost from the first lesson.

There are also jam-along songs you can play over, which make practice feel more like playing with a band than doing homework.

Corei, one of the course's students in the USA, put it this way: "I thought playing the guitar would be hard and taxing, but not with this!"

See the songs and the rest of the course here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: the first song you'd want to learn.]

[Your name]

Tip: Ask readers to reply with the song they'd learn first. It makes a great follow-up email.

Email 16: Writing your own songs

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Ever wanted to write your own song?
- The music theory that helps you play songs
- How guitarists talk to each other

Preheader: A little theory, taught the practical way, makes songs easier to learn and write.

Hi {{first_name}},

Plenty of people hear the words "music theory" and think of school, scales on a blackboard and a teacher with a ruler.

Mark McKenzie teaches it differently. His course Guitar Theory Made Even Easier sticks to what's useful on the guitar: how chords are built, how scales fit together and how rhythm works.

That's what helps you learn songs faster, work out a tune by ear, talk to other musicians and write music of your own.

It comes after the beginner courses in the Jamorama Guitar System, once your hands already know the chords, so the ideas make sense straight away.

Here's where you can see the theory course and the rest:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your name]

Tip: Good for creative audiences, songwriters and people who play another instrument.

Email 17: At the mercy of a teacher

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Weekly guitar lessons add up fast
- "You don't have to sit at the mercy of a guitar teacher"
- A guitar teacher who's there at midnight

Preheader: Private lessons are great, but they run on someone else's diary and someone else's price.

Hi {{first_name}},

A good private guitar teacher is wonderful. The trouble is that lessons happen once a week at a time that suits the teacher, and each one costs money whether you practised or not.

One student of the Jamorama course, Corei from the USA, wrote this about it:

"You don't have to sit at the mercy of a guitar teacher, spending countless hours AND MONEY to get the results you want. Jamorama makes it fun, easy and inexpensive to help you hone your skills to become a great guitar player."

With Jamorama you pay once and have the whole course for life. Mark McKenzie's lessons are there at six in the morning or midnight, and you can watch the tricky part ten times without anyone sighing.

See what's included here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: what's stopped you, or people you know, from taking lessons.]

[Your name]

Tip: Strong for budget-minded readers. Never name or criticise another course or teacher.

Email 18: Playing along to a favourite song

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Playing along to your favourite song in week two
- Who is that playing your guitar?
- Lead guitar for people who just got the basics

Preheader: Lead Guitar for Beginners is the course people take once the chords feel comfortable.

Hi {{first_name}},

There's a moment every guitarist remembers. You put a favourite song on, pick up the guitar, and you find yourself playing along without having to think about it.

Jamorama's course Lead Guitar for Beginners is built around reaching that moment. It's 34 videos on scale shapes, making up and playing riffs, and playing in a key, and it's the next step after the beginner method.

The course page says you'll be shocked when, in week 2, you find yourself playing along to one of your favourite songs.

Mark McKenzie teaches it as part of the full Jamorama Guitar System, which you can see here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: the song you'd love to play along to.]

[Your name]

Tip: Best sent to readers who already play a few chords and want more.

Email 19: A teacher other teachers like

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- What a guitar instructor said about this teacher
- "He seems amazingly patient"
- Why a patient teacher makes all the difference

Preheader: When another guitar instructor praises a teacher's patience, I take notice.

Hi {{first_name}},

When you learn something new as an adult, the teacher's manner matters more than almost anything. Nobody wants to feel slow or silly.

So I noticed when Tomas Michaud, a guitar instructor himself, said this about Mark McKenzie:

"I really like Mark's teaching style. He seems amazingly patient."

Aaron O'Conner from Auckland in New Zealand went further: "Mark is clearly a natural teacher and his classes are easy and most importantly FUN!"

Mark is the Head Guitar Instructor at Jamorama, a contributor to Guitar Player Magazine and the creator of The Guitar Guy YouTube channel. His full course, the Jamorama Guitar System, takes you step by step from beginner to advanced:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your name]

Tip: Good for nervous beginners. The two quotes do the selling, so keep your own line short.

Email 20: A gift for someone who's always wanted to play

Send: Birthdays, holidays. Link goes to: Video sales page (type=main)

Subject lines:

- A gift idea for the person who has everything
- Know someone who keeps saying they'll learn guitar?
- The present that gets played every day

Preheader: Lifetime access to a full guitar course makes a lovely gift for a partner, parent or grandchild.

Hi {{first_name}},

Most of us know someone who has said, more than once, "I've always wanted to learn the guitar." It might be your partner, a parent or a teenager who has just started listening to their grandparents' records.

The Jamorama Guitar System would make a thoughtful gift for them. It's a full online video course by Mark McKenzie, with ten courses running from the first chord to blues, fingerstyle and lead guitar.

It's paid for once and the access lasts for life, so nobody is left with a monthly bill. The lessons play on a computer, tablet or phone, and there's a 60-day money-back guarantee.

You can see everything that's included here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your line: who you'd give it to.]

[Your name]

Tip: Send before birthdays, Christmas, Mother's Day or Father's Day. Change the people in the second paragraph to suit your readers.

Six emails for quieter readers

For people who haven't opened or clicked in a while. They're short and personal, and each one asks for a reply or a click.

Email 21: Still thinking about it?

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Still thinking about the guitar?
- {{first_name}}, about that guitar...
- A quick question

Preheader: Just checking in. One question, and you can answer in a word.

Hi {{first_name}},

A while ago I mentioned an online guitar course called Jamorama. I'm curious: did you ever start playing?

If you did, hit reply and tell me how it's going. I'd love to hear.

If you didn't, I get it. Life fills up, and the guitar goes back in its case. But the course is still there, and so is the 60-day money-back guarantee, which gives you two months to see how far you get:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your name]

Tip: The reply request lifts engagement with your list, which helps your next emails reach the inbox.

Email 22: On your own schedule

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- Learning guitar when you're busy
- Guitar lessons that fit around your week
- Twenty minutes is enough

Preheader: Barry SanMartin liked that he could learn guitar on his own time frame.

Hi {{first_name}},

The most common reason people give me for not learning an instrument is time. I understand it completely.

So I liked what Barry SanMartin wrote about the Jamorama course. He said Mark McKenzie helps people "achieve a level of success that is based on our time frames".

That's the whole point of it. The lessons are on demand, day or night, and you go at your own pace. Twenty minutes after dinner counts just as much as a long session at the weekend.

Here's where to start:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your name]

Tip: Short and friendly. Good for busy parents and working readers.

Email 23: What's stopping you?

Send: Any time. Link goes to: Free account sign-up (type=free)

Subject lines:

- What stopped you learning guitar?
- Tell me the real reason (I'm curious)
- Time, money or nerves?

Preheader: Hit reply with one word. Then try the free account, which costs nothing.

Hi {{first_name}},

Could you do me a favour and reply with one word?

If you've ever wanted to play the guitar and haven't, what got in the way? Was it time, money, nerves or something else?

I ask because the free Jamorama account takes care of most of those. It costs nothing, needs no credit card and lets you learn at home where nobody's listening, whenever you have a spare half hour.

Sign up here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free

And do send me that word. I read every reply.

[Your name]

Tip: Read the replies. They tell you which angle to use for the rest of your list.

Email 24: Happy as can be

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- "Happy as can be with my progress"
- The guitar course people call straightforward
- No guesswork about what to practise next

Preheader: Mark Ziggler wrote a short note about the Jamorama course that says a lot.

Hi {{first_name}},

Sometimes the shortest reviews are the most convincing. This one is from Mark Ziggler, in North Virginia:

"Your course is so convenient and so straight forward that I'm just happy as can be with my progress."

That's what most of us want when we learn something new: to know what to do next, and to feel ourselves getting better week by week.

The Jamorama Guitar System gives you a road map, one video at a time, all the way up to advanced playing:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your name]

Tip: A gentle re-introduction. It works well after a few weeks of silence.

Email 25: For a small amount of money

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- "You WILL learn how to play guitar"
- One payment, then guitar lessons for life
- No monthly fee on this one

Preheader: Jim Walker's review of the Jamorama course is short, and it doesn't hold back.

Hi {{first_name}},

Jim Walker from Las Cruces, New Mexico, wrote one of my favourite reviews of the Jamorama guitar course:

"I just highly recommend this for this small amount of money, and if you get this you WILL enjoy it and you WILL learn how to play guitar."

He's right that it's good value. You pay once and get lifetime access to all ten courses, with no monthly subscription, and it's covered by a 60-day money-back guarantee.

See it here:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

[Your name]

Tip: Good for value-conscious readers. Don't quote a price in your own words: let the page show the current one.

Email 26: Last note on this

Send: Any time. Link goes to: Video sales page (type=main)

Subject lines:

- I won't mention the guitar again
- Do you still picture yourself playing guitar?
- One more nudge, then I'll stop

Preheader: This is the final note on it. Here's the link one more time.

Hi {{first_name}},

I've written to you a few times about the Jamorama guitar course, and this is the last time I'll bring it up.

If guitar isn't for you, no problem at all. You'll hear from me about other things soon.

But if part of you still pictures yourself playing a song you love for the people you love, here's the link one more time. You get two full months, with your money back if you're not playing advanced songs, riffs and licks by then:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

Whatever you decide, thanks for reading.

[Your name]

Tip: Use it to close out a promotion. Readers often act when they're told it's the last mention.

Part 2: Hooks and angles

Learning at 60

Who it's for: Lists and followers aged 50 and over, retirement and grandparent groups, and anyone who thinks they've left it too late. Email, Facebook and YouTube.

The idea: Nancy Keane from Ontario wrote that at 60 she is finally realising her dream of learning to play the guitar, and that she feels she is learning music, not just playing.

- Nancy Keane was 60 when she finally started learning the guitar she'd dreamed about for years, and she wrote a short note about it that I keep thinking about.
- What made a 60-year-old woman in Canada write "honestly I've never seen anything like it" about her guitar lessons?
- If you've ever told yourself you're too old to start the guitar, wait until you hear what Nancy said.

Link to: Video sales page (type=main). The video sales page shows Nancy's quote and the full course, so the story carries straight on.

Why free lessons stall

Who it's for: People who have tried YouTube lessons and stopped. Email, YouTube and blog readers.

The idea: Mark McKenzie says many free online lessons are inconsistent, badly organised and sometimes plain wrong, which leads to bad habits and lost motivation. His course puts everything in order.

- A guitar teacher with his own YouTube channel explains why so many people give up on free guitar videos within a few weeks.
- If you've learned three chords from three different YouTube teachers and still can't play a song, Mark McKenzie can tell you exactly why.

Link to: Video sales page (type=main). Mark tells this in his own letter on the main page.

Real riffs in week one

Who it's for: Impatient beginners, younger relatives and anyone who hates theory. Email, TikTok and Instagram.

The idea: Stage 1 of the beginner method gets you playing recognisable riffs in the first week, instead of weeks of theory first.

- Your family will recognise the riff you're playing before your first week with a guitar is over.
- What could you actually play on a guitar one week from today?

Link to: Video sales page (type=main). The course list on the main page describes Stage 1 in these words.

Shaky timing

Who it's for: People who already know some chords but sound "off". Email and YouTube.

The idea: Mark teaches strumming with a method called the 'Tick Tock' technique, built for steady timing.

- Your chords can be perfect and the song still won't sound right, and it nearly always comes down to one hand.
- There's a strumming method named after a ticking clock, and it's how Mark McKenzie teaches beginners to keep time.

Link to: Video sales page (type=main). The main page lists the Tick Tock technique in the course contents.

Two months to decide

Who it's for: Cautious buyers and anyone burned by courses before. Email and retargeting.

The idea: The 60-day guarantee: if you're not playing advanced songs, riffs and licks, message them for a refund, no questions asked.

- This guitar course gives you two full months, and if you aren't playing advanced songs, riffs and licks by then, you ask for your money back.
- How confident would a guitar teacher have to be to put a promise like this in writing?

Link to: Video sales page (type=main). The guarantee is spelled out at the foot of the main page.

The church band

Who it's for: Faith-based communities, choirs and worship groups. Email and Facebook.

The idea: Mark Shades finished the first stage in a month and planned to join his church band within a month or two.

- One month into his guitar lessons, Mark Shades had already set his sights on the church band.
- He said he was learning faster than his fingers could get calloused, and here's why he was in such a hurry.

Link to: Video sales page (type=main). Mark Shades's review is on the main page.

Fingerstyle sound

Who it's for: Acoustic, folk and classic rock fans. YouTube, Facebook and email.

The idea: A 36-video course on fingerstyle in the style of Chet Atkins, Mark Knopfler and James Taylor.

- Ever listened to Mark Knopfler and wondered how one guitar can sound like two?
- Which picking patterns give Chet Atkins his sound, and could your own fingers learn them?

Link to: Video sales page (type=main). The Fingerstyle Guitar course is described on the main page.

Twelve-bar blues

Who it's for: Blues and classic rock lovers, often men over 45. Email, YouTube and Facebook.

The idea: The 12 Bar Blues in Stage 2, then Blues Guitar Breakthrough for B.B. King, Muddy Waters and Stevie Ray Vaughan style.

- Almost every blues song you love rests on the same twelve bars, and once your hands know them you can join in with nearly any blues jam.
- What does it take to go from your first chord to that gritty B.B. King sound?

Link to: Video sales page (type=main). Both blues courses are on the main page.

Thousands of free songs

Who it's for: Self-starters who like to learn songs on their own. Blogs, Pinterest and email.

The idea: The course teaches guitar TAB, which opens up thousands of songs that are free online.

- There are free guitar parts online for nearly every song you've ever loved, and most beginners can't read a single one of them.
- A page of numbers on six lines looks like a puzzle until somebody shows you how to read it.

Link to: Video sales page (type=main). The main page lists Guitar TAB in what's covered, and the printable TAB bonus.

The unplayed guitar

Who it's for: Households with a guitar nobody plays. Facebook, Instagram and email.

The idea: A short maintenance course shows how to re-string, clean and tune, then the rest of the system teaches you to play.

- If there's a guitar in your house that nobody has touched in years, it needs one small job before it's ready to play again.
- Would that old guitar in the cupboard still play if someone gave it new strings and half an hour of attention?

Link to: Video sales page (type=main). Acoustic Guitar Maintenance is one of the ten courses on the main page.

Songs you grew up with

Who it's for: Music lovers over 40. Facebook, YouTube and email.

The idea: Famous songs from artists such as Neil Young, The Eagles and Lynyrd Skynyrd, plus jam-along songs.

- Imagine playing the Neil Young and Eagles songs you grew up on, on your own guitar, for the people you love.
- Which song from your teenage years would you play first if you could?

Link to: Video sales page (type=main). The songs are listed on the main page.

A patient teacher

Who it's for: Nervous beginners and adults who felt slow at school. Email and Facebook.

The idea: A guitar instructor, Tomas Michaud, says Mark seems amazingly patient; Aaron O'Conner calls him a natural teacher.

- When a guitar instructor says another teacher "seems amazingly patient", that's worth paying attention to.
- Learning anything as an adult goes better with a teacher who never makes you feel slow.

Link to: Video sales page (type=main). Both quotes are at the top of the main page.

No lesson times

Who it's for: Busy parents and people working long hours. Email and Instagram.

The idea: On-demand HD lessons, 24/7, on any device, at your own pace.

- The guitar teacher who's available at 11 at night, after the kids are finally asleep.
- Barry said Mark helps people succeed on their own time frames, and for a busy parent that's everything.

Link to: Free account sign-up (type=free). Busy people like a free first step they can take in a spare minute.

Pay once

Who it's for: Value-minded buyers tired of subscriptions. Email and newsletters.

The idea: One payment and lifetime access to every course, no monthly fee.

- You can pay for this whole guitar course once and keep every lesson for the rest of your life.
- Jim Walker called it "this small amount of money", and then he made a promise in capital letters.

Link to: Video sales page (type=main). The main page shows the lifetime access and the current price.

Free first step

Who it's for: Cold audiences, lists that rarely buy and social followers. Facebook, Instagram and email.

The idea: A free Jamorama account with no credit card needed.

- If you've wondered whether you could learn the guitar, there's a free way to find out this week, and you won't need a card.
- Jamorama's head guitar instructor is a Guitar Player Magazine contributor, and you can try his lessons with a free account.

Link to: Free account sign-up (type=free). The free page is a sign-up form with no price, which suits cold readers.

The gift

Who it's for: Partners, adult children and grandparents buying presents. Email in November, December and before birthdays.

The idea: A lifetime course as a gift for someone who keeps saying they'll learn.

- Everyone knows somebody who has said "I've always wanted to learn guitar" at least a dozen times.
- A guitar course with lifetime access is the rare present that gets used more the longer they have it.

Link to: Video sales page (type=main). Gift buyers want to see what's included before they pay.

Fingers that won't cooperate

Who it's for: Older beginners and anyone who found chord changes slow. YouTube and email.

The idea: The 1 Hour Workout: 60 videos, a daily trainer for both hands for speed, dexterity and strength.

- If your fingers feel stiff and slow on the fretboard, there's a reason, and a daily routine that works on it.
- Sixty short daily exercises build the speed and strength your fingers need on the fretboard.

Link to: Video sales page (type=main). The workout course is described on the main page.

Write your own songs

Who it's for: Creative people, poets and players of other instruments. Email and blogs.

The idea: Guitar Theory Made Even Easier: practical chord, scale and rhythm theory to learn faster and write music.

- If you've got a song in your head that nobody has heard yet, all it's waiting for is the chords to put under it.
- Music theory gets a bad name, and Mark McKenzie teaches the version you can use on Saturday night.

Link to: Video sales page (type=main). The theory course and its promise are on the main page.

Lead guitar next

Who it's for: People who play a few chords and want to solo. YouTube, Facebook groups and email.

The idea: Lead Guitar for Beginners, 34 videos; the page says week 2 has you playing along to a favourite song.

- You know the chords, so when does the guitar start sounding like the record?
- In week two of Mark McKenzie's lead guitar course for beginners, you play along to a favourite song and think, "Who is this person playing my guitar?"

Link to: Video sales page (type=main). The lead course and its week-two promise are on the main page.

From a guitar magazine contributor

Who it's for: Readers who trust credentials. Newsletters and blogs.

The idea: Mark McKenzie is Head Guitar Instructor at Jamorama, a contributor to Guitar Player Magazine and creator of The Guitar Guy YouTube channel.

- A Guitar Player Magazine contributor has put everything he teaches, from a beginner's first chord to lead guitar, into one step-by-step course.
- What does a guitar magazine contributor teach first when someone has never played a note?

Link to: Video sales page (type=main). Mark's letter on the main page states these roles.

Jam sessions keep you going

Who it's for: People who start hobbies and drift away. Instagram and email.

The idea: Jam-along songs you can play over; Nicole said the jam sessions encouraged her to keep playing.

- Nicole found the one part of her guitar lessons that kept her coming back to practise.
- Practising on your own gets lonely, which is why playing along to a backing track feels so much more like real music.

Link to: Free account sign-up (type=free). The free page shows Nicole's quote and the jam-along feature.

Part 3: Text and newsletter ads

Newsletter and solo ads

Short ads for a sponsor slot in someone else's newsletter or a solo-ad mailing. Use the headline as the subject line or the bold first line, then the ad and your link.

Learning at 60

Link to: Video sales page (type=main)

Headline:

At 60, she's finally learning the guitar

Ad:

Nancy Keane from Ontario wrote: "I'm 60 years old and I'm finally realizing my dream of learning to play the guitar."

She's learning with step-by-step video lessons from Mark McKenzie, a contributor to Guitar Player Magazine. Have a look at the course she's using:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

Riffs in week one

Link to: Video sales page (type=main)

Headline:

Play real guitar riffs in your first week

Ad:

This online course gets you playing riffs you'll recognise in your first week, long before any heavy theory, and then builds up to blues, fingerstyle and lead guitar.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

Two months to try

Link to: Video sales page (type=main)

Headline:

Two months to see if you can play guitar

Ad:

Try this online guitar course for 60 days. If you're not playing advanced songs, riffs and licks by then, send a message and get your money back, no questions asked.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

Free account

Link to: Free account sign-up (type=free)

Headline:

Start learning guitar today with a free account

Ad:

Sign up for a free Jamorama account and start learning guitar with Mark McKenzie's step-by-step video lessons on your computer, tablet or phone. No credit card needed.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free

I may earn a commission if you buy through my link, at no extra cost to you.

Free lessons stall

Link to: Video sales page (type=main)

Headline:

Why people quit guitar after a few weeks

Ad:

Guitar teacher Mark McKenzie says many free online lessons are badly organised and some are just wrong, which builds bad habits and kills motivation. Here's the step-by-step path he built instead.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

Blues

Link to: Video sales page (type=main)

Headline:

Learn the blues the way B.B. King played it

Ad:

Learn the 12 Bar Blues, then the rhythm and lead skills behind Muddy Waters, B.B. King and Stevie Ray Vaughan, in short videos you can replay as often as you like.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

Fingerstyle

Link to: Video sales page (type=main)

Headline:

How one guitar can sound like two

Ad:

Learn the fingerstyle secrets of Chet Atkins, Mark Knopfler and James Taylor in 36 videos, as part of a full ten-course guitar system you pay for once.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

Pay once

Link to: Video sales page (type=main)

Headline:

Guitar lessons for life, paid for once

Ad:

You won't pay a monthly fee or have to book lesson times. One payment gives you lifetime access to ten video courses, from beginner chords to lead guitar, with a 60-day money-back guarantee.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

Church band

Link to: Video sales page (type=main)

Headline:

One month in, and he's ready for the church band

Ad:

"In just a month I've completed the first stage... I plan on using my new skills to join my church band," wrote Mark Shades. See the course he's using:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

Thousands of songs

Link to: Video sales page (type=main)

Headline:

Read guitar TAB and play thousands of free songs

Ad:

Guitar TAB shows you which string and fret to play. This course teaches you to read it, so the free guitar parts online for almost any song become yours to play.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

I may earn a commission if you buy through my link, at no extra cost to you.

25-word classified ads

For classified sections in newsletters, ezines and local or club publications that limit ads to 25 words. The link line doesn't count towards the words in most publications.

Riffs in week one

Link to: Video sales page (type=main)

Ad (18 words):

Learn guitar online with real riffs in your first week. Step-by-step video lessons, lifetime access, 60-day money-back guarantee.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Learning later

Link to: Video sales page (type=main)

Ad (23 words):

Always meant to learn guitar? Start now with patient, step-by-step video lessons you can watch any time. Pay once, keep them for life.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Free account

Link to: Free account sign-up (type=free)

Ad (20 words):

Try online guitar lessons free. Sign up for a free account, no credit card needed, and start playing this week.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free (affiliate link)

Blues

Link to: Video sales page (type=main)

Ad (21 words):

Play the blues on guitar. Learn the 12 bar blues, licks and B.B. King-style lead in short video lessons. Money-back guarantee.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Guarantee

Link to: Video sales page (type=main)

Ad (21 words):

Not playing advanced songs, riffs and licks in 60 days? Get your money back. Online guitar lessons from beginner to advanced.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Fingerstyle

Link to: Video sales page (type=main)

Ad (19 words):

Learn fingerstyle guitar like Chet Atkins and Mark Knopfler, plus chords, strumming and lead. Ten video courses, one payment.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

50-word classified ads

Longer classifieds for publications that allow 50 words. They give the reader one more reason to click.

Too late?

Link to: Video sales page (type=main)

Ad (47 words):

Never too late to play guitar. Nancy, 60, wrote that she's "finally realizing my dream". Mark McKenzie's video lessons take you step by step from your first chord to blues, fingerstyle and lead guitar. Watch any time on any screen. Pay once, lifetime access, 60-day money-back guarantee.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Stuck on YouTube

Link to: Video sales page (type=main)

Ad (47 words):

Stuck learning guitar from random videos? Follow one clear path instead. Ten video courses take you from beginner chords and 'Tick Tock' strumming to lead guitar, blues and theory, in order. Lifetime access for one payment, and two full months to try it with a money-back guarantee.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Free account

Link to: Free account sign-up (type=free)

Ad (47 words):

Start guitar free this week. Sign up for a free Jamorama account with no credit card and learn from step-by-step HD video lessons by Mark McKenzie, a contributor to Guitar Player Magazine. Chords, strumming, songs and jam-along tracks, on your computer, tablet or phone, whenever suits you.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free (affiliate link)

Gift

Link to: Video sales page (type=main)

Ad (50 words):

A gift they'll play every day: a complete online guitar course with ten video courses from first chord to lead guitar, fingerstyle and blues. You pay once, they keep it for life on any screen, and a 60-day money-back guarantee covers it. Perfect for anyone who keeps saying they'll learn.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Songs

Link to: Video sales page (type=main)

Ad (46 words):

Play songs you grew up with. Learn guitar with famous songs from artists such as Neil Young, The Eagles and Lynyrd Skynyrd, hundreds of chord progressions and jam-along tracks. If you aren't playing advanced songs, riffs and licks within 60 days, you get your money back.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Busy

Link to: Video sales page (type=main)

Ad (46 words):

Learn guitar around your life. On-demand HD lessons, day or night, at your own pace, from a patient teacher who starts you on real riffs in week one and takes you all the way to advanced playing. Pay once and the lessons are yours for life.

Link line:

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (affiliate link)

Short social and search ads

Short ad texts for Facebook, Instagram, Google and Bing. None of them use the product name, so they follow the brand rules.

Riffs in week one

Link to: Video sales page (type=main)

Where to use it:

Facebook or Instagram, pointed at your own presell page

Headline:

Real Riffs In Your First Week

Ad text:

Step-by-step guitar video lessons that start you on riffs you'll recognise, then take you to blues and lead. Affiliate link.

Learning later

Link to: Video sales page (type=main)

Where to use it:

Facebook or Instagram, pointed at your own presell page

Headline:

Start Guitar At Any Age

Ad text:

Patient video lessons from a Guitar Player Magazine contributor, at your own pace, on any screen. Affiliate link.

Guarantee

Link to: Video sales page (type=main)

Where to use it:

Facebook or Instagram, pointed at your own presell page

Headline:

Two Months To Try Guitar

Ad text:

Not playing advanced songs and riffs within 60 days? You get your money back. Affiliate link.

Search: beginners

Link to: Video sales page (type=main)

Where to use it:

Search ad (only after Jeffrey's written yes)

Headline:

Guitar Lessons For Beginners

Description:

Learn chords, strumming and real songs step by step. Pay once, keep the lessons for life.

Note:

Point it at your own website, never at a hoplink.

Search: online

Link to: Video sales page (type=main)

Where to use it:

Search ad (only after Jeffrey's written yes)

Headline:

Learn Guitar Online At Home

Description:

HD video lessons any time, from first chord to lead guitar. 60-day money-back guarantee.

Note:

Point it at your own website, never at a hoplink.

Search: blues

Link to: Video sales page (type=main)

Where to use it:

Search ad (only after Jeffrey's written yes)

Headline:

Blues Guitar, Step by Step

Description:

12 bar blues, licks and lead in short video lessons for beginners and returning players.

Note:

Point it at your own website, never at a hoplink.

Part 4: Social media posts

Facebook posts

Post on your page or profile, or in groups whose rules allow promotions. Add the suggested picture and keep the #ad line.

Nancy at 60

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Post:

A woman called Nancy Keane, from Ontario, wrote this about her guitar lessons:

"I'm 60 years old and I'm finally realizing my dream of learning to play the guitar and honestly I've never seen anything like it."

I love that she didn't let a number stop her.

She's learning with Mark McKenzie's step-by-step video course, which starts with the basics and goes all the way to blues, fingerstyle and lead guitar. If you've been putting the guitar off, have a look: https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

#ad I earn a commission if you buy through this link.

Unplayed guitar

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Post:

Be honest, is there a guitar in your house that nobody plays?

If yours has been waiting a while, there's an online course that starts with how to restring and tune the thing, then takes you through chords, strumming and real songs in short video lessons.

Here it is if your guitar deserves another go: https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

#ad I earn a commission if you buy through this link.

Free account

Link to: Free account sign-up (type=free)

Picture: Mark McKenzie, Head Guitar Instructor at Jamorama (https://jamorama.com/wp-content/uploads/2023/12/big-mark.png)

Post:

There's a way to try proper online guitar lessons for free.

Jamorama is giving out free accounts for its online guitar course, taught by Mark McKenzie, a contributor to Guitar Player Magazine. Sign up with your email and start this week:
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free

#ad I earn a commission if you later buy through this link.

Church band

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Post:

"In just a month I've completed the first stage and I'm learning faster than my fingers can get calloused because I'm so excited. I plan on using my new skills to join my church band."

That's Mark Shades, one month into learning guitar online.

Where would you play, if you could? Here's the course he used:
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

#ad I earn a commission if you buy through this link.

Song question

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Post:

If you could play one song on the guitar by this time next year, which one would it be?

I'm asking because I found a course that teaches songs from Neil Young, The Eagles and Lynyrd Skynyrd alongside the basics, and it has me wondering what everyone else would choose.

Here it is if you're curious:
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

#ad I earn a commission if you buy through this link.

Instagram captions

Post the picture, paste the caption and add the hashtags as the last line or the first comment. Instagram doesn't make links in captions clickable, so put your hoplink, or a presell page on your own

site, in your bio.

Week one riffs

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Caption:

#ad The first course in this guitar system has you playing riffs you'll recognise within your first week, and the theory waits until your hands are ready for it. From there it builds up to blues and lead guitar. Link in my bio.

Hashtags:

#ad #learnguitar #guitarlessons #beginnerguitar #guitarpractice #acousticguitar #neverstoplearning

Tick Tock timing

Link to: Video sales page (type=main)

Picture: Mark McKenzie, Head Guitar Instructor at Jamorama (https://jamorama.com/wp-content/uploads/2023/12/big-mark.png)

Caption:

#ad If your strumming feels lumpy, Mark McKenzie has a fix named after a ticking clock. He calls it 'Tick Tock' strumming, and it keeps your strumming hand in time. The full course is linked in my bio.

Hashtags:

#ad #guitarstrumming #guitartips #learnguitar #guitarteacher #musicpractice

It's not too late

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Caption:

#ad "I'm 60 years old and I'm finally realizing my dream of learning to play the guitar." Nancy Keane, Ontario. Whatever age you are today, it's a good age to start. Link in my bio.

Hashtags:

#ad #learnguitar #guitarover50 #neverstoplearning #newhobby #guitarlessons

Free account

Link to: Free account sign-up (type=free)

Picture: Mark McKenzie, Head Guitar Instructor at Jamorama (https://jamorama.com/wp-content/uploads/2023/12/big-mark.png)

Caption:

#ad Want to try guitar before you spend anything? Sign up for a free account through the link in my bio, with no credit card needed, and start this week.

Hashtags:

#ad #freeguitarlessons #learnguitar #beginnerguitar #guitarathome

X posts

Short posts for X. Put the link at the end and keep #ad in the post.

Week one

Link to: Video sales page (type=main)

Post:

This guitar course has you playing recognisable riffs in your first week and saves the theory for later. #ad
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

Guarantee

Link to: Video sales page (type=main)

Post:

Not playing advanced songs, riffs and licks after 60 days of these guitar lessons? You get your money back, no questions asked. #ad
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

Free

Link to: Free account sign-up (type=free)

Post:

You can try lessons from a Guitar Player Magazine contributor with a free account, and it doesn't ask for a credit card. #ad
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free

Blues

Link to: Video sales page (type=main)

Post:

Learn the twelve-bar blues first, then the licks behind B.B. King and Stevie Ray Vaughan, in short video lessons. #ad
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

Sixty

Link to: Video sales page (type=main)

Post:

"I'm 60 years old and I'm finally realizing my dream of learning to play the guitar" (Nancy Keane, Ontario). #ad
https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main

Pinterest pins

Make a tall pin with the title on it, link the pin to a presell page or article on your own site, and paste the description.

First things to learn

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Pin title:

The First Things to Learn on Guitar, in the Right Order

Description:

Tuning up, open chords, steady 'Tick Tock' strumming and reading guitar TAB: the order that makes practice easier for adult beginners. #ad affiliate link.

Blues

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Pin title:

How to Start Playing Blues Guitar

Description:

Start with the 12 bar blues, then add blues chords and licks in the style of B.B. King and Muddy Waters. Step-by-step video lessons. #ad affiliate link.

Never too late

Link to: Video sales page (type=main)

Picture: Mark McKenzie, Head Guitar Instructor at Jamorama (https://jamorama.com/wp-content/uploads/2023/12/big-mark.png)

Pin title:

Learning Guitar After 50

Description:

"I'm 60 years old and I'm finally realizing my dream of learning to play the guitar." Patient online lessons you can follow at your own pace. #ad affiliate link.

Read TAB

Link to: Video sales page (type=main)

Picture: Jamorama guitar lessons on a computer, a tablet and a phone (https://jamorama.com/wp-content/uploads/2026/02/jamorama-screens-3-2-updated.png)

Pin title:

Read Guitar TAB and Play Thousands of Free Songs

Description:

Once you can read TAB, the free guitar parts online for almost any song are yours to play. Learn it step by step. #ad affiliate link.

YouTube descriptions

Paste under your own video: a guitar tip, a review of the course or your own progress. Put the link in the first two lines so it shows before "more".

Course review video

Link to: Video sales page (type=main)

Description:

The guitar course I talk about in this video: https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (#ad, affiliate link, I may earn a commission)

In this video I walk through the Jamorama Guitar System by Mark McKenzie: ten video courses, from Beginner Guitar Method Stage 1 to lead guitar, blues, fingerstyle, theory and a daily workout for your hands. You pay once for lifetime access, and there's a 60-day money-back guarantee.

[Timestamps for your video]

Beginner tip video

Link to: Video sales page (type=main)

Description:

Want a step-by-step path after this tip? Here's the course I recommend: https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=main (#ad, affiliate link)

Today's tip is about [your tip]. If your strumming sounds uneven, the course teaches Mark McKenzie's 'Tick Tock' method for keeping time.

My progress video

Link to: Free account sign-up (type=free)

Description:

Try it free (no credit card): https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=jamoram&tid=YOURTRACKINGHERE&type=free (#ad, affiliate

link)

This is week [number] of learning guitar. I'm learning with online video lessons I can watch any time, and today I'm playing [what you learned]. Ask me anything in the comments.

Jamorama is published by Unica Publications Ltd. and sold through ClickBank. ClickBank is the retailer of products on this site. CLICKBANK is a registered trademark of Click Sales, Inc.