

## Masterclass Sales Page

---

THE BEST TIME TO SET UP YOUR HOME-SCALE  
RAINWATER HARVESTING SYSTEM WAS YEARS AGO.

THE SECOND-BEST TIME IS RIGHT NOW.

**Discover the Proven, Step-by-Step Process in...**

### Essential Rainwater Harvesting

(Date)

*A Verge Permaculture Academy Masterclass for Building Your Resilience  
Co-presented by Dr. Coombes of Urban Water Cycle Solutions*

(button)

---

When clean, treated water flows from your faucet, why worry about risks to your local supply?

Unthinkable as it seems, homeowners like you in cities around the world are experiencing scarce or tainted water today, due to...

(icon) <b>Global Drought</b>	(icon) <b>Power Outages</b>	(icon) <b>Aging or Toxic Infrastructure</b>	(icon) <b>Water Contamination</b>
Six continents are experiencing megadrought, reducing water supplies and requiring water restrictions for millions...and it's expected to worsen	Extended power losses shut down pumps for home wells, water treatment plants, water distribution, and more, cutting off water supply without warning.	Lead pipes, leaks between sewage and drinking water pipes, and other public-health issues plague city water systems	Seawater is seeping into coastal storage facilities; chemical and biological contaminants are being found in groundwater and city water systems

***Protect yourself and your loved ones with a simple, time-honored solution,  
scientifically tested and proven for safe use today....***

---

## Introducing Rainwater Harvesting: The Proven, Safe Solution

For centuries, people around the world have captured rainwater for everyday use. Today, scientists have researched those ancient home-based systems, updated them, and tested and proven them to reliably provide pure and safe water in locations around the world.

Learn how you can use these affordable, backed-by-science methods to lock in your own secure water supply in this comprehensive masterclass!

---

## Study with Rainwater Experts

Verge has been teaching rainwater harvesting for years. We designed and built our own system in our suburban Calgary house around 2013, and published our book, *Essential Rainwater Harvesting*, in 2018.

Verge co-founder Michelle Avis has partnered with pioneering Australian hydrology engineer, educator, U.N. advisor and independent researcher Peter J. Coombes, Ph.D., to present this in-depth, step-by-step masterclass...

*... offering scientifically tested and proven information that isn't widely available in North America!*

---

## Just Imagine What Your Own Rainwater Harvesting System Offers:

(icon)  
Control over your own year-round water supply

(icon)  
Chemical-free water for drinking, cooking, washing, irrigation

(icon)  
Science-backed assurance that your water is safe

(icon)  
Freedom from utility price increases and grid issues

(icon)  
Skills and knowledge for self-reliance

(icon)  
Positive impact on your life, community, and environment

---

“But I’m Not an Engineer, Architect, or....?!”

*You don’t need to have specialized training to design your own water harvesting system with this masterclass!*

We’ve done all the hard work to set you up for success in eight lively, interactive lectures and eight Q&A sessions with Michelle and Peter. You’ll get...

**(1)**

A solid grounding in the basic concepts of rainwater harvesting: what it is, how it works, and the very latest science on how to do it safely (without chemical or UV treatment!).

**(2)**

Step-by-step, detailed instructions on designing your own RWH system. We tell you exactly what works and doesn’t work and what you need to yield the purest water possible. No guesswork needed!

**(3)**

Hands-on practice with homework assignments, memory-boosting quizzes, and the opportunity to design your own project and get personal feedback from Michelle and Peter

**(4)**

Lifetime access to our exclusive rainwater harvesting spreadsheet tool, which does all the complex design calculations for you. You just enter your property’s info!

**(5)**

Learning tools and resources: design guides, diagrams and handouts, an exclusive 100-page note pack, and a 30% off coupon for our *Essential Rainwater Harvesting* book

**(6)**

Lifetime access to the class recordings for guidance as you implement your design. You can refer to them for help in tweaking or maintaining your system for years to come.

---

## What’s Your Plan for Safe Water - No Matter What?

We’ve all seen the official recommendation for a disaster plan: stock up on bottled water, one gallon per person per day. But what about cooking, washing, and watering plants and livestock? And what happens when the bottled water is sold out?

*That’s why you need to have your own home-based water source set up and ready....*

Instead of depending on the public water system or a well that depends on the public energy grid, take the proactive step toward water security and resilience!

---

## Verge Permaculture Essential Rainwater Harvesting Masterclass Campaign

---

Are You Ready to Protect Your Loved Ones and Lead Your Community  
in Safe, Natural, Scientifically Proven Rainwater Harvesting?

Button: Sign Up Today!

---

## 2022 REGISTRATION OPEN EMAIL

### **Subject Line: With Planet Earth Facing a Water Crisis, What's the Future of Your Supply?**

As groundwater dwindles, aquifers are being emptied, and glaciers melt, the great rivers of the world are flowing at a fraction of their volume. Record numbers of people face floods or drought each year, and billions lack access to safe water supplies.

And while national governments scramble to build coalitions and strategies to manage the world's water, Wall Street is drafting its own plans for managing the price of this increasingly scarce commodity.

Perhaps you're already seeing your water utility bills rising, or the level of your local reservoir falling, and you're getting worried about your options? Well, as we tell our clients and students: *The best time to build your own rainwater harvesting system was years ago. The next best time is **right now**.*

**Learn how to guarantee a lasting supply of fresh, pure water with our updated, enhanced live Essential Rainwater Harvesting course**, starting January 26, 2022. Early-bird registration has just opened!

Created in partnership with pioneering Australian hydrology engineer, economist, policy analyst, educator, U.N. advisor and independent researcher **Peter J. Coombes, Ph.D.** this pioneering training is the first to offer scientifically tested and internationally proven, leading-edge, safe, *chemical-free* methods to design and build Rainwater Harvesting Systems.

You'll learn all about these methods - and the science behind them - in eight live-streamed weekly classes with Michelle and Peter, with 7 modules of pre-recorded video and audio lessons, Verge's comprehensive manual, *Essential Rainwater Harvesting*, and abundant learning materials.

What have past students said about this course?

*The Verge Rainwater Harvesting course was incredible. We've attended similar courses throughout North America, however this was the most comprehensive course we've experienced... by far! As a result our company has changed its design approach as a result of the Verge Permaculture Water Harvesting Course. We've designed and installed systems since 2001 and felt pretty comfortable with our processes. However, we are delighted by the success of applied learning from Michelle Avis and Dr. Peter Coombs. Their technical, and practical approach closed many gaps in our skill sets that we didn't know we had! - Bruce Kay*

## Verge Permaculture Essential Rainwater Harvesting Masterclass Campaign

---

If this is sounding like the solution you've been looking for - *don't wait*. We only offer this course live once a year, and if student demand is any indicator, we expect it to sell out long before enrollment closes on February 1, 2022!

Don't wait to protect your supply of precious, life-sustaining water. Enroll today!

***Water is Life - I'm ready to dive in!*** (Link: <https://vergepermaculture.ca/rainwater-course/>)

---

## Catalogue and Short Blurb 1

**[header: Discover the established science and proven practices that can provide you with safe, free water wherever you are in the world!]**

In January we are welcoming back pioneering Australian hydrology engineer, economist, policy analyst, educator, U.N. advisor and independent researcher Peter J. Coombes, Ph.D for our third annual Rainwater Harvesting Masterclass. This pioneering training is the first to offer scientifically tested and internationally proven, leading-edge, safe, *chemical-free* methods to design and build Rainwater Harvesting Systems.

In this 8-week masterclass you'll learn all about these methods - and the science behind them. You'll get:

- A solid grounding in the basic concepts of rainwater harvesting: what it is, how it works, and the very latest science on how to do it safely (without chemical or UV treatment!).
- Detailed instructions on designing your own RWH system. We tell you exactly what works and doesn't work and what you need to yield the purest water possible.
- Hands-on practice with homework assignments, memory-boosting quizzes, and the opportunity to design your own project and get peer review from your fellow classmates.
- Lifetime access to class recordings plus learning tools and resources: design guides, diagrams and handouts, an exclusive 100-page note pack, and a 30% off coupon for our Essential Rainwater Harvesting book

Lock in your own safe, free, year-round water supply, while you make a genuine difference for your community...and the world!

**[button: LEARN MORE]**

## Catalogue and Short Blurb 2

**[header: Lock in your own safe, free, year-round water supply, while you make a genuine difference for your community...and the world!]**

We all know intuitively that collecting rainwater can benefit our garden, save money on water bills, and reduce our impact on failing water systems. This is especially salient in drought-stricken areas. Most people don't know, however, that the possibility for making a real impact goes well beyond a few rain barrels for watering the garden, or a rain garden that diverts stormwater from the sewer system.

Learn more about the proven and safe strategies we'll be sharing in our upcoming masterclass...

**[button: LEARN MORE]**

## Catalogue and Short Blurb 3

**[header: When groundwater supplies take 50 years to recharge, can you afford to send rainwater to the sewer?]**

Most homes, utilities and municipalities treat rainwater as a waste product and funnel it into stormwater systems. *But when you capture, store, and safely use the rainwater flowing off your roof instead, you're changing the rules of the game:*

- You reduce the amount of rainwater going directly into the local stormwater system, and
- You use less of the increasingly fragile and environmentally unfriendly alternatives (such as utility water, groundwater, river supply, etc).

Everybody wins! You save on water bills and stormwater charges... you reduce the risk of stormwater overflow and flooding...you reduce the demand on local treatment and distribution infrastructure...and your local watershed keeps more of its precious water.

And when your whole community joins in harvesting rainwater, the benefits increase exponentially!

**[button: LEARN MORE]**

---



## Post-Masterclass funnel

### 1. Upsell to become an Insider: Join the **Verge Permaculture Academy**

#### **SUBJECT: If This Masterclass Has Empowered You - It's Just the Beginning!**

Hi there!

First of all, *thank you* for your presence and participation in the Essential Rainwater Masterclass! It's always such an inspiration to see the energy our students bring to these courses, and their growing excitement as they see the impact this learning can have on their lives and communities.

And toward the end of every Masterclass, we're asked again and again - "What's next? Where can I go from here?"

The answer is simple: *Join the Verge Permaculture Academy!*

#### **[button]**

With an Insider membership, the journey you've started with this class can continue as long as you wish! You'll get:

- Three membership options: month-to-month (cancel any time); six months; or a full year
- Six fresh 4-8-week Masterclasses, live, each year
- Wide-ranging, live expert Q&As and case studies
- A platform for live events
- Audio-only content for offline mobile listening
- Collaborative design clinics for peer-to-peer inspiration
- Space to share your permaculture projects
- A growing, curated Vault of videos, articles, podcasts
- *And that's just the start!*

When you join the Academy, you become part of a *growing, global permaculture community* – one that provides ongoing challenge and support as you boost your regenerative skill set and social network. One that can guide you to the resources for building a homestead, initiating a community garden or co-op, or launching a new career.

Ask yourself: *What could I do with my property if I had all the knowledge, support, and resources I needed?* As a Verge Permaculture Academy Insider, you can make that vision a reality!

Seriously, if this Masterclass has left you thirsty for more, *don't wait!* Sign up to become a Verge Permaculture Academy Insider today and discover the world of opportunities that's waiting for you!

#### **[button]**

### 2. Upsell reminder to join the Academy

#### **Subject: Don't Let Your Permaculture Journey End Here!**

Hi there!

How this Masterclass has flown... it seems you only just signed up, and here we are, sending you on with all you need to put a workable rainwater harvesting plan into action!

*But rainwater management is just one part of a functioning permaculture property...and to put all the pieces together, you'll need a big-picture perspective, a strategic approach, and loads of expertise and support in multiple fields.*

*...all of which you will find (plus much more) when you register as a Verge Permaculture Academy Insider!*

**[button]**

You'll get:

- Three membership options: month-to-month (cancel any time); six months; or a full year
- Four or more fresh 4-8-week Masterclasses, live, each year
- Wide-ranging, live expert Q&As and case studies
- A platform for live events
- Audio-only content for offline mobile listening
- Collaborative design clinics for peer-to-peer inspiration
- Space to share your permaculture projects
- A growing, curated Vault of videos, articles, podcasts
- *And that's just the start!*

Plus, you become part of a *growing, global community* of permaculture practitioners, from novice to expert, who can support, challenge, and hold you accountable at every step of the way.

We hear again and again that the biggest challenge our students faced, before they joined the Academy, was *trying to do it all on their own*. Tracking down answers, finding resources, simply getting reality checks for their ideas!

*You don't have to go through that.* Register today to become a Verge Academy Insider, and see how your permaculture plans take off!

**[Button]**

---

## Verge Permaculture Essential Rainwater Harvesting Masterclass Campaign

---

### 3. **Reminder to join the Free Community and/or Newsletter to stay in touch and learn about our up-coming free events and resources**

#### **Subject: Discover Free Permaculture Info, Resources and Connections with Verge!**

Hi there!

When you've been teaching permaculture as long as we have, you know that students learn at all different speeds. Some jump in and immerse right away; some fit one course at a time into their busy schedules. Others need to hang back, check things out, and come in on their own speed.

We are delighted that you registered for the Essential Rainwater Harvesting webinar, and if that's as much training as you're ready to do right now, we're still here for you!

You can join our friendly, **free** online community **HERE (link)** and get your questions answered by permaculture practitioners at all levels, novice to expert. No ads, no annoying algorithms - just free permaculture connections and information whenever you want to dip in.

And don't forget to sign up for our free newsletter **HERE (link)**! It's packed with permaculture news and perspectives (not to mention Verge's upcoming events and courses!) and delivered straight to your in-box.

And if/when you're ready to build your resilience and start making a difference through permaculture, we're here for you!

Now more than ever, permaculture can improve your life in innumerable ways. Let us help!

[button]

## Verge Permaculture Essential Rainwater Harvesting Masterclass Campaign

---

4. Upsell to the on-demand course when it goes on sale.

**Subject: Learn Essential Rainwater Harvesting, On Demand, At Your Speed**

Hi there!

When you know what you want to do, and what you need to learn to do it, your objective becomes very simple: *your learning, on your schedule, on your terms*. No frills or handholding, please – as the old film noir detectives growled, “Just the facts, Ma’am!”

We get it! And if that’s why you passed on the live *Essential Rainwater Harvesting* Masterclass after our webinar a couple of months ago, we have good news for you:

Our new, enhanced, on-demand *Essential Rainwater Harvesting* course is now available, created from the recordings of the Masterclass that just ended!

You now have the opportunity to watch every lively presentation by Peter Coombes and Michelle Avis, and absorb every handout, tool, and infographic, *on your schedule*, and for a mere \$\_\_\_\_\_.

As the old saying goes - “Good things come to those who wait.” Click below to buy your copy of the on-demand course today!

**[button]**