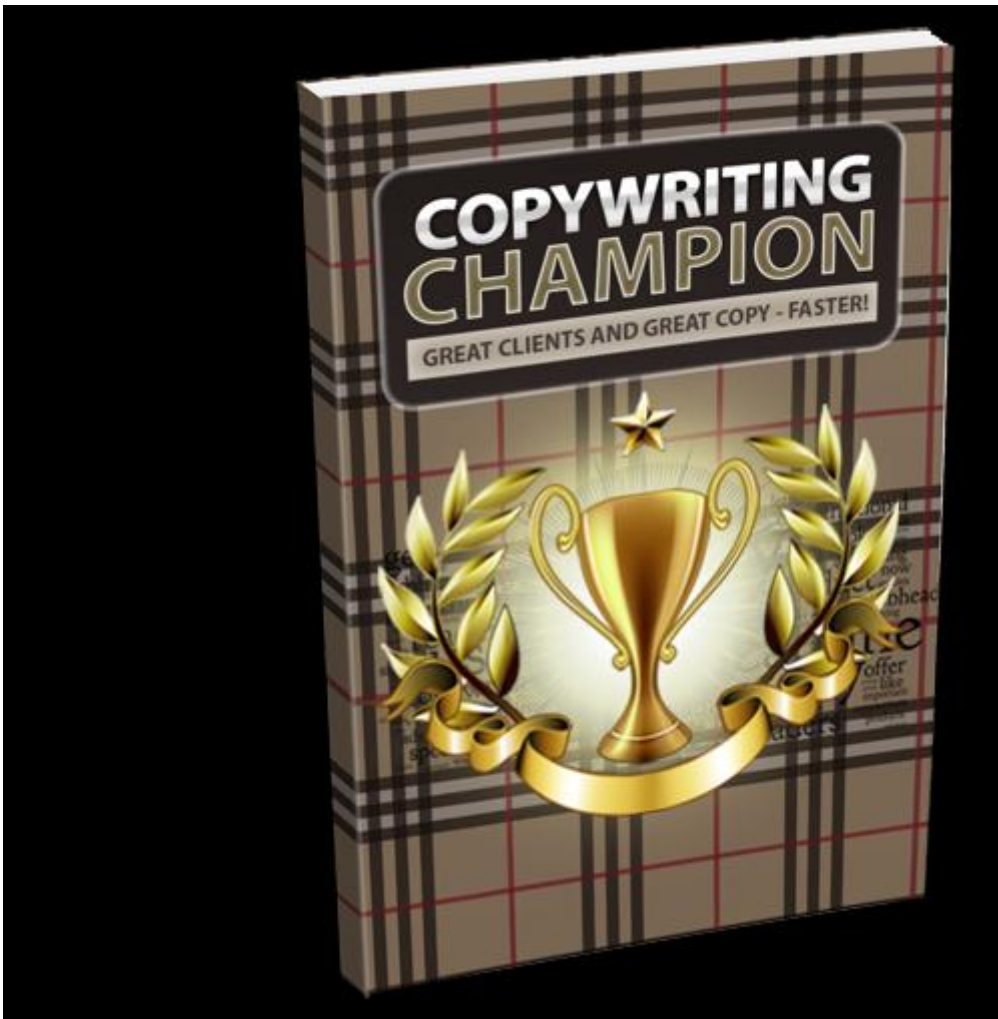


Copywriting Champion



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Every business needs this stuff. Copywriting is in massive demand, and if you can learn the skills, you're good to go. And if you're already working on building your copywriting business, I'm going to show you how to quickly generate more business than you can possibly handle. If you want to be a copy champion, the first step is getting clients. In this all-revealing training you will discover: Industry Research That Cuts To The Chase: Look, you CAN spend days trolling forums for insight into your customers... if you've got that kind of time. But if you want 90 of the results in 10 of the time (hint: that's how to become rich), go HERE. Fine Tuning Your BS Detector: How to filter out fluff, nonsense, and DISINFORMATION in your industry. Which kind of customer will tell you the MOST about whether a product will sell or not? If you can find them, it's super easy to convert the rest. Honestly, if you JUST knew how to recruit clients and research advertisements, you'd be ahead of the pack. But when you bring Copywriting Champion home,

you're FORCING ME to give up "the good stuff" info it took me years to learn. You will also learn techniques like: 4 Central Traits Of Million Dollar Headlines: Not sure how to separate the winning headlines from the duds? If you blend these together, you'll learn how to stop skimmers cold and get enthusiasm for your product every time. The Deadly D's - Two Mistakes You Should NEVER Make In Your Opening Paragraph. Mess this up and you'll starve to death before making a sale. Benefits, Not Features (And Other Dangerous Assumptions): You know, there IS a time when features are more effective. And that's not the only copy cliché that needs busting. Once you learn the rules, learn when they need to be broken. Are Customers Even Reading Your Copy? Who cares! This technique is like a "judo flip" that puts skimmers AT YOUR MERCY - when and where you want. Testimonials Can And WILL Hurt Your Conversions - Unless they're doing this, you're going to damage your credibility. You're going to learn all the fastest, strongest, smartest techniques for crafting sales material in any format. But here's the thing about that. Sales material isn't just a list of techniques. If your work wanders, feels piddling, aimless, or useless - you won't have a letter, you'll have a mess. Now, I'm going to be real honest with you - the best way for you to get the "feel" of writing copy is to do it yourself, over and over again. But if you want the second best way, then you need a workable structure. Something that's loose enough for you to apply your own creativity and the priorities of your market, and structured enough that you never waste time wondering where to go next. The "Hollywood Method" Of Copywriting Your Customer Is Poochie: If movie doesn't identify who the main character is, why we like them, how it feels to be in their situation, and the forces aiming to keep them there, it's probably not much of a movie. Making An Impact: Characters in films usually don't make life changing choices out of thin air... they're pushed by outside circumstances and trusted friends who (repeatedly) urge them to change course. That's you. Creating The Crucible: Why haven't your customers fixed their own problem yet? Whether they know it or not, there's a real reason. That's why you'll learn to detect it, address it, and crush it... so that they open their wallet! Forcing The Climax: What forces great characters to act? There are really only two things - and I'm going to show you how to manipulate BOTH of them so that your customers don't wait. It's Hardcoded: Stories are deeply embedded in the psyche of your customers, whether they know it or not. When you RECOGNIZE these memes and take advantage of them, you don't just write better quality material, you write it faster. Can I let you in on another little secret? When I started out in copywriting, I thought that the writing was IT - and that once I learned how to write good stuff, I'd be set. Later on, I

learned that the quality of your writing is about as useful as a Tahitian sweater factory if you don't know how to market your work and yourself. When I really set my mind to marketing myself, my financial results went through the roof... And so did my stress level. If you aren't ready to organize your time and make the most out of it, you'll spend more time writing copy, more time managing your business, and less time doing what YOU want to do. That's why you'll learn new skills in: Maximum Efficiency: Want to write faster, organize all your best ideas, and save yourself from legal headaches, paperwork errors, and lost profits? Let me take you by the hand and show you the EXACT methods I use to manage my career. It's the closest you'll ever come to having a personal copy mentor. Client Roadblocks: What do you say to a client that adds days or even weeks to your completion time? Better yet, how do you stop these problems from popping up in the first place? Contingency Planning: I know... stuff happens. But when you're not prepared for "stuff", it means frustration and embarrassment. Do you know which mishaps are most likely to pop up I found the software, tools, and resources to run your business smoothly so you wouldn't have to.

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