

Join the 7-Figure Superstars!

THE MILLION DOLLAR WRITER METHOD



HOW TO WRITE YOURSELF WEALTHY

BY ROB PALMER

The Million-Dollar Writer Method

How to Write Your Way to Wealth in 5 Simple Steps

By Rob Palmer

Table of Contents

[1. The ‘Weird Way to Write Your Way to Wealth](#)

[Who Is This Book For?](#)

[About the Author](#)

[2. How to Transform Your Life](#)

[The ‘Sausage Factory’ Problem](#)

[The ‘Golden Triangle’ Solution](#)

[Finding Your Golden Triangle](#)

[3. Quit Doing Low-Reward Work](#)

[The ‘Supply-Value Matrix’ Problem](#)

[The Money Mindset](#)

[4. Switch to High-Reward Work](#)

[Acquiring a High-Value Skill](#)

[The Art of Direct-Response Copywriting](#)

[A Life-Changing Opportunity](#)

[5. Master Your Craft](#)

[The Power of Persuasion](#)

[The Faster Route to Wealth](#)

[No Previous Experience Required](#)

[Why Demand Exceeds Supply](#)

[Behold the Rainmaker!](#)

[The Gamble that Paid Off](#)

[A High-Value Skill for Life](#)

[7. Climb on the Shoulders of Giants](#)

[Why ‘Free’ Can Mean ‘Costly’](#)

[Fast Track Your Success](#)

[8. Making it Happen](#)

[A Golden Opportunity](#)

[A Life-Changing Income](#)

[Let’s Talk](#)

[9. How Much Can You Make?](#)

[The Hourly-Rate Fallacy](#)

[Sell Your Value, Not Your Time](#)

[Ramping Up Your Income](#)

[The Sky’s the Limit](#)

[10. Multiplying Your Income](#)

[Pay for Performance](#)
[Beat the Control](#)
[Joint Ventures](#)
[Consultancy Services](#)
[Creating Your Own Offers](#)

[11. Copywriting Classics](#)

[Creating Your Own Swipe File](#)

[12. More Motivation](#)

[A Creative Career](#)
[The Apple Campaign that was TOO Successful](#)
[How a 'Secret Weapon' Saved Hundreds of Lives](#)

[13. Strategies, Tips & Tactics](#)

[Killer Copywriting Strategies](#)
[How to Glide Customers to the Checkout](#)
[Understanding the Buyer's Journey](#)
['Talk 'em Down from the Ledge' Marketing](#)
[Forget Features & Benefits](#)
[Do You Make These Email Marketing Mistakes?](#)
[The 'Weakest Link' Problem](#)
[17 Proven Bullet-Point Tactics that Skyrocket Sales](#)
[The 'P for Persuasion' Copywriting System](#)

[14. The Next Step](#)

1. The ‘Weird Way to Write Your Way to Wealth

WELCOME FELLOW WRITER, (or soon-to-be writer), and thanks for purchasing this unique book. You’ve made a great choice because you’ve stumbled across a real opportunity to change your life.

That’s no exaggeration either. I know you might be skeptical about the idea of becoming a million-dollar writer. After all, that’s a lot of money, and you might think bestselling authors are the only writers to make that kind of cash.

But as you’ll soon see, that’s not the case. There’s a growing army of unknown writers who make life-changing money. They do this without ever writing a word of fiction or getting a movie deal. They get well paid to do rewarding work. And they enjoy the freedom to work flexible hours from anywhere. I know because I’m one of them, and I’m so glad I happened across this lucrative profession.

More on that coming up because in the chapters ahead, you’ll discover the ‘weird way’ to write your way to wealth. It’s a proven profession where you don’t need any qualifications or previous experience. Even if you’re a ‘nothing special’ writer, you can achieve extraordinary success.

My goal is to clear away the confusion preventing you from realizing your dreams. I’ll show you a proven and reliable path to building wealth for yourself and your family.

If you’ve been struggling to make a decent living, you have a right to feel upset. After all, you probably did what ‘they’ told you. ‘They’ said the way to get ahead is to find a job, work hard and stick with it for decades. Well, how’s that working out for you? Not so great, huh?

Don’t worry, though. The truth is, life doesn’t have to be hard, and you don’t have to make sacrifices. When you have the right strategies, nothing can stop you. In these pages, you’ll discover a proven way to quit your job and join the Million Dollar Club.

But that’s not all. I’ll also reveal how savvy writers make \$1450 an hour without breaking a sweat. I’ll show you the simple 5-step formula for multiplying your income at least ten times over. And I’ll show you how to get paid \$50,000 to write a letter. Yes, people are doing this right now, and you can, too.

Plus, you’ll see lots of proof showing this is not a get-rich-quick scheme. It’s a legitimate way to make money as a writer.

Who Is This Book For?

But before we dive into the details, let’s clarify who this book is for. This is for you if:

- You’ve tried your hand at writing for a living but struggled to get paid what you deserve. You feel trapped in a cycle of low-paying work, with all your hope and ambition frustrated.
- You’ve always dreamed of being a writer but have no idea of how to launch a successful career. You’ve heard about writers who earn seven-figure incomes but can’t imagine how this is possible.
- You’re looking for a better way to make a living—one which allows you to make top dollar from anywhere. You’re sick of the misery of the 9-5 routine, getting up early, and spending all day stuck in a cubicle. After all that, you get paid a pittance.

If any of that sounds familiar, you’re in the right place. I promise that what’s coming up will be a real eye-opener. Your jaw will drop when I reveal what’s possible. These are numbers guaranteed to make your head spin.

I'll introduce you to a market where you get paid high fees to do rewarding writing work. It's a specialized niche where the standard rules of income don't apply. You can become a Seven Figure Superstar, and I'll prove it!

So in the pages ahead, you'll discover how to:

- Escape from the prison of your current life, quit your rotten job, and throw your alarm clock in the trash.
- Forget lying awake worrying about how to pay the bills and finance your future. You'll have all the cash you need on hand to feel secure.
- Quit doing low-paying work for people who don't appreciate the real value you offer.

Instead, you'll be able to work flexible hours from home or anywhere in the world. You can write from your kitchen while hanging out with your family. You can work from a beachside cafe, a mountain-top retreat, or a cabin in the woods. It's your call.

You'll also enjoy the financial freedom to do what you want when you want. With the obstacle of money stripped away, you can live life on your terms. As a result, you'll be able to create the lifestyle of your dreams for you and your family. You'll have a new career in which you earn money, respect, and influence.

Now take a moment to imagine what all this would mean to you. What would you do? Where would you go? And how will you feel when everything in life is going your way? Follow the roadmap in this book, and you will have the opportunity to find out!

About the Author

You might be wondering—who am I to make such a promise? So let me take a moment to introduce myself. My name is Rob Palmer, and I'm a successful writer, author, and online entrepreneur. For many years I've been living the good life we've discussed.

I love my chosen vocation. I've been lucky enough to work with amazing clients on projects that make a difference. Major publishing houses such as Penguin have published my books. I've partnered with corporations like Apple, Microsoft, and Citibank. Plus, I've worked with many outstanding entrepreneurs and business owners.

My career has taken me around the world from America to Australia and from England to the heart of Europe. It's been a blast. You can check out the interviews I've done with broadcasters like the BBC. More recently, I've worked with many of the world's top podcasters. You'll find me on high-profile business shows like:

- Breakthrough Success
- 6-Figure Freelancer
- The Side Hustle Project
- Bootstrapping your Dreams

I'm also an award-winning script writer and a public speaking champion. Best of all, I now have the opportunity to mentor upcoming writers. I love giving back, offering others a leg up to success.

My journey started when as a young boy, I discovered the wonderful world of reading. I loved adventure stories, thrillers, and mysteries. Soon I started writing my own tales and set my heart on becoming a writer one day.

My family had other ideas, though. Writing was not considered a ‘proper job,’ so I studied engineering. But my heart was never in it. The prospect of a 40-year career as an engineer filled me with dread. But I stuck with it and went to college to wrestle with baffling equations. Then something happened that changed my direction and transformed my life.

One day, I went on a fishing trip with some friends, taking a small boat out into the ocean. We should have known better. The boat was ancient and had no anchor. We drifted too far out to sea. Then we started to sink.

My friends and I ended up in the icy water, struggling to stay afloat. There was no way we could swim to shore, and it was clear we were about to drown. I prepared myself mentally for the end. A few more seconds, and I would sink under forever.

Then salvation appeared. Some passing fishermen saw all the commotion and came to our rescue. They plucked us from the water and took us to shore. A few minutes later, I was sitting on the beach, wrapped in a towel, looking out to sea. And there, I made a decision that changed my life.

Having cheated death by seconds, I now had a second chance at life. I decided I wasn’t going to waste it on a career in engineering. Instead, I would follow my passion and make writing my vocation. From that moment on, I considered myself to be a professional writer. I didn’t know it then, but I escaped the ‘sausage factory’ syndrome. I found my own ‘golden triangle’ instead (more on that coming up soon).

I quit engineering and studied Journalism at the London University of the Arts. After qualifying as a journalist, I got a job editing a company newsletter. That was a step in the right direction, but it was far from the perfect job.

I worked out of the basement, writing articles on the most tedious topics imaginable. As the office junior, I was at the bottom of the food chain. I got the jobs no one else wanted.

Every day, I watched the clock crawl round to 5.30. Then I spent an hour stuck in commuting traffic heading home. At seven the next morning, my alarm went off. It was time for the whole miserable experience to start over again.

At the end of the week, I got a paycheck so anemic I should have called a doctor. When I asked for a raise, my boss refused. Before long, I had debts piling up, I was behind with my rent, and I was at my wit’s end. I had a family to support and bills to pay. What was I supposed to do now?

Then my second life-changing moment occurred. I saw an ad from a local agency seeking a writer. I didn’t understand what the role was, but it sounded interesting, so I applied. To my surprise, I got the job. And from the moment I started, I knew I’d found my place in the world. This was something completely different. In this new role, my writing skills were not only appreciated, but they also had value. My career took off, and my income soared.

I’ll explain more about how that works in a moment. But here’s the key point to remember. A shift in the way I offered my services transformed my life. I went from being a nobody to being somebody. I was in demand because of the value I brought to every project.

Years later, I quit my job at the agency and went out on my own. And then things started going crazy. I worked with clients operating on a bigger scale, and the numbers went off the charts. I’m glad I discovered how to write my way to wealth. I’ve enjoyed a fascinating career that allows me to live my life the way I want.

Today I live in beautiful Thailand, yet still enjoy the career I love. I can be on the beach in Phuket or exploring the mountains around Chiang Mai. I can be island-hopping down South or enjoying the view from a Bangkok sky bar. I travel the world, attend conferences in exotic locations, and tick items off my bucket list. Wherever I am, I still make a high income working on cool projects.

Because when you learn this skill, there are no limits. You have the location freedom to live and work from anywhere in the world. As long as you can get online, you’re good to go. You have the personal freedom to do what you want when you want. And you have the financial freedom to feel secure and sleep like a baby.

So that’s my story. But wait a moment. Why should you care about my success? Well, because I’m no one special. If I can do this, you can, too. This book is all about your future and your story. And the same opportunity is available to you, right now.

You have the chance to quit your day job, become an in-demand writer and earn an exceptional income. And you'll find out how to do that in Chapter 2.

What You've Learned

We've covered a lot of ground already, and I hope you're excited about what's coming up. You've already discovered:

- There's a better way to make a living as a writer—one with million-dollar potential.
- I changed my life by switching to a writing niche where the sky's the limit.
- A growing army of people are doing this, and you can, too.

2. How to Transform Your Life

YOU ARE FIVE SIMPLE STEPS AWAY from a new and better life. But before I explain how it all works, let's check in to see where you are right now. Does this sound like you?

- Are you frustrated that you haven't achieved the financial success of your dreams?
- Do you see others building wealth while you make do with so much less?
- Are you stuck in a dead-end job with no prospects of retiring anytime soon?
- Do you feel a better life is out there, but you don't know how to reach it?

If any of this sounds like you, I have good news. None of this is your fault. You received the wrong information, which set you off in the wrong direction.

The real problem is you haven't made what I call "The Transformation." When you do, everything in your life will become so much better. You'll be able to live a life like Ray Edwards, who's been doing this for many years. He says:

"My income wasn't really one million dollars last year. The actual number is closer to \$1.2 million. There's more than one way to achieve a million-dollar income as a writer. You just have to find out what works best for you."

Making \$1.2 million a year from writing? I know it sounds insane, and you might wonder if I made this up. But no, this is the real deal, and you can check it out for yourself.

Google ['Ray Edwards'](#) and you can verify the numbers—he is a million-dollar writer. And you'll find out how he does it in a moment.

The same goes for each of the other case studies we have coming up. These are all real people making a high income in this 'weird' niche of writing—the one I call 'Category X.' Feel free to Google them and verify the facts for yourselves. You'll see plenty of solid proof that this works.

And remember, these writers are ordinary people like you. They weren't born with a silver spoon in their mouths. They didn't get an Ivy League education. They are regular folks who found a better path to success. These writers happened across 'The Transformation.' They found a way to multiply their income, become respected in their profession, and do work they love.

If you'd like all those good things, all you must do is make 'The Transformation,' too. There are only five short steps from where you are now to the life of your dreams.

The 'Sausage Factory' Problem

A moment ago, I said: 'none of this is your fault.' What did I mean by that? Let's take a look. We are fortunate to live in a world where we have access to good education. We assume the education system exists for our benefit, helping us get the best start in life.

That's how it works in theory. But in practice? Not so much. The fact is, society needs doctors, engineers, electricians, and other professionals. So the education system produces adults who fit into these categories.

It's a 'sausage factory' system. Children are fed in at one end. Then a few years later, dentists and plumbers come out the other end. If you're happy to be a sausage, there's no problem. But what if you're

not? What if you want something else from life? I didn't want to be a sausage, so I made a different choice.

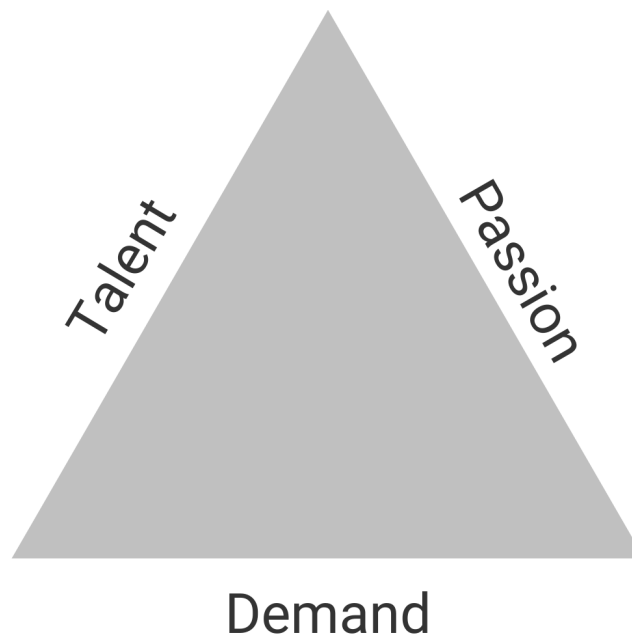
The 'Golden Triangle' Solution

After that boating accident, I decided to turn near-disaster into opportunity. I went with my heart and made writing my career. From that moment on, I was doing work I loved.

That was a big step forward, but I was still missing an essential element. My work was not valued. Later, when I shifted into the second stage of my writing career, I made another significant shift. Now I was doing work that paid well. By chance, I had stumbled across what I now call the 'Golden Triangle' solution. I had all three elements in place. I was:

1. Leveraging my natural talents
2. Following my passion
3. Serving demand in the market.

The 'Golden Triangle' where these elements meet is where the opportunity lies.



When you find a career that places you in this critical zone, everything changes. Your natural ability gives you a strong starting point. Your passion drives your enthusiasm. And when you add in demand for your skill, the potential is unlimited.

Take an athlete like LeBron James. He has a natural talent for basketball and loves to play. There is a massive demand for top-tier basketball players, so he commands a \$40 million a year salary.

But if one of these elements were missing, the math wouldn't work. If James were a mediocre player or he hated training, he would struggle to make money. And if the public lost interest in basketball, he

would be out of a job.

The same goes for Oscar-winning actors. They have talent and passion, plus they are in demand. Career-wise, they are right in the heart of the 'Golden Triangle.' The same goes for TV hosts and pop stars. Talent and passion are vital, but they are not enough. You need the third element, too.

Finding Your Golden Triangle

Don't worry, though. You don't have to be a natural-born superstar to achieve similar success. If you can write at a 6th-grade level, you have all the talent you need to succeed. And because you bought this book, I know you have the passion, too.

That leaves one more element. You want a profession that commands high pay. Achieving this is easier than you might think. All you have to do is follow a simple 5-step formula. Then you will see a turnaround in your finances and your future. This is exactly what I did. And soon you will meet others who succeeded the same way. So let's discuss the formula, one step at a time.

What You've Learned

We're picking up the pace now! Let's review what we have discussed. You have learned that:

- You are five steps away from a writing career and a life-changing income.
- You need to ditch 'sausage factory' thinking that slows your growth and limits your future.
- Instead, you can put yourself on the path to success. Find the 'golden triangle' where passion, ability, and demand meet.

3. Quit Doing Low-Reward Work

LET'S GET RIGHT INTO IT and take a look at the beginning of the simple 5-step formula for success:

Step #1: Quit Doing Low-Reward Work

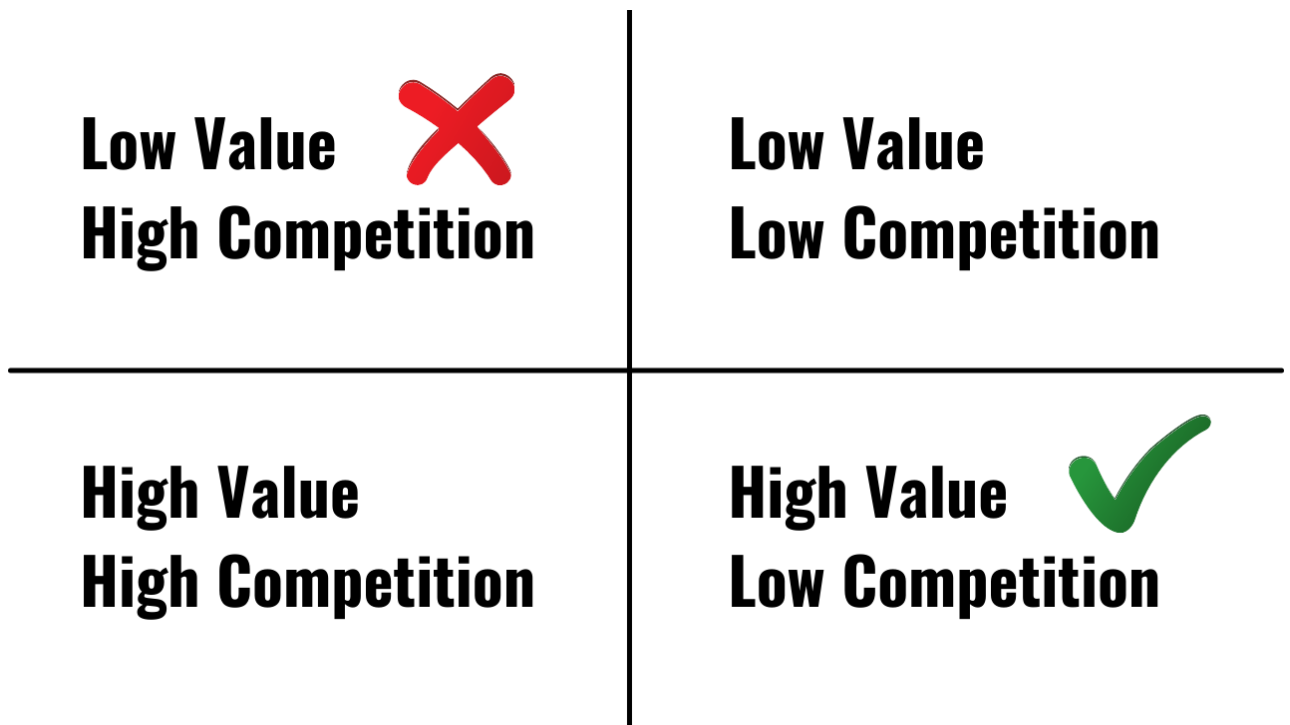
This is a mistake many people make, and it limits your income. If you're a writer already, you may spend your days writing articles and blog posts. You can make a living doing this, for sure. But it's hard to get up to the six-figure income level. Seven-figures is out of the question.

If you're not a writer yet, you may be working a regular office job or flipping burgers. Again, you'll find it hard to make more than an average income. Like most people today, your life will be a never-ending struggle to get ahead.

So what's the problem, and how can you fix it?

The 'Supply-Value Matrix' Problem

The problem is you're in the wrong quadrant of what I call the Supply-Value Matrix. Like most people, you're in the upper-left corner, where you have two strikes against you.



For one thing, you're doing work of low value. Let's say you write blog posts for a living. How much is a blog post going to move the needle in a business? Not much, to be honest. Sure, good content has a role to play. But one post won't bring in much revenue.

This caps the amount clients will pay. It doesn't make sense for a company to pay more than a few hundred bucks for a blog post. Yet researching and writing that article may take days of work.

That's part of the problem, but it gets worse. The second issue is that competition is high. Countless people want to write blog posts for a living. If you look for work on a jobs platform like Upwork, you will experience this. Any writing job attracts dozens of applicants. You are only another supplier bidding for attention. Competition forces prices down, so bloggers end up working for peanuts. Writers may offer to do work for five cents per word. If you have a mortgage to pay, how are you supposed to compete?

The same is true of most jobs. If you're struggling to make money, it's because your work is not valued. Your employer can replace you without hesitation. Let's say you get a job as a data entry clerk. It doesn't matter how good you are, there is a limit to your value. Plus, there are thousands of people seeking data-entry roles, any of whom could do the job. So if you ask for a pay rise, or improved benefits, it's easy for the company to turn you down. If you don't accept their terms, they will move on to the next applicant.

If you are in the upper-left quadrant, making money will be a struggle. You are expendable because supply exceeds demand, leaving you with no negotiating power. Doing low-value, high-competition work is a ticket to the poorhouse. This is why most people struggle to pay their bills every month. If you want to escape that cycle of misery, you must move out of the top-left quadrant. And you need to do it soon.

When you are in the upper-left of the Supply-Value Matrix, you are still in sausage-factory mode. Society will love you for filling in one of the vacant 'sausage' spots in the employment market. But for you, this is a losing proposition.

You may be doing work you are good at, and you may be passionate about it, too. But you are missing that final element that makes the numbers work. Let's see how to fix this problem.

The Money Mindset

'Mindset' is a term that gets bandied around a lot. But it's essential to get a grip on this concept to become a million-dollar writer.

In the sausage factory system, we have limited potential. If you happen to be a graduate of Harvard Law School, then sure, you could do well in life. But the rest of us? The potential is not so great (or so they tell us).

We accept that an average income of around \$55,000 is a decent salary. If you can get into six figures, you are doing well. But a seven-figure income? Come on, how can a regular person make a million dollars a year? That's out of the question, right?

Nope. Not at all.

We will soon meet real-life writers who pull down over a million dollars a year. They are not celebrities or novelists. They didn't inherit wealth or win the lottery. They refused to allow others to decide what is possible. They removed the artificial limit on their potential, and their income soared. If you want to achieve similar success, you must also believe that it's possible.

Don't pigeonhole yourself. There are no rules about where you fit into society, except the ones you choose. If you allow self-limiting beliefs to hold you back, you will miss out.

A good illustration of this is the way mahouts train captive elephants. They attach chains to the ankles of baby elephants. The infants soon learn that struggling is futile. They can't shake off the chain. After a while, they don't even try.

After that, a strong chain is no longer necessary, even when the elephant is an adult. A thin rope is all that's needed. A bull elephant could snap the rope and escape, but it has learned to accept its lot. It won't try to escape.

So many human beings are in the same sorry position. They have accepted an average income and a mediocre life. Even though the opportunity for more is right in front of them, they don't reach out and take it. They won't 'snap the rope' and escape to freedom. Don't be a 'captive elephant,' and don't let anyone tell you what is possible. You have the freedom to define your limits, and you can set them as high

as you want.

So you want to be a full-time writer? You can! You want to make a million dollars? You can do that, too. Anything is possible in the world we're about to explore. So let's move on and uncover the secret to making this happen.

What You've Learned

From the Supply-Value Matrix to the Money Mindset...all in one chapter! Here's what you have discovered:

- The key to a prosperous career is to be in the correct quadrant of the Supply-Value Matrix.
- Most people place themselves in the quadrant where value is low, and competition is high.
- You need a better Money Mindset to escape, so you can get whatever you want.

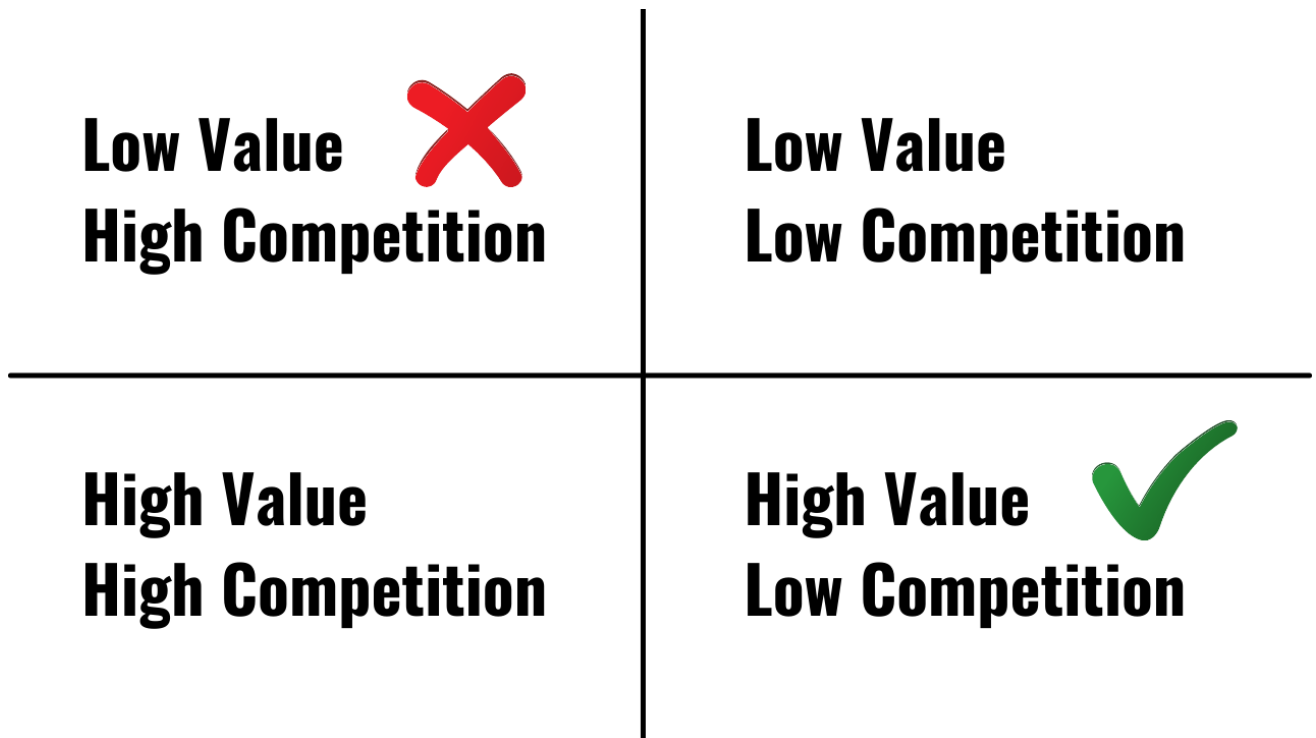
4. Switch to High-Reward Work

NOW LET'S MOVE ON to the next stage of the formula for success:

Step #2: Switch to High-Reward Work

The idea of finding high-reward may seem challenging. But when you have a system, it's possible. And when you get it right, it will multiply your income.

To understand what we're trying to achieve, let's take another look at the Supply-Value Matrix:



We've already seen that you need to move out of the top-left quadrant. Understanding this problem puts you way ahead of most people. So where do you need to be instead? A glance at the matrix should give you the answer. You want to be in the bottom-right quadrant. Here you are delivering high value, but competition is low.

Why? Because demand for your skills will soar, and your income will climb with it. In this quadrant, you hold all the cards. You have the negotiating power to command the compensation you deserve. This is why top athletes like LeBron James get paid millions. They deliver the results their teams need, but few people can provide. If everyone could play so well, or if there was no interest in their sport, they would struggle to make money.

But because demand is high and competition is low, they are worth every dollar of their high salaries. They are hard to replace, so teams will do whatever it takes to keep their services. They are indispensable, and they can write their own paychecks.

Great for them, but what about us? How can regular folks do this? I'm guessing NBA teams aren't calling offering you high salaries. I know how you feel. But fear not. You don't need 'lucky genes' to succeed. There is a way that you can achieve success in your chosen field, too.

Acquiring a High-Value Skill

The secret is to get a high-value skill of your own, and that is something you can do. Dan Lok talks a lot about this. You may know Dan as an influencer in the personal development space. You may have seen his ‘man in the red suit’ videos on YouTube. Dan says:

“I’m a huge fan of mastering high-income skills. I define a high-income skill as one that can make you a minimum of \$10,000 per month. A high-income skill delivers a lot of value to the marketplace, so you can charge a lot of money if you have the right skill set.”

Sound advice indeed. It makes sense that if you have an in-demand skill, people will pay good money for your services. But it also begs the question, what high-income skill did Dan choose to make his millions? Let’s find out. You can find the answer on Dan’s Facebook page, where he spells it out loud and clear.

“I made my first million dollars because of ONE thing. Copywriting.

So there you go. The mysterious art of copywriting is what set Dan Lok on the road to wealth. I call it ‘Category X,’ because it’s a unique writing niche. And as we’ll soon see, it can be your ticket to financial freedom, too. But let’s stay with Dan’s story for a moment.

Now making a million dollars fast is an achievement for anybody. But when you consider Dan’s background, it’s even more extraordinary. When Dan relocated to North America from Hong Kong, he couldn’t speak a word of English. He had no qualifications to help him and no relevant experience.

Yet despite those obstacles, he was able to become a million-dollar writer. Quite a feat, but he didn’t achieve it alone. Dan was smart enough to work with a mentor who shared the secrets of success. He had become a fan of Canadian entrepreneur Alan Jacques. Alan had built a successful financial publishing empire through direct mail.

Dan was so impressed with the sales letters he received in the mail, he dug a little deeper. He discovered that Alan was the writer. The entire business relied on his ability to sell through the written word. Unfortunately, Dan had no way of getting to know Alan. Then a chance meeting changed everything. Taking his seat at a seminar one day, Dan smiled at the person sitting next to him and glanced at his name badge. It was Alan Jacques!

That was the start of a mentoring relationship that lasted for years. Alan showed Dan how to use copywriting to sell in a new way. With Alan’s encouragement, he started charging \$1000 for a single sales letter, then \$2000—then \$4000. Soon Dan was getting paid \$10,000 per letter and was on his way to wealth.

So the opportunities in this field of writing are tremendous. Even if you have no experience and are an average writer, you can write your ticket to success. All this is possible through copywriting.

The Art of Direct-Response Copywriting

Copywriting? What is that, exactly?

I am NOT talking about writing blog posts, articles, or social media content. I’m also not talking about copyRIGHT in the legal sense. That’s something different altogether.

So let’s be clear. Copywriting is the art of writing words that sell. Copywriters are the people who write ads you see on TV, in newspapers, and on the Internet. Their job is to sell everything from TVs to fast food. But for this book, we are narrowing things down one step further. The Million-Dollar Writer Method is about one specific writing niche only:

Direct-Response Copywriting

So what does that mean, exactly?

Direct-response copywriting is the art of writing words that sell products or services. These words bring an immediate return on investment. The words you write produce instant sales. That's why it's called 'direct response.' Someone sees an ad, responds, and buys a product.

The process can work in many different ways, but here's an example. Let's say you are scrolling through Instagram when:

1. You see a Sponsored Post that catches your eye. You read the ad and want to know more, so you click through.
2. Next, you find yourself watching a short video telling you more. It sounds interesting, so you enter your email address.
3. You go to a sales page, where you purchase a product.
4. After purchasing, you land on another page where you can buy more products.
5. In the weeks that follow, the company emails you with other offers.

That's a typical 'sales funnel' (or at least, the main parts of one). A direct-response copywriter wrote every word, persuading you every step of the way. So why is copywriting a high-value skill? Anyone can write a simple ad, right?

Yes, but advertising is expensive, so ads must sell. An average copywriter will produce average results, and that's not good enough. If the cost of advertising outweighs the profit made, the campaign is a failure. You need a first-class writer to produce first-class results. That's where things get interesting.

As a direct-response copywriter, your job is to create profitable campaigns. The value of sales made must exceed the cost of advertising. If you can achieve this goal, you can write your own paychecks, too. Copywriting is a craft anyone can learn—including you. All you need is a commitment to acquiring a life-changing skill.

A Life-Changing Opportunity

Switching to copywriting worked like gangbusters for Dan—and for me, too! The new job that turbocharged my life was a copywriting position. And like Dan, I found that acquiring this high-income skill was a game-changer.

Instead of writing articles, I was creating promotions. The sales I generated turned slow-sellers into bestsellers. When you can do that, people sit up and take notice. I went from getting by on an average wage to getting paid big bonuses. When I asked for a pay rise, my boss didn't blink an eye. It wasn't long before I got a promotion.

Becoming a copywriter changed everything for me. I moved my family to a bigger home and enjoyed the good things in life. I enjoyed respect and had a fascinating career. When I went out on my own as a freelancer, the numbers got even bigger. With many clients bidding for my services, I was able to raise my rates. I found financial freedom and time freedom, too.

I worked flexible hours around my family. So even though I had a career, I was able to pick up the kids from school. I could attend daytime events and take long vacations with the family. Life was good.

Finally, I was in the right quadrant of the Supply-Value Matrix. No more low-value, high competition work for me. By becoming a copywriter, I put myself in the bottom-right quadrant. I was doing high-value work and moving the needle for clients. My sales copy generated thousands of sales, and my clients wrote big paychecks. Clients will pay you well, if they're making money, too.

Better still, there's little serious competition in direct-response copywriting. Few people understand the craft well enough to get results. Demand exceeds supply, so good copywriters earn more than Hollywood scriptwriters.

No matter where you are in life right now, copywriting has the power to improve your life. Even if you

have no clue where to start, this high-income skill can launch a whole new career. You could level up like our next real-life copywriter, Justin Goff. Entrepreneur Magazine reports that Justin became a multi-millionaire in a few years. He's in demand because his writing helps companies scale their businesses to new heights. Yet not so many years ago, his life was challenging, and making a living in Austin was hard. Justin says:

"For me, it was brutal. I was living in a \$250 a month apartment, sleeping on a blow-up mattress in the middle of the living room. It was me and my two dogs and nothing else."

Then he discovered the world of direct-response copywriting and pivoted. As a result, his income soared over the next few years. Soon he was making a six-figure income, and things kept getting better.

Today, Justin is well into the 7-figure income bracket. In his email newsletter, he says:

"I personally had a jump in income, starting in 2015 when my income went from \$220k to \$700k to over \$2.2 million a year."

That might seem like an astonishing number. But you are about to discover what makes this possible. Stay tuned!

What You've Learned

Now we are getting into the realm of topics most people know nothing about. In this chapter, you learned:

- The secret is finding a high-value, low-competition niche.
- Direct-response copywriting is the perfect example of such a niche.
- Regular folks are going from broke to rich through copywriting.

5. Master Your Craft

LET'S MOVE ON AND LOOK at the next stage of the formula for success:

Step #3: Mastering Your Craft

Sure, this step in the process requires some work, but the rewards make it all worthwhile. You can already see where these income numbers are heading. Ray Edwards is making over a million dollars a year. Justin Goff is making over two million. Now you can understand why I call this the Million-Dollar Writer Method.

Those figures may seem extraordinary. But in the world of direct-response copywriting, they're not unusual. Soon you'll meet more writers with similar stories. Are you getting it now? Can you see how this profession could enhance your future? Million Dollar Writing is not some pipedream or fantasy. It's a real career option with remarkable potential.

You may be thinking, 'that's all very well, and I could do with the extra money. But I don't know the first thing about direct-response copywriting. How could I even start?'

Remember, this is not some arcane alchemy requiring degrees or diplomas. You don't have to spend years climbing the greasy pole. Whatever your background, copywriting is a craft you can learn fast. All you need is proper guidance.

The Power of Persuasion

Many people think good copywriting is all about using flowery words or hyperbole. Nothing could be further from the truth. That kind of copy will fail. Copywriting is the art of persuasion, and this is something you can learn. And once you learn this skill, you become unstoppable. Because when you know how to persuade people, the world is your oyster.

The era of modern marketing began around 100 years ago, and a lot has changed. We've seen advertising transformed by new media such as radio, TV, and the Internet. Now mobile phones have put an 'advertising receiver' in everyone's pocket. Life has changed in ways people could not have imagined a century ago. But one factor has remained constant. And that is:

People!

Our gadgets have changed, but our feelings have not. We are as emotional, neurotic and complicated as our grandparents. That means the principles of persuasion have not changed, either. Techniques that work in newspaper ads also work in Google ads and Facebook campaigns.

People respond in the way they always have. No doubt they always will. When you understand this, you can see why copywriting is such a valuable skill. Learn this once, and you will profit forever. Better still, mastering the craft is easier than you might think. Once you understand the principles, you are ahead of 99% of other writers. It's not about studying for hundreds of hours, and it's not about wading through vast amounts of information.

The secret is to learn the basic strategies that compel people to respond. Get those down, and you are on your way to success.

The Faster Route to Wealth

The ability to make money fast is what makes copywriting different. To explain what I mean, let's look at an example. If you wanted to become a doctor, you'd have to commit to eight years of specialist study.

Then you'd face seven years of residency before you got your license. All this training would cost you around \$278,000!

You see a similar story in other professions. If you want to be a lawyer, it will cost you \$145,000 to go through law school. Earning an MBA can cost over \$100,000. At the end of all that, you're not even guaranteed a job.

Of course, people in these professions do make good money. A qualified doctor earns around \$313,000 a year. An attorney with a top law firm makes even more. An MBA may set you on the road to a high-achieving career. Yet a good copywriter can make more money, and there faster, too. To prove the point, let me tell you another true story.

I'd like you to meet Evaldo Albuquerque, born and raised in Brazil. A few years back, he relocated to the United States and began a new life. When he arrived in the US, Evaldo couldn't speak a word of English. Finding a job was hard enough. Earning a high income seemed a big stretch.

But Evaldo was ambitious. He got to grips with learning English and applied for jobs. He got lucky, and landed a job as a trainee copywriter. At that time, he had no idea what a copywriter was or what the company did. He had no idea his career would catapult him to the top of his new profession.

The company was Agora, a successful financial publisher. Nowadays, the company earns tens of millions of dollars from online marketing. When he joined Agora, Evaldo didn't have to do any formal training or pass exams. Academic qualifications mean nothing in this business. He learned on the job from his peers and became a rising star.

Each promotion was more successful than the last. Soon Evaldo's writing was generating millions in revenue. He earned a percentage of the revenue, and his bank balance grew. So how much did he make? The numbers are on the Internet for everyone to see, so let's do the math.

In one year, Evaldo's copy sold \$80 million worth of products. Agora rewards its top writers with a 6% royalty payment, so we can crunch the numbers. This is the moment where your jaw drops. Assuming that 6% royalty is correct, the numbers look like this. Six percent of \$80 million works out at:

\$4.8 million in royalties

No, that's not a misprint. That's what Evaldo earned in a single year! A nice chunk of change for a bit of writing work.

No Previous Experience Required

You now know copywriting is a skill anyone can learn. We've already met two people who started with a significant handicap for a writer. They couldn't even speak the language! But even that obstacle didn't stop them. These writers learned from experts and mastered their craft. Then they applied their expertise in a way that made them wealthy.

If you thought this level of income was beyond your reach, think again. After all, you can read English. So you are ahead of where Dan and Evaldo were when they started. How far could you take this?

Now it's time to ask yourself an important question. Would this kind of money have a positive impact on your life? All this can be yours if you want it. But even if you master this craft, where can you find jobs that pay so well? Let's find out in the next chapter.

What You've Learned

- Once you learn the art of persuasion (copywriting), you have a high-value skill you can take to the bank.
- You can learn this skill no matter who you are and whatever your background.
- Get good at this, and there is no ceiling on how much you can earn.

6. Attract High-Paying Projects

NOW IT'S TIME TO CONSIDER the next stage of the formula:

Step #4: Attracting High-Paying Clients

Mastering your craft is a vital step. But once you have learned the art of copywriting, how will you find work? Where will you find the high-paying gigs needed to make a seven-figure income?

Why Demand Exceeds Supply

Getting good clients might seem like a challenge. But the truth is there is opportunity everywhere. There are 32 million businesses in the US alone, and they all want more revenue. The trouble is, they have no clue how to generate sales. Most business owners are too busy to learn about marketing. They are 'winging it.' They rely on repeat customers and referrals to keep the lights on.

Lack of a good flow of new customers is the main reason why so many businesses struggle. It explains why 65% of new businesses fail within ten years. They run out of cash. And what about growth? Without a customer acquisition strategy, growing a business is impossible. Every company needs a way to bring in new clients.

And that's where you come in.

Behold the Rainmaker!

As a copywriter, you are 'the rainmaker.' You can turn a business around. Many copywriters have turned a struggling business into a success.

Such successes have been happening for over 100 years. Way back in the 1920s, Claude C. Hopkins was a pioneer of modern advertising. He was also a legendary copywriter. In his book 'My Life in Advertising,' Claude tells of helping a small tire company become a global giant. All he did was write better ads.

You may have heard of that tire company. You may even have their tires on your car. The company in question is Goodyear. Claude also started a revolution in dental care. Before his Pepsodent toothpaste campaign, nobody cleaned their teeth. Now we all do, twice a day, and the world is a better place for it. That's the power of good copywriting.

By the way, Claude did very well out of his campaigns, too. He became a multi-millionaire. So becoming a million-dollar writer through copywriting is a proven strategy. It's been working for over a century! A hundred years on, copywriters are still turning entrepreneurs into millionaires. And they are making fortunes themselves in the process.

Businesses need more sales, and they need skilled copywriters to create them. But demand for good copywriters outstrips the supply. And as you know, when demand outstrips supply, prices can only go up. So there's nothing to stop you from scaling up your income fast. And when you're good at what you do, you don't have to hustle. If you have the right skills, you will attract clients. They need you more than you need them. That tips the balance in your favor.

The Gamble that Paid Off

Running a cheap advert can be enough to set the ball rolling, as our next true-life story proves. A few years back, Stefan Georgi was a broke teacher in Marble Falls, Texas. He says:

"During my time in Texas, I shared a double-wide trailer with six other people. The pay was something like \$250 a week. I only had \$800 in my checking account."

Stefan had tried various careers but had yet to find his vocation. Then he made a life-changing decision. He opted to take a vacation in Las Vegas. While playing poker at a casino, he started talking to a lady named Laura. When he asked what she did for a living, she said, "I'm a copywriter."

Stefan had no idea what that meant, so he had to Google it. But when he learned she was earning six times more than him, something clicked. He had found the mentor who would remodel his life. Laura taught Stefan the basics of copywriting, and he realized he'd found his vocation. He set out his shingle and looked for clients.

Stefan placed an ad in the Warrior Forum, a marketing community. The following day, he woke up and checked his email. To his delight, he had made two fixed-price sales. Yep, he had landed his first copywriting clients and hauled in a whopping:

\$298!

OK, that's not life-changing money. Stefan could have charged much more. But it was a start. The point is that getting started was simple. He placed a low-cost ad in a forum where his prospects hang out. He connected with people who were ready to buy. They were the low-hanging fruit.

The Warrior Forum is not as popular as it once was. But there are many other online communities where marketers congregate. Making connections there can turn them into gold mines. To this day, I attract great clients from a free Facebook group. This group has brought me clients in niches from e-commerce to coaching. I invest a minuscule \$20 a month through this group. In return, I've picked up work that will make me hundreds of thousands of dollars. You don't get that return on investment at your local Savings and Loan!

Let's get back to Stefan's story. While those first two gigs didn't make him prosperous, they set him on the road to success. They transformed Stefan from a 'wannabe' into a proven copywriter. He now had a track record and a portfolio. From that point on, attracting high-paying gigs was easier. He was able to leverage his growing experience to his advantage.

A High-Value Skill for Life

With each new client, Stefan increased his prices, and soon his money troubles were over. Stefan knows that whatever happens, he will always have a high-value skill that's as good as cash in the bank. He says:

"Copywriting is something I've done actively for the last eight years. It's also one of those skills that ensures I'll never be broke again. Because even if I lost everything, I know I'm good enough that someone will always hire me to write for them."

That's a super-important point to remember. Technology may change, and markets may move on to new products and services we can't imagine yet. But whatever happens, business owners will need good copywriters to help them.

If Claude C. Hopkins came back to life today, he would marvel at how much the world has changed. TV, the Internet, smartphones, Google, and Facebook. He would find these innovations astonishing. Even so, he could pick up his career as a copywriter without interruption. The psychology he used to sell 100 years ago would still work today. Technology has changed, but human nature has not. Copywriting is a profession that will keep you in clover for life.

How did things turn out for Stefan? Well, it's safe to say that he never looked back. In [an interview with Grow](#), he talked through the numbers in detail. And these are numbers that should make you sit up and take notice. In 2020, Stefan made a whopping \$1,312,000 from copywriting, and he now charges \$50,000 for a single sales letter.

Let's break that down a little further. Stefan says it takes him around three days to write a typical sales letter. So that \$50,000 fee works out at a daily pay rate of about \$16,666.66. How does that compare with your daily earnings?

The day rate is only part of the story. The upfront fee is the cost of getting Stefan on board as a copywriter. He expects to get royalties on 'the back end, too.' That could mean earning an extra 10%-15% out of every sale.

A successful campaign might generate millions of dollars in sales. Let's say a campaign hits sales of \$10 million, and the royalty payout is 10%. That's an extra million dollars, on top of the initial \$50,000 fee. So now you can see why I call this **The Million-Dollar Writer Method**. It's the best system for minting millionaires out of writers.

When you look at those crazy numbers, you might be envious of top writers like Stefan. But there's no need to be jealous because the same opportunity exists for you right now. You can launch your new career in the same way.

Start small, get some clients under your belt, and build a portfolio. Then you will attract clients, and the snowball will start rolling. As time goes on, the numbers will get bigger and bigger. All you need is help to get started. And that brings us to the next step in our formula:

What You Have Learned

- There's a never-ending supply of clients who will pay you top dollar to write words that sell.
- Attracting clients is easier than you may imagine.
- Top copywriters make millions, and there is plenty of opportunity for you, too.

7. Climb on the Shoulders of Giants

FINALLY, WE HAVE REACHED the last stage in our formula for success, which is:

Step #5: Get an Expert Mentor

Sure, it's possible to go it alone and do things the hard way. After all, there is a lot of information about copywriting available. You can watch YouTube videos or take courses on platforms like Udemy. With the help of Google, you can find blog posts about copywriting and learn the basics.

Why 'Free' Can Mean 'Costly'

But they say you get what you pay for in life, and that makes free advice a questionable investment. How do you know if these so-called experts know anything about the subject? Have they ever turned an idea into a million-dollar offer? Have they turned around a failing product and made it a huge success? And have they ever made more than a few thousand bucks from copywriting?

Even if you can scabble some good information together, how long will this take? You could spend countless hours trying to figure this out. Meanwhile, you are missing out on all the income you could be making. Those million-dollar projects will be going to other writers. They will pocket all the profits while you struggle to make ends meet.

And what about all the rookie mistakes you will make? One silly error can tank a sales campaign that would otherwise be a huge success. Without an expert to guide you, you will fall into the traps that marketing sets for the unwary.

Why do things the hard way when you can do them the easy way? Why wait years for wealth when you can enjoy it now? With the help of an expert mentor, you can cut out the delay and get on the fast track to success.

Fast Track Your Success

Throughout history, successful people have climbed on the shoulders of giants. And this strategy makes perfect sense. For aspiring copywriters, the easy way to stand on the shoulders of giants is to hire a mentor. I know from my own experience that the investment pays off. I have worked with many great mentors in my career and have learned so much along the way. All told, I have invested around \$250,000 in coaching, mentoring, and special training.

Hiring an expert does make a difference. It catapults you from obscurity to success, as our next copywriter discovered. Carline Anglade-Cole had a 'so-so' career working in a regular office job. She worked for a mail order company that made good use of copywriters. Carline found this profession fascinating, especially when she learned how much writers earn. She decided copywriting was her ticket to wealth.

Clayton Makepeace was the top writer on the team, so Carline asked him to mentor her. He agreed, but working with Clayton wasn't always easy. His criticisms could be harsh, even brutal. He criticized Carline for 'thinking like a girl' when her audience was middle-aged men. Often she had to rip up her copy and start over. But with each new version, her technique improved. In the end, the drama of working with Clayton proved to be worth all the heartache. She says, "every time he made me cry, my income went up!"

It went up a lot, and Carline became a top earner. Now she writes for some of the biggest names in the world, including Oprah. Carline is a successful health writer, turning out blockbuster successes. The

result? Big financial wins for both her and her clients. Thanks to the advice of her mentor, Carline found her vocation and lives her dream lifestyle. She says:

“I still wake up every morning shocked and happy I’ve found a job that pays so well for doing something I love. Enjoy what you do, write copy that connects and helps people, and the millions will follow.”

If you want prosperity, too, investing in yourself will speed your progress. As we have seen, many top writers have climbed on the shoulders of others to reach success. Dan chose Alan Jacques to be his mentor, while the Agoda team coached Evaldo to success. Laura mentored Stefan, and Carline learned her craft from Clayton Makepeace.

They are not alone. Many billionaires attribute their success to the help of a good mentor. You have to wonder if they would have achieved so much without expert guidance. Building a business to any level of success is a challenge. Reaching the heights where it makes billions takes teamwork.

Amazon’s Jeff Bezos hired Silicon Valley coach Bill Campbell for this reason. Bezos had investing experience when he started Amazon. But he knew little about getting a startup off the ground. Bill Campbell was a veteran with lots of ‘in-the-trenches’ experience to share. As a result, Bezos took a shortcut to success and became one of the wealthiest people alive.

When Microsoft took off in the 1980s, founder Bill Gates knew he needed help. He sought ‘adult supervision’ to balance his young team. He turned to veteran businessman and billionaire Warren Buffet. Thanks to advice from his mentor, Gates transformed a startup into a global giant. The two remain good friends, and both have benefited from the relationship.

When Mark Zuckerberg started Facebook, he turned to Apple’s Steve Jobs for advice. Jobs was able to help Zuckerberg navigate the stormy waters of business. As a result, Zuckerberg made one of the fastest fortunes in history. And the list goes on. Finding a good mentor has proved to be the best way to cut risks and ensure success.

One reason savvy people invest in mentoring is that it’s tax-deductible. The details will vary according to where you live, so you need to check. But in most places, business expenses are allowable as tax deductions. That means you don’t have to worry too much about the cost of hiring a good mentor. You’ll get a tax refund that covers the cost for you. The government foots the bill while you enjoy top-class coaching.

Climbing on the shoulders of giants will increase your chances of success. So don’t go it alone. There are too many traps for the unwary and too many mistakes to make. Without a good mentor to guide you, you will miss out on opportunities. Partnering with someone who has done it all before will work to your advantage.

What You Have Learned

- Working with an expert mentor is a shortcut to success.
- The world’s most successful writers and entrepreneurs work with mentors.
- The best way to avoid mistakes is to get guidance from someone who has done it all before.

8. Making it Happen

SO THERE WE HAVE IT—the proven 5-step formula that will take you from struggling to thriving:

1. Quit doing low-reward work
2. Switch to direct-response copywriting
3. Master your craft
4. Attract high-paying clients
5. Get an expert mentor

Yes, it's as easy as 1-2-3-4-5! Take those steps one by one, and you will be well on your way to a better, more prosperous future. Like the copywriters we've talked about today, you can go from broke to wealthy fast. A short time from now, you'll be looking back and thanking God you took action and made this happen.

A Golden Opportunity

And that's true whatever your current situation. This plan works for full-time writers who want more from life. It's also perfect for freelancers seeking more money and respect. It's ideal for anyone seeking a new career, whatever you're doing now. And it's a great choice if you're struggling and need a new direction.

Whatever your background, you have a golden opportunity to create a better future. People love this career because it's easy to start. You don't need expensive equipment or software. If you have a laptop and can get online, you're good to go. You should be able to write in English, and it helps to be reliable and dependable. If that sounds like you, then you're a good fit. A whole new career awaits. You could replicate the success of financial copywriter Donny Bryant. He says:

“Over the past 12 months, I've written copy that generated over six million dollars for my clients and lots of money for me. That number is not meant to impress you but to reassure you that what I do has been proven to work in the real world.”

Donny discovered that when you deliver sales for clients, they will pay top dollar. They need you more than you need them, putting you in a strong bargaining position. If you're worried about how to pay the bills, cover the rent or put food on the table, it's time to act. Why fret or about financing your retirement or funding emergencies? Whatever your concern, you can remedy the problem.

You can put the empty-piggy bank nightmare behind you. Instead, you can rake in fistfuls of cash to obliterate financial worries forever! You'll be on track to build a happier, more prosperous future. And your future demands urgent attention. Every day you waste doing low-value, high-competition work is costing you money. True wealth is slipping away like sand sliding through your fingers. Money that should be yours and could be sitting in your bank account, earning interest.

Instead, all this money is going up in flames. You are torching your finances and setting fire to your future. You need to take action and turn things around. So are you ready to put out the fire and rise like a phoenix from the ashes? The opportunity to multiply your income is right there. You only have to reach out and take it.

A Life-Changing Income

Why settle for a mediocre income when you could be making an exceptional one? And why make do with

a second-class life when you could enjoy the future of your dreams? Right now, it's time to upgrade your life from coach class to first class. Whatever your aims and ambitions may be, you can make money to make them happen.

If you need further proof, check Forbes magazine. There you can read the story of Laura Belgray—the owner of a million-dollar writing business. Forbes reports:

“Laura Belgray was thrilled when she was able to raise her rates to \$1450 an hour as a copywriter in New York City. The former TV promo writer had increased her prices gradually from \$250 an hour to \$500, then \$750 and, later, \$950, but a stream of clients kept flocking to her one-woman company, Talking Shrimp. She says, ‘They were willing to pay it if it makes them money, which good copy does.’ Laura hasn’t looked back.”

[Check out Laura's website](#) to confirm those rates for yourself. Clients can pay that whopping \$1450 for one hour of copywriting consultancy. Or they can book a whole day of her time for ‘only’ \$10,000.

Let's Talk

All this is possible, even if it seems way out of your reach right now. All you need is the willingness to make it happen and someone to show you how. Does this sound like something you want? If it does, let's talk! You're one good decision from turning your life around and enjoying a new era of prosperity. You can put your frustrations behind you and start a career you'll love. You'll become a VIP writer, able to get whatever you want.

But I understand it's a giant leap, and you may have questions. That's OK, I've got you covered. I've put time aside to speak to you about taking the five steps and becoming a successful copywriter. We'll arrange a strategy session to discuss your situation. I'll help you create a formula for success tailored for you. I usually charge for coaching calls. But for a limited time, you can book a strategy session at zero cost as long as you meet the following criteria. To qualify, you must be:

- Serious about redefining your future
- Willing to listen to expert advice
- Prepared to invest in transforming your life
- Ready to take action by booking your call now

If this sounds like you, then [book a free strategy session](#). We can talk things through and plan your journey to success. Copywriting is ‘the most valuable skill in the world.’ Once you own this talent, no one can take it away. For the rest of your life, you'll be able to make money whenever you need it.

No matter what happens, you'll always have a financial lifeline. Let's say you lose most of your money and assets in a bad business deal, a messy divorce, or a lawsuit. No problem. You'll still have a priceless skill no bank or court can confiscate. Just get to work and write your way back to wealth, double-quick!

Whatever life throws your way, you will prosper. Through lockdowns and global crises, you'll have a skill guaranteed to make money. When you can write copy that sells, the world is your oyster. We've seen solid proof that a million-dollar income is realistic. But I realize this may seem like an impossible dream right now. You might wonder if you'll ever make such crazy numbers.

But they say that if you shoot for the moon, you land among the stars. If you aimed high but ‘only’ cleared \$250,000 in a year, would this still be a good outcome for you? How would the extra money alter your life, your relationships, your dreams? Isn't this idea worth exploring? A strategy session is free and

takes less than an hour. You'll get clarity on how this career path could work for you and find out what's possible.

I know your time is valuable, but think. If all this call did was to set you on the road to financial freedom, would it be worth it? It's up to you. But if you want your share of the rewards, you must take action. If you do nothing, nothing happens.

So do you want to multiply your income, or do you want to make excuses? It's one or the other. You can't have both. You can make excuses and so choose the road to failure—stuck in the same track that's led you nowhere for years. Or you can pivot.

Dan Lok says: "Don't ask yourself, 'How do I find a mentor?' I believe your mentor actually finds you."

Stefan Georgi writes, "one of the big reasons my first business failed is because I didn't surround myself with the guides or mentors who could have helped me figure things out."

And Justin Goff says: "My biggest regret is that when I started, I tried to do everything on my own. I thought I didn't need help, and that was a huge mistake."

You don't need to figure this out on your own. Help is at hand. I hope we can talk and move you forward in your journey to a new and better phase of your life.

[Book Your Free Strategy Session](#)

What You Have Learned

- You are one step away from launching a lucrative writing career.
- You can claim a free strategy call that will set you on the road to success.
- You should book now while you can.

9. How Much Can You Make?

WE'VE COVERED A LOT of ground in this book so far. You've learned a lot about what's possible in the world of copywriting. Some of the numbers you've seen might appear to be off the charts. When you're making a salary of around \$50,000, it's hard to imagine making a million bucks a year. And if you're writing articles for \$50, you might wonder how anyone would ever pay you \$10,000 a day.

That's a problem if you go into copywriting with an 'average income' mindset. You will set your rate expectations lower than they should be, which could cost you in the long run.

The Hourly-Rate Fallacy

This is a particular problem when people quit their jobs and start freelancing. Now don't get me wrong—freelancing is a great way to go. I left my last full-time job when I was 28 and have been a freelancer or business owner ever since.

Decades have passed under the bridge since I last 'clocked in' for a regular 9-5 job. I've never regretted the decision to quit. Freelancing has been rewarding for me, and I still work on freelance projects. I can't resist the challenge of turning a concept into a profitable business.

Nowadays, I get very well paid for this work. But at the start of my freelance career, I made many 'newbie' mistakes. Then I worked out where I was going wrong and corrected the errors. Yet, I still see many writers making basic mistakes, even after freelancing for many years. I don't want that to happen to you. So let's discuss the errors you need to avoid.

We'll start by examining the biggest freelance mistake, the 'hourly-rate fallacy.' Let's say Wendy has a full-time job writing articles for a popular magazine. She gets a salary of \$52,000 a year. But one day, she loses her job because the magazine hits hard times. Wendy decides to go freelance instead. She needs to replace her \$52,000 a year salary, which works out at \$1000 a week. So she calculates that to make \$1000 working five days a week, she has to charge \$200 a day.

Ouch! Big mistake!

Wendy is overlooking important issues here. First of all, her salary was only part of the compensation received from her employer. She also received paid vacations, dental cover, and various other benefits. Now that she's out on her own, she has to pay those herself. Her day rate needs to cover those expenses.

But there's more. Wendy's employer provided her with a cubicle to work in, plus a computer. The company also covered other expenses needed to do her job. As a freelancer, she has to pay for everything herself.

Her daily rate needs to accommodate the cost of renting her own office. For sure, she can work from her spare bedroom at home. But that's a room she then can't use for anything else. Her 3-bedroom home has become a 2-bedroom home. Where is her mother-in-law going to sleep when she visits?

If Wendy and her family go on a two-week vacation, that's time off when she's not earning any money. If she gets the flu and takes another week off, her productivity takes another hit. Plus, she must budget for business insurance, writing software, and other expenses.

So \$200 is not going to cut it. What if Wendy doubled that to \$400 a day? Well, that's better, but it's still cutting things fine. She would be worse off than if she still had her day job. To get ahead, she would need to triple the \$200 to \$600.

At this rate, the numbers start to make sense. Now she is making enough to compensate for all the days when she is not working. Now she can rent an office, pay all her business expenses and still come out ahead.

So if you make the switch to freelancing, don't fall for the hourly-rate fallacy. Be aware that you have to charge decent day rates to make it all worthwhile. The same is true in all professions. You may think a law firm that charges you \$1000 an hour is laughing all the way to the bank. But remember that such firms also have high business costs. They may not be as profitable as you think.

When you remember this salient fact, Laura Belgray's \$10,000 a day doesn't seem so extraordinary after all.

Sell Your Value, Not Your Time

Understanding that you can't sell your time for peanuts is a good start. That will put you way ahead of most freelancers. But it's only the beginning. As a copywriter, you are selling much more than pages full of words. You are providing the magical alchemy that transforms prospects into customers. That's not something you can sell by the pound or by the hour. You are offering massive value and should charge based on value, not time.

Compare this to article-writing, where clients undervalue writers. Payment is often per word, regardless of how long the article takes to write. I often talk to article writers who fret over the dismal rates they must accept. For example, one writer friend of mine was negotiating a deal with a new client. He told me his usual article rate was 5 cents a word, but the new client negotiated to get this down to 4 cents.

I told him that he could make 100 times that by writing emails. He doesn't write articles anymore! If a potential client asks you to quote a price 'per word' or asks for your hourly rate, beware. In most cases, this will be a low-quality client.

Selling consultancy by the day is acceptable, but only if you charge high enough rates. Every hour you spend on the phone with a client is an hour you are *not* getting paid to write. Price your services with that in mind. When you look at things this way, \$10,000 a day for consultancy is not unreasonable. Many copywriters would turn this down as not being worth their while. You only have so many hours in a working week. You need to maximize the return you get on every single one of them.

Move away from getting paid by the hour or by the word. Instead, charge according to the value you deliver. That way, everybody wins.

Ramping Up Your Income

So even if you want to make an average income, you have to charge decent fees as a freelancer. Otherwise, you are going backward. But this book is not 'The Thousand-Dollar Writer Method.' We are not thinking small. We're going big with the aim of hitting a million-dollar income.

If you want to reach that milestone, your rates need to notch up to a whole new level. It may take you a little while to get there. In your first year as a copywriter, you won't pull down the big bucks. But you can work your way up in stages.

For your first few gigs, you may be grateful to earn even a token amount. But as soon as you have a few samples, you can shoot higher. Business owners don't expect you to have decades of experience. They only need to be confident you can do a good job.

So the rates we are about to discuss may not be achievable from day one. But they are in the ballpark for a copywriter with a track record. Some writers would consider them to be on the low side. They don't represent the upper limit, but they will give you a helpful framework. The point is that these are not fantasy numbers. They are the going rate for words that convert prospects into buyers.

Copywriters do all kinds of work in all sorts of niches. A project may be for writing a single email or for a complete sales funnel. We can't cover everything here. But we can look at the most common types of copywriting and what you might get paid.

Also, remember that these are base fees. Copywriters often make extra money on the back end, too. We'll get to that part of the equation later. But for starters, let's talk about straight fees. To see what's possible, we need to review the types of copy you may end up writing. Most of the time, these will be elements in a sales funnel. That is, a series of steps taking a prospect from knowing nothing to becoming a customer. There are hundreds of different ways sales funnels can be set up, but here is a typical scenario:

1. The prospect sees an ad on Facebook and clicks.
2. The ad leads to a landing page. Here she enters her name and email address to receive something of value (a lead magnet).
3. She then lands on the sales page and reads about the offer (or watches a video).
4. After she purchases, you offer her an upsell.
5. If she doesn't buy any product, she receives daily follow-up emails.

That's a pretty basic funnel. In practice, there would be various other steps included to maximize sales. But for now, let's stick to the fundamentals. If you were writing this funnel, you might ask for rates as below.

1. Ad copy

In direct-response marketing, everything starts with the ad. Let's imagine your prospect (let's call her Judy) is scrolling through Facebook. She is on her phone, checking what her friends and family are doing. As she scrolls, she sees many ads. She sees so many ads that she is pretty much blind to them, scrolling past without a second thought.

Your job is to write a 'scroll stopper.' You need to write an ad that captures her attention. This is interruption marketing, where you switch her focus from her friends to your ad. This is not easy. But you have further complications to consider, too. Your ad must be compliant with Facebook's ad policies, and that's becoming a high bar to jump over.

Because Facebook wants its users to feel happy, the ad-approval system rejects negative ads. You must also be careful users don't feel targeted (even if they are!). On top of all that, you must be careful with claims about results. Any that are unrealistic or not backed with proof can get you into hot water. Because of this, marketers need to hire copywriters who know what they are doing. Working around these obstacles to produce successful ads requires expertise.

No wonder marketers pay top dollar for copywriters who can deliver. Your mileage may vary, but rates for writing a single Facebook ad may work out like this:

One text ad: \$500-\$1000

One video ad: \$800-\$1500

It's more common to work on a batch of ads for one campaign. Then you can test different angles to see what works best. For a batch of 10 ads (mixing text and video), you could charge \$3000-\$10,000.

Of course, there are many places to advertise beyond Facebook. There's Instagram (owned by Facebook) plus Google Ads (including YouTube ads). Another option is native advertising (the kind of ads you see on big news sites, etc.) The details of working on each platform are different. You need to learn how to work with each of them. But the rates you can charge for ads on these platforms are similar.

2. Landing Page & Lead Magnet

So Judy saw your ad on Facebook, and it got her attention enough to stop scrolling. To get more details, she clicked 'Learn More.' Next came a landing page. On this page, you offer Judy something of value in exchange for her name and email address. This 'lead magnet' could be:

- A helpful report or white paper
- A template or checklist
- A sample
- A training video
- Anything else that provides real value

The landing page is critical. Here you have an opportunity to bring Judy deeper into your sales process. If you can persuade her to part with her email address, you can follow up with her later. The landing page needs to keep the buying momentum forward. It needs to be congruent with the message in the ad but provide more information. You are moving Judy forward to become a serious prospect.

Landing pages are usually short, so easy to undercharge for writing them. But a good landing page takes work. You need to get the concept right and hit all the 'hot buttons' necessary to persuade Judy to engage. A reasonable rate for writing a single landing page may be:

One landing page: \$1000-\$2000

Three landing pages to test: \$2000-\$5000

The lead magnet itself may already exist. But often, you will have an opportunity to design the lead magnet and write the copy. This is an advantage, as it means you can:

- Ensure the messaging remains congruent
- Use the copy in the lead magnet to persuade further

Rates for writing a lead magnet could be anywhere in a wide range:

A simple checklist: \$500

A special report or video: \$1000-\$5000

3. Sales page

After opting in on the landing page, Judy finds herself on the main sales page. This is where most of the action is, and this is where you can make the highest fees. So far, you have asked Judy to make ‘micro-commitments.’ She clicked on the ad, then opted-in. Each step is important, taking her further down the sales funnel.

But on the sales page, you ask her to make the biggest commitment of all. You want her to pay out hard-earned cash in return for your product. That’s a big step, and it’s going to take some convincing. Now you need to use all your powers of persuasion. You must encourage her to get out her credit card, type in her details and click ‘Add to Order.’ This often requires a lot of sales copy. It’s not unusual for a sales page to be 5000 to 10,000 words long, especially for high-ticket offers. The higher the price, the more persuasion work you must do.

Often the sales page will be in the form of a video, known as a video sales letter (VSL). As the name suggests, this is a sales letter in video form. In this case, the copywriter becomes the scriptwriter. You write a script that a voiceover artist will narrate. A typical VSL may also be 5000 to 10,000 words long.

Of course, it’s not about how many words you write but rather about how persuasive you are. But writing a good sales letter or VSL is a significant project. Don’t underestimate the time needed for research. You can’t write copy that converts unless you understand your audience.

Put all this together, and you’ll understand why a typical rate for writing a good sales page is so high. You might ask for \$25,000, plus a royalty/commission payment of 5% of sales. Top writers command \$50,000 plus a royalty/commission of around 10%. So, in summary:

Sales letter (or VSL): \$25,000-\$60,000 plus 5%-10% royalties

A popular alternative to a sales page is a webinar presentation. Instead of seeing a sales page, the prospect will watch a webinar. A typical presentation may be 45 to 90 minutes long, so a similar length to a VSL.

Although the approach is different, a webinar is also a sales pitch. Getting high conversions requires the services of a good copywriter. So you can charge similar rates for working on a webinar funnel.

4. Upsells, Downsells & Order Bumps

Average Order Value (AOV) is the amount a typical customer spends in one transaction. AOV is a crucial concept that you must use to your advantage.

Let’s imagine you are advertising on Instagram, selling a product for \$50. The only problem is, it takes \$52 of advertising to make a sale. You are losing \$2 on every order, and that’s not a great way to do business. The problem is that your average order value is too low.

But what if you offer other products at the point of sale? You may be able to bump the average order value up to \$100. At that number, the sales funnel is profitable, and you can scale it to the moon. Now you can see why improving the average order value is so important. It creates a fantastic opportunity for copywriters. There are several ways to increase average order value. You can use:

- **Upsells:** Pitch higher-priced products for sale as add-ons.
- **Downsells:** If the prospect declines an upsell, offer a low-cost alternative.
- **Order bumps:** Sell extra products on the checkout page.

These are critical elements in making an offer work, so it's worth paying a copywriter to maximize sales. To get an upsell to convert, you may need to write a full-length pitch. As with the main sales page, this is a significant task.

You can charge a package price for writing a complete change of upsells, downsells, and order bump. You can also negotiate back-end payments based on results.

Upsell/Downsell Chain: \$5000-\$10,000 plus royalties

The first upsell, in particular, presents a real opportunity for copywriters. It has the most significant effect in increasing the average order value. So you can approach business owners who have an existing offer and arrange a deal.

You may land a performance deal, where you get paid if your upsell outperforms the existing one. You get compensated with, say, \$5000 for each dollar you add to AOV. So if you can increase this from \$50 to \$60, you get paid a fee of \$50,000. That's a nice chunk of change!

5. Marketing Emails

Email marketing is critical to most online businesses. Because of this, it represents a massive opportunity for copywriters. Not only is it an easy way to get into the industry, but there is also the possibility of long-term work on retainer. Email can be profitable work, taking you towards your million-dollar goal.

Most sales funnels encourage prospects to opt-in to a mailing list. This is important because a growing email list is a valuable asset. Yet, it's an asset that's often underutilized. Marketers often don't mail their list enough, or they send tired emails that produce few sales. Coming in as a hot copywriter brimming with great ideas, you are in a great position to move the needle.

A single, well-written email to a good list could generate tens of thousands in extra revenue. There's no advertising cost associated with this, so the money generated is all extra profit. Marketers pay high rates to copywriters who create new ways of making sales. Typical rates are in the range:

One Email: \$200-\$500

A batch of 10 Emails: \$1500-4000

Remember that emails don't have to be long. Most people read emails on their phones, so copy should be short. An average email is around 100 words. That works out at about \$5 per word. Compare that to the five cents a word you might get paid for articles. It's easy to see why copywriting is a winning proposition. Switch from writing blog posts to writing emails, and you can 100X your income overnight!

Get some experience, then pick up gigs writing daily emails. With this strategy, you work with a marketer who has a large list. You write a new email for the list every day to keep sales rolling.

In return, you get a monthly retainer and the benefit of regular work. If you can get one or two clients with this strategy, you have an excellent foundation. Your daily email clients cover all your bills, with some left over. Everything else you make is pure profit on top!

Daily Email retainer: \$5000-\$20,000 per month

The Sky's the Limit

These examples show how you can make a high income from copywriting. But they are only guidelines. The sky's the limit in this profession. If you want to double or even triple the numbers we've looked at, here's what you need to focus on:

1. Leveling up your copywriting skills so you are at the top of your game.
2. Getting data from clients showing results.
3. Finding high-end clients who appreciate the value you can deliver.

If you can hit this trifecta, you are in a position to command high fees. But we're not done yet. There are many other ways you can increase your income.

What You Have Learned

- Undercharging for your services is a big mistake that will torpedo your career.
- You will make much more money if you charge according to the value you deliver.
- There are many different ways to make money from copywriting, and they all pay well.

10. Multiplying Your Income

YOU CAN CHARGE HIGH FEES as a copywriter and so get you in the six-figure income category. But if you are serious about a seven-figure income, you need more ways to multiply your income. There are many of these. So in this chapter, we are going to take a look at the most common ones.

Pay for Performance

If you are confident in your ability to make sales, this can be an excellent way to go. It's not for beginners, but it's a proven way to take things to the next level when you have a decent track record.

You will ditch the upfront fee for a higher percentage of backend sales. But this percentage must be higher than you would receive in a 'fee plus royalties' agreement. Otherwise, why bother? Instead of getting 5%-10% in royalties, you can ask for 10%-20%. You can make a lot of money if the campaign is a big success.

There are some caveats to remember. You do not want to offer this deal to everyone. Most of the time, you should turn 'no upfront fee' deals down. You don't want to risk putting all your time and energy into a project which has a high chance of failure. Instead, you should only consider this kind of agreement with clients you know and trust. That is, marketers with a proven track record who will hold up their end of the bargain. In most cases, these will be people you have worked with before. In that case, this arrangement can be a win-win for both parties.

Beat the Control

Another performance model is one where you try to beat a current winner. Here's how this works. In direct marketing, it's normal to split test two different sales pages or VSLs to see which gets the best results. The 'A' page may have one headline, while the 'B' page has another.

Half of the visitors see one version, half see the other. You track sales back to the page that produced them. After a suitable number of sales, you stop the test. The page that created the most sales is the winner and becomes the 'control.' Then you start a new test, pitting the winning page against another variation. And so, the testing process continues.

In a 'beat the control' test, you get paid to create a version that generates more sales than the current winner. You can achieve this by rewriting any section of the primary sales funnel, such as:

- The landing page
- The sales page headline
- The sales page lead (introduction)
- The guarantee
- The call to action
- The upsell copy
- The order bump copy

Sometimes a simple test can have a considerable impact. In one split test, I achieved a massive sales increase by changing one letter of the headline! The original wording was:

New Trading Bot: Make Money from Forex Trading

I figured this headline implies the buyer has to work to ‘make money.’ But most people are lazy. They want all the work done for them. So I added an ‘s’ to the word ‘make,’ changing the headline to:

New Trading Bot: Makes Money from Forex Trading

A small change that made a considerable difference! The new headline implies the bot does the work, making money on autopilot. That’s more in sync with what people want, and sales surged by 47% as a result.

But that was only the start. Once I knew how important this ‘hot button’ was, I went back and rewrote the introductory copy (the lead). I shifted the focus away from ‘making lots of money’ and instead emphasized the idea of ‘passive income.’ I added in ‘mind movies,’ showing money rolling in while the prospect was doing other things. The result was another significant boost in sales.

None of this took very long. If I had been charging the client by the hour, I would not have made much at all. But because I was getting paid a percentage of sales, I got a chunky payout and a happy client.

Joint Ventures

We’ve already talked about royalties and pay-per-performance deals. But let’s dive deeper into joint venture (JV) deals, a way of bringing you passive income for many years. As we have seen, you can do very well by charging fees to clients based on value. But once you have proven your worth, you are in a position to form partnerships. Joint ventures are a great way to do that.

In a joint venture deal, you are not a freelancer hired to do a job. You become part of the team creating the offer and get paid a percentage of all sales. There are many ways to set up deals, but my favorite is to do this through a [ClickBank](#) JV contract.

ClickBank is an online marketing platform and a popular place to launch products. Top offers on this network can generate \$30 million to \$40 million in sales. If you are making a percentage of this money, you can do well. And that is what’s possible with JV agreements.

Here’s how it works. Let’s say you know a successful marketer who is about to launch a new product on ClickBank. Because of your proven track record, the marketer approaches you with a proposition. In return for writing a high-converting sales funnel, you will receive a \$25,000 upfront fee, plus 10% of sales. If you agree to the deal, the marketer pays you the \$25,000 fee, then creates a JV contract in the ClickBank system.

The contract specifies that you will receive 10% of the marketer’s share of earnings. You log into your ClickBank account and sign the contract. After that, all you have to do is write the copy. When the product starts selling, ClickBank pays out your share. Each week, you get a deposit of funds into your bank account. With a successful product, you can make money for years this way. I have joint ventures I signed ten years ago that still make me passive income every week. What’s not to like about that?

One advantage of doing ClickBank JVs is you are sure to get paid. You don't have to worry about shady marketers fudging the figures and cutting you out of the deal. With ClickBank, the cash lands in your account every week without fail.

Of course, there are other ways to do joint ventures. [JVZoo](#) is also popular for this, and there are other platforms, too.

Consultancy Services

You can also make money by offering consultancy services. Copywriting and marketing consultancy is a good place to start. Many business owners need help with strategy and tactics. In this case, charging by the hour (or by the day) does make logical sense.

For this kind of service, I use [Schedule Once](#) for booking appointments. The software integrates with PayPal (to take payments) and Zoom (for online meetings). A client selects a suitable time from my schedule, makes the payment, and receives a Zoom link for the meeting.

As well as being an extra revenue stream, consultations are a great way to kick off new projects. At the start of a call, the client may only want advice. By the end, they may ask you to execute the strategy. So the \$1000 or so you make from the initial appointment can turn into \$50,000 of sold work.

To succeed with this model, think about the gaps that may exist in your client's model. Then create a consultancy service to fill the void. For example, I work with many coaches to build high-ticket coaching funnels. In this model, the goal is not to sell the product. Instead, we want the prospect to book a breakthrough session. On that call, the coach enrolls the prospect into a program at \$5000-\$15,000 prices.

The problem is that most coaches have no clue how to sell. It may cost \$200 to get a prospect on the phone, but only 1 in 10 become customers. That means each sale costs \$2000. Still profitable, but an expensive way to do things.

Realizing that many coaches faced this problem, I decided to fix it. First, I invested in learning the very specialized art of high-ticket closing. I paid thousands of dollars to learn from the best in the business. Then I took things one step further. I worked as a sales rep, closing sales by phone for a successful coaching team. I learned the craft from the best in the business, discovering how to convert 80% of callers into buyers.

As a result, I've developed my own 20-Point Persuasion Framework for strategy calls. This document is a blueprint for getting excellent results with high-ticket sales. For my copywriting clients who are coaches, this has massive value. It can make a loss-making funnel highly profitable. I can charge high rates for this and still have delighted clients.

Creating Your Own Offers

We've learned a lot about making money for others and getting a cut of the profits. But instead of getting 5%, 10%, or 20% of the money, what if you could have 100%?

That's possible. And as a copywriter, you are in pole position to succeed. After all, you have the most valuable skill in the world—the ability to sell. Copywriting is a nuclear weapon that's at your disposal. You may not want to attempt this right out the gate. But once you have experience under your belt, you can leverage your knowledge of:

- Copywriting
- Direct-response marketing
- Sales funnels that convert
- Ramping up sales with email
- How to run ad campaigns
- How to maximize average order value
- What the most profitable niches are
- The hot buttons and emotional triggers that get results

You will be in a better position than most product owners due to your wealth of knowledge. Plus, you won't have to pay a top copywriter \$50,000 to write a killer sales funnel. You can do it all yourself! There are many different ways you can turn your skills into cash in the bank. You may consider developing:

- A course
- A coaching program
- A product or service

Thanks to the high fees you earn, you will also have the cash to finance your startup. Again, this puts you in a strong position compared to most business owners. You may not be ready to create your offer yet, but it's a real possibility for the future. And if you want to take your income into the stratosphere, this is the way to do it.

For successful offer owners, a 7-figure income is the starting point. They may go on to make 8-figures or even 9-figures a year. So both of the following are options for writers:

1. Get paid 5 cents a word to write articles
2. Make \$100 million a year with your offer

The choice is yours. Which option will you choose? If option 2 sounds better, [book a call with me](#) so we can get you started on the road to success.

What You Have Learned

- There are many ways you can multiply your copywriting income
- Joint ventures make you a partner in a product's success
- You can go on to create your own offers and keep all the profit

11. Copywriting Classics

WE'VE TALKED A LOT ABOUT the art of persuasion. But what does that look like in practice? How do you use the craft of copywriting to move the needle in sales? To answer that question, we'll look at some classic ads. These show how good copywriting gets results you can take to the bank. We'll stick to classics because time has proven these to be winners. Let's start with one of my favorites:

#1. They Laughed When I Sat Down at the Piano

This ad was one of the most successful campaigns in history. It also demonstrates that even newbie writers can hit it out of the park.

When he wrote this in 1925, John Caples was a rookie writer with a New York advertising agency. The client, The US School of Music, sold a mail-order piano course. There were many such courses at the time, as playing was an essential social skill. But most ads were rather dull. They took the simple approach.:

How to Play the Piano the Easy Way.

They were all much the same, and it was hard to stand out. But Caples found a way! All the competing ads took a problem/solution approach. But digging deeper, Caples realized the real issue was an emotional one. In the 1920s, every home had a piano. In an age before radio, TV, and the Internet, the piano was the focal point of social gatherings. If you could sit down and play a good tune, you had the respect of your colleagues. If you could not, you had to sit and watch others take the credit.

Caples joins the conversation in the prospect's head. He shows how cool it would be if the scenario played out. The ad shows Jack, surprises everyone at a social event by sitting at the piano. The headline reads:

They Laughed When I Sat Down at the Piano, But When I Started to Play..!

Everyone is laughing because they think Jack can't play. But he astonishes everyone by playing Beethoven's Moonlight Sonata like a pro. He learned with this mail-order course, and now he's a star!

Readers wanted the same euphoria, so thousands of them bought the course. The ad ran for many years and made the US School of Music a lot of money. All achieved by the rookie in the copywriting department!

#2. Do You Make These Mistakes in English?

This simple ad was also a massive success, bringing in sales for over 40 years. Again this ad was for a mail-order course, but this time the subject was English Grammar. The headline simply asked:

Do You Make These Mistakes in English?

Why was this ad so successful? First of all, it does a fine job of leveraging curiosity. As you read the headline, you wonder:

‘What mistakes in English? Am I making these terrible blunders? Am I making myself look stupid in social situations? If so, what can I do about it?’

The only way to find answers to these questions is to read the rest of the ad. And that’s an important point to make. The job of the headline is NOT to sell the product. All the headline does is sell the prospect on reading the rest of the ad. From there, the body copy takes on the work and completes the sale. This ad works because it focuses on emotion. Readers fear others are mocking them for their grammatical mistakes. Nobody wants to look foolish, so thousands bought the course to fix the problem.

#3. The Tale of Two Men

Here’s a direct mail piece that many consider the most successful ever. It generated \$2 billion in subscription revenue for the Wall Street Journal. The letter read:

Dear Reader

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both - as young college graduates are - were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

This ad shows the power of telling a story, always a winning proposition. After all, we are all hard-wired to love stories. The ad contrasts the careers of two men, both from the same town. One subscribed to the Wall Street Journal and prospered. The other did not and failed as a result. This method of contrasting results is very effective.

#4. The One-Legged Golfer

Here’s a mail-order classic that delivered a return on ad spend (ROAS) of around six. That is, every dollar spent on advertising brought in \$6 in sales. The headline reads:

Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks and Slices...And Can Slash Up To 10 Strokes From Your Game Almost Overnight!

There's nothing subtle about this ad, written by John Carlton. It goes straight for the jugular with hard-hitting, benefit-driven punches. But that's not the secret of its success.

What grabs your attention is the idea of a one-legged golfer. This ad ran in American golfing magazines. These were full of ads promoting swing-improving books and courses. There wasn't much to choose between them, so advertisers struggled to find winning ads.

Finding a hook was the problem. Carlton needed an unusual angle to get attention. He conducted research, but nothing stood out as being exciting or novel. Then the publisher mentioned the new swing was pioneered by an unusual golfer—a player with only one leg. Immediately, Carlton knew he had his hook. So why does this ad work?

Anyone reading through a golfing magazine would stop in their tracks on seeing this ad. The idea would arouse their curiosity. 'A one-legged golfer...how does that work? What's the amazing secret? And how does it deliver all these benefits?'

After grabbing attention, the ad doesn't let go. What golfer wouldn't want to add 50 yards to their drives, eliminate hooks and slices, plus slash ten strokes from their game? Better still, they can do this almost overnight! The headline would compel any golfer to find out more, then go on to buy. And that's what many thousands did.

#5: We're No. 2. So We Try Harder

When this classic campaign launched, Avis had a problem. They were competing against Hertz, a company that dominated the car rental market. Getting attention was a challenge, so they came up with a novel solution. The main message was:

Avis is only No.2 in rent a cars. So we try harder.

In this campaign, Avis didn't try to hide that they trailed Hertz by a significant margin. They embraced it. The message was compelling:

"Because we are only No.2, we have to try harder to win your business. So you can be sure of getting better service and more value for your money."

Here we have a *damaging admission* where you admit to a flaw, then flip it into an advantage. In this case, Avis admits they are not market leaders. That's a damaging admission in a competitive market. But then the company turns this into a benefit. Some might see this strategy as being risky, but it worked for Avis. The campaign ran for many years, with many variations on the payoff.

Creating Your Own Swipe File

The above examples are a few of the many great ads that have run over the years. And, of course, ads are only part of the sales funnel. Proven winners like these can be a great source of inspiration and ideas. Of

course, you should never copy an ad outright. That would be plagiarism. But it's OK to use proven successes as inspiration.

Every good copywriter should have a swipe file, and there's no better time to start creating one than right now. Watch out for great ads, emails, landing pages, sales videos, and all the rest. When you find something you like, add it to your swipe file. The bigger your swipe file gets, the more 'go-to' resources you have when you start working on a new campaign.

Who knows—with the help of this inspiration, your ads may feature in someone else's swipe file one day!

What You Have Learned

- The principles of persuasion have stood the test of time, so we can learn a lot from classic ads.
- A creative approach can get results, even in a crowded market
- Building a swipe file is a great way to level up your copywriting skills

12. More Motivation

YOU'VE SEEN WHAT IS POSSIBLE in the fantastic world of copywriting. It should be clear that becoming a million-dollar writer is an achievable goal. It's not some kind of crazy fantasy but a proven method for making a high income.

For me, deciding to become a professional writer was a real game-changer. Instead of 'drowning' in a conventional career, I found a way to do what I love every day.

A Creative Career

I have never regretted making writing my vocation, and I have no intention of retiring. I love what I do, even on days when writing is challenging. Sure, it can be frustrating to stare at my laptop screen, having no idea what to write. Sometimes hours will tick by, and I'm still stuck for ideas.

But then inspiration strikes out of the blue. It may be when I'm running in the park, shopping at the supermarket, or socializing with friends. Sometimes I will wake up in the middle of the night with an idea spinning in my head.

Because of this, I learned years ago to carry a notepad and pen with me wherever I go. Then if inspiration strikes, I can jot my thoughts down. Nowadays, I always have my phone with me, so I take notes in Google Keep. Scrolling back through these notes, I see that some of my ideas were crazy. But others turned out to be pure gold.

That's the magic of copywriting as a career. You can start with a blank screen, then conjure something magical out of thin air. Sometimes the results are hilarious, extraordinary, or completely unexpected. I also love finding out 'what's next?' When the phone rings, you never know what kind of project may materialize. Here are a couple of memorable campaigns from my career.

The Apple Campaign that was TOO Successful

The story of a campaign that made so many sales, the company closed it down.

What You Will Learn

- How a rookie copywriter saved a massive campaign from disaster
- The simple rule you must follow to create winning offers
- Why being too successful can make some people angry

Now we live in a world where Apple Stores are present in most major cities. So it's hard to imagine a time without them. But back in the day, dealers sold all Apple products. That was true except for one brief period when Apple tried direct response. The project was such a success, it caused a lawsuit, and the company closed it down. Here's the strange story of how that happened.

One day, I got a call from the Creative Director of a well-known marketing agency. The Creative Director and I had worked together on various projects. He couldn't wait to tell me about a 'big fish client' the agency had landed.

When we met up in a Chelsea pub the next day, he revealed that the client in question was Apple UK. The company planned to sell Apple products to the public by mail order. The Creative Director needed a copywriter he could trust, so he turned to me.

Working with Apple was an intense but exciting experience. I was busy working on many tasks. There were meetings with top execs at Apple's 'Silicon Valley UK' HQ west of London. Then there were more meetings with creatives and account directors at the agency.

Between the meetings and endless phone calls, I found time to write copy for the entire project. The initial plan had been for a group of junior writers to work with me on the product copy. But the Marketing Director rejected writer after writer. So I ended up doing the whole job myself. I didn't see much of my young family over the next few months. We worked through the night on many occasions, surviving on black coffee. But it was an exciting project.

The opening spread was going to be an irresistible offer. The prospect could buy an entire Apple system at a sizable discount. Compared to what you would pay at a dealership, this was a steal. I knew the offer was 'make or break' for the direct mail package.

If we could get a great response, we would make a lot of money. But if the take-up were lukewarm, the project would fail. Luckily, I had an idea that would guarantee success. I had learned the power of A/B testing on other campaigns. In particular, I knew that testing our hero offer was critical. But testing was not easy in those days. The only way to split-test was to do test mailings to small audiences before scaling up.

Both the agency and Apple resisted because it slowed the project down. But I persisted in making my case, and finally, the Apple team agreed. We sent a small mailing to three test groups. The package was identical in each case, except for how we presented the hero offer. And the difference in response was terrific.

Offer #1 got a tepid response - too low for the offer to be profitable. Offer #2 fared better, and we could have made a small profit using that one. But Offer #3 went gangbusters...the response was off the charts!

The difference was that Offer #3 was a case study that showed the Apple system in action. In those days, many people were unsure what a computer system could do for them. They had no idea why they should spend money on it. So I created a case study built around a fictional graphic designer, named Joe Bensam. (The fact that my young sons are Joe, Ben, and Sam was not a coincidence.) The two-page spread told how Joe used Apple products to help him get more done, faster. And it struck a chord with prospects because the orders came in thick and fast.

We could see the campaign would be a big success, so Apple brought in extra inventory ready for the big launch. We started the main mailing (using Offer #3), and sales went crazy. Apple execs were so delighted that we scaled up. We mailed three different packages targeting the business, education, and consumer markets. And sales took off.

Products were selling so fast that inventory became a problem. More products had to be air-freighted in from Europe to keep up. The Apple team loved the results, and so did the agency. Everything looked rosy, and we were predicting a profitable year. Then the storm clouds started gathering.

There was one group of people who didn't love the direct-response campaign. They hated it. This group was Apple dealers. There had been some grumblings among the dealers when they first heard about

the direct-mail project. But Apple assured them these new customers would visit dealers to buy accessories.

In practice, the direct-response campaign sucked the air out of the market. Apple was making a fortune selling direct, while dealers sat in empty stores. They had nothing to do but stare out the window. The backlash grew to a firestorm. Meetings between Apple and dealers became heated. Some almost turned into fistfights. Before long, lawyers became involved. The Apple legal team faced off against attorneys representing the dealer network. Faced with legal action and bad publicity, Apple backed down.

The company canceled the campaign and referred all inquiries to dealers. This restored harmony, and business continued as usual. So that's the story of my Apple campaign that was too successful. Although it ended sooner than expected, I learned a lot along the way.

The campaign was a reminder of how necessary testing is. Without testing, we would have proceeded with a weak offer, and sales would have been lukewarm. But going with a tested offer allowed us to take sales through the roof. The hero offer is a reminder of how powerful case studies can be. They bring a product to life, allowing people to imagine the difference it will make in their lives. And making sales is all about focusing on outcomes.

How a 'Secret Weapon' Saved Hundreds of Lives

The innovative campaign that shook up a boring industry.

What You Will Learn

- How I became a 'secret weapon'
- The story of the campaign that scaled to \$500 million
- How I saved thousands of lives

After a long morning spent discussing scripts, and campaigns, it was finally time for a lunch break. Assistants wheeled sandwiches and coffee into Belron's luxurious boardroom. Meanwhile, I scanned the agenda for the afternoon meetings.

I saw the initials of everyone attending, except for me. I read through the memo several times but saw no R.P. (Rob Palmer) anywhere on the page. That seemed a little odd, as the whole point of the day was to brief me. I was the lead writer on the upcoming campaign.

Then I noticed something else that was odd. Although there was no R.P., I saw someone identified by the initials S.W. Who was that? I looked around the room. I knew everyone by name, and no one had the initials S.W. So I asked what seemed like a reasonable question:

"S.W? Who the heck is that?"

The reaction astonished me. Everyone in the room laughed, spitting coffee across the room.

"What's so funny?" I asked.

The Marketing Director turned to me with a smile. "Oh, I guess you don't know you have a nickname around here. No one calls you Rob anymore. We call you 'Secret Weapon.'"

So how did I earn the name ‘Secret Weapon?’ That story began a few years earlier when I moved house. I was setting up my home office when the phone rang. The call was from a senior marketing executive at Belron.

The name meant nothing to me. But I soon learned the company is a global giant in the auto glass business. You may know at least one of their brands. They include Safelite (USA), Autoglass (UK), Carglass (Europe), and Windshields O’Brien (Australia). At our first meeting, I discovered Belron had a problem. They had an important message but were failing to communicate it. The company was losing out on important deals. And that’s when the CEO of another company recommended me.

To understand the campaign, you need to grasp Belron’s business model. Let’s imagine you are driving home one day when a stone flicks up off the road and cracks your windshield. You pull over, unable to drive until you replace the windshield. Luckily, your insurance covers auto glass. You call your insurer, who arranges for a contractor to fix the windscreen.

Belron is one of those auto glass contractors. Their success depends on tying up big deals with leading insurance companies. As the dominant player in the market, Belron offers the best service. But insurers don’t always go for the best; they go for the cheapest.

That’s a problem, because the cut-price option creates risk. In modern cars, glass is an integral part of the car’s structure. If the vehicle rolls, the windshield’s strength stops the roof from collapsing. But what if the windshield is a cut-price replacement? If the fitter uses the wrong adhesives or takes shortcuts, the glass pops out when the car rolls. The roof collapses and crushes the occupants.

That’s a disaster for the victims, but it’s terrible for insurers, too. There have been cases where grieving families sued their insurance companies for millions. The solution for insurers is simple. Forget the cut-price operators and do a deal with a pro operator. That way, you avoid expensive legal claims.

The sales message was compelling but not easy to communicate. Belron reps needed a powerful sales tool to help them. I knew we needed a metaphor that was easy to understand—a story with impact. After considering a whole range of options, I settled on a skydiving analogy. We created a video that told the story of two parachutists preparing for a jump. The first chooses a premium parachute, one that’s in excellent condition. The second goes for a bargain-basement parachute that’s been gathering dust in a back room.

The first skydiver jumps, her parachute opens, and she lands safely. The second jumper is not so lucky. His cut-price chute fails, and he plummets towards a rocky landing. Belron mailed the video to insurance executives, accompanied by the headline:

Are You Killing Your Customers?

In the conservative world of insurance, the package had an immediate impact. Word spread, and soon insurance execs were calling in and asking for extra copies of the video. Of course, Belron reps were happy to deliver the video in person. Then they could open discussions for a multi-million dollar deal.

The campaign ran for nine years. It only ended when a new management team changed the marketing focus. During those nine years, the company generated business worth \$523 million. If I had earned a 5% royalty, I would have done well. But in those days, I had no idea such arrangements were possible. I received a healthy fee for my services. But I can’t help thinking I left millions of dollars on the table!

I’m delighted this campaign generated over half a billion dollars in sales. Yet that’s only half the story. Better still, I helped to save thousands of lives. In thousands of roll-over accidents, customers now live to drive another day. They owe their life to a copywriter who had a good idea.

13. Strategies, Tips & Tactics

SO ARE YOU ALL FIRED UP and ready to launch your career? If you are, the next step is to master the art of direct-response copywriting. To get you started, here are some of my thoughts on how to write copy that sells:

Killer Copywriting Strategies

Discover how copywriting skills can explode your sales and transform your business overnight.

What You Will Learn

- The power of good copywriting
- How to level up your skills
- Tips, tricks, and tactics you can use to get ahead

How do you use copywriting strategies and techniques to sell? Let's dive into the core principles you must understand to get more sales.

1. Creating the Right Offer

Good copywriting begins with an analysis of your offer, which must deliver real value. Your product (or service) should be worth more to the customer than the price they have to pay.

If that's not the case, you need to go back to the drawing board and rethink your strategy from the ground up. When you have something that you are proud to sell, it's time to move forward. Everything is so much easier when you start with quality.

2. Identifying Your Audience

A big mistake businesses make is selling their products in a scatter-gun fashion. They advertise everywhere in the hope that some sales will stick. That's no way to run a business. You must understand the demographics of your target buyers. What age are they, and what gender? Where do they live? You also need to understand psychographics. What interests them? And what motivates them?

Most important of all, you need to identify people with the problem your product solves. The issue could be anything from fixing a burst pipe to finding a lover. Every product exists to fulfill some kind of need. Who is lying awake at night worrying about the problem you can solve? Who will say 'yes, that's

how I feel' when you start hitting their emotional triggers? When you understand who your prospects are, you can create messages to reach them.

3. Crafting Your Message

To create the right ad, you need to understand your prospect's needs. And that means knowing what they are thinking. Very few marketers take the time to do this, yet it's critical to success. Many products fail because the marketing does not connect with buyers' desires.

Other products have become successes because they hit a raw nerve by chance. An example of this is AOL, which was one of the earliest Internet providers. AOL set out to provide family-friendly Internet service. Yet the element that took off was their chat room service. For the first time, people could join groups to indulge in 'adult' conversations. And they loved it!

AOL hit an emotional hot button by accident, and sales rocketed. Of course, you won't read about that in their corporate history, but it's true! IBM hit gold with the catchphrase: *no one ever got fired for buying IBM*. The slogan was never official, but sales reps relied on it to win deals. While other IT vendors were pushing features, IBM hit a more deep-seated need.

They reassured executives their jobs would be safe. That message trumped everything else. IBM understood what IT bosses were thinking: 'what if I mess this decision up and get fired?' Copywriting begins with knowing your prospects' fears, frustrations, dreams, and desires. Only then can you craft a message that hits those hot buttons every time.

4. Finding the Hook

Once you understand your prospects, you can craft a compelling message. But in a world full of advertising messages, you need to differentiate your offer.

So what's your pitch? Or in regular marketing-speak, what's your value proposition? You must identify how your offering stands out. Your prospect wants to know 'what's in it for me?' - and you'd better have a good answer.

5. Hit on a Hot Headline

Many things have changed in the world of advertising, but the fundamentals are still the same. One constant factor is the importance of your headline. You should invest a great deal of your time and effort here. There are many different formulas for headlines, but you should test headlines based on:

- **Curiosity:** people have to click to find out more
- **Benefits:** hone in on how the product helps
- **News:** tap into contemporary issues
- **A contrarian approach:** say something unexpected

6. Gain Trust

The biggest problem that marketers face is gaining trust. With exaggerated claims made everywhere, why should prospects believe you? Winning trust has to be a primary goal for every copywriter. You need to back up your claims with all the credibility you can muster. Do everything you can to leverage:

- **Demonstrations:** show your product in action
- **Testimonials:** written ones are good, videos are ten times better
- **Case studies:** show real people getting actual results
- **Endorsements:** recommendations from relevant authorities
- **Guarantees:** reverse the risk and make the buying decision easy

7. Emphasize Logical Benefits

We've already seen that people buy for emotional reasons. Yet, we justify our decisions with logic. A middle-aged man may buy a sporty Corvette because it makes him feel young. But he will tell his wife he bought it because classic cars are a sound investment. At the close of your pitch, have practical reasons lined up to underscore the sale. Your prospect may desire your product, but you need a logical trigger to seal the deal.

8. Add a Degree of Urgency

The big enemy copywriters face is: *I'll think about it.* You can do a fantastic selling job, but the prospect stops on the brink. Procrastination is the 'thief of sales.' Your prospect may well be thinking, 'yes, it's a great product. But there's no reason to buy it right now.'

So you need to give them a reason to act immediately. 'Closing Down' Sales work well for a reason; once the sale ends, the opportunity to get the discount is gone forever. Scarcity is one of the most potent tactics at your disposal. But it needs to be genuine. Don't try telling people there are only 100 copies of your digital product available. Instead, add real scarcity. You might offer fast-action bonuses for the first 100 buyers.

Urgency and scarcity can send people into a buying frenzy. Learn how to leverage that to double or even triple your sales. We live in a world where technology is changing the way we market products at a frenetic pace. The basics of copywriting will never change. But the techniques we can deploy are evolving fast. You need to be alert to new ideas, new strategies, and new possibilities.

How to Glide Customers to the Checkout

Reducing drag that slows down buyer momentum increases your sales.

What You Will Learn

- Why poor funnel design is costing you money
- How 'aerodynamic copywriting' fixes the problem
- Why seeking marginal gains can make you a winner

In the world of competitive cycling, Team GB was once a laughing stock. The idea of Great Britain becoming a powerhouse competitor seemed ridiculous. Yet in the last two Olympics, Team GB has won 16 gold medals. British riders have won the Tour de France three times in four years.

What changed? How did they do it? The critical shift was a determination to optimize aerodynamics. While other teams worked on rider fitness, Team GB focused on reducing the drag. As a result, British cyclists became true winners.

Team GB focuses on ‘marginal gains,’ looking for minor changes that reduce drag. They may test moving a cyclist’s hands further apart or change the helmet design. A single change has a tiny effect. It may save only a fraction of a second per kilometer. But these improvements add up. They can mean the difference between settling for silver and winning the gold medal.

The same principles work like gangbusters in sales, too. By applying ‘aerodynamic copywriting,’ you can help buyers glide to the checkout page. There they can buy your products in droves. The science of aerodynamics is about reducing drag factors. Engineers do all they can do to reduce air resistance and friction. They seek those all-important marginal gains.

In sales, we need to focus on ‘buyer momentum.’ Our goal is to attract the interest of prospective customers. Then we keep them moving forward through our sales funnel without stopping. Unfortunately, many drag factors cause resistance. The result? Most prospects fall off during the buying journey.

In aerodynamic copywriting, we aim to reduce these drag factors. We must address the potential problem areas and reduce their effect. Marginal gains at every step lead to leaps in revenue. Many different factors affect buyer momentum, so let’s take a look at the most important ones.

1. Failing to Engage Interest

We live in a busy world where we see countless ads every day. We tune out to most of them. So as a marketer, your first challenge is to get attention. And this is where many campaigns fail before they even get going. The temptation is to try to sell right from the get-go, and that’s usually a mistake. Before you can sell anything to anyone, you need to establish a relationship. There are many ways to do this. You can:

- Leverage emotional stories
- Challenge their worldview
- Leverage topical news stories
- Engage their curiosity

All these work well. If you can combine two, you are onto a winner.

2. A Weak Promise

An offer with a modest benefit won’t stand out in a sea of competing products. You need to make a significant promise. That could mean taking away pain or offering a benefit. Of course, this will only

work if your product can deliver on your promise. All the more reason for only promoting great products that people love to own!

3. Trust Failure

You may have the best product in the world and offer the best service. But how can prospects be sure of that? Credibility is another significant factor to consider. Marginal gains here can make a considerable difference to your conversion rate. But a lack of trust will kill your sales. So pile on the proof, and don't be afraid to overdose. In a skeptical world, you need all the credibility you can get.

4. Poor Congruence

Imagine you are cycling downhill at high speed when the road veers to the left. What's going to happen? There's a high chance you will fall off trying to make the turn, right?

Buyers fall off when your sales funnel is not congruent all the way through. With upsells, for example, many businesses offer any spare product that's available. What they should do is make an offer that continues the buyer's momentum. When customers buy Product X, offer them more of the same. Don't try to make them change course and buy something else.

5. Confused Prospects

Prospects often abandon a sales page because it's not clear what they should do next. How do they order? What is the cost, exactly? And who pays for shipping? All these questions will kill sales if they go unanswered. Make your sales process as straightforward as possible. Tell people exactly what they need to, what they will get, and what will happen next. Don't assume that your customers are smart enough to figure this out for themselves. They aren't, and they won't even try.

6. The Risk Factor

Buying a product online is always a risk. Buyers are dealing with an unknown quantity they can't touch or feel. So you must be aware of these concerns and do what you can to reduce them. Guarantees are outstanding for this. Offer a solid warranty to remove risk from the equation. You must keep buying momentum moving forward to the checkout.

7. Unanswered Objections

Sometimes the drag factor is that prospects don't have enough information. They need to know if your product has a specific feature or is free of a particular substance. Unanswered questions are a real obstacle to sales. A prospect may love your product and be ready to buy, but need answers first. So add an FAQ section to counter every objection. Sometimes a response is all that's needed to secure the sale.

8. Payment Issues

For high-ticket items, ‘sticker shock’ can be an issue. People may love what you offer but be unable to pay in full right now. In this case, offering payment plans can help. Reducing the amount they have to pay right now usually results in more orders. You should also consider offering free trials, discounts or coupons. Whatever you can do to reduce the pain of paying will help conversions.

9. No Follow Up

Sometimes a prospect will be on the verge of buying when life gets in the way. The doorbell rings or their phone battery goes dead. These abandoned carts can cost you a fortune, so you need to work at bringing these customers back. Follow up, and have systems in place to recover sales from abandoned carts. Around two-thirds of sales fail at the checkout. That’s a lot of money for you to recover!

10. Lack of Urgency

Finally, let’s talk about reasons to buy NOW! Because of the factors above, prospects are often reluctant to pull the trigger. They will postpone the decision, which means the sale never happens.

So make the most of whatever tactics you can to introduce urgency. Use deadlines to compel people to buy while they can. Limit quantities to introduce scarcity. Pay attention to the above, and you should be able to achieve marginal gains in every step of your funnel. Add these together, and you will glide prospects through your checkout. When you apply the principles of aerodynamic copywriting, your sales will soar. And that’s as good as a gold medal, any day of the week.

Understanding the Buyer’s Journey

Don’t make copywriting harder than it needs to be. Hitch a ride with your prospects on their mental journey.

What You Will Learn

- The importance of understanding the buyer’s journey
- The critical stages in this journey
- How to deliver what prospects are looking for

Legendary marketer Jay Abraham once said: “Sometimes the best copy to sell a horse is ‘Horse for Sale,’ and he’s right! I know this is true because it’s how my daughter became the proud pony owner. She saw a sign as we drove along a rural road and called out, “look, Daddy - a horse for sale! Buy it for me....please!”

At that point, the sale was as good as complete. All we had to do was haggle over the price. The seller didn't have to explain what a horse was or the benefits of owning one. There was no need for an emotional story, social proof, or a risk-free guarantee.

I knew what the benefit of horse ownership would be—a happy daughter! The seller had the 'product' I needed, and there was a pressing need to buy now ("please, Daddy, please!") I was already a long way through the 'buyer's journey,' primed and ready to buy. All I needed was the right deal. So all the seller had to do was get to the point.

Copywriters often misunderstand where prospects are in their journey. Their campaigns fail as a result. Copywriting courses focus on selling to cold traffic. While this is a great skill to have, it's not always what's required. Rookie copywriters treat all prospects as if they are the same. As a result, they may attack the sales problem the wrong way, with a message that fails to resonate. In *Breakthrough Advertising*, Eugene Schwartz lists five stages of awareness. Your prospects may be:

- **Completely Unaware:** no knowledge of anything about the niche, problem, or product
- **Problem-Aware:** has a sense that there is a problem but doesn't know there's a solution.
- **Solution-Aware:** knows the required result, but not that your product provides it.
- **Product-Aware:** understands what you sell but is not sure if it's the right choice.
- **Most Aware:** likes your product and only needs to know "the deal."

You need to identify exactly where your buyers are on this journey. If you are running Facebook ads, they may be at the 'completely unaware' stage. But if they are already on your list, they are 'problem aware' and could be solution aware, too. And if you send Black Friday offers, you target people who are 'most aware' and only need to know the price. Another option is to consider the prospects' *temperature*. They may be:

- **Ice-cold:** they have zero interest or awareness
- **Cool:** they have some awareness, but little interest
- **Warm:** they may be in the market for the right product
- **Hot:** they are aware and ready to buy
- **Red-hot:** they will buy everything you have to offer

If prospects are unaware, you need to start the conversation. You are bringing an issue to their attention and making them think about it. If they are in the middle of the buyer's journey, they are already aware of the problem and possible solutions. They are considering which product to buy, and you need to convince them that yours is the right choice.

When they reach the final stage of the journey, your job is to persuade them the best time to buy is right now. You need to answer objections and offer a no-brainer deal.

Copywriters still debate whether long copy is better than short copy. As always, the definitive answer is to test both and see what works. But in general, long copy works better on cold traffic. The colder the

audience is, the more persuasion that's required. That's why 10,000-word sales letters and 12,000 VSLs can perform so well.

When prospects are ready to buy, all that copy gets in the way. It will kill more sales than it creates. If your customers are red hot, you need to speed them to the checkout. As we have already seen, 'Horse for Sale' may well be all the copy you need. Sale made, job done. Congratulations!

'Talk 'em Down from the Ledge' Marketing

Go 100 percent 'all in' to persuade your customers to buy.

What You Will Learn

- Why you should never take no for an answer
- How to save customers from the wrong decision
- The principles of 'talk 'em down' marketing

Drama was unfolding in Orlando. A man prepared to jump from an overpass on State Road 408, aiming to end his life on the solid concrete below. He'd made some bad decisions and let his family down. It seemed the only way out was to die. But a woman passing by had other ideas. When she saw what was happening, Cristina Settanni parked up, approached the man, and talked to him. She even sang the lyrics of a Linkin Park song to him:

"In a sky of a million stars...who cares if one more light goes out? Well, I do."

The result? Cristina persuaded the man to give life another chance. Police were able to pull him to safety, then take him to a mental hospital for help. With the incredible power of words alone, Cristina saved his life.

You, too, can make a significant, positive difference in people's lives with the power of words. That is what copywriting is all about. Some people viewed copywriters in the same light as second-hand salesmen. People believe we use tricks and underhand tactics to sell worthless, overpriced junk. That's not copywriting. That's fraud. If you are selling worthless products that deliver little or no benefit, then shame on you. You deserve all the flak you get.

But you don't have to do that. There are so many fantastic products for you to promote and many more you can create yourself. You can market products that deliver value far exceeding the price customers pay. For example:

- An excellent fitness product can help people get in shape. This may save them from diabetes, heart problems, and early death.
- A business opportunity may help people get out of debt and achieve financial freedom.
- A relationship program can save a marriage and keep a family together.

If your best friend was about to jump from an overpass, what would you do? Would you make a half-hearted attempt to talk your buddy down, then shrug your shoulders and give up?

“Ah, well, it’s none of my business. Guess I shouldn’t interfere. I don’t want to seem too pushy.”

Heck, no! You would pull out all the stops, using all the persuasion tactics at your disposal. You would talk, smile, tell stories, paint a picture of a rosier future, and remind them of their loved ones at home. You’d do whatever it took to save your friend from a disastrous decision. In short, you wouldn’t take no for an answer.

The same is true in copywriting. When you’re selling great products, you are doing customers a disservice if you fail to make the sale. If they are better off owning the product, you must ensure they buy. Otherwise, there may be negative consequences:

- If you fail to sell your fitness product, your prospect may die from a heart attack or stroke.
- When you’re unable to close on a business opportunity, your prospect may go broke.
- If you fail to sell your relationship product, a family may tear apart forever.

There are consequences to not following through to the end. If you believe in your product, you should do everything to save the prospect from missing out. You must apply the principle that I call:

‘Talk ‘em Down from the Ledge’ Marketing

Don’t give up on your prospects. Don’t be half-hearted about your sales process, and never take no for an answer. Think of your customers as sitting on an overpass, deciding which choice to make. They can ‘jump’ by abandoning your sales page, never to return. Or they can make the best decision that’s best for them and order today.

Cristina Settanni persuaded her ‘prospect’ by singing a popular song. Although she didn’t realize it, she was leveraging emotion to persuade and convince. You may not be able to sing a song to your prospects, but you can use all the tools in your persuasion arsenal. Deploy storytelling, proof, urgency, and other tactics to get the sale. Talk ‘em down from the ledge, escort them to the checkout, and secure the deal. Your customers’ lives will improve, and so will your bank balance.

Forget Features & Benefits

What You Will Learn

- Why it's not about features or benefits
- The real motivation for buying
- A simple way to secure the sale

Sorry to tell you the bad news, but nobody cares about you or your products. All they care about is what your product can do for them. More salespeople understand they should focus on benefits. Although this is a step in the right direction, it still leaves you a long way to go. For example, there is an old saying in marketing that ‘people don’t want drills, they want holes.’

Yes, this is better. If you sell drills, prospects don’t care if they are tungsten-tipped or nuclear powered. They want to know if your product produces the benefit they want. That is a nice, neat hole in the right place. But hold on a second. Is a hole what you want? Do you lie awake at night wishing you had more holes in your walls? When you buy a new drill, do you go around drilling holes at random? I guess not. But there may well be other issues keeping you awake at night. You may lie in bed thinking:

“The living room is so disorganized, with boxes of stuff all over the floor. It looks messy, and we have the family coming to stay next week. I wish we had more shelves so we could tidy the place and keep everything organized.”

Boom! There you go. You are thinking about the *outcome* you want. The *features* of the electric drill are what you need to get the *benefit* of holes in your wall. Then you can use these holes to put up shelves. As a result, you can then enjoy the *outcome* of a neat, organized home. You will *feel proud* when your relatives praise you about how great the room looks.

A sales assistant in your local Home Depot will be happy to show you the product’s features. He may even mention the benefits the product can deliver. But when have you ever heard a Home Depot employee talk about the pride you will feel? Never! The problem is that you must connect all the dots yourself. You have to think through a lengthy mental sequence that starts with the features. It then progresses through the benefits to reach the outcome. Finally, you can think about the happy emotional state you will enjoy as a result.

That’s a long journey, and most people don’t make it to the end. As a result, they lose interest in purchasing. But imagine what would happen if the salesman created this ‘mind movie’ for the prospect:

“So the new feature ensures you get a perfect hole every time. That makes putting up shelves easy, so you can finish the job today. Then when your Mom comes round, she’ll love the room. You’ll feel so proud!”

Selling doesn’t have to be difficult, and it doesn’t have to be manipulative. You only need to understand the right system to follow. Then you can achieve the best outcome for you and the prospect.

Do You Make These Email Marketing Mistakes?

Discover how to turn the ‘diamond in the rough’ into the ‘crowning jewel’ in your marketing strategy.

What You Will Learn

- Why email marketing so often fails (and what you can do about it)
- The mistakes that kill response (and how to fix them)
- How to win with email marketing (it’s easier than you think)

People have been predicting the demise of email marketing for many years. In the 1990s, even the dumbest of email campaigns could get an open rate of 80 percent. You might get sales conversions of up to 10 percent. The concept of email was still new. Getting one of these new-fangled messages was a surprise that deserved attention.

“A Nigerian prince wants to send me 10 million dollars? That’s interesting. Let’s take a look!”

Of course, those days are long gone. Nowadays, we are all deluged with spam. Gmail alone sends over 10 million emails to spam every minute. We have become skeptical of every email we receive, looking for an excuse to delete it.

Email response rates have dwindled, causing much gloom among marketers. They complain about deliverability problems, minuscule open rates, and dismal response numbers. But wait, it doesn’t have to be like that. Email marketing can still be effective if you are creative. Here are some of the most common mistakes and ways to fix them.

One reason for poor response rates is that emails never reach the inbox. They go straight into the spam folder. Even if they make it to the inbox, recipients may never see them. Some 1.5 billion people now use Gmail. By default, Gmail accounts have several tabs, including a Promotions tab. Having your messages go there is as bad as having them go straight to spam. No one will read them. The tragedy here is that you can avoid these issues. You need to get good at understanding and managing:

- **Technical setup:** you should set up domains with SPF, DMARC, and DKIM
- **Deliverability:** ensure that you are sending to email addresses that won’t bounce
- **Email copywriting:** write copy that will not trip spam flags

That’s only the tip of the iceberg, but getting those details right will help you a lot. Even if you can get your email into recipients’ in-boxes, you may find that open rates are below 10 percent. They may even be below 1 percent. You will never make money unless you can get more people to open your messages. Again, many issues factor into this, but here are the main ones to focus on:

- **The ‘from’ name:** must be someone the recipient recognizes and trusts
- **The subject line:** has a significant impact on open rates, so you must test this
- **The preview text:** the first few words of the email are super-important, too

Don’t assume that because someone opened your email, they will take the trouble to read it. Unless you keep people interested and engaged, they will delete your message and move on. Compelling copywriting is critical. Most email marketing messages fail to maintain the reader’s interest. You need copy that attracts attention and engages interest. It must keep the reader scrolling down to read more. There are many ways to do this, from telling stories to revealing information.

Whichever approach you take, use all your powers of persuasion to keep people reading to the end. All the above elements factor into the response rate. But assuming you managed to get people to read to the end of your email, what they see next is critical.

Every email must have a clear call to action. That may seem obvious, but many marketing emails fail to tell the reader what to do next. Whether it's to click on a link or to hit reply, people need to know what to do. If you confuse them in any way, they will do nothing. Your response rate will be close to zero.

They say 'the fortune is in the follow-up,' and that's true - but only if you do it right. If you send too many emails, your messages will go to spam. Then you will experience delivery problems. But if you don't mail enough, you will miss out on a lot of revenue.

There is no magic answer to how many follow-ups are appropriate. You need to measure this on a case-by-case basis. But it is better to err on the side of caution and keep your domain reputation intact. Email can be your killer sales app, but only if you take good care of all the issues discussed above. So do mail the right way, and generate extra revenue for free.

The 'Weakest Link' Problem

Get yourself a quick win in conversion by eliminating the holes in your leaky bucket.

What You Will Learn

- How the weakest link in your sales funnel can tank your sales
- Why you should apply the 80/20 rule to fix the problem
- Where to find your weakest link

Seventy-three seconds into its flight, the Space Shuttle Challenger broke apart. All seven astronauts on board died. The cause of this explosion? The failure of a tiny component. An O-ring in the right Solid Rocket Booster.

This one weak link was enough to cause a disaster that bereaved seven families. The tragedy brought the US space program to a halt for years. The US government had invested billions of dollars in the Space Shuttle. But the poor quality of one inexpensive component caused a catastrophe.

This tragic example highlights the importance of eliminating weak links. You can have a great product, and a sales funnel that is 99 percent efficient. But the weakness of the final 1 percent can kill your profits. Even if you have a profitable sales funnel right now, you are leaving money on the table. There are weak links in the chain that hurt your profits.

The Pareto Principle applies here. Eighty percent of the problems will be in 20 percent of the funnel. When you find and fix the weak links, you get quick wins. A simple improvement that takes 10 minutes may add an extra million dollars to revenue.

If you haven't reviewed your sales funnel for a while, it's time for a revamp. Take a close look at every step of the sequence and identify potential problem areas. Of course, this assumes you have accurate data on what is happening in every step. If not, getting that data should be your priority. You can't do this flying blind.

Every funnel is different. The weak links in your chain may be different from those you see elsewhere. But there are some common areas where weaknesses often lurk, so let's discuss places you may find 'quick wins.'

1. Headlines

Everything starts with your headline, both in your ads and on your sales pages. So it's worth spending time to get this right, yet many marketers are lazy. Simple benefit-driven headlines will get some clicks, but you can do better. Test adding curiosity into your headlines. Try headlines that combine interest plus a benefit, such as:

Weird Trick Melts 10 Pounds of Fat in 7 Days

The headline works because it makes a promise but also leverages curiosity. What trick? Why is it weird, and how does it work? This 'benefit + curiosity' combination is hard to beat, so be sure to test it!

2. Email Subject Lines

Many copywriters spend too little time writing subject lines. But if the email never gets opened, all your hard work goes down the drain. Subject lines are critical in email. Keep them short but powerful. You can test the 'curiosity + benefit' here, too, and it is likely to work. But you can also try pure curiosity-driven subject lines. You already know people on your list care about your topic, so be aggressive in winning the 'open.'

3. Calls to Action

Once you have fired up your prospect's enthusiasm, you need to guide them to the checkout. And that means having a call to action that is clear and easy to understand. Yet calls to action are often muddled, vague or confusing. So take pains to explain what they need to do next. Then give them a big, bright button to press to make it happen. No matter how sophisticated your audience is, you have to explain, step by step.

4. Checkout Pages

How can we overlook the most critical page so often? The whole point is to get people to your checkout page and through to the other side. So it's incredible how little attention this page receives. You can get a lift in sales by running experiments such as:

- Adding testimonials
- Restating your guarantee
- Using a countdown timer
- Testing your price
- Adding video

5. First Upsell

You do have an upsell chain, right? Assuming that you do, this is an area where you can find weak links. Focus on your first upsell, as this is the one that can make or break your offer.

Your upsell needs to be congruent with your main offer. It should also keep the buyer's momentum moving forward. If you are selling physical products, offer them more products at a discounted price. If you are selling digital products, help them get results faster or with less effort. Fixing this part of your funnel takes work. But it's critical in making campaigns profitable.

6. Abandoned Carts

Two-thirds of people abandon carts without purchasing. So it's imperative to focus on winning this lost business back. Email these abandoners with an extra special offer. For example, give them a discount if they complete their order asap.

17 Proven Bullet-Point Tactics that Skyrocket Sales

Learn how to write bullet points that turn casual readers into rabid buyers.

What You Will Learn

- How to write compelling bullet points that advance the sale
- 17 different types of bullet points that boost curiosity, desire, and conversions
- The secrets of deploying bullets to achieve outstanding results

Bullet points are one of the most potent weapons in the copywriter's arsenal. Yet, they are one of the most underestimated and underutilized, too.

Of course, bullet points have a place in all kinds of writing. They are fantastic for breaking up lumps of text into digestible chunks. They make it easy to communicate nuggets of information in a way that's easy to understand. But we are focusing on the area where bullet points have the most dramatic impact. That's in writing sales copy. Top copywriters know bullet writing is a skill that sets them apart.

Also known as 'fascinations,' bullet points can make the sale all on their own. A single bullet point may be the factor that gets people to click 'buy.' That's why some pros write up to 500 bullet points for each campaign. Then they whittle the number down until only the most compelling bullets remain.

Parris Lampropoulos is one of the most successful writers ever. He spends 80% of his coaching time teaching students how to write bullets. That's how important they are!

What can you achieve with bullet points? A heck of a lot! Here are some answers to that question:

- People don't read content; they skim. Bullet points allow you to get across your key messages in a format that is easy to digest.
- Bullets are great for arousing intrigue. Leverage curiosity to increase your prospect's desire to learn more.
- People buy for their reasons, not yours. Extensive use of bullets allows you to cover all the reasons for buying.
- We buy for emotional reasons. Use bullets to tap into your prospects' needs and desires, fears, and frustrations.
- We justify our purchases with logic. Deploy bullets to give the reader lots of rational reasons to buy.

Here are some outstanding examples from legendary copywriter Gary Bencivenga. Here he is writing to sell his seminar for copywriters and marketers:

- ***The easiest way to control the process of persuasion rather than guess at it. You'll learn that persuasion, like music, comes down to a few simple notes. Master them, and you can play an infinite variety of melodies that are music to your prospects' ears.***

So what's going on here? The word 'easy' is a trigger that hits our desire to have everything the 'quick & easy' way. He promises a solution (no more guesswork). Then he delivers a metaphor that's simple to understand. Finally, he creates a 'mind movie' of a happy customer—the exact outcome his audience wants.

- ***You will dissolve price resistance and may even be able to double or even triple your original price point because your product will create such white-hot demand from the core of your market.***

Another promise here that solves a significant problem. It delivers a fantastic outcome (the ability to charge much higher prices). The language emphasizes the message. Every marketer wants white-hot demand for their product.

- ***The best defense against being cheated in a performance-based agreement is to do THIS!***

Here he focuses on a big fear of professional copywriters. That is, losing their money. And he hints at a way to prevent this loss from happening. But you have to buy his product to get the answer! Many other successful copywriters are talented at writing bullets. Take John Carlton, for example. Here are some of his best:

- ***How to use a little-known “positioning secret” to completely cancel out the superior size or experience of your attacker! (Size and strength are meaningless when you know this secret!)***

Here John promises special insider knowledge that gives you a real advantage. He counters the objections and makes his claim credible.

- ***The Real Reason people choose to buy anything — the secret truth long known by master salesmen, sociologists and “con men” finally revealed!***

Here we have more hidden information of real value that only buyers can learn. He uses the authority of ‘master salesmen’ and ‘sociologists’ to build credibility. Then surprises us by referencing ‘con men.’ That’s sure to get attention!

- ***The 7-step formula that even an illiterate drop-out can use to write advertising copy 100 times more potent than the best Madison Avenue ad agency!***

The numbered ‘listicle’ formula is a sure-fire winner. The bullet shows a path anyone can follow to become successful.

Now we have seen the kind of bullets we are talking about, let’s get into how you create them. There are many different types of bullet points, and you should get good at writing them all. The time you invest in practicing these bullets will pay off when you use them in copy. Although this is not an exhaustive list, it will give you plenty of options.

1. The ‘How-To’ Bullet

Let’s start with the easiest and most obvious one. The ‘how-to’ construction is a staple copywriting for a good reason — it works! But don’t wimp out with a half-hearted bullet. Make your copy work hard. Emphasize benefits and leverage specificity:

- ***How to get an extra 1000 miles of wear out of every tire with a simple trick that costs nothing and takes five minutes to implement.***

2. The 'Truth About' Bullet

This kind of bullet works well in markets where there is a lot of controversy and debate. Use it to challenge your readers' preconceptions:

- *The truth about Type 2 diabetes and why it's an even bigger risk to your health than you imagined.*

3. The 'Give Me' Bullet

This bullet works because it makes a big promise in return for a small commitment. An ad for a webinar might say:

- *Give me 45 minutes of your time, and I will show you how to start a successful online business today for less than \$100.*

4. The 'Single Most' Bullet

This bullet works well when you have something your prospects need to know:

- *The single most effective way of protecting your home against termite infestation, as recognized and recommended by the American Pest Control Association.*

5. The Contradicting Bullet

This bullet-type works by challenging the reader's long-held expectations. For example:

- *Exercise is the best way to lose weight, right? Wrong! Discover why relying on exercise to burn fat is a recipe for failure.*

6. The 'If-Then' Sequence

If-then constructions work well in bullet points. They work by associating the desired result with an easy action:

- *If you can write at a sixth-grade level, you have all the skills you need to become a full-time blogger.*

7. The Numbered Bullet

Listicle-type titles outperform other kinds of headlines in blog posts and news stories. It seems that people love numbers, and the format works well in bullets, too:

- *Three simple ways to legally reduce your taxes that most people don't know.*

8. Numbered Sequence Bullets

In this setup where you have a whole series of bullets connected by a common theme. For example:

The 3 Investment Mistakes that Steal Your Money

1. *Putting all your eggs in one basket. Why failing to diversify is inviting disaster and how you can fix the problem fast.*
2. *Thinking locally, not globally. It's a big world with lots of investment opportunities. Discover how you leverage investments in high-growth regions of the world.*
3. *Holding onto losing stocks. Fortunes are lost by clinging on to losers in the hope of a turnaround. Find out how to decide which stocks to sell and when.*

9. The 'Do You' Bullet

This format taps into the conversation prospects are having in their heads:

- *Do you make this fatal mistake on first dates?*

10. The 'Reason Why' Bullet

The 'reason why' principle is a fundamental copywriting concept. It works well in bullets, too:

- *The simple reason why you are not getting the promotion and salary you deserve.*

11. Shortcut Bullets

Everybody wants a quick & easy solution to their problems. Shortcut bullets promise this. If you can justify the claim, you can get great results:

- *The weird trick that regrows all your hair in six weeks.*
- *The sneaky tactic hedge fund billionaires use to make more money.*

Here's another bullet that leverages the universal desire for rapid results:

- *In less than five minutes, you can learn how to get genuine designer handbags at knock-off prices.*

13. The 'What' Bullet

This bullet-type is so simple that it's easy to overlook. Yet it's perfect for making important information stand out:

- *What you must always do before using a public restroom.*

14. The 'What Never' Bullet

Here we build on the 'what' format and tap into the prospect's fears and frustrations. A good example is:

- *What you should NEVER do in a job interview*

15. 'Secrets' Bullets

This kind of bullet works well with any type of information product. It allows you to hint at valuable information only insiders can share:

- *The seven simple secrets top online marketers use to get an avalanche of traffic to their website for pennies on the dollar.*

16. The 'Little Known' Bullet

Here's a variation that taps into our desire to learn secrets:

- *A little-known exercise you can do at home that guarantees six-pack abs in only six weeks.*

17. The 'Massive Outcome' Bullet

If you have a compelling story to deliver, you need to shout about it at the top of your voice in a hard-hitting bullet:

- *How a broke college dropout used our system to become a millionaire in 14 months.*

Writing bullet points can be your superpower. You must understand this skill and how to deploy it in your copy.

The 'P for Persuasion' Copywriting System

Follow this system to squeeze more conversions out of every campaign.

What You Will Learn

- How to avoid the 'maze of confusion' when writing copy
- The eight 'Ps' that will keep your writing on track

- How to apply this checklist to turbocharge results

When I was a kid, my mom always told me that peas are good for you. And of course, she was right. Peas are good for your health. But as a copywriter, I've discovered that 'Ps' are good, too. They are essential to your financial health. They help you keep a sales letter on track and ensure you cover all the vital points.

Copywriting is a sophisticated art, with many persuasion elements to remember. So it's easy to miss one. You can end up with so many formulas and principles to apply that you get lost in a 'maze of confusion.' So work through this simple checklist and ensure that your sales copy ticks every item on the list. Then you can be confident of having all the critical elements in place. You will be all set for success.

1. The Peculiarity

Your first challenge as a copywriter is to get the attention of your target audience. And a great way to do that is to find a peculiarity that intrigues the right people. In other words, we need to leverage curiosity.

The traditional approach to writing headlines is to focus on benefits. And yes, that can work. But if you can build in curiosity, your response rate will multiply. One of the most successful direct response campaigns ever ran with the headline:

What Never to Eat on an Airplane

The above was Boardroom Report's most opened direct mail piece for many years. As it turns out, the answer is 'never eat anything!' So the copywriter might have written:

Why You Should Never Eat Anything on an Airplane

That may have received a moderate open rate, but it's nowhere near as compelling. 'What You Should Never Eat' opens up a curiosity loop. What is that one thing? Am I eating it when I fly? What will happen if I do? The only way to close that curiosity loop is to rip open the envelope and read more. That's what Boardroom Reports wanted, and what people did!

2. The Pain

Another rookie copywriting mistake is to focus on future benefits. Future pacing is a great technique and has its place in every promotion. But people worry more about present pain, whether physical or emotional. Let's say you are promoting a business opportunity. Many biz ops paint a rosy picture of the future - lying on the beach on a tropical island, enjoying the good life.

But for someone who has lost their job, achieving that dream life is not what keeps them awake at night. They are wondering how they will pay the bills this week. Your copy should talk about taking away present pain, then show future benefits.

3. The Promise

Your campaign needs to make a compelling promise. In a world where people see too many ads, a mediocre benefit won't cut it. Focus on nailing your Unique Sales Proposition. What is it that makes your product different? How will the benefit of buying it exceed the price? Finding a big (but achievable) promise is a crucial factor in building a successful offer. Work hard on making your promise as bold and exciting as you can.

4. The Pill

Everyone wants a magic pill. People who are overweight don't want to give up their favorite foods or sweat away for hours in the gym. They want a pill that melts the fat away while they sit on the sofa. No wonder sellers of weight-loss supplements live in mansions and drive Bentleys.

Of course, you should always stick to the facts in your copy and never promise benefits you can't deliver. But you can emphasize features that help customers get results with less effort. The closer you get your offer to a 'magic pill,' the better your results will be.

5. The Proof

You can have a great product that delivers fantastic outcomes yet get poor sales. Why? Often it's a lack of proof that lets a campaign down. Prospective customers are skeptical. Buying online is a risky business, with many sellers making exaggerated claims. Because of this, proof is an essential element in making your offer credible.

There are many different ways to make your offer believable. Leverage as many of them as you can to give prospects confidence in you and your product. You can use:

- Testimonials from happy customers
- Quotes from authoritative sources
- Studies from respected institutions
- Reviews from independent sources

Don't be afraid to pile on the proof. The more you have, the more you will sell.

6. The Path

Once you have convinced prospects, you need to guide them to the checkout. You need to explain what they need to do next. They must see how to order and what they will get as a result. If there is any confusion on these points, you will lose the sale. Clarity is everything, so make the path to the checkout simple and straightforward.

7. The Painkiller

When making a decision, the prospect weighs benefits against risks. A whole gamut of questions will cause them to hesitate over the *buy* button. ‘What if the product isn’t as good as I thought? Can I get my money back? I don’t have that much money right now. What if I change my mind?’

Such ‘pain of purchase’ is inevitable, and you need ‘painkillers’ to fight back. Offer a solid guarantee and include an FAQ section. Offer payment options for high-ticket items. Prospects abandon two-thirds of online sales at the last moment. You need to do everything you can to claim those lost sales back.

8. The Panic

Korean band Exo sold out all 66,000 tickets for one concert in less than five minutes. And around the world, shows often sell out in less than an hour. What’s the rush? For these events, everyone knows the tickets will sell out fast. The only way to secure one is to be quick. There is a panic to buy because the urgency is real.

If you can build this kind of ‘panic’ into your offer, your sales figures will light up. Urgency works in everything from January sales to auctions. When buyers know they may lose out to someone else, or because a deadline has passed, they have an urge to act.

Nobody wants to lose an opportunity. Leverage this ‘fear of missing out,’ and your conversion rates will rocket.

Direct-response marketing can become overwhelming. If you study all the gurus, you will end up suffering from information overload. You will have lots of fantastic ideas to draw on, but will you remember to use them?

The ‘P for Persuasion’ cuts through the noise and allows you to focus on what’s important. Check off these eight ‘Ps’ in your next piece of sales copy, and you will be sure of better results. It’s a simple system that guarantees to put more money in your pocket.

14. Bonuses

We've covered a lot of ground in this book, and now you should be all pumped up and ready to start making money. I want to do everything possible to help you succeed, so be sure to check out these bonuses—they represent the route forward to success.

Bonus #1: The 7-Figure Writer Workshop

In this video presentation, I walk you through the steps you need to take to turn the dream into reality. You'll learn everything you need to know to get started in this amazing new world of writing. Becoming a million-dollar writer doesn't have to be just a dream. Here's how to make it happen.

In the workshop, you'll discover just how big this opportunity is, and what you have to do to make the most of it. It's the next step on the road to success, so be sure to [register your seat](#) as soon as you can:

[Register Here](#)

Bonus #2: One-on-One Strategy Session

To give you the very best chance of success, we'll even work with you one-on-one to get you started. We'll talk everything through, and get you started on your new career.

We'll show how to set yourself up for success, and how to make real money double quick. This is your opportunity to level up your income and transform your future. This is without a doubt the best way to accelerate your journey to prosperity, so book your call now:

[Book Your Strategy Session](#)

15. The Next Step

SO CONGRATULATIONS, YOU'VE MADE IT to the end of The Million-Dollar Writer Method. You've discovered a new and better way to make money. So is becoming a million-dollar writer the right choice for you? That's for you to decide, of course. But what I can say is that I've never regretted my decision to enter this extraordinary profession.

Over the years, I've worked on hundreds of different projects for dozens of clients. I've partnered with brilliant marketers and genius business owners. I've seen projects go from an idea on a napkin to become multi-million dollar enterprises. And I've seen startups mushroom into global corporations.

Yes, there have been times when things didn't go so well. Sometimes an idea that seems destined for the moon fizzles out like a damp squib. There have been times when we made money too fast, causing credit card companies to panic and shut off sales. And there have been occasions when suppliers couldn't keep up with demand.

Such problems are frustrating, but they are a tiny part of the picture. I've enjoyed a fun rollercoaster ride of a career, with many more ups than downs. The rewards have allowed me to live a life on my terms. If that sounds like a life you would enjoy, then it's time to get on track to become a Million-Dollar Writer. My team and I are ready to help. To get started, [book your free strategy session](#) and get on track to a wonderful new life.

There's never been a better time to make money from writing. So don't put off the decision. Get things started today. [Book your call now](#) and we'll guide you to unstoppable success.

Let's talk soon!

Rob Palmer
The Million-Dollar Writer