



10 dollars apiece. Maybe they're all college students. Maybe they think they need to "pay their dudes" for a few years before making any real money. But no matter what their motives are, it's impacting you.

If you're a starving writer online, the market isn't starving you, your clients aren't starving you, and other writers definitely aren't starving you.

You're starving you.

There's nothing noble about being a "starving artist". Starving sucks. It's even worse to starve while doing unfulfilling work - taking a job here and a job there on one dreary topic after the next, building other people's bank account while barely getting scraps yourself.

What if there was a better way?

I want to give you the chance to use your talents in a much more effective way:

- Spending less time researching a million unrelated topics.
- Building better relationships with people that can help you reach your own goals
- Writing in a less repetitive, stressful and brain killing format
- And filling a huge demand for business materials and advertising.

Every business needs this stuff. Copywriting is in massive demand, and if you can learn the skills, you're good to go. And if you're already working on building your copywriting business, I'm going to show you how to quickly generate more business than you can possibly handle.

It's time for you to discover the course that will set you on the path to building a serious copywriting business within a couple of weeks:

See, I don't claim to be the world's most innovative copywriter.

I spend a lot more time plugging in proven themes, headlines, and metaphors from other successful advertisements than I spend sitting at a desk and waiting for that "lightning bolt" of inspiration.

I'm a little bit lazy, and a little bit busy building other aspects of my business, so I like to go with what works.

But that's EXACTLY why I'm the person you should seek out to learn how to write blisteringly powerful copy that gets responses.

Because... there are plenty of courses out there designed to teach you to become a better copywriter. You can rewrite all the great sales letters by hand over and over like a misbehaving kid at detention. You can cold call, you can analyze the greats line for line, but -

## **HERE'S THE REALLY OBVIOUS "SECRET" THAT GURU COPYWRITERS DON'T WANT YOU TO THINK ABOUT-**

If you're not ALREADY making money hand over fist, you probably don't just need to become a better writer... you need to become a better marketer.

Yeah... ponder that one for a few minutes. It's pretty "common sense", but it's not very common on the sales pages for overpriced books, courses, and seminars.

And even in this economy, the demand is through the roof - which means marketing yourself is EASY.

Look, if you aren't interested in sending short 5 minute videos, networking with other professionals, making a really basic sales page explaining who you are and what you do, building a high quality website for yourself, or getting off the computer and pressing a little flesh in person, then this plan isn't the one for you.

But if you're willing to do a few of those things... and take advantage of a few "dirty tricks" - then I can flood you with clients willing to pay \$500, \$700, or even a thousand dollars once they've seen what you can do.

In the copywriting world, those are LOW END clients that the big guys ignore, and they're easy to hook.

I used to think that I couldn't get paid anything as a copywriter - I would berate myself until I got infected with a nasty case of the I NEEDS.

I've got the skills, sure... but:

- I need a portfolio
- I need a bunch of paying clients who will rave about how great I am
- I need some stats showing how much money my copy is making
- I need to "build a relationship" with my client before asking them for the big money.

All of these are limiting beliefs that will crush your wallet and leave you unappreciated and broke. Sure, in the offline world, you need to spend 10 years doing some crummy job before you get a little respect and a nice office.

Forget that. Remember this:

## **YOU NEED TO GET PAID WHAT YOU DESERVE.**

And once you have my system... you're going to POLE VALUT to the "corner office" and command fees that most people can't imagine.

## **YOU'RE GOING TO HAVE INSTANT PROFESSIONAL CREDIBILITY!**

You'll set yourself apart from other copywriters, impress people with your portfolio (even if you don't have one yet), grab your first paying clients, and write amazing material that impresses them - and makes them money.

And the more impact you have on a clients business, the more likely they'll be to pay you more... refer you to others... and brag about your performance. And heck, if you want to take that money and sink it into airfare and some million dollar seminar, that's your business.

That's what I'm going to teach you. And if you're a professional copywriter, there's nothing easier than selling your services to a market that has the money, understands the need for great sales material, and desperately, desperately needs what you have to offer.

If you can't sell YOURSELF to these guys... then you can't sell anything to anybody.

And maybe you're worried about that. See, selling yourself to your dream client and getting your first big jobs is a rush. But then, you need to be ready to deliver - not to just write "a good ad", but to outperform the best of your client's previous work - AND your competition.

And THAT can make your keyboard look a lot like a minefield.

You don't have to sweat bullets over your keyboard... and you don't have to worry about typing the wrong thing and being branded as a hack... and you don't have to worry about angry clients telling you that "you blew it"...

Not with me looking over your shoulder.

This comprehensive e-class starts from the absolute beginning and leaves no stone unturned.

**HERE'S EXACTLY WHAT YOU'LL GET**

Copywriting Champion



If you want to be a copy champion, the first step is getting clients.

In this all-revealing training you will discover:

- ✓ How to get your first client - IMMEDIATELY after you read the first chapter (they're guaranteed to accept you)
- ✓ How to find one BRAINDEAD source for clients that are highly likely to accept you and will WORK to bring you new, high dollar clients.
- ✓ How much should you charge? This golden technique ensures you never get rebuffed by paying clients... OR leave money on the table
- ✓ Secrets of (Almost) Instant Killer Portfolios: This "dirty trick" will \*prove\* that you can outperform competing copywriters - even if you've never had a paid job before.
- ✓ No Experience, No Problem: Your clients don't care about your experience. They care about \*this\*, and you can get it in a short brainstorming session.

Once you've gotten your first few gigs, the most important step is preparation. I don't care if you think you're the Cary Grant of advertising... if you aren't doing this, you're just throwing cute syllables together. That's NOT what this is about, and people that do it look FAKE to other pros and potential clients.

In this all-revealing training you will discover:

- ✓ Industry Research That Cuts To The Chase: Look, you CAN spend days trolling forums for insight into your customers... if you've got that kind of time. But if you want 90% of the results in 10% of the time (hint: that's how to become rich), go HERE.
- ✓ Fine Tuning Your BS Detector: How to filter out fluff, nonsense, and DISINFORMATION in your industry.
- ✓ Which kind of customer will tell you the MOST about whether a product will sell or not? If you can find them, it's super easy to convert the rest.

Honestly, if you JUST knew how to recruit clients and research advertisements, you'd be ahead of the pack.

But when you bring Copywriting Champion home, you're FORCING ME to give up "the good stuff" info it took me years to learn.

You will also learn techniques like:

✓ 4 Central Traits Of Million Dollar Headlines: Not sure how to separate the winning headlines from the duds? If you blend these together, you'll learn how to stop skimmers cold and get enthusiasm for your product every time.

✓ The Deadly D's - Two Mistakes You Should NEVER Make In Your Opening Paragraph. Mess this up and you'll starve to death before making a sale.

✓ Benefits, Not Features (And Other Dangerous Assumptions): You know, there IS a time when features are more effective. And that's not the only copy cliché that needs busting. Once you learn the rules, learn when they need to be broken.

✓ Are Customers Even Reading Your Copy? Who cares! This technique is like a "judo flip" that puts skimmers AT YOUR MERCY - when and where you want.

✓ Testimonials Can And WILL Hurt Your Conversions - Unless they're doing this, you're going to damage your credibility.

You're going to learn all the fastest, strongest, smartest techniques for crafting sales material in any format. But here's the thing about that. Sales material isn't just a list of techniques. If your work wanders, feels piddling, aimless, or useless - you won't have a letter, you'll have a mess.

Now, I'm going to be real honest with you - the best way for you to get the "feel" of writing copy is to do it yourself, over and over again.

But if you want the second best way, then you need a workable structure.

Something that's loose enough for you to apply your own creativity and the priorities of your market, and structured enough that you never waste time wondering where to go next.

The "Hollywood Method" Of Copywriting

✓ Your Customer Is Poochie: If movie doesn't identify who the main character is, why we like them, how it feels to be in their situation, and the forces aiming to keep them there, it's probably not much of a movie.

✓ Making An Impact: Characters in films usually don't make life changing choices out of thin air... they're pushed by outside circumstances and trusted friends who (repeatedly) urge them to change course. That's you.

✓ Creating The Crucible: Why haven't your customers fixed their own problem yet? Whether they know it or not, there's a real reason. That's why you'll learn to detect it, address it, and crush it... so that they open their wallet!

✓ Forcing The Climax: What forces great characters to act? There are really only two things - and I'm going to show you how to manipulate BOTH of them so that your customers don't wait.

✓ It's Hardcoded: Stories are deeply embedded in the psyche of your customers, whether they know it or not. When you RECOGNIZE these memes and take advantage of them, you don't just write better quality material, you write it faster.

Can I let you in on another little secret? When I started out in copywriting, I thought that the writing was IT - and that once I learned how to write good stuff, I'd be set.

Later on, I learned that the quality of your writing is about as useful as a Tahitian sweater factory if you don't know how to market your work and yourself. When I really set my mind to marketing myself, my financial results went through the roof...

And so did my stress level. If you aren't ready to organize your time and make the most out of it, you'll spend more time writing copy, more time managing your business, and less time doing what YOU want to do.

That's why you'll learn new skills in:

- ✓ **Maximum Efficiency:** Want to write faster, organize all your best ideas, and save yourself from legal headaches, paperwork errors, and lost profits? Let me take you by the hand and show you the EXACT methods I use to manage my career. It's the closest you'll ever come to having a personal copy mentor.
- ✓ **Client Roadblocks:** What do you say to a client that adds days or even weeks to your completion time? Better yet, how do you stop these problems from popping up in the first place?
- ✓ **Contingency Planning:** I know... stuff happens. But when you're not prepared for "stuff", it means frustration and embarrassment. Do you know which mishaps are most likely to pop up I found the software, tools, and resources to run your business smoothly so you wouldn't have to.

I want you to take the secrets from this eye-opening course and be an all-star copywriter. Within minutes, you'll know how to persuade anyone at anytime. Within a couple of weeks, you'll be choosing from plenty of serious, enthusiastic clients (you'll know how to weed out most of the bad ones). And a few months after that, you'll be picking through all the work you could possibly want at ridiculous prices.

People won't be able to resist BRAGGING about you.

You got into writing because you knew that you deserved freedom and independence. Understanding the resources here - and taking action on them - will help you get it. It's a completely different world from being undervalued, underappreciated, and underpaid.

I want to show you how, but to be honest, there's a problem:

You have to want it, too.

If you blow it here, if you don't take action ON THIS VERY PAGE... you'll go back to struggling to raise money, and struggling to raise your quality of clients, and struggling to raise some interest in the latest awful "assignment" passed down to you.

## IMAGINE THIS

Instead of chasing down clients and begging them for a pittance...

Picture being able to charge whatever prices YOU thought were fair...

And still being flooded with SO MANY repeat customers...

And SO MANY new clients...

That instead of waiting on , you're the one with the waiting list.

Oh, yeah. It's absolutely possible. And the only thing holding you back is YOU. Please, get on the inside. If this main book was all that was being offered to you, it would represent an incredible value - the tools you need to score a reliable (and constantly increasing) income at a bargain basement price.

If you were to put this stuff into action and get ONE low-end client (as in the minimum amount of work), it's paid for itself twenty times over. Most people understand how valuable these kinds of tools are, which is why the material inside Copy Champion is usually on sale for prices ranging from the thousands UP.

Even the "bargain" material will run in the low hundreds. The hidden class of people that are actually making money online and offline - the people that sell instead of buying, the people with plans instead of frustrations, they treat this stuff gold - because it is. But I want to make a big impression.

I know that once you've made THIS MUCH return on your investment, you'll become a rabid fan, spread the word about future offers (this one won't be around for too long!) and grow my own business.

It's a win-win.