

# WORKBOOK

## *How To Write A Sales Page That Rakes In \$10 Million*

WITHOUT BEING  
SALESY



WITH  
RAY EDWARDS

# How To Beat The "Blank Page Blues"

Invest In Your

Great Copy Is Not Written, It Is

## *Jump Start Your Copy*

Collect

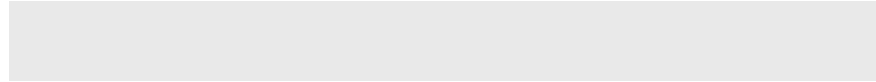
Stack

Write

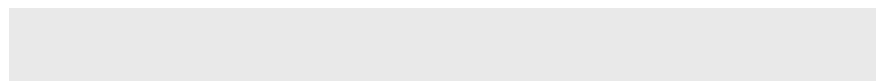
Use

# The 7 Persuasion Principles That Make Your Products Sell

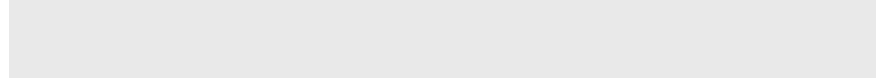
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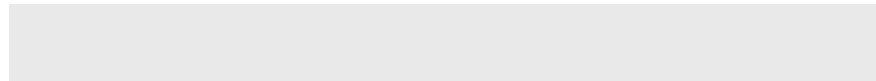
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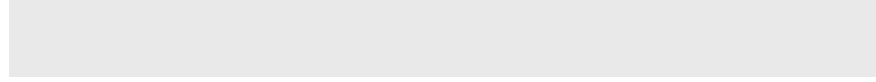
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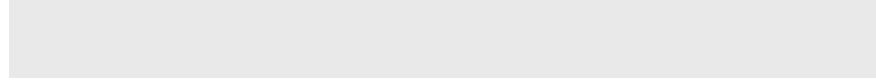
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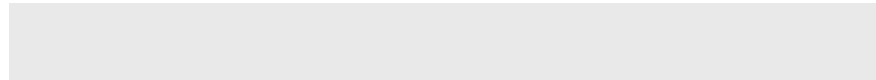
05



06



07



# The Sales Copy Framework Behind The Sales Page That Has Generated \$10 Million In Sales

(So Far...)

P

A

S

T

O

R

# How To Crank Out A Money-Making Sales Page In A Single Afternoon

**P**

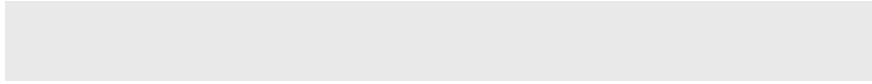
*Write Your Own Message*

**A**

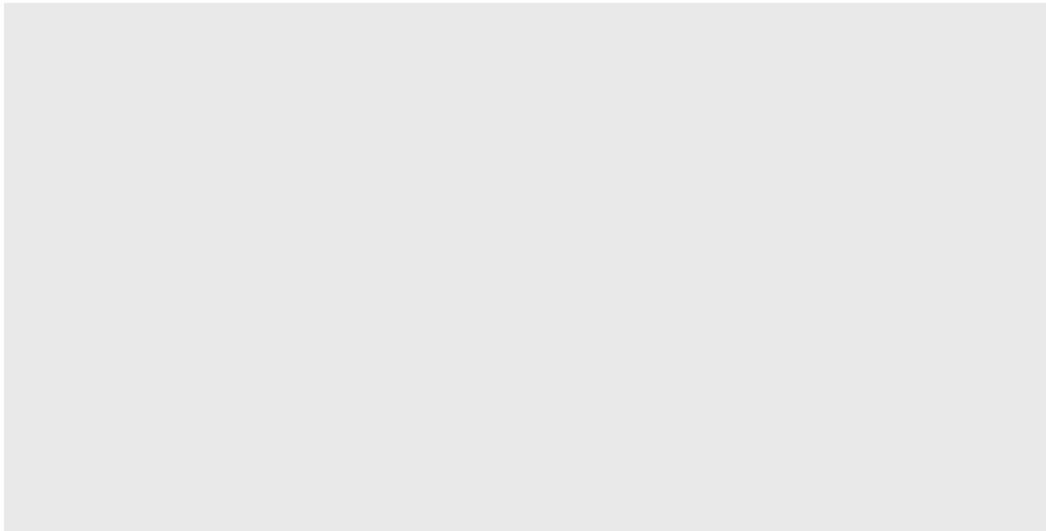
*Write Your Own Message*

# How To Crank Out A Money-Making Sales Page In A Single Afternoon

**S**



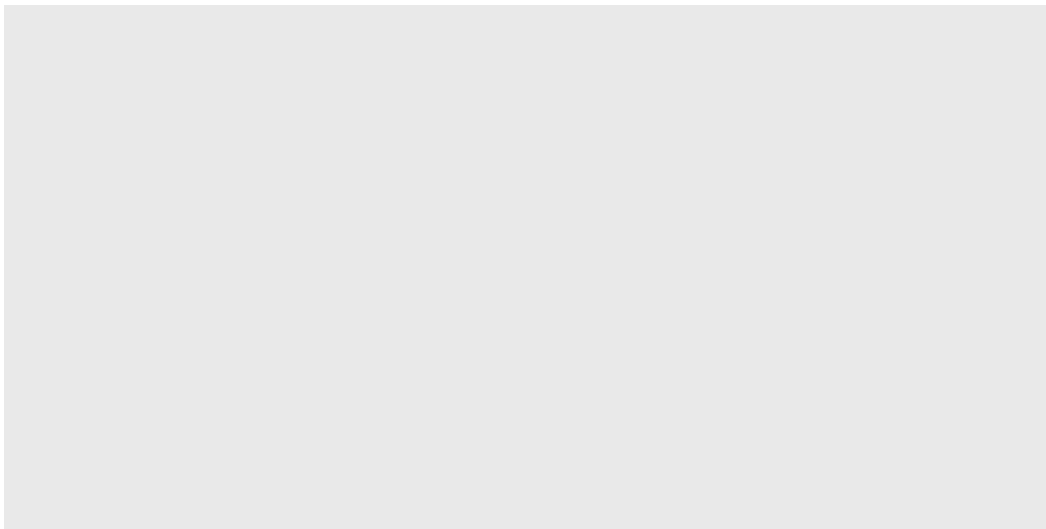
*Write Your Own Message*



**T**



*Write Your Own Message*



# How To Crank Out A Money-Making Sales Page In A Single Afternoon

**O**

*Write Your Own Message*

**R**

*Write Your Own Message*

# *Notes and Ideas*

