



COPYWRITING ACADEMY



1

*Lesson One*

**“THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”**

.....

*Part of the FREE Video Mini-Course...*

“Selling Without Sleazing: The Key to More Income, More Impact, and More Freedom”

# “THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”

## ■ THE CORE THESIS OF THIS SERIES: ■

You can learn how to \_\_\_\_\_ that \_\_\_\_\_ without  
being pushy, salesy, or sleazy... by simply following the \_\_\_\_\_  
I'm teaching you in these lessons.

### The Four \_\_\_\_\_

1.

2.

3.

4.

# “THE SHOCKING REASON MOST MARKETING FAILS (AND HOW TO MAKE SURE YOURS DOESN'T)!”

## ■ THE 5 MYTHS OF MODERN MARKETING ■

Each of these Myths also has a corresponding \_\_\_\_\_.



It's too \_\_\_\_\_, and I've missed the Internet \_\_\_\_\_.

**Liberating Truth:**

**“THE SHOCKING REASON MOST MARKETING FAILS  
(AND HOW TO MAKE SURE YOURS DOESN'T)!”**

**■ THE 5 MYTHS OF MODERN MARKETING ■**

MYTH  
**2**

I don't have what it \_\_\_\_\_ .

**Liberating Truth:**

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(AND HOW TO MAKE SURE YOURS DOESN'T)!”**

**■ THE 5 MYTHS OF MODERN MARKETING ■**

MYTH  
**3**

Starting or owning a business is just too \_\_\_\_\_ .

**Liberating Truth:**

**“THE SHOCKING REASON MOST MARKETING FAILS  
(AND HOW TO MAKE SURE YOURS DOESN'T)!”**

**■ THE 5 MYTHS OF MODERN MARKETING ■**



There are \_\_\_\_\_ somebody is keeping from me.

**Liberating Truth:**

**“THE SHOCKING REASON MOST MARKETING FAILS  
(AND HOW TO MAKE SURE YOURS DOESN'T)!”**

**■ THE 5 MYTHS OF MODERN MARKETING ■**



Every \_\_\_\_\_ in my life is telling me this is too \_\_\_\_\_ .

**Liberating Truth:**

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**■ THE 5 MYTHS OF MODERN MARKETING ■**

We don't do \_\_\_\_\_ and \_\_\_\_\_ marketing.

THE MAIN REASON FOR THE FAILURE OF \_\_\_\_\_ AND  
\_\_\_\_\_ IS BECAUSE IT IS WRITTEN TO SERVE THE  
\_\_\_\_\_, AND NOT THE \_\_\_\_\_ .

**“THE SHOCKING REASON MOST MARKETING FAILS  
(AND HOW TO MAKE SURE YOURS DOESN'T)!”**

**■ THE 5 EMOTIONAL MOTIVATORS ■**

**1**

A \_\_\_\_\_

**Liberating Truth:**

**2**

S \_\_\_\_\_

**Liberating Truth:**

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**■ THE 5 EMOTIONAL MOTIVATORS ■**

**3**

F \_\_\_\_\_

**Liberating Truth:**

**4**

S \_\_\_\_\_

**Liberating Truth:**

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**■ THE 5 EMOTIONAL MOTIVATORS ■**

**5** B \_\_\_\_\_

**Liberating Truth:**

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■ **YOUR UNIQUE CORE THESIS** ■



I have a conviction that no sermon is ready for preaching, not ready for writing out, until we can express its theme in a short, pregnant sentence as clear as a crystal. I find the getting of that sentence is the hardest, the most exacting, and the most fruitful labor in my study.



**J.H. Jowett**

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## ■ YOUR UNIQUE CORE THESIS ■

### CORE THESIS TEMPLATE

Any [YOUR AUDIENCE] can [SOLVE THEIR PROBLEM] by using [YOUR PRODUCT], because [HOW IT SOLVES THE PROBLEM].

### Examples:

Any **PARENT** can **IMPROVE THEIR CHILD'S BEHAVIOR** by using the principles in the - **YOUR BEST KID NOW - PROGRAM** because **IT MAKES GOOD BEHAVIOR AUTOMATIC.**

### How about a couple more?

Any **BABY BOOMER** can **BUILD A BUSINESS FROM HOME** by using **THE PROFIT FROM WHAT YOU ALREADY KNOW COURSE**, because it **SHOWS YOU HOW TO TURN YOUR KNOWLEDGE INTO PROFITS.**

### And then here's an example for a weight loss product...

Any **OBESE PERSON** can **BECOME LEAN & FIT** by following **THE FREE FROM FAT FOREVER DIET**, because it **USES YOUR BODY'S BUILT-IN FAT-BURNING FURNACE.**

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**■ WRITE YOUR CORE THESIS ■**



A large, empty white rectangular box with a thin grey border, intended for writing the core thesis.