

# { How to Use Your Great Sales Copy To Actually Make Money }

This is a transcript of Video #3 from our free training series, which is available at [WriteCopyThatSells.com](http://WriteCopyThatSells.com). Enjoy!

Hi, it's Ray Edwards again and welcome back. This is video Lesson 3, and it's called, ***How to Use Your Great Sales Copy To Actually Make Money***. Before we get into today's lesson. Let me just take a moment to say "thanks"! Response to the first two video lessons number was so positive and so humbling...

Just in case this is the first video you're seeing, you need to know we're publishing a series of these teaching videos.

I call the series...

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

These videos are designed to be viewed in order, so if you haven't seen the first two you should pause this video and click the link for the previous two videos, watch them and then come back here.

I will now imagine you've watched the first video -- let's move on.

Just like last time I created a simple PDF file to help you keep notes and to provide even more value from this training.

Now let's do a quick recap to catch you up.

In the first video I shared with you how when I created my first sales presentation we put it in front of a hundred people and it totally bombed. Then my very first mentor showed me how to take the same message I had just given, move the pieces around in a different order, and a week later I put that message in front of another hundred people and made \$57,000.

We discovered together that copywriting is merely the act of putting the right words in the right order in front of the right people at the right time. Do those things and you will make money. If you're already making money do those things and you will make even more.

I also shared my strongest copy-writing technique, which is "writing from behind their eyes."

I shared the 5 Emotional Motivators.

We went over exactly HOW to write your own Unique Core Thesis and why that is so important.

Then in lesson 2, we covered the five good reasons why every business needs a sales letter.

Then we covered **P.A.S.T.O.R. Copywriting Framework, a six-part recipe for writing powerful, persuasive sales copy**. P.A.S.T.O.R. is an acronym for the major sections of your copy.

You used this framework to write (or rewrite) your current sales copy. The key to making this approach for writing sales copy successful is having the mindset of being a “pastor.”

If you apply the principles of being a *shepherd* to your readers, and you follow the sequence of the P.A.S.T.O.R formula, my prediction is you will experience more sales, more profits, and happier customers... more often.

Your assignment was to craft your first sales message using the pastor formula.

You're going to continue working on that sales letter, refining it and tweaking it,

Unless you just need to send it out to your email list and generate some quick cash by selling your product.

And if you don't have a list or a product, don't worry – I have a solution to that problem, a quick and simple solution – and I'll share that with you a but later. But first...

There are two ways you can build your business. Strategically or tactically.

Strategy is the overall approach you take, while tactics are the specific actions you take that are aligned with the strategy.

For example, if your STRATEGY is direct sales, some TACTICS might be:

Sales training

Sales quotas

Standardized sales pitches.

Closing techniques

Etc

Most small business owners focus mainly on TACTICS while never even thinking about strategy.

I'd like to suggest a way you can use your growing copywriting skills to adopt a NEW strategy for your business. A strategy that unleashes the full power of the copywriting tactics we've been talking about in these videos.

This strategic approach can and will multiply the results you get with anything else I may teach you. Welcome to the copy-centric business paradigm.

## How To Build (or Re-Build) Your Business On the Foundation of Copy

Think about what has been founded on great copy.

Religions like Islam, Judaism, and Christianity.

Philosophies like Stoicism, Voluntary Simplicity, and Objectivism/

The United States was built on copy – the Federalist Papers, the Declaration of Independence, the Constitution.

The Civil Rights Movement.

The Women's Rights Movement.

Almost every great business you can name started with copy - a sales letter they called a "business plan".

Tony Robbins built his billion-dollar empire on the foundation of two "sales letters" in the form of books: *Unlimited Power*, and *Awaken the Giant Within*.

Michael Hyatt launched his new multi-million-dollar empire, after walking away from a pretty good corporate job (he was the CEO of Thomas Nelson Publishers), with a powerful sales letter in the form of a book called *PLATFORM: Get Noticed In a Noisy World*.

So how do you build a copy centric business? How do leverage the power of this idea? And what is the Income Snowball I have mentioned a few times?

I've built a quick presentation to help you visualize where this can take you. Let's look at my computer screen for a moment and I'll walk you through this.

So, what is the copy-centric approach? Well, first of all, welcome to the transition economy and what we mean by transition is simply a change from one state to another. In child-birth which is where we get the metaphor, this said to be the most intense stage, and I say it's said to be because obviously, I would not know but I have on good authority this is the most intense stage. As we know the pay off is well worth the discomfort.

So what's the transition economy? A lot of people are going through very uncomfortable transitions right now. Some of them there are reasons, the reasons maybe your own reasons or someone else's like maybe you left a career or job or maybe you were invited to leave and then there are those that are due to seasons maybe you just entered a new season in your life, maybe you crossed a certain birthday or a change in circumstances and you just decided this is a different season I need to be doing something different with my work. Whatever the reason, many people are in transition right now.

So does this sound like you? Are you perhaps a small business owner looking for a new way to do business? Are you a product launcher, somebody who's trying to launch a product using Jeff Walker's PLF system? Maybe you're a platform builder, trying to build your authority and your visibility in the marketplace using Michael Hayes' techniques. Maybe you're a certified license professional, we have many attorneys and physicians and other license professions who are part of our community. Also lots of writers, whether you're a novelist or a non-fiction writer, children's books, whether you want to be a freelance copywriter, whether you are a freelance copywriter looking to improve your skills. Any of those cases would fit into this copy-centric business models obviously.

Maybe you're a creative person, an artist, a painter, a sculptor something like that or maybe you're spiritual and that could mean you're in a ministry, you're a pastor or you're a itinerant minister or perhaps you have a healing practice or an energy practice or something of that nature. Whatever the case, that's a total different market. There's a totally different approach to take and we'll talk more about that at a later time but it definitely fits into the copy-centric business world. So what is a copy-centric business? If you're moving out of one phase of business into another or if you're just looking to enhance the business you already have. What does it mean to become a copy-centric business?

Well, lets start with this, everybody has wisdom to impart and that's an important distinction because being copy-centric means you're going to be generating a lot of copy and that means you're going to have to distill your wisdom and you might say, Well, Ray, I don't really feel very wise. Maybe you're very young or maybe you're very much further advanced in life but if you don't feel like you have wisdom you wouldn't call yourself wise. Well, everybody has wisdom of some kind. You have knowledge and that knowledge comes through experience, that experience is filtered through you advice on your personality and that's the very definition of wisdom. In this modern-day telling the

right story, being copy-centric can lead to the success of disruptive business models. Think about each of these businesses and the story behind them. Apple, think differently. Amazon, earth's biggest bookstore. Uber, I don't have to take a taxi anymore. Airbnb, I don't have to stay in hotels anymore. These are disrupted business models and they all have at their heart a story that help make them successful, a story that other people could repeat, that's a key distinction.

One of the advantages we have now that makes the copy-centric business possible for the average individual, when it was not in past decades. Is we have global instant distribution, the internet, that has revolutionized writing, music and theater. I think of it as the wisdom revolution because many people now make their living dispensing their advice, their experience, their knowledge, their wisdom, teaching things. Comes in the form of teaching, coaching, consulting and many other forms as well.

Now, maybe you're not doing any of those things, maybe you operate a brick and mortar store, you have a professional practice. You still, I believe, need to be thinking about having a copy-centric business because I believe this works for any kind of business. Let me repeat, I don't think there's any business that this will not work for. I have not found that business yet and we've worked with thousands of different kinds of businesses.

Why should you do this? Let's talk about seven reasons why. First of all, time. This can save you loads of time, it can make you more productive, it can make you get more done in less time. It multiplies your time. It multiplies your money. Bill Gates is not a billion times smarter than you or I and yet he's making about that much more money than we do. Why? Because he's learned the secret of multiplying his time and his money. Having this kind of business gives you security because you can determine when you get a pay raise, you can determine when cash flow goes up and when it stays steady.

If you're in the mode of recession/recovery, if you lost a lot of money from your retirement or your capital funds during the recession and you're trying to recover that money, make up for lost time, if you're conducting a second or third act in your life, maybe you've been through a couple of careers already, you want something new, maybe you are bored, maybe you want more autonomy, the freedom to do what you want when you want to do it, make decisions without consulting a board or stockholders, maybe you want to create something that's more of a legacy for your children and your children's children. There are seven business freedoms that are available to you in a copy-centric business. And remember you don't have to be a copywriter for this to work.

You can own a brick and mortar store, a dry cleaners or a retail store that sells cellphones or a nail salon or you can be an attorney or a physician or a doctor or an author, speaker, coach, consultant, therapist it doesn't matter, it works for any kind of business and there are seven freedoms that developing a copy-centric arm of your

business can produce for you. It gives you permission, permission to do what you want with your business without having to consult with somebody else.

It gives you the freedom of people, the freedom to do business with people that you actually like and not do business with people that you do not like. I mean, we love everybody but we don't like everybody, right? Can I get a good "Amen"?

It gives you the freedom of place. You decide where you want to work. Now, I'm currently in my office in Spokane, Washington, but I have worked from the beach not really convenient, lots of sand and stuff, but I've done it, just to be able to say I've done it mostly. I've worked on vacation. I've worked from my motor home. I've worked on airplanes. I've worked from rented summer houses. You name it. I've probably worked in that environment.

It gives you freedom of passion. You can work on what you're passionate about and discard things you no longer want to do. It gives you freedom of profits. If you decide I'm not making enough profit you don't have to go ask anybody for a raise except yourself. Then you just figure out how to write the copy to bring that raised about. You write yourself a swimming pool. [laughs]

It gives you the freedom of purpose. When you work for someone else's business even if you're in a partnership situation, you have other partners, you're really working for an agreed-upon purpose, maybe not in total alignment with your own specific individual purpose. Now, in this kind of business you can do that and perpetuity. This will go on as long as you want it to. You're not forced to retire at a certain age. You're not forced out of a partnership at a certain point in time. You can continue with your business as long as you are conscious and able to put your fingers on the keyboard and even then, you don't need to be able to do that. If you can speak it goes on in perpetuity. If you set it upright you can go on long after you have departed the planet.

There are seven advantages to a copy-centric business and, again, this could be any type of business right now. You can have a dental practice. We have many dentists who are part of our community. You could have an optometry practice. You could have a retail store or you could be starting a business online, selling totally online. It still applies no matter what business you're in. Seven advantages that this brings you are, first of all, no capital requirements to do this. You can start this on a shoestring or a no string. No staff required to do this. I operated for years without any staff, it was just me. No inventory, you don't have to stock up on stuff. You don't have to tie up your money and shipping an inventory cost.

No technical expertise required. These days you can do it at the touch of a button. Most anything you need to do is set up a website, touch of a button. Start a blog, touch of a button. Start a podcast, touch of a button. Now, can you hire people to do this stuff for you, do it more customized? Of course, but you can start out with no technical experience required. I started actually from the other end. I started kind of liking the

technical stuff and I had to train myself not to do it anymore. I don't touch it on purpose because I've got other stuff to do. There's no large risk. Starting any other kind of business, start a new restaurant or franchise even, you got to put a lot of capital at risk and it may go south. It may go haywire.

Now, this copy-centric business of yours may go haywire as well, but you haven't sunk a large amount of capital into it. That makes all the difference. There's no need to burn bridges. Many people who are part of our community worked a corporate job while they built their copy-centric business, and left only after they felt secure enough. And then they did it in a nice way. They took their time, they gave plenty of notice, they're still friends with their employers. There are many people who still have really high profile jobs who also have a copy-centric business on the side.

Mark Mason of the Late Night Internet Marketing podcast and blog has a side business, and still works for a big corporation, has a very high profile job and loves both things. There's no need to burn bridges or hate your job. This can just be another source of financial freedom for you. What are the steps to launch your copy-centric business or to retrofit your current business? If you have a retail store or another store that is not copy-centric or internet-centric, can you still retrofit or build a new part of your business that focuses on this? And I believe the answer is you should. The answer is yes, you can and I'm going to show you how.

Here are the steps to launch your copy-centric business or retrofit your existing one: First, you build your launchpad. This means usually a blog, building an email list, social media presence. And finding your tribe. You don't make the tribe, you just find who your people are. They'll recognize your voice, they'll come to you. Then, you construct your payload. Whenever the rocket lifts off the launchpad, there's a payload on board, it's either people or instruments or other stuff that you're shooting into space. You want to construct the payload for your spaceship. If you're new copy-centric business is your spaceship in this metaphor, what are you going to put on board?

Well, first of all, you have to define who are you? What's your purpose? What is the wisdom that you bring to the table? What's the unique value you bring to the world? That was your unique core thesis, that's one way of determining that. We go into that much deeper in the Full Academy Coaching Program. Wisdom, as I said earlier, is a combination of your knowledge, your experience, coming through your voice. That is your particular brand of wisdom, and don't tell me you don't have any because everybody does. What is your wisdom premise or your unique core thesis? It's your message, your manifesto, the meaning, the market, the media, that you use to communicate with them.

The next phase is you build your rocket. The vehicle is a three stage rocket. And here are the stages: Ask. They will ask you. If you build a presence, a platform online, people will begin asking you for your help, in your area of knowledge. Give. You give, this is stage two of your rocket, you give your best advice on what they should do. Then, the

third stage is receive. You receive payment for showing them how. It's free for them to ask. It's free for you to give in terms of what they need to do. But when they want to know how, that's where you get paid. That's your three stage rocket.

Next step, start the countdown. You announced a launch date. You count down to the launch. You put on a show. You tell a story in other words. You build anticipation. You have a conversation. That's all copy. And then lift off. The fuel burn is you, your personality, your wisdom, your spirit, injected in to this enterprise that you're building. Your booster rockets are your partners who help promote you.

Warp drive is your fans. That's been true for us certainly. People who have been through your trainings who are fans of your work, they promote you to other people with no incentive other than they love what you do and they want to share it with the world.

Then, you achieve escape velocity. That's where you escape the pull of gravity just like a spaceship does. You start building your space station. The metaphor gets kind of crazy from there. We don't have a lot of time. I'm going to skip over that.

What do you do next after you've done all this? You've launched your new copy-centric business. Or you've retrofitted your previous business. What do you do next? You plan. Remember the five Ps of planning. Prior planning prevents poor performance. [laughs] Avoid paralysis by analysis. Also known as procrastination disguised as perfectionism. If you're going to wait to get this perfect you'll never get it started.

Model, don't invent. Don't steal. Don't outright copy people's actual words and names and so forth. But model what's already worked.

Your next step is to prepare. Here are the five phases of copy-centric development. Phase one. Passion. You start with your why. Why do you do what you do? If you don't have passion I believe it's a losing proposition. If you have a big enough why, as Tony Robbins says, you'll always figure out what your how is.

I believe you need to work on something that sustains you spiritually, emotionally as well as mentally. It's not just a matter of saying, "Well, this is the thing that will make me the most money" because often that is not the thing that sustains you spiritually, emotionally and mentally. This is the top level, this is the 50,000 foot view, your purpose.

What equals your mission. Specifically, what is it that you're doing? The how is your vision. We go into this in great detail in the program believe it or not. Because it's important to your copy and informs your copy. Just for now you know what these items are.

I'll spend a little bit more time on who. The person that you're talking to. If you think of the PASTOR formula. When you're writing copy to your customers it's just about them.



But when you're thinking about your business and building a copy-centric business the person is you plus them and that equals us. So your person is us. What's good for us? What's the problem that your customers perceive as such? In this case, you are focusing on them. If it's a problem, but they don't perceive it as such, then that's no basis for constructing a business. There needs to be pain present in the area where you're building a solution, because if it doesn't hurt, nobody wants to fix it.

Yes, I know that I used improper grammar, if it don't hurt nobody wants to fix it. That's tongue and cheek. If it don't hurt nobody wants to fix it. It's time to start thinking as you're preparing you start to start thinking about how and where to reach these people. Now, when you're doing this phase, there's the FRA approach. I could just leave this for you to figure out on your own, but that would be mean.

The FRA approach is the Fire Ready Aim approach. [laughs] A lot of entrepreneurs take this approach. Then, there's the RFA approach, Ready Fire Aim. This was me for a long time and you know the right sequence don't you? Ready, Aim, Fire. There is a specific way to do this in business and lots of models of how not to do it.

Phase two is product. This is true for any business now. This is true, whether you're building a business from scratch doing digital training programs online or whether you're consulting with real world seminars and workshops you do. Whether you have a practice or a store that has a physical location that people visit. It doesn't matter. Phase two is product. This is how you solve their problem and the magic is not in the mechanism, it's in the transformation that takes place. This should sound familiar to you by now. It's the stuff. The product is the stuff, the deliverables. It could be a course, could be coaching, it could be live events, could be physical products, it could be services, professional services even.

Phase three is where copy comes in. Now, copy is infused in all of this and we'll get into that, what it means to be copy-centric in just a moment, but in this specific phase model of building out a business or retrofitting your business. Copy is phase three and that is where you develop content. Content is, so little time to go through all of these concepts. Content is, what I think of is writing copy for strategic influence. Everything you write is copy and every bit of it should be designed with the purpose of strategic influence in mind. Start with your content and there's your sales copy obviously and value creation marketing. This is where, I believe your marketing even of itself should be valuable. Just like this marketing, is designed to bring people to enroll in the copy writing academy coaching program, but it's also designed to bring value all on it's own. So people never spend a dollar with me to get value from this thing and go make money and improve their business and improve the world. That's value creation marketing.

Phase four, oddly enough is marketing. This includes your message. The market to whom you're speaking the message and the media used to deliver the message. All those things need to match. Don't have time to go into that? Phase five, optimize. This is where you're outlining and writing your processes, your perfecting the procedures that

make your business run, testing and tracking things, Kaizen the principle of never ending and constant improvement and automation. What can you automate in your business so that human doesn't have to do it?

Now, as you're walking through all these, you want to make certain that your principles match the customers that you're serving and that they also match your advisers, your consultant, your attorney, your accountant. Your principles need to match. Your mentors, like if we become involved together in the coaching program, you need to make sure that our principles match. You need to learn to FOCUS. What does that stand for? John Lee Dumas, I have to thank for this, stands for Follow One Coach Until Success.

If you're going to flip from idea-to-idea, from mentor-to-mentor, from coach-to-coach, you're going to spin your wheels. Maybe you've already been having that experience. Maybe it's time to try something different. Make sure your values match and know the difference between just in case and just in time. I learned this from Rich Schefren. Just in case is when you see something, that the bright shiny object and you think, "Well, that course on SEO sure looks interesting. I'll get that just in case I need it some time." and then you've wasted money and time. Because you may or may not ever need that. Just in time is, "I need to write copy for my product launch. Therefore I'm going to learn how to write copy." That's just in time and it's on purpose.

Invest in training, coaching and consulting but don't gamble. Like don't pretend that some magic outside person is going to come in and sprinkle pixie dust on your enterprise and change everything when you know at the core, there are personality flaws, or conceptual flaws or flaws in the business. Invest when it makes sense but don't gamble and then commit long-term to learning growth and experimentation. I told you before in one of these videos that I've invested over \$300,000 in my own self education and I continue to invest to this day. Why? Because that's the only way to keep growing.

Now, there's one more thing I want to talk about and that's something that I mentioned that I know a lot of people have been curious about. That's the income snowball. There are three kinds of income in my opinion. Now, accountants paid say differently and they would probably be right but in the context of this presentation, this works. There's Active Income. That's where you're doing tasks, labor or performance. You're writing copy, you're making graphic designs, you're writing up contracts for clients for your an attorney, you're doing their nails, doing their hair, you're a massage therapist, you're delivering retail goods to them. Whatever it is that you perform or do tasks or labor for, that's active income. You have to be there doing it, if you're not it stops or if your staff is not it stops. Then, there's Passive Income. These are things like real estate, stocks, funds, bonds, some websites, although that's very, very difficult to pull off. The only person I know who does it really well and teaches it really well, is Pat Flynn. Passive Income.

Then, there's what I think of as Exponential Income. It's a hybrid of passive and active income and this is what gives you the snowball effect, because eventually no matter how passive your business is, if you're not there to push the snowball a little bit it will stop rolling downhill and the whole process comes to a halt.

Even if you are "just" an investor you have to monitor and re-balance your portfolio at the very least. There's always some effort. There is nothing that is truly passive.

But the snowball effect is where – you know how a snowball rolls downhill and it gains momentum and it gains speed as gravity takes over and it gets bigger and bigger and bigger. That's what can happen to your income if you use the snowball effect.

Now, "What is the copy-centric income snowball?" I'm glad you asked. It starts with freelancing for many people. Now, maybe not for you. Maybe you've already got an existing business. You've got a store or you've got a practice. Or you have books, or speeches, or whatever it is you do to make money. Think of that as your individual active income, freelancing. You can get paid for fees like if you are a consultant or a writer or a graphic artist or a doctor or a lawyer. Retainers are a way of generating income as a freelancer and working on projects. Those are all valid and may have a place in your life right now.

The next kind of income is the Entrepreneurial Snowball Income. This is where you're getting paid royalties. You can get paid royalties for copywriting, for consulting, for content like books or movie scripts or music. There's commissions that you can earn by doing affiliate marketing.

You can have sales copy that says, "Sake's Copy Commissions." That is not the Japanese wine but it should say Sales Copy Commission but am going to keep on going? Commission overrides, equity in the business is another way you can generate income in this income snowball. There's ways you can get equity without laying down money. There's earned equity like in certain cases you may write copy and if it's successful you may get equity in the company you wrote copy for.

You may get equity as payment. Perhaps, you want to charge somebody \$150,000 to write copy and they don't have the cash, but they can give you equity in their company. Be careful in this kind of deal because you can get hosed pretty easily but it can be a valid way of getting equity in companies.

Equity, of course, is an asset hopefully, that does not go away. But even the biggest companies can fail, so keep that in mind. Content is another way of adding to the income snowball. By developing content you attract clients which helps feed into the freelance phase or the service rendering phase or the sales phase. You develop leadership in your market place and your niche. You develop authority. Ultimately, even if you have a brick and mortar local business that's doing extremely well, content is the way to develop supremacy, absolute supremacy over all your local competitors. Of

course, there's product, selling products. This is one of the great things about having a copy-centric business because you can do your product research through writing sales letters. I can't go in to the fullness of that right now but think of it this way here.

Creating a product from sales letter. Your writing a sales letter for a particular person who has a particular problem that you're solving and you're free to craft the solution exactly as they want it to be. You're creating the perfect product for writing the sales letter. If you've done your homework, your research, you create the marketing momentum if you do this right, if you do it publicly. You of course, have ownership of the product which means it's an asset that continues to develop income for you on an ongoing basis.

It has value. It can be sold. It has leverage. It can be used to leverage relationships or market position or leverage a way into other deals. It gives you a sense of security when you own the product. To me, this is the place you want to be. You want to have ownership of products based assets.

Then there's the publishing model of the income snowball and this has become a long presentation already so I'm going to skip over some of this. We'll cover in full in the full course including starting your own movement but for now, I want to show how the copy comes into. "Show me the copy," you say. Here are all the places where you're going to use copy and when you recognize that it is copy writing and it's persuasion in print, it takes on a whole new depth of meaning for you and your business. It makes everything you do so much more productive.

Here's what copy shows up in the copy-centric business no matter what product or business you actually are in. It shows up on your website, on your blog, in your social media, traditional media, books, magazines, newspapers, email newsletters, podcasts, live video, memos, white papers, trade journals, speeches, interviews, film, YouTube, brochures, Yellowpages, self-mailings, billboards, radio, infographics, vlogs, landing pages, letters, postcards, magalogs -- Those are things that look like magazines but they're actually direct mail pieces. They're very profitable. Kind of expensive, but very profitable. TV shows, booklogs, movies, business cards, how you answer the phone, that's copy. Everyday speaking, that's copy. We could go on and on, the list is endless. Any communication you engage in with other humans is copy.

When you know that you have become copy-centric in your approach and you're running a copy-centric business. This can radically shift or totally change the nature of your business.

If that doesn't get your wheels turning, you need to watch it again.

This way of thinking of your business as "Copy Centric" can change everything... for the better.

Okay just a couple more items to cover and a special announcement to make, I've enjoyed reading ALL the messages you have left underneath these videos as we have released them. I responded to as many as I could.

I actually have one more video for you. In this next and FINAL video I'll show you the best way to continue working on that sales letter, refining it and tweaking it. AND using it to make MONEY.

And if you don't have a list or a product, as I mentioned earlier – I have a solution to that problem, a quick and simple solution – and it's included in the full Copywriting Academy Online Coaching Program.

If you've been thinking the Academy might be right for you – that you'd like to continue to get this type of training from me, only more in-depth, and if you've been thinking you'd like to have more personal interaction with me and my team... so we can help you craft the copy that sells WITHOUT being all salsey and gross...

Then the Academy could be just what you're looking for.

You see, a lot of folks are intimidated by copywriting. They think it's hard. That it's mysterious, that it's easy to get it wrong or they're afraid they'll come off to salesy or pushy.

If only there was a formula that would let you just plug your business and your product into one side and the perfect copy comes out the other side. Well, as a matter of fact, there is such a formula, I have that formula and this system of copy creation is what I've used for me and my clients and now you can use the same system.

You do need to make a decision about this quickly, though, because enrollment is open now and closes in just a few days.

You might be wondering, "How does this actually work?"

Well the Copywriting Academy is a complete, 100% online coaching program that gets your copy done while teaching you skills that last a lifetime.

When You Enroll Today, You Also Get These **FREE** Bonus Gifts. In fact I'm going to GIVE YOU over \$25,000 in FREE TRAINING, and I'm going to provide you with COACHING for a FULL YEAR... COACHING you to making BIG MONEY and BIG FREEDOM faster!

So here's the deal...

**Basically**, I open the full class up to the public on a very limited basis. We run it like a college class, so we can all go through it together. So we open up registration for a few days, and then we'll close it down, to create the space to deliver the material to our new class. Obviously, you need to decide quickly.

Click the link that says, "The Next Step", which you will see at the top of this page and also on the right-hand sidebar. That will get you all the details and answer all your questions... and you can enroll if you feel like this is exactly what you need to do right now...

Until our paths cross again.

May you be richly blessed, deeply loved, and highly favored!