



Transform words
into sales with

The

Hooked!

Copywriting System



by Kris Kemp
and ChatGPT

The **Hooked!** Copywriting System



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The Hooked! Copywriting System!***

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About the ebook

The Hooked! Copywriting System pulls back the curtains on the world inhabited by high-paid copywriters that, until now, has rarely been shared among outsiders.

You're about to discover little-known psychological trigger words that will drive your readers wild with curiosity to find out what happens next You're about to discover NLP trigger words that erase skepticism or suspicious, words that vaporize any resistance your reader may have.

The Hooked! Copywriting System lays everything out on the table, a no BS method that creates immediate trust with your readers, one that will allow you to establish immediate trust and position yourself as both a friend and an authority in the mind of the reader usually within minutes, sometimes within seconds.

This powerhouse copywriting method, The Hooked! Copywriting System, combines the elements of classic sales copywriting with NLP (NeuroLinguistic Programming), psychology, screenplay-writing techniques, persuasion engineering, and even hypnotic patterns used by the PUA (Pick Up Artist) community to create a proven copywriting system that converts indifferent customers into raving fans eager to buy your product or service.

Please note: Most of the content of this ebook was generated from ChatGPT (chat.openai.com) and most of the images were generated using Midjourney (midjourney.com) Special thanks to the teams who developed ChatGPT and Midjourney.

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The techniques, strategies, and examples presented in this ebook are intended to serve as educational material and for illustrative purposes only. They may not be suitable or applicable to every situation. The effectiveness of copywriting techniques can vary depending on numerous

factors, including industry, target audience, and individual circumstances. Therefore, it is recommended to adapt and tailor the techniques to fit your specific needs and consult with a qualified professional when necessary.

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About me



Hi. My name is Michael Kemp. I go by the name Kris Kemp. I'm a writer, musician, photographer, traveler, creative entrepreneur. I specialize in copywriting, building websites and lead generation.

How I can help you

I offer consulting and also digital marketing services to help you generate leads, increase sales, grow your social media accounts, and more. There's a few different tiers of service that you can choose.

Do It Yourself (DIY): You do the work.

Done With You (DWY): I do the work with you.

Done For You (DFY): I do the work for you.

The fees vary depending on the work involved and the tools required. Contact me for a free consultation.

Contact

Kris Kemp

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347-557-5487 (text is preferred)

What people have said about me

“You were the internet before there was internet.”

Meghan Hurley (writer, Palm Beach, Vermont)

“Kris is a ... genius.”

Tony (ad executive, Chicago)

“The most creative person I’ve ever met.”

Ben (entrepreneur, Colorado)

“You’re the exception to every rule.”

Ryan (commercial fisherman, West Palm Beach, FL)

“A comedian and playwright, an inspirational leader”

J.T. (actor, writer, New York City)

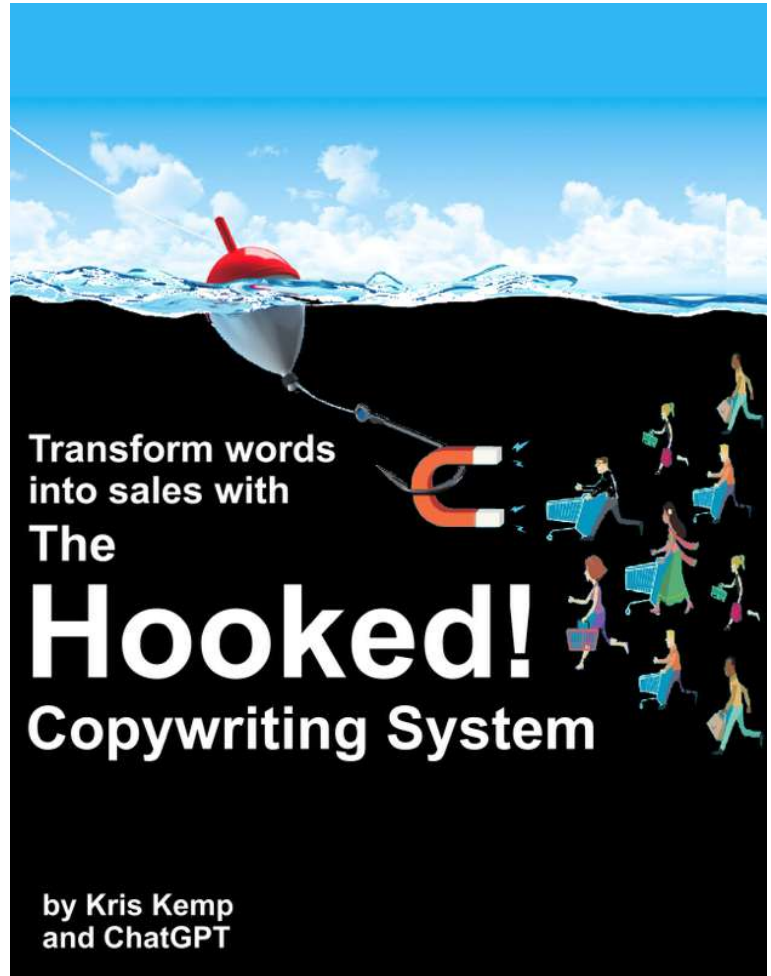


Introduction to The Hooked! Copywriting System

Dominate Your Market
with The Hooked!
Copywriting System -
The Ultimate Tool for
Generating Leads and
Boosting Profits!

Brace Yourself

With The Hooked!
Copywriting System, you
are in for a ride. Brace
yourself. Pay attention.
Take handwritten notes.
Take typed notes on your
laptop or desktop
computer. Put these
strategies into motion.
Test them on your sales
pages, squeeze pages, landing pages.



This e-book contains strategies that you can use to generate leads and build profits for your own products or services and for those of your clients. Essentially, what you have is a box of tools. Learn how to use them. Then, use them. Enjoy.

About The Hooked! Copywriting System

Use the strategies within The Hooked! Copywriting System to convert indifferent prospects into eager customers excited to buy your product or service.

Our copywriting system combines classical sales copywriting with elements of storytelling, Neuro-Linguistic Programming (NLP), persuasion engineering and more to create a powerhouse copywriting method that some might call “dangerous”.



You're about to discover the power and profit of words.

Use at your own risk.

Identify an under-served market. Sell them stuff.

How The Hooked! Copywriting System came about

New York City is where this story begins.

6-Figure Paid Copywriter for MainStream Media goes Rogue and Spills the Secrets that MSM uses to Hypnotize Viewers into Buying Things

You're about to Discover the Dirty Secrets that MainStream Media and Million Dollar Ad agencies use to Trick You into Buying their Products

Eventually, they will Find out who I am, and I've already put most of my money into Silver, Gold, and BitCoin to protect my assets for when that day comes.

Between now and then, and this is urgent, I'm giving away the Little-Known Advertising Strategies that Madison Avenue and MSM don't want you to know about.

I call this Copywriting Method "The Hooked! Copywriting System" because it "hooks" the reader to the point they can't let go! It's that good.

I bait the reader with embedded commands and hypnotic writing patterns, that are so potent and so powerful that

insiders refer to this technique as “spiking” or “lacing” the content.

The readers, the listeners, the viewers are seduced by the words, the sounds, the images, that hypnotize them toward making a purchase, even if it’s for a product they do not need.

The basic way to do this is to:

1. Manufacture a problem
2. Amplify and aggravate that problem
3. Present a solution that’s trusted by a large number of people as well as authority figures and authority publications

That’s just part of it, though.

The Hooked! Copywriting System goes much deeper.

Called unconventional and controversial by media insiders, the Hooked! Copywriting System might just explode your profits.

Use this powerful copywriting method to convert indifferent prospects into loyal customers who are hooked, credit card in hand, eager to buy your product or service.

With this copywriting system, you may be able to boost your opt-in rate by 78%.

I'll show you how to create "stacked realities" and "golden hoops" that will get your subscribers excited to read your emails and eager to buy your products or services.

The Hooked! Copywriting System pulls back the curtains the of the world inhabited by high-paid copywriters that, until now, has rarely been shared among outsiders.

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Programming), psychology, screenplay-writing techniques, persuasion engineering, and even hypnotic patterns used by the PUA (Pick Up Artist) community to create a proven copywriting system that converts indifferent customers into raving fans eager to buy your product or service.

The end result is what copywriting gurus are calling “explosive” and “almost dangerous”.

One even asked: “Is this legal?”

By now, you’re probably wondering: Who am I?

I’m a graduate of Columbia University (NYC) with a major in journalism and a minor in psychology.

Early on, in my first year of college, I discovered NLP (NeuroLinguistic Programming), a psychological approach that involves analyzing and applying strategies used by successful individuals to reach personal goals.



After reading “Frogs into Princesses” by Richard Bandler and John Grinder, I was intrigued. From that day on, I started reading more books on the subject of NLP.

That interest spilled over into other topics: sales and marketing strategies, psychology, persuasion engineering, pick up artistry, copywriting, and screenplay writing.

I read books, watched videos, and attended events.

What started as a mild interest became a mild obsession.

Since my time in college up until today, I’ve read a plethora of books on NLP, persuasion, psychology, and copywriting, as well as taken countless numbers of on these subject. It got to the point that my friends were calling me a mini-version of Tony Robbins. This reputation proceeded me.

Soon, a lot of the university students were coming to me for advice on how to deal with situations—relationships with roommates, partners, friends, parents. My “free counseling” (LOL) was so effective that it got me in trouble with the university administrators.

This happened after a guy whose girlfriend had cheated on him visited me for advice. He actually wanted the girl

back in his life. I offered him a few suggestions. He put them into motion and within 48 hours, the girl was begging him to forgive her, to be his girlfriend again.

Happy ending, right?

For him, it was.

Her roommates found out I had counseled the scorned lover, her boyfriend, and, for some reason, hated me for it.

I was called before the RA (Resident Advisor) and board administrators and was nearly expelled.

They said what I was doing constituted “some kind of black magic” and that “manipulation will not be tolerated on campus”.



I apologized and promised to quit “the counseling”, even signing a statement agreeing to do so.

At the time, I had to, in order to continue university. I was on scholarship, I wanted the degree, and I didn’t want to let my parents down.

Thinking about it now, I realize that the university was being draconian and heavy-handed.

Only now, however, they've gotten so much worse, with speech codes, PC (Politically Correct) culture, and Identity Politics. Although politically correct ideas may have good intentions, they’ve ended up with bad results. PC culture is forced tolerance, to the point that tolerance has become the embrace that smothers.

Climbing the ranks of the corporate ladder

After graduating, I was snatched up by one of the major television networks in the NYC area, where I worked for years. I quickly was moved up the ranks, due to my ability to create advertising copy that brought results, massive results, for our clients.

The results were so good, in fact, that I began getting offers from recruiters for high-paying jobs in at other firms. The network found out and gave a me a huge raise.

The money, the accolades, the recognition was great.

For a while.

But, deep down inside, I knew that something was not right. It was like an itch I couldn't scratch. And the work climate was changing.

It was a career that paid well, very well, and had great benefits. And I worked there for years.

About three years ago, things began changing.

New hires were based not on their qualifications but on their ethnicity and gender.

I was given the task of training of them which turned out to be an exercise in frustration. Although they appeared eager, they lacked the intellectual curiosity and the discipline to learn even the basics of copywriting, marketing, and sales strategies. Also, their foundational skills were weak.

Their grammar was poor.

They misspelled words.

They spoke in incomplete sentences.

They lacked the understanding of basic marketing.

Were they even taught anything at their universities?
Were they a given entrance to make a diversity quota,
then given a degree to further pad the diversity score for
students who earn degrees?

Quietly, I wondered.

Because the new hires were based on their ethnicity and
gender, and not their merit, my workload had suddenly
doubled, as I was expected to train them.

Trying to educate someone who lacks curiosity and
discipline is like to trying to start a car without gas. Big
waste of time.

The ineptitude of the new hires began to effect the
company's morale and even affected advertising clients,
who weren't seeing the results they had expected.

Because of my race (white) and my gender (male), I was a
slow moving target for the incoming hires, unqualified
copywriters whose main agenda was to destroy the
patriarchy. Most, if not all of them, had been indoctrinated,

at the college level, with the vaccines of political correctness and identity politics. And they were on a mission: destroy the patriarchy.

For the next year, I was quiet. I didn't attend the office parties. I didn't join anyone else for lunch. I was hoping the incoming tidal wave of PC coworkers would see me as an introvert. Instead, they saw something considerably different. They began to spread rumors about me, that I was ... wait for it ... an angry white male.

I didn't hate the incoming tide of PC warriors. They've been indoctrinated at their colleges and universities.

Essentially, they're used as puppets, as proxy warriors for the elites who seek to overturn the tables of the natural order of things and replace those tables with disorder, chaos, and confusion.

These "elites" embrace chaos, confusion, disorder. They hate beauty and seek to turn standards completely upside down, to the point where there are no standards. In short, they seek destruction.

And these elites seek to indoctrinate the young as their proxy warriors and puppets, in order to keep their hands clean and claim that it's a movement of change they have

little control of, when they themselves are the ones who planted these rotten, genetically modified self-terminating seeds that refuse to germinate.

People, young people especially, can be susceptible to this conditioning.

Young people can tend to gravitate toward a mission.

Becoming a Social Justice Warrior (SJW) provides a kind-of mission, a struggle, one in which they feel, and they can be seen as, the hero and the victim of their own narrative, their own self-story.

Fighting the patriarchy allows them to feel this way. In fighting the patriarchy, they are both the victim of the patriarchy, and the hero fighting the patriarchy. So, they get sympathy and empathy for being the victim, and special rights for being the victim, while, at the same time, getting accolades and attention for being the hero, fighting the patriarchy.

If people don't have anything significant to struggle against, they're likely to find something insignificant to struggle against, in order to prevent boredom in their lives. At the same time, this adds drama and chaos in their lives and makes their lives seem more exciting. Their passion is

admirable, but misdirected, engineered by corporations masquerading as concerned citizens, and using the college students as pawns, giving them identity as "social justice warriors".

The job environment was quickly becoming unbearable. There were rumblings and rumors that my job was on the line. So, I planned my escape. I quietly exited the top position and began my own freelance copywriting business.

In short, I used to be an award-winning ad exec for one of the major networks. But, I saw where they were headed and quietly exited the network. After my departure, I took a few weeks off, then started my own private copywriting service. Now, I work for myself.

But, they came back.

When MSM found out I was releasing my own ebook, I heard rumors from an insider that they were livid!

The MainStream Media ad execs hate me for letting the cat out of the bag! They even attempted to sue me. After an hour-long conference call with my lawyer in which I explained that this copywriting method blended a variety of techniques and styles, he said that the eclectic

combination of techniques would be sufficient to prevent any lawsuit from going forward, that he'd take care of it.

That was a month ago and I haven't heard from the MSM clowns (no offense to clowns) since.

Still, if they do return, I might be forced to withdraw this course, and shut it down until further notice.

So, get this course now!

Get the Hooked! Copywriting System now before it's pulled by the the MSM mob.

And if you don't think that MSM has a mob mentality, well, my friend, you have definitely not worked for them.

They do. They are vicious and relentless.

And like a rabid dog, they won't let go until you're bleeding and infected with rabies that have you convinced they are telling the truth.

Shhh ... I'll let you in on something you probably already know by now — the MSM is fake media.

Grab your Copy of the Hooked! Copywriting System below now, before this site is shut down, before it disappears from the internet forever.

Up until now, these copywriting techniques were closely guarded secrets used to hypnotize you into buying stuff you never needed.

Now, the time has come, to make these secrets available to you.

We take the lid off the secret recipe for copywriting that converts like crazy, flipping the psychological switch in your prospect's head that get him excited to buy your product or service.

You're about to discover the Hooked! Copywriting System!

These are the copywriting strategies that they don't want you to know about.

You deserve to get these strategies, so you can compete and maybe even outperform the corporate titans who've kept this secrets to themselves for so long.

Now, it's your turn to get these secrets.

What you're about to read may be considered controversial by some. Others will see it for what it really is—a toolbox you can use to leverage your time, get results, generate leads, and increase sales, fast.

Words can be a powerful thing.

You're about to discover the power and profit of words.



Grab a beverage, if you want. And enjoy the ride.

If you're curious to find out what happened next, go to [What happened next?](#) on page 149 or [click here](#).

An overview of copywriting

1. What is copywriting

Copywriting is the art and skill of crafting persuasive and compelling written content, known as copy, with the primary objective of influencing the reader or audience to take a specific action. It is a form of writing that aims to captivate and engage the reader while driving them towards a desired outcome, such as making a purchase, subscribing to a service, or taking any other desired action.



2. Example of copywriting

Typically, when used in a sales page, copywriting is structured into a headline, body copy, and call to action.

Here's an example:

Headline:
Revolutionize Your Morning Routine
with our Energy-Boosting Coffee!



Body Copy:
Are you tired of starting your day
feeling sluggish and lacking energy?

Say goodbye to those sluggish mornings and embrace a powerful jolt of energy with our premium, handcrafted coffee blend.



Our expertly sourced beans are carefully roasted to perfection, ensuring a rich and bold flavor that will awaken your senses.



With each sip, experience a boost of energy that fuels your day and keeps you focused and productive.



Don't settle for ordinary coffee –
indulge in the extraordinary.

*Join thousands of satisfied customers who
have made our coffee a vital part of their daily routine.*

Order now and taste the difference!

Call to Action:

Start your day right! Order your bag of our energy-boosting coffee today and enjoy a rejuvenating morning experience like never before.



Breakdown of this copywriting example

In this example, the copywriter uses persuasive language to address a common problem (feeling sluggish in the morning) and offers a solution (premium, energy-boosting coffee).

The copy highlights the unique qualities of the coffee, such as expert sourcing and handcrafted roasting, to create a sense of exclusivity and quality. It also emphasizes the benefits of consuming the coffee, such as increased energy, focus, and productivity.

The copywriter then incorporates social proof by mentioning the satisfaction of thousands of customers. Finally, a compelling call to action urges the reader to take immediate action and make a purchase.

By employing persuasive techniques, highlighting unique selling points, and addressing the target audience's needs and desires, this copy aims to capture attention, build desire, and prompt action, ultimately driving increased sales for the product.

Ideas to make this more compelling:

Want to make the copywriting sales formula more compelling?

Add this:

1. Limited supply of this special blend. Only 1,000 bags available. (scarcity)
2. Exclusive offer for the first 1,000 orders: You'll get on our raffle to be one of ten winners of our Coffees of the World calendar featuring coffee varieties from all over the world. (exclusive)
3. If you're one of the first 1,000 orders, you'll get automatic entry for a chance to win our coffee prize package bundle: a coffee table book about coffee, a notebook with unique coffee art cover, and a coffee mug with a beautiful coffee illustration on it. (exclusive gift)
4. Be of the first 1,000 customers and you'll get the bonus bundle, a digital product bundle featuring a coffee recipes guide that features coffee recipes and even coffee alternatives for people who are sensitive to caffeine or sugar. (exclusive gift)



Add these strategies to your copywriting:

Once you've introduced these ideas, be sure to add them in to your call to action, with something like:

Start your day right! Be one of the first 1,000 orders to get exclusive entry into our raffle for a chance to win Coffees of the World calendar, plus entry for a chance to win the bonus bundle featuring a limited edition t-shirt set and a year's supply of coffee. Order now!

Stirring up the pot - emotional buying:

Adding a limited quantity offer (scarcity), a chance-to-win offer, an exclusive offer, or a bundle offer or even a combination of these offers can help generate excitement and invoke curiosity.

If you want, you could include a number generator with a slider bar that includes the number quantity of items that are remaining in stock. These numbers might generate fear (fear of missing out - FOMO), and get the prospect emotionally invested in justifying their purchase if there is a limited quantity of products available.

The beauty of the bonus offer

The beauty of the bonus offer is this: You can sell essentially the same product but add a few things to it to

create additional value. This way, you don't have to lower the price. Instead, you make your product or service stand out from the crowd by making it more valuable. You can charge more than your competitors because you're offering that much more value.

Russell Brunson, author, speaker, and the co-founder of ClickFunnels, talks about creating an "irresistible offer" by packaging the product with bonus bundle offers to add value to it. You can find out more about this by searching online for "Russell Brunson irresistible offer."



Key ingredients:

Use these ingredients to get the prospect excited to buy your product or service by adding value to your offer.

A few key ingredients:

1. Limited quantity - Fear Of Missing Out (FOMO)
2. Exclusivity - limited edition, limited quantity in stock
3. Bonus bundle - add-ons to the purchase
4. Exclusive entry to win - generates excitement, invokes curiosity, and gets the prospect to think "I might win this"



Share

Share information about the features and benefits.

Share the features (what product does) and the benefits (positive results of what product does).

Include, if possible, a story about your brand.

If you're selling all-natural toothpaste

Features:

1. safe to swallow
2. sensitive teeth friendly
3. all-natural ingredients

Benefits:

1. worry free
2. pain free
3. no side effects



Identify your customer

Know your customer. Identify your customer avatar —the exact person you are selling to. Research details about the customer so you can know what they want, what they are willing to pay for what they want, what complaints they have about competitor products, and more. Basically, you want to create a dossier for your customer avatar because this is the person who is your customer or client.



How to Stand out from the Crowd

Look at Amazon product reviews.

Find out what they are complaining about.

Create a product that solves those complaints.

Create a product similar to your competitors but that is better—more durable, more reliable, comes with additional bonus gadgets, etc.



As an entrepreneur, you have an advantage because you can move very quickly. You're essentially a lightweight business, so you can use this to identify the problem spots, find solutions for them, and bring them to market with a superior product.

And that improvement can be your USP (Unique Selling Position). Think about it.

Find a product.

Read the reviews.

Find out what people are complaining about.

Create or find an improved version of the product.

Introduce that improved version to the market.



That improvement can serve as your USP (Unique Selling Proposition) and help you stand out in a crowded marketplace.

The customers are in place.

Sell them a better product.

Offer an incentive (lead magnet) for their name & email.

Build list. Nurture list by demonstrating value. Sell to list.



The power and profit of words

In the realm of copywriting, the power and profit of words are harnessed to effectively sell products or services.

Words possess the remarkable ability to persuade, influence, and compel readers

or audiences to take specific actions, such as making a purchase, subscribing, or engaging with a brand. Through skillful crafting and strategic placement of words, copywriters can create a persuasive narrative that resonates with the target audience, ultimately leading to increased sales and business growth.

“Copy is the direct line of communication to your customer’s desires and needs.” - Gary Halbert



The power of words lies in their ability to evoke emotions, create desire, and establish a connection with the reader.

A well-crafted copy has the potential to captivate attention, stir curiosity, and generate a sense of urgency or excitement.

By appealing to the needs, aspirations, and pain points of the audience, copywriters can position products or services as the solution to their problems or desires.

Words have the power to paint a vivid picture, telling a story that engages the reader's imagination and compels them to envision the benefits and value they can gain.

“Copywriting is the art of turning words into sales and profits.” - David Ogilvy

Furthermore, words can establish credibility and trust. Copywriters can employ language that showcases expertise, credibility, and authority in the industry, making the audience feel confident in the product or service being offered. Testimonials, case studies, and data-driven claims can also be leveraged to provide social proof and reinforce the trustworthiness of the offering.

“Words have the power to turn potential customers into loyal advocates.” - unknown



The profit of words in copywriting is realized through their ability to drive conversions and generate sales.



Effective copywriting can significantly impact a business by creating persuasive calls to action, highlighting unique selling points and benefits of the product or service, and overcoming objections or hesitations.

By engaging the audience, addressing their concerns, and presenting a compelling value proposition, copywriters can

influence the decision-making process and prompt the desired action, resulting in increased sales and revenue.

Copywriting is a strategic and creative process that combines the power of words with an understanding of human psychology, marketing principles, and audience dynamics.

It is through this artful blend that copywriters can effectively communicate the value, benefits, and unique qualities of a product or service, ultimately leading to profits for businesses.

“A big reason so many businesses compete on price is because they can’t prove what value they offer, so they’re stuck with the one selling point that’s a breeze to communicate: cheapness.” – Mish Slade

In summary, the power and profit of words in copywriting lie in their ability to persuade, evoke emotions, establish trust, and drive desired actions. Through skillful copywriting, businesses can connect with their audience, create compelling narratives, and ultimately achieve increased sales and profitability. Words truly hold the potential to make a significant impact on the success of marketing efforts and the growth of a business.

Learn from Copywriting Legends

Success leaves clues.

If want to know where giants are going, walk in the footsteps of giants.

Learn copywriting strategies and formulas that get results.

Learn from successful copywriters.



The Greatest Copywriters of All Time (Past and Present)

<https://copywarfare.com/greatest-copywriters/>

21 Real-World Copywriting Examples

On How to Write Powerful Copy

<https://sumo.com/stories/copywriting-examples>

51 Extensive Copywriting Examples

(with full ad breakdowns)

<https://copywriterbrain.com/copywriting-examples/>

Learn from Legendary Copywriters

One way to learn more about copywriting is to learn about the copywriters who have made an impression on the industry by getting results.

Some of these copywriters include David Ogilvy, Dan Kennedy, Gary Halbert, Robert (Bob) Bly, Joseph Sugarman, Claude Hopkins, John Caples, Rosser Reeves, Shirley Polykoff.

David Ogilvy

Ogilvy and Mather

Ogilvy and Mather is a renowned advertising agency that was founded in 1948 by David Ogilvy and Edmund Mather. The company, now known as Ogilvy, has a rich history and has played a significant role in shaping the advertising industry.



David Ogilvy



David Ogilvy, the driving force behind the agency, had a unique approach to advertising and copywriting that set him apart from his contemporaries.

Before entering the advertising world, Ogilvy had a diverse background that included working as a chef, a door-to-door salesman, and an intelligence officer during World War II. These experiences provided him with a keen understanding of consumer psychology, salesmanship, and effective communication.

Copywriting style: directness and simplicity

Ogilvy's copywriting style was characterized by its directness, simplicity, and emphasis on research. He believed that successful advertising should be based on extensive consumer research and insights.

Ogilvy was known for his meticulous approach to understanding the target audience and crafting messages that resonated with their needs and desires.

This data-driven approach allowed him to create effective and persuasive copy that connected with consumers on a deeper level.

“Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.” - David Ogilvy

Under Ogilvy's leadership, the agency became known for its creativity, strategic thinking, and iconic campaigns. Ogilvy's innovative and memorable advertisements included campaigns for brands such as Rolls-Royce, Dove, Guinness, and Hathaway shirts.

His copywriting prowess and attention to detail helped establish Ogilvy and Mather as one of the most influential advertising agencies of its time.

Confessions of an Advertising Man

Beyond his success in advertising, Ogilvy also shared his expertise through his book "Confessions of an Advertising Man," published in 1963. The book became a classic in the industry and offered valuable insights into advertising, copywriting, and effective marketing strategies. It remains a highly regarded resource for aspiring copywriters and marketers.



Ogilvy's contributions to the field of advertising and copywriting earned him numerous accolades and recognition throughout his career. He was inducted into the Advertising Hall of Fame and received prestigious awards, including the Clio Lifetime Achievement Award.

“The best ideas come as jokes. Make your thinking as funny as possible.” - David Ogilvy

Today, Ogilvy continues to be a prominent global advertising agency, operating in countries worldwide. While the agency has evolved over the years, it still upholds the principles and values that David Ogilvy instilled. Ogilvy's legacy as a copywriter and advertising pioneer lives on, and his influence continues to shape the advertising industry to this day.

Ogilvy and Mathers

Today, Ogilvy and Mather is a prominent advertising agency known for its influential and successful copywriting. The agency was founded by David Ogilvy and Edmund Mather in 1948. David Ogilvy, often referred to as the "Father of Advertising," was a highly respected figure in the industry and renowned for his copywriting expertise.

The power of words

Ogilvy's approach to copywriting emphasized the importance of research, understanding the audience, and delivering a compelling message. He believed in the power of words to persuade and influence consumer behavior.

Ogilvy's copywriting style was characterized by its clarity, simplicity, and directness. He focused on crafting headlines that captured attention and body copy that communicated the key selling points effectively.

Rolls Royce

One of Ogilvy's most famous campaigns was for Rolls-Royce, where he wrote the headline:

"At 60 miles an hour, the loudest noise in this new Rolls-Royce comes from the electric clock."

Click link below for the ad

<https://swiped.co/file/rolls-royce-ad-by-david-ogilvy/>

This headline brilliantly conveyed the luxury, silence, and superior engineering of the car, captivating the audience's attention and positioning Rolls-Royce as the epitome of excellence.

Ogilvy also emphasized the use of storytelling in copywriting, understanding that narratives have the power to engage and resonate with audiences.

He believed that storytelling could help build an emotional connection between the brand and the consumer, making the copy more persuasive and memorable.

Conducting thorough research

Furthermore, Ogilvy's copywriting principles extended beyond mere creativity. He advocated for the importance of conducting thorough research and basing copy

consumer insights. This approach ensured that the copy resonated with the target audience and addressed their specific needs, desires, and pain points.

Ogilvy's contributions to copywriting and advertising have had a lasting impact on the industry. His emphasis on research, understanding the audience, and delivering a compelling message has influenced copywriters and advertisers worldwide.

Today, Ogilvy and Mather's copywriting legacy continues to shape the industry, inspiring marketers to create persuasive and effective advertising campaigns that drive results.

Quotes by David Ogilvy

"The consumer is not a moron; she is your wife."

"Great marketing only makes a bad product fail faster."

"The best ideas come as jokes. Make your thinking as funny as possible."

"The more informative your advertising, the more persuasive it will be."

"Don't bunt. Aim out of the ballpark. Aim for the company of immortals."

"The pursuit of excellence is less profitable than the pursuit of bigness, but it can be more satisfying."

"The most important word in the vocabulary of advertising is 'TEST.' If you pretest your product with consumers, and pretest your advertising, you will do well in the marketplace."

"Don't tell me you're funny. Make me laugh."

"Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals."

"The consumer isn't a moron; she is your mother. You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything."



Dan Kennedy

Dan Kennedy is a renowned copywriter and marketing strategist known for his expertise in direct response marketing. He has had a significant impact on the field of copywriting and has helped countless businesses and entrepreneurs achieve marketing success.



Background

Born in 1954, Dan Kennedy grew up in Cleveland, Ohio. He began his career in sales and marketing, working in various industries before transitioning into copywriting and consulting. Kennedy's experience in sales and marketing provided him with valuable insights into consumer behavior, which he later applied to his copywriting strategies.

Click link below for his Takeaway Selling Email
<https://swiped.co/file/takeawayselling-dankennedy/>

Copywriting and Marketing Career

Dan Kennedy's expertise lies in direct response marketing, which focuses on creating marketing campaigns that elicit an immediate response from the target audience. He has specialized in crafting persuasive copy that drives sales and conversions.

Click link below for Magnetic Ad Compilation

<https://swiped.co/file/magnetic-marketing-dan-kennedy/>

Click link below for Follow-Up Email Sequence

<https://swiped.co/file/followup-dankennedy/>

Click link below for renegade millionaire sales letter

<https://swiped.co/file/original-renegade-millionaire-salesletter-from-dan-kennedy/>

Throughout his career, Kennedy has worked with small businesses, entrepreneurs, and major corporations across diverse industries. He has shared his marketing and copywriting insights through speaking engagements, workshops, seminars, and consulting services.

Books

Dan Kennedy is a prolific author, and his books have become highly regarded resources in the marketing and copywriting community.

Some of his notable books include:

1. "The Ultimate Sales Letter"

This book is a comprehensive guide to writing persuasive sales letters that grab attention, engage the reader, and lead to increased sales.

2. "No B.S. Direct Marketing"

In this book, Kennedy shares direct response marketing strategies and tactics to help businesses generate leads, convert prospects, and maximize profitability.

3. "The No B.S. Guide to Direct Response Social Media Marketing"

Kennedy provides practical insights into leveraging social media platforms for effective direct response marketing, emphasizing results-driven strategies.

4. "The Ultimate Marketing Plan"

This book offers a step-by-step guide to creating a comprehensive marketing plan that aligns with business goals and drives success.

Links

The Ultimate Sales Letter: Attract new customers, Boost your sales

https://archive.org/details/ultimatesaleslet0000kenn_t7z4

No B.S. Direct Marketing

<https://archive.org/details/nobsdirectmarket0000kenn>

The Ultimate Marketing Plan

https://archive.org/details/ultimatemarketin0000kenn_s2g0_4thed

How to Make Millions with your Ideas: an Entrepreneurs Guide

<https://archive.org/details/howtomakemillion0000kenn>

Videos

Dan Kennedy - Copywriting Course - part 1

https://www.youtube.com/watch?v=ZE5ts7_DAAAY&t=5s

Dan Kennedy - Copywriting Course - part 2

<https://www.youtube.com/watch?v=Zmwoq6ndMaY>

Dan Kennedy - Copywriting Course - part 3

<https://www.youtube.com/watch?v=IG8f149aJIQ>

Dan Kennedy - Copywriting Course - part 4

<https://www.youtube.com/watch?v=Gv2YQ8UVxpl>

How to Explode your Business ... with Dan Kennedy

<https://www.youtube.com/watch?v=XXHhZXL8O0k>

How to 5x your Business ... with Dan Kennedy

<https://www.youtube.com/watch?v=khw9FIZY5Bg>

Information Marketing Sessions - part 1

<https://www.youtube.com/watch?v=-HiyEo2T2K8>

Legacy

Dan Kennedy's expertise and contributions have made him a respected figure in the marketing and copywriting world. His direct response marketing strategies, emphasis on results, and no-nonsense approach have influenced countless marketers and copywriters.



Kennedy's work has been instrumental in helping businesses improve their marketing efforts, generate leads, and achieve higher conversion rates. His books, seminars, and consulting services have empowered entrepreneurs and marketers with the knowledge and tools to create effective marketing campaigns.

Overall, Dan Kennedy's impact on the field of copywriting and marketing has been significant, and his teachings continue to guide and inspire marketers seeking to achieve marketing success through persuasive and results-oriented copy.

Quotes by Dan Kennedy

"Copy is not written. It is assembled."

"The aim of marketing is to know and understand the customer so well the product or service fits them perfectly and sells itself."

"People do not buy goods and services. They buy relations, stories, and magic."

"The most valuable commodity I know of is information."

"In marketing, your job is to help people make better buying decisions, not to sell to them."

"Your best prospect is your existing customer. Make them more valuable."

"The single most important factor determining your success or failure in your business is not product, price, or service. It's marketing."

"Don't think about what you want to say to the customer. Think about what the customer wants to hear from you."

"Great copy is not written; it is discovered."

"Copywriting is not about being creative; it's about selling. It's about getting the reader to take action."

These quotes reflect Dan Kennedy's focus on understanding the customer, delivering value, and creating persuasive copy that connects with the target audience.

Links

14 Lessons Learned from one of the world's highest paid copywriters (lessons 1 - 5)

<https://copyblogger.com/dan-kennedy-copywriter/>

Dan Kennedy's 10 Questions to Ask before you write a word of copy

<https://www.breakthroughmarketingsecrets.com/blog/dan-kennedys-10-questions-to-ask-before-you-write-a-word-of-copy/>

Magnetic Ad Compilation (Dan Kennedy Inspiration)

<https://swiped.co/file/magnetic-marketing-dan-kennedy/>

Gary Halbert



Gary Halbert was a highly influential copywriter known for his innovative and persuasive techniques. His unconventional and bold approach to copywriting made him a legendary figure in the field.

Background

Gary Halbert was born on September 12, 1938, in Texas, USA. He came from a family with a strong background in advertising, as his father, Bond Halbert, was a renowned copywriter. Gary Halbert learned the ropes of copywriting from his father, eventually establishing himself as a prolific and highly successful copywriter.

Copywriting Career and Innovations

Gary Halbert was known for his ability to write persuasive copy that captured attention, engaged readers, and drove sales. He had a reputation for employing creative and bold strategies to grab the audience's attention and create a lasting impact. Halbert's copy was often characterized by its conversational tone, storytelling elements, and compelling calls to action.

Halbert was a master at understanding human psychology and tapping into the emotional triggers that drive consumer behavior. He focused on identifying the core desires, fears, and motivations of his target audience and skillfully incorporated them into his copy to generate a strong response.

Books and Contributions

One of Gary Halbert's most well-known works is "The Boron Letters."

Click link below for "The Boron Letters"
<https://morgancrozier.com/boron-letters/>

Originally a series of letters he wrote to his son while serving a prison sentence, these letters became a valuable resource for aspiring copywriters and marketers.

In the letters, Halbert shares his insights, experiences, and strategies, covering a wide range of copywriting and marketing topics. Halbert was also famous for his contributions to the field of direct response marketing.

He popularized the use of direct mail as a marketing tool and emphasized the importance of testing and tracking results. Halbert believed in the power of measurable and accountable marketing campaigns, ensuring that copywriters and marketers could evaluate the effectiveness of their strategies.

Legacy

Gary Halbert's contributions to the field of copywriting continue to resonate with marketers and copywriters today. His innovative and persuasive techniques, focus on understanding the audience, and ability to create compelling copy have made him a legendary figure in the industry. He remains a revered source of inspiration for those seeking to master the art of persuasive writing.

Gary Halbert emphasized the importance of connecting with the audience, understanding their desires, and crafting persuasive copy that elicits a response. His legacy serves as a testament to the power of effective copywriting and its ability to drive impactful marketing campaigns.

Quotes by Gary Halbert

"The most valuable asset you can have is not your money, your looks, or your youth, but your words."

"The problem with most ads is not that they are untruthful, but that they are boring."

"The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales."

"Copy is like a silent salesman, one that doesn't need to eat, sleep, or take breaks."

"The most important thing to know about copywriting is this: You are not your prospect."

"If you can enter the conversation already taking place in your prospect's mind, you'll have a much better chance of making the sale."

"Don't sell the steak; sell the sizzle."

"There are no boring products, only boring writers."

Books by Gary Halbert

Gary Halbert is most famously known for his series of letters known as "The Boron Letters."

Click link below for "The Boron Letters"

<https://morgancrozier.com/boron-letters/>

Written to his son while serving a prison sentence, these letters provide insights into Halbert's copywriting and marketing strategies.

Click link below for "The Boron Letters"

<https://morgancrozier.com/boron-letters/>

Gary Halbert's Recommended Ads

<https://swiped.co/collections/gary-halbert-favorite-ads/>

Gary Halbert - Marketing & Copywriting Examples

<https://swiped.co/person/gary-halbert/page/2/>

The Boron Letters by Gary Halbert

<https://www.milesbeckler.com/the-boron-letters-gary-halbert/>

Robert (Bob) Bly

Robert Bly is a renowned copywriter and marketing expert who has made significant contributions to the field of copywriting.

Known for his persuasive writing style and expertise in direct response marketing, Bly has established himself as a prominent figure in the industry.



Here's an overview of his background, books he has written, and notable insights:

Background

Robert Bly was born in 1957 in Paterson, New Jersey. He began his writing career as a technical writer and then transitioned into copywriting and marketing.

Bly's educational background in writing and literature provided him with a strong foundation for his future endeavors as a copywriter.

Copywriting Career

Bly's copywriting career spans several decades, during which he has worked with numerous clients across various industries. He specializes in direct response copywriting, crafting persuasive messages that prompt immediate action from the audience.

Bly is known for his ability to combine creativity, strategic thinking, and a deep understanding of consumer psychology in his copywriting.

Bob Bly's emphasis on copywriting focuses on the importance of understanding the audience, crafting compelling messages, and focusing on results-driven strategies.

Books

Robert Bly has authored numerous books, many of which have become widely recognized resources in the field of copywriting and marketing. Some of his notable books include:

"The Copywriter's Handbook"

This comprehensive guide provides insights into effective copywriting techniques, including crafting compelling headlines, writing persuasive copy, and developing successful advertising campaigns.

"The Online Copywriter's Handbook"

Focusing on copywriting for the digital landscape, this book offers strategies and tactics specific to online marketing, including website copy, email campaigns, and social media content.

"The Marketing Plan Handbook"

Bly's book on marketing planning provides a step-by-step guide to developing effective marketing strategies, conducting market research, and creating impactful marketing campaigns.

"Words that Sell"

This reference guide contains a collection of power words and phrases to enhance copywriting impact and influence.

Links

Bob Bly's Million-Dollar E-mail Marketing Swipe File
<https://www.emailswipefile.com>

Find out more about Bob Bly
<https://www.bly.com>

Books by Bob Bly
<https://www.bly.com/newsite/Pages/publications.php>

The Copywriter's Handbook
<https://archive.org/details/copywritershandb00blyr>

Bob Bly's Marketing X-Files
<https://www.blyxfiles.com>

Bob Bly's Million-Dollar E-mail Marketing Swipe File
<https://www.emailswipefile.com>

Bob Bly's "Lost" Copywriting Formulas
<https://www.copyformulas.com>

Write and Grow Rich
<https://freelancewritingprofits.com>

Insights and Contributions

Robert Bly's expertise in copywriting and marketing has led to various notable insights and contributions to the field.

His emphasis on the importance of understanding the target audience, writing persuasive copy, and incorporating proven direct response techniques has influenced copywriters and marketers worldwide.

Robert Bly's emphasis on copywriting revolves around the power of words and their ability to evoke emotions, persuade, and drive action.

Bly encourages copywriters to tap into the desires, fears, and aspirations of the audience to create compelling and effective copy.

Bly's books and teachings have helped aspiring copywriters enhance their skills, develop successful marketing campaigns, and achieve their business objectives.

His work continues to serve as a valuable resource for those seeking guidance in the art of persuasive copywriting and direct response marketing.

Quotes by Bob Bly

"Your job is not to write copy. Your job is to know your visitors, customers, and prospects so well that you understand the situation they're in at the moment they visit your website. Then, present your offer via web copy in a way that resonates with them and compels them to take action."

"The best copywriters are the most curious people. They ask a lot of questions and never stop learning about their audience, the product, and the art of persuasion."

"Copywriting is not about being clever or impressing your audience with fancy words. It's about connecting with your readers on an emotional level and presenting your offer as the solution to their problems."

"In copywriting, specificity sells. The more specific you are about the benefits, results, and value your product or service provides, the more compelling your copy will be."
"Your headline is the 'ad for the ad.' It's the first impression you make on your audience. Make it powerful, engaging, and attention-grabbing to compel them to keep reading."

"Effective copywriting is not about being the loudest voice in the room. It's about being the most persuasive and relevant voice that resonates with your target audience."

"Never underestimate the power of a strong call to action. Clearly tell your readers what you want them to do next and make it easy for them to take that action."

"The key to successful copywriting is empathy. Put yourself in your reader's shoes and understand their desires, fears, and motivations. Then, craft your copy to address those emotions and drive them towards your desired outcome."

"Copywriting is a conversation. Write your copy as if you were having a one-on-one conversation with your ideal customer, addressing their specific needs and concerns."

"Testing is the lifeblood of successful copywriting. Continuously test and measure the effectiveness of your copy to identify what works best for your audience and optimize your results."

Bob Bly's Million-Dollar E-mail Marketing Swipe File
<https://www.emailswipefile.com>

Find out more about Bob Bly at: <https://www.bly.com>

Joseph Sugarman

Joseph Sugarman



Joseph Sugarman is a highly respected copywriter and entrepreneur known for his expertise in direct response marketing. With his innovative and persuasive approach to copywriting, he has made significant contributions to the field. Here's an overview of Joseph

Sugarman's background, books, and some of his insightful quotes.

Background

Joseph Sugarman was born on September 17, 1937, in the United States. He initially pursued a career in engineering but later transitioned to copywriting and marketing. His engineering background provided him with a unique perspective and analytical approach to problem-solving, which he applied to his copywriting strategies.

Copywriting Career and Achievements

Joseph Sugarman has a remarkable track record in direct response marketing and has been responsible for many successful advertising campaigns.

He founded JS&A Group Inc., a mail-order company known for its innovative products and captivating copy. Sugarman's skillful use of persuasive language and his understanding of consumer psychology led to substantial business growth and success.

Insights and Contributions

Joseph Sugarman's contributions to copywriting and marketing are extensive.

He is known for his emphasis on understanding the customer and addressing their needs and desires in copy.

Sugarman's approach to copywriting combines storytelling, emotional appeals, and a focus on the benefits of a product or service.

Vision Breakthrough BluBlocker Ad by Joe Sugarman
<https://swiped.co/file/vision-break-through-blublocker-ad-by-joe-sugarman/>

Books

Joseph Sugarman has authored several books, sharing his insights and strategies with aspiring copywriters and marketers. Some of his notable books include:

"Advertising Secrets of the Written Word"

In this book, Sugarman reveals his copywriting secrets and techniques for crafting compelling and persuasive advertisements.

"The Adweek Copywriting Handbook"

This book offers a comprehensive guide to writing effective copy and provides valuable tips and techniques for creating powerful advertising messages.

Links

Advertising Secrets of the Written Word

<https://archive.org/details/advertisingsecre00suga>

The Adweek Copywriting Handbook

<https://archive.org/details/the-adweek-copywriting-handbook>

Vision Breakthrough BluBlocker Ad by Joe Sugarman

<https://swiped.co/file/vision-break-through-blublocker-ad-by-joe-sugarman/>

Quotes by Joseph Sugarman

Here are a few notable quotes by Joseph Sugarman:

"Each word has to count, has to incite curiosity, has to carry a story."

"The sole purpose of the first sentence in an advertisement is to get you to read the second sentence."

"The key to writing a successful ad is to give your customer the exact information he needs to buy."

"Your job as a writer is to evoke emotion, not to instruct or educate."

"The best copy is the copy that persuades the reader without the reader realizing that he or she is being persuaded."

About Joseph Sugarman

Joseph Sugarman's expertise in direct response marketing and persuasive copywriting and his books and insights continue to be influential resources for copywriters and marketers seeking to enhance their skills and achieve marketing success.



Links

Advertising Secrets of the Written Word

<https://archive.org/details/advertisingsecre00suga>

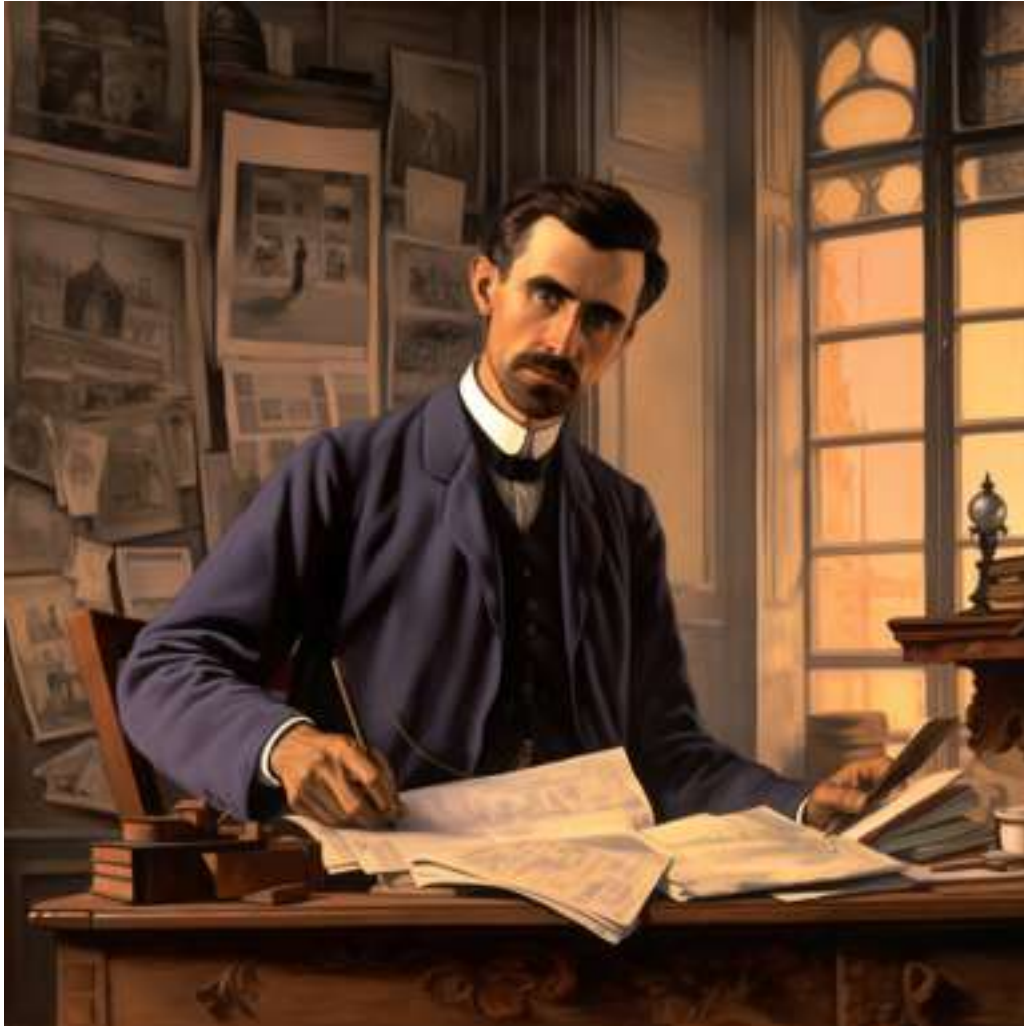
The Adweek Copywriting Handbook

<https://archive.org/details/the-adweek-copywriting-handbook>

Vision Breakthrough BluBlocker Ad by Joe Sugarman

<https://swiped.co/file/vision-break-through-blublocker-ad-by-joe-sugarman/>

Claude Hopkins



Claude Hopkins

Claude Hopkins was a renowned copywriter and advertising pioneer known for his innovative approach to marketing and his influential contributions to the field. Here's an overview of Claude Hopkins' background, notable books, and some of his insightful quotes.

Background and Career

Claude Hopkins was born on October 9, 1866, in Michigan, United States. He began his career in advertising at the age of 41 and went on to become one of the most successful and sought-after copywriters of his time. Hopkins worked with prominent advertising agencies and companies, including Lord & Thomas, where he played a key role in shaping the modern advertising industry.

Contributions and Innovations

Claude Hopkins revolutionized the advertising industry with his data-driven and scientific approach to marketing. He believed in the importance of research, testing, and measurable results. Hopkins is known for his emphasis on direct response advertising, where the goal is to generate an immediate and measurable response from the audience.

Books

Claude Hopkins authored a highly influential book titled "Scientific Advertising" in 1923. This book is considered a classic in the field and is still widely studied and referenced today. In "Scientific Advertising," Hopkins shared his principles and methodologies for creating effective and persuasive advertisements based on scientific principles and real-world testing.

Insights and Quotes

Claude Hopkins' insights and quotes reflect his belief in the power of testing, research, and the importance of delivering relevant and compelling messages. Here are a few notable quotes by Claude Hopkins:

"The sole purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales."

"Platitudes and generalities roll off the human understanding like water from a duck. They leave no impression whatever."

"Advertising is salesmanship. Its principles are the principles of salesmanship."

"The ads we read are salesmanship in print."

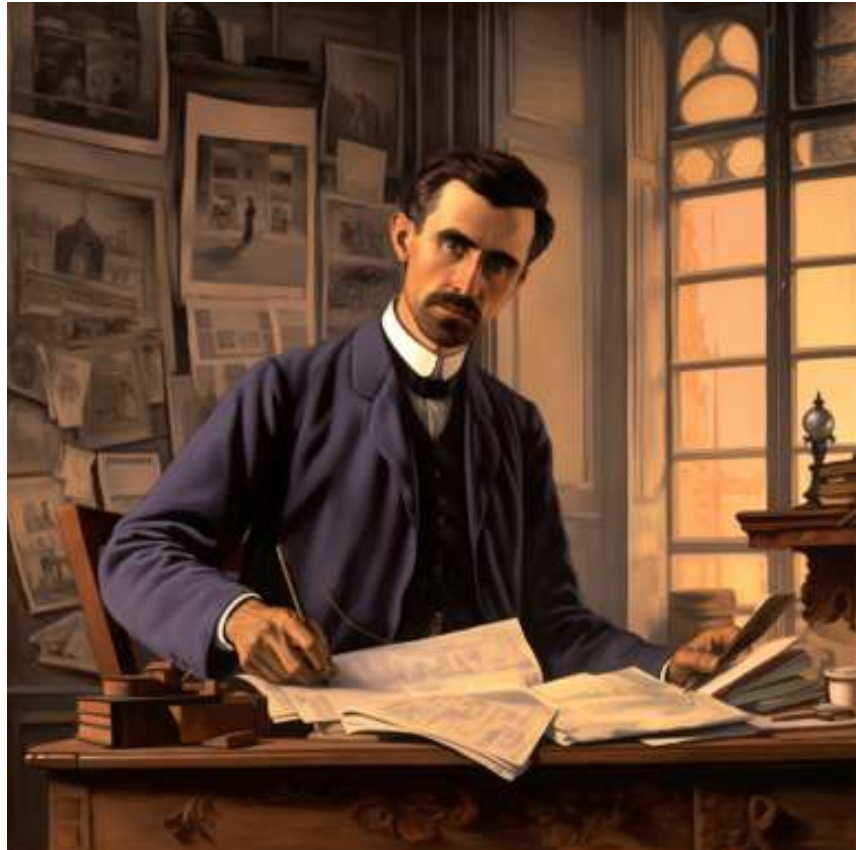
"We must find out what people want, what they worry about, and what they need."

"Your headline should contain a promise to the reader, a proposition."

"Never write an advertisement that you wouldn't want your family to read. You wouldn't tell lies to your own wife. Don't tell them to mine."

About Claude Hopkins

Claude Hopkins' emphasis on measurable results, compelling propositions, and the use of data-driven insights continues to shape the field of advertising and copywriting. His principles and methodologies remain valuable



resources for marketers and copywriters seeking to create effective and persuasive advertising campaigns.

Please note that the information provided is a general overview of Claude Hopkins' background and contributions. For more in-depth information, I recommend exploring his book "Scientific Advertising" for a comprehensive understanding of his principles and methodologies.

Links

Scientific Advertising by Claude Hopkins

<https://www.scientificadvertising.com/ScientificAdvertising.pdf>

Scientific Advertising by Claude Hopkins

<https://archive.org/details/scientific-advertising-by-claude-hopkins-christopher-di-armani>

Scientific Advertising: 5 Takeaways from the Last 100 Years

<https://nickwolny.com/scientific-advertising>

Claude Hopkins - Swipe Files

<https://swiped.co/person/claude-hopkins/>

Scientific Advertising by Claude Hopkins - Animated Wisdom for Content Creators

<https://www.youtube.com/watch?v=SWsRRAEAbCk>

Scientific Advertising by Claude Hopkins

<https://www.youtube.com/watch?v=m8eVTmxyRRk>

John Caples

John Caples

John Caples was a highly influential copywriter known for his expertise in direct response marketing.

His work revolutionized the field of advertising, and he is renowned for creating some of the most successful and memorable campaigns.



Here's an overview of John Caples' background, notable accomplishments, books, and some of his insightful quotes.

Background and Career

John Caples was born on October 1, 1900, in New York City, USA. He began his career in advertising at Ruthrauff & Ryan Inc., a prominent advertising agency in the early 1920s. Caples quickly established himself as a talented copywriter and went on to have a remarkable career that spanned several decades.

Accomplishments and Contributions

John Caples' most significant accomplishment was his pioneering work in the field of direct response advertising. He was a firm believer in using testing and measurement to determine the effectiveness of advertising campaigns. Caples focused on understanding consumer psychology, crafting compelling headlines, and using emotional appeals to drive response and sales.

One of Caples' most famous advertising campaigns was his headline for the mail-order course "They Laughed When I Sat Down at the Piano... But When I Started to Play!" The campaign was a massive success, capturing attention and generating a significant response.

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

<https://swiped.co/file/they-laughed-when-i-sat-down-at-the-piano-by-john-caples/>

Books

"Tested Advertising Methods" by John Caples

First published in 1932, this book has become a classic in the field and has been widely used as a guide for copywriters and marketers.

"Tested Advertising Methods" provides practical advice on creating effective advertising campaigns based on Caples' own experiences and successful case studies.

Links

"Tested Advertising Methods" by John Caples
<https://archive.org/details/pdfy-hHdovzQ-RvFny9Cy>

John Caples - Swipe Files
<https://swiped.co/person/john-caples/>

9 Copywriting Lessons from John Caples
<https://www.sanfranciscoschoolofcopywriting.com/9-copywriting-lessons-from-john-caples/>

Insights and Quotes

John Caples' insights and quotes reflect his understanding of human psychology and the principles of persuasive advertising.

Here are a few notable quotes by John Caples:

"The headline is the 'ticket on the meat.' Use it to flag down readers who are prospects for the kind of product you are advertising."

"Your readers should be so compelled to read your copy that they cannot stop reading until they read all of it as if sliding down a slippery slide."

"When writing an ad, picture yourself talking to the individual face-to-face."

"The more you tell, the more you sell."

"To be interesting, be interested."

About John Caples



John Caples' emphasis on testing, the power of headlines, and the importance of engaging storytelling have had a profound impact on the field of copywriting and advertising. His principles continue to guide copywriters and marketers in creating persuasive and effective advertising campaigns.

Links

“Tested Advertising Methods” by John Caples

<https://archive.org/details/pdfy-hHdovzQ-RvFny9Cy>

John Caples - Swipe Files

<https://swiped.co/person/john-caples/>

9 Copywriting Lessons from John Caples

<https://www.sanfranciscoschoolofcopywriting.com/9-copywriting-lessons-from-john-caples/>

Rosser Reeves

Rosser Reeves

Rosser Reeves was a prominent American copywriter and advertising executive known for his contributions to the field of advertising. Here's an overview of Rosser Reeves' background, notable accomplishments, books he wrote, and some of his insightful quotes:



Background and Career

Rosser Reeves was born on September 10, 1910, in Danville, Virginia, USA. He graduated from Princeton University and joined the advertising agency Ted Bates & Company in 1934. Reeves quickly rose through the ranks and eventually became the chairman of the agency. He played a significant role in shaping the company's success and reputation.

Contributions and Accomplishments

Rosser Reeves is best known for developing the concept of the Unique Selling Proposition (USP), which became a fundamental principle in advertising. He believed that effective advertising should focus on a unique attribute or benefit that differentiates a product or service from competitors.

Reeves implemented the USP concept in various successful advertising campaigns. Notable examples include the "M&Ms melt in your mouth, not in your hand" campaign for Mars, and the "When it rains, it pours" campaign for Morton Salt.

Books

"Reality in Advertising"

First published in 1961, this book, elaborates on his concept of the Unique Selling Proposition and provides insights into his approach to advertising and marketing.

Reality in Advertising - click link below for free PDF
<https://jonduke.files.wordpress.com/2018/10/reality-in-advertising.pdf>

Insights and Quotes

Rosser Reeves' insights and quotes reflect his belief in the power of unique selling propositions and the importance of a straightforward, benefit-driven approach to advertising.

Here are a few notable quotes by Rosser Reeves:

"The USP must be a strong enough appeal to move the masses, i.e., pull in new customers."

"Every advertisement should be thought of as a contribution to the complex symbol which is the brand image."

"The truth isn't the truth until people believe you, and they can't believe you if they don't know what you're saying, and they can't know what you're saying if they don't listen to you, and they won't listen to you if you're not interesting, and you won't be interesting unless you say things imaginatively, originally, freshly."

"The greatest mistake advertisers make is in treating their customers as fools."

"People don't buy from clowns."

About Rosser Reeves

Rosser Reeves' concept of the Unique Selling Proposition and his belief in the power of concise, benefit-driven messaging have had a lasting impact on the field of advertising. For a comprehensive exploration of his ideas and strategies, read his book, “Reality in Advertising”.

Links

Reality in Advertising - click link below for free PDF

<https://jonduke.files.wordpress.com/2018/10/reality-in-advertising.pdf>

10 Lessons of Advertising from Rosser Reeves

<https://www.marketingstrategy.com/marketing-strategy-studies/10-lessons-of-advertising-from-rosser-reeves/>

Rosser Reeves, Ad Legend

<https://adpulp.com/rosser-reeves-ad-legend/>

Shirley Polykoff

Shirley Polykoff

Shirley Polykoff was a pioneering copywriter in the advertising industry, known for her influential work, particularly in the beauty and cosmetics sector.



Here's an overview of Shirley Polykoff's background, notable contributions, and any available information on her books and quotes.

Background and Career



Shirley Polykoff was born in 1908 in New York City, USA. She began her career in advertising in the 1930s and quickly gained recognition for her innovative and impactful campaigns. Polykoff is most notably associated with her work at the advertising agency

Foote, Cone & Belding (FCB), where she made significant contributions to the industry.

Contributions and Accomplishments

Shirley Polykoff is best known for her groundbreaking campaigns that challenged societal norms and changed the perception of beauty and personal care products. Her advertisements aimed to empower women and challenge traditional beauty standards.

One of her most famous campaigns was for Clairol hair color products. Polykoff's groundbreaking tagline, "Does she or doesn't she? Only her hairdresser knows for sure," revolutionized the industry by addressing the taboo surrounding hair coloring and sparking conversations about women's choices and self-expression.



Does She or Doesn't She? Clairol Class Hair Coloring Ad
<https://hookagency.com/blog/does-she-doesnt-she/>

Clio Awards 40th Anniversary Reel - 008 - Miss Clairol
<https://www.youtube.com/watch?v=hCrEyOWAEVw&t=24s>

Insights

Polykoff's campaigns challenged societal norms, celebrated individuality, and addressed women's aspirations, paving the way for more inclusive and empowering advertising.

Shirley Polykoff's legacy lies in her ability to connect with consumers on a personal and relatable level, using her copywriting skills to create campaigns that resonated deeply. Her work demonstrated the power of advertising to influence cultural conversations and challenge stereotypes.

Shirley Polykoff's impact on the industry and her pioneering spirit continue to inspire copywriters and marketers today.



Quotes

“Copy is a direct conversation with the consumer.”

“I was always more interested in being a woman first and an advertising person second.”

Links

Shirley Polykoff: Blonde Copywriters Have More Fun
<https://infomarketingblog.com/wordpress/shirley-polykoff-blonde-copywriters-have-more-fun/>

Iconic Ads: Miss Clairol - Does She or Doesn't She?
<https://medium.com/@onlykutts/iconic-ads-miss-clairol-does-she-or-doesnt-she-9c552bfcaee>

Does She or Doesn't She? Clairol Class Hair Coloring Ad
<https://hookagency.com/blog/does-she-doesnt-she/>

Summary

In this chapter, we delved into the profound wisdom and invaluable lessons shared by some of the greatest copywriters in history.

Drawing inspiration from the likes of David Ogilvy, Dan Kennedy, Gary Halbert, Robert (Bob) Bly, Joseph Sugarman, Claude Hopkins, John Caples, Rosser Reeves, and Shirley Polykoff, we explored their strategies and principles that have shaped the world of copywriting.



David Ogilvy, the "Father of Advertising," taught us the importance of research, headlines, and storytelling. His emphasis on understanding consumer psychology and crafting compelling narratives resonates to this day.



Dan Kennedy's expertise in direct response marketing enlightened us on the power of targeting, testing, and compelling offers. His copywriting techniques focused on driving immediate responses and maximizing conversions.



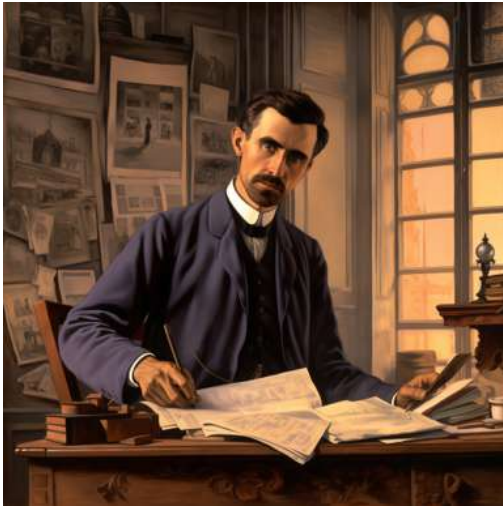
Gary Halbert's legendary sales letters taught us the art of persuasion and the significance of capturing attention with captivating headlines. His infectious enthusiasm and ability to tap into the desires and emotions of his audience left an indelible mark.



Robert (Bob) Bly, known for his clarity and simplicity, emphasized the value of clear communication and crafting persuasive copy that connects directly with the reader. His insights into the importance of benefits and customer-centricity provided a solid foundation for effective copywriting.



Joseph Sugarman, a master of writing compelling long-form copy, showed us the power of storytelling, credibility, and overcoming objections. His expertise in engaging readers and guiding them through a persuasive journey was unmatched.



Claude Hopkins, the scientific advertising pioneer, taught us the significance of testing, measuring, and quantifying results. His data-driven approach and focus on the rational appeals in advertising laid the groundwork for modern copywriting.



John Caples, known for his attention-grabbing headlines and compelling storytelling, revealed the secrets of eliciting emotional responses and tapping into the desires and fears of the target audience. His timeless principles continue to inspire copywriters around the world.



Rosser Reeves, the creator of the unique selling proposition (USP), emphasized the importance of differentiation and communicating a clear and compelling message. His ability to distill complex ideas into simple and persuasive statements that revolutionized advertising.

Shirley Polykoff, a trailblazer in the world of female copywriters, showed us the power of understanding and speaking directly to the target market. Her groundbreaking work challenged stereotypes and paved the way for more inclusive and effective advertising.



Learning from Copywriting Legends

Learning from these copywriting legends has provides us with a treasure trove of insights and strategies. Their wisdom and innovative approaches can help guide copywriters in crafting powerful, persuasive messages.

Elevate your Copywriting Skills

Elevate your copywriting skills by studying the works of these luminaries. Use their strategies as reference guides for your own copywriting. By building upon the foundation they have laid, you can create impactful messages that resonate with your target audience.

3 ways to Make More Money

Something that Frank Kern mentioned in one of his video course tutorials is this “little nugget” that you may find very valuable and useful. Here it is.

In selling, there are basically three ways to make more money. Actually, there are probably a lot more

ways to earn more money when selling products and services. Here are three of them.



- 1. Charge more for your products or services**
- 2. Sell products or services to new customers**
- 3. Sell more products or services to existing customers**

Which of these is the easiest to do?

Probably selling more products or services to new customers.

Before you do any of this:

Before you charge more for your products or services, put the following strategies into motion:

Establish rapport with your clients

Using these explanations will give you an opportunity to have a conversation with your customers, one in which you can explain what is going on and also answer any questions they may have. This is actually a great way to connect with them, so they can begin, hopefully, to know, like, and trust you.

Also, this can establish you as someone who treats your customer not as a “one time” customer, but as a client (someone who falls under the protection of another).

Think of your prospect as a client

Think of your prospect as a client—someone you protect. You are protecting your client by helping him to make better buying decisions in order to protect his time, protect

his money, protect his investments, and more importantly, protect his loved ones.

Prioritize sharing over selling

Prioritize sharing over selling. Your job is to share (share, don't sell) information about your product or service to your client (someone you protect) in order to help them make better buying decisions.

3 Ways to Make More Money Selling Products or Services

1. Charge more for your products or services.

How to charge more for your products or services

1. Due to “supply change issues” and “resource limitations” and “restrictions on manufacturing”, there are a limited number of supplies and this scarcity, combined with the demand, is driving the price up per pound/per unit. Thus, the price is higher.

2. Due to “labor shortage” issues, and “severe limits on production output”, price has gone up. Labor shortage is reflected in increased prices of product.

3. Due to inflation (more likely caused by devaluation of U.S. dollar more than anything else), prices will be increased to reflect the temperature of the economic conditions that are currently prevalent.

Let's discuss the second way to make more money when it comes to selling.

2. Sell products or services to new customers

Selling products or services to new customers can be daunting. You have to find new customers. They may already have a trusted brand that they use. How can you get them to switch to your brand, when they are already using another brand?

Here's an idea:

Find out what they're complaining about with their trusted brand.

Fix that "problem area" for that product.

Use that "fix" as your USP (Unique Selling Proposition) to help your brand stand out from your competitors.

Offer them a “no questions asked, 100% satisfaction or your money-back guarantee” in order to make this, essentially, a “risk free” offer.

Put together a “frictionless” buying page that makes it extremely easy to purchase from you.

Put together a “bundle” offer. When they buy from you, they get the product plus they get additional products (this could be digital products).

Offer free shipping.

Offer a satisfaction guarantee.

Offer a unique USP (Unique Selling Proposition) that outsmarts, out performs, outlasts your competitors product.

Build a better version of an existing product.

Offer a bundle.

Let’s say you’re selling gardening products and high end lawn equipment for people who want to grow their own food. You could offer the lawn equipment plus exclusive access to a video course that shows them, step-by-step,

how to identify the best ways to grow fruits and vegetables for their growing zone and the best ways to do this using the least amount of water possible. Also, you could offer a PDF ebook and additional playlists for videos that show how to preserve foods using canning and other methods, so you can eat foods to eat even during Winter.

There are a lot of ways to add value to a product that you can use to attract new customers and clients to consider buying your product.

Another way to sell products or services to new customers

Identify a “niche” within that industry and sell to that “niche”, that specific target market, that specific audience. Dominate that niche.

Have you seen those slip-on shoes that do not have shoelaces?

They look like they are easy to put on, right?

Okay, sell them to a specific audience, to “people who have trouble bending over”. These shoes make putting on shoes easy for people who experience back pain or ankle pain or joint pain.

Instead of selling to everyone, sell to a specific niche.

Dominate the niche.

This is where things can get really cool.

How?

If you can dominate a niche, then you can be the “little guy” who is sharing a unique product with a unique group of people who are interested in a unique thing.

You’re not the big corporate machine that uses ...

cheap quality ingredients in your protein bars
cheap quality ingredients in your products

You’re the person who others can relate to—the guy or girl who started making things, built a tribe of buyers, fans, enthusiasts who liked those things, then eventually had enough buyers so they could start doing this full time.

The Founders of RXBar, Acquired by Kellogg for \$600 Million, Built the Company by ‘Having a Bias Toward Action’

<https://www.entrepreneur.com/growing-a-business/the-founders-of-rxbar-acquired-by-kellogg-for-600/308136>

Target “conservative” shoppers

As a person who is selling something to a group of people, a person who is relatable, you are on the ground floor level. You’re far more relatable than a massive company that’s beholden to “woke” corporate policies that are alienating the very consumer they claim to serve.

Think about it.

You can serve these customers or clients because you first started out as a customer or client, by building or by putting together a product or service that you needed for yourself.

You can try this.

1. You put together a product that offers a solution to a specific pain point
2. You recognize that others can use this to solve their pain/struggle
3. You offer that product to that specific audience

But still, finding new customers and clients might require a lot of work.

Let's discuss another way to make more money selling products or services—by selling to existing customers.

3. Sell more products or services to existing customers

Selling to existing customers probably makes for an easier selling experience because they, in all likelihood, already know, like, and trust you or your brand or both.

So, create new versions of your product/service.

Create a “better version” of your product or service, one with upgrades, manufactured to higher quality standards, one that comes with a one-year full replacement warranty, one that helps you reach the goal 3x faster.

In short, build a better version in order to establish your brand as the premium tool for accomplishing more with less effort.

People are looking for solutions.

Offer your product or service as the best solution for them.

Create a subscription model, wherein, if they pay by the month, they get a discount. Offer a pay-by-the-year option for an even greater discount.

Create a bundle, wherein you sell the product for a bit more, but you offer a guarantee and additional bonuses thrown into the mix.

Create a membership where you offer discounts to members. Maybe you can charge a small yearly fee for this. Call it the Insiders Club or Membership Area or Members Only Club or something similar.

Summary

Here's three more ways to sell more products or services.

1. Charge more for your products or services
2. Sell products or services to new customers
3. Sell more products or services to existing customers

The goal is to add value to your client (someone you protect) by “sharing” the features (what it does) and benefits (positive results of features) of a product or service. This formula may help you get more sales.

Hook, Story, Offer: A Formula for Selling

Russell Brunson - The Hook, Story, Offer Formula

Russell Brunson is an entrepreneur, marketer, speaker, author, and co-founder of ClickFunnels, a popular software platform for building sales funnels and marketing campaigns. He is known for his expertise in creating effective hooks, crafting compelling stories, and developing irresistible offers.



Here's an overview of Russell Brunson's hook, story, offer formula:

Hook

In marketing, a hook is a compelling and attention-grabbing statement or element that captures the interest of the audience and entices them to learn more or take action.

Russell Brunson emphasizes the

importance of a strong hook to engage potential customers right from the start. He suggests using a hook that taps into the desires, pain points, or curiosity of the target audience, making it irresistible for them to ignore your message.



Story

Russell Brunson is a firm believer in the power of storytelling as a persuasive tool. He encourages marketers to use storytelling techniques to connect with their audience on an emotional level. Sharing personal anecdotes, case studies, or customer success stories can help build trust, establish rapport, and create a relatable narrative that resonates with the audience.



Offer

Russell Brunson's Offer Formula revolves around creating irresistible offers that compel the audience to take action. He outlines a framework that involves stacking the value, providing bonuses or incentives, and creating a sense of urgency to prompt immediate



response. The Offer Formula aims to present an offer that delivers significant value and addresses the needs or desires of the target audience while leveraging persuasive techniques to drive conversions.

How this works

The Hook, Story, Offer formula is simple and powerful. Simple because it starts off with a “hook” that grabs the readers, viewers, listener’s attention. Then, instead of

launching into a sales message, it introduces a story. People like stories. Many people like to read stories and a lot of people like to watch stories (videos, movies, films). A story can also be a promise, a promise of what's to come, what happens next. After you've share the story, you present your offer, something of value that can offer a solution to their struggle. The offer presents a solution to their problem.

Hook, Story, Offer



Hook - grab their attention

Story - share a story, let me tell you a story

Offer - present the offer, one that can provide a solution to a problem

Compelling hook, captivating story, irresistible offer

Brunson often emphasizes the importance of understanding the audience, conducting market research, and identifying the unique selling points of a product or service. By combining a compelling hook, a captivating

story, and an irresistible offer, Brunson's formula aims to maximize the effectiveness of marketing campaigns and drive customer engagement and sales.

Russell Brunson has extensively shared his marketing strategies, frameworks, and techniques through his books, videos, online courses, and speaking engagements. His books, including "DotCom Secrets", "Expert Secrets," and "Traffic Secrets" provide further insights into marketing, sales funnels, and persuasive messaging.

Please keep in mind that the effectiveness of specific strategies may vary depending on the context and target audience. It's important to adapt and tailor these principles to suit your specific business and marketing objectives.

Links

How to Sell Anything to Anyone

<https://www.youtube.com/watch?v=BjscOxGSrNQ>

The Hook, The Story, and The Offer

<https://www.youtube.com/watch?v=uaQTCyMYeuM>

How to write a Hook, Story, and Offer to sell any product

<https://www.youtube.com/watch?v=h6xQN59ySz0>

The Irresistible Offer - Russell Brunson

Russell Brunson's concept of an irresistible offer centers around creating compelling value propositions that are difficult for potential customers to resist. He emphasizes the importance of stacking value, providing bonuses, and creating a sense of urgency to drive immediate action.



Here's an overview of the irresistible offer framework along with an example and some quotes:

Overview of the Irresistible Offer:

1. Stacking Value

The first element of an irresistible offer is to stack value by providing additional bonuses, features, or resources that significantly enhance the perceived value of the product or service. This could include free guides, training videos, templates, exclusive access, or additional products/services at no extra cost.



2. Creating Scarcity and Urgency

Brunson stresses the significance of creating a sense of scarcity and urgency to motivate immediate action. This can be achieved by setting limited-time offers, exclusive access for a select number of people, or special discounts available only for a specific period.

3. Addressing Specific Desires or Pain Points

An irresistible offer should clearly address the specific desires or pain points of the target audience. By highlighting how the offer provides a solution to their problems or fulfills their desires, the offer becomes more compelling.

Example of an Irresistible Offer:

Let's consider an example of an irresistible offer for an online course on digital marketing:

Stacking Value

The Digital Marketing Financial Freedom Course offers

1. in-depth training on various digital marketing strategies and tactics
2. Bonuses include access to exclusive webinars, downloadable templates, and a private community for networking and support

Creating Scarcity and Urgency

Limited-time offer: The course is available at a discounted price for the next 48 hours.

Stacking Value / Creating Scarcity

Special bonus: The first 50 enrollees receive a one-on-one coaching session with an industry expert.

Addressing Specific Desires or Pain Points

The following copy is something you might want to add at the end of your landing page or sales page. Basically, it serves as a post script, a gentle reminder that gives the reader something to think about. Perhaps they are unsure of whether to continue with the purchase. This might be the gentle “nudge” they need to help them buy from you.

Feel free to use this or modify it however you want.

Here’s something for you
to think about ...

At this moment
you have a decision to make.

Keep doing what you’re doing
and keep on getting what you’re getting or ...

Make a decision that just might
change your life for the better.

If you’re tired of working at a job
that is slowly draining the life out of you ...

If you're tired of living life
on someone else's terms ...

Then ...

Change your life. Buy this course.

As this special offer comes with a 30-day satisfaction
guarantee, this is, essentially, a risk-free offer.

When you click that "buy now" button,
you're making an investment in yourself, in your future.

Isn't it time to treat yourself
to the life you've been dreaming about?

If so, click the "Buy Now" button below and
get ready for your life to change for the better.

Don't let a measly (price) dollars come between
you and you getting the life you've been dreaming about.

Click the "Buy Now" button
below to get started ...

Quotes by Russell Brunson:

"An irresistible offer is not just about the price; it's about the overall value and perceived benefits that make it impossible to refuse."

"Stacking value is the secret to crafting an irresistible offer that keeps your customers coming back for more."

"Scarcity creates urgency, and urgency leads to action. Use it wisely to drive conversions and sales."

"To create an irresistible offer, you must understand the desires, fears, and aspirations of your target audience and present a solution that aligns perfectly with their needs."

Russell Brunson's approach to creating irresistible offers is rooted in understanding customer psychology, delivering exceptional value, and creating a sense of urgency. By implementing these strategies, marketers can maximize the appeal and effectiveness of their offers, leading to increased conversions and customer engagement.

Links

How I Make and Irresistible Offer

<https://www.youtube.com/watch?v=gPoGjFkwZC4>

How to Sell Anything to Anyone with an Irresistible Offer

<https://www.youtube.com/watch?v=AbDMNSfOY6c>

How to Sell a Product Online and Sell Anything to Anyone Using This One Tactic

<https://www.youtube.com/watch?v=pNrlhQU6HYU>

Marketing Secrets - Free Marketing Secrets and More ...

<https://www.youtube.com/channel/UC2qUDKqTsz00csykCYgdLuA>

The Marketing Secrets Show - Apple Podcasts

<https://podcasts.apple.com/us/podcast/the-marketing-secrets-show/id1315130618>

The Ultimate List of Russell Brunson Books

<https://www.funnelsecrets.us/russell-brunson-books/>

Leverage NLP Strategies to Increase Profits

What if there was a tool to help increase profits?

NLP (Neuro-Linguistic Programming) strategies can be used within copywriting to help establish rapport with prospects.

What is NLP?

NLP (Neuro-Linguistic Programming) comprises models, techniques and strategies to help us understand how the language we use influences the way we think and the results we get.



For more about NLP, click or copy & paste the link below:
<https://anlp.org/knowledge-base/definition-of-nlp>

NLP as a tool to increase sales

Many sales and marketing teams and performance coaches are already using NLP (Neuro-Linguistic Programming) as it contains a valuable set of tools to help them connect with prospects in meaningful ways.



Sorting styles

It's founders, Richard Bandler and John Grinder, theorized that people accumulate information through three primary sorting styles—visual, auditory, or kinesthetic—and that identifying, then matching their primary sorting style will enable you to better establish rapport, connect, and communicate with that person. This is something to think about when you are talking to someone one on one.

Identifying sorting styles

Observe what kind of language they use and try to speak in terms of their language.

If you want to sell something to someone, speak to them in a language they understand.

If you really want to sell something to them, identify their sorting style and use it to establish rapport with them.



Here's some examples of "sorting styles" you may observe from the language someone is using:

"I see what you are saying." - visual

"I hear you." - auditory

"I feel like that would work." - kinesthetic

Once you've identified their primary sorting style (visual, auditory, kinesthetic), talk to them using that sorting style.

For visuals:

“Let me paint a picture for you.”

“Let's look at this in more detail.”

“Take a look at this.”

For auditory:

“Listen to this.”

“How does that sound to you.”

“I hear you.”

For kinesthetic:

“How would that feel, to know you are feeling safe with such a trusted security system?”

“Try it out. Let's see how vehicle feels to you. Let's take it for a test drive.”

“I understand how you're feeling. You're not alone. At one point, I felt the same way.”

Taking it further

Once you've identified the primary sorting style, you can use the MPL technique to establish rapport and then gently lead them toward a desired result—one that offers them results that are clear, specific, and measurable.

MPL - Match, Pace, Lead

Match

Once you have their sorting style, match it, by using a similar language model that resonates with their primary sorting style. You can also use “mirroring” wherein you match their physical body language, in order to better establish rapport.

Pace

Next, you pace. You walk alongside with the prospect. You are just walking with them, listening to them, as you match them (sorting style, some mirroring). At this point, you are letting them lead the conversation. For the most part, you are listening.

Lead

While you are pacing, watch for clues in which the prospect appears to express uncertainty about what to do next. He may do this in a physical way, by stopping, pursing his lips, tilting his head, putting his hand to his chin or face or itching the back of his head, thinking about something, almost looking as if he is about to make a decision.

Let him ponder for a bit and he may ask some questions.

Answer them using his sorting style or reply with something like “Well, what do you think would be the best choice, considering your (family, finances, goals, etc)?”

Within the (), include words he has used to express his values or points of interest throughout the conversation.

If he seems at the halfway point of making a decision, it's time for you to tell a story. Tell a short story that has a memorable lesson it that reminds him, without being too obvious, that making the the purchase is something that will benefit him in ways that are meaningful.

Essentially, you want to get him thinking that the price is less of a cost and more of an investment in himself, his family, and something that may open the doors to new opportunities that, up until this point, he had only been dreaming about but never thought he would ever experience.

Done correctly, sometimes done subtly, the Match, Pace, Lead scenario can yield powerful results.

It reminds me of this line: “Some people aren't mean to be understood, only appreciated.”

Okay, you're probably wondering, what does that have to do with anything. I do not know. I just thought it would be interesting to put in there.

Anyway, let's continue with more on the background and basics of NLP.

NLP - Neuro-Linguistic Programming

Neuro-Linguistic Programming (NLP) is a psychological approach that explores the connection between neurological processes, language, and patterns of behavior. It was initially developed in the 1970s by Richard Bandler, a mathematician and gestalt therapist, and John Grinder, a linguist and information scientist.



NLP aims to understand how individuals perceive and experience the world, and how these perceptions and experiences influence their behavior and communication.

Background and Development

Bandler and Grinder studied successful

therapists such as Milton Erickson, Virginia Satir, and Fritz Perls to identify patterns and techniques that led to positive outcomes in therapy. They sought to model and replicate the strategies employed by these therapists to create NLP as a comprehensive system of communication and personal development.



Principles and Techniques



NLP encompasses a range of principles and techniques that can be applied in various contexts, including personal growth, therapy, coaching, sales, and communication.

Some core principles and techniques of NLP include:

1. Rapport Building

NLP emphasizes the importance of building rapport with others through mirroring and matching body language, tone of voice, and language patterns to establish a connection and enhance communication.

2. Anchoring

Anchoring involves associating a specific stimulus, such as a touch or a word, with a desired emotional state. By anchoring positive emotions to specific triggers, individuals can access those states in future situations.

Reframing

Reframing involves shifting one's perspective or interpretation of a situation to create a more empowering or positive meaning. It helps individuals reframe challenges, limitations, or negative experiences to facilitate personal growth and change.



4. Language Patterns

NLP explores the impact of language on our thoughts, emotions, and behaviors. It includes techniques like using specific language patterns, precision in communication, and using language to influence and persuade others effectively.

5. Modeling Excellence

NLP encourages the modeling of successful behaviors and strategies employed by individuals who have achieved desired outcomes. By studying and replicating their patterns, individuals can enhance their own performance and results.



Applications and Criticisms

NLP has found applications in various fields, including therapy, coaching, education, business, and personal development. It has been praised for its effective techniques in facilitating change, improving communication, and enhancing personal and professional relationships.

However, it's important to note that NLP has also faced criticism and controversy. Some critics argue that the scientific basis of NLP is limited and that some claims made by practitioners are unsupported by empirical evidence. Additionally, concerns have been raised about the potential for misuse or manipulation of NLP techniques.

Overall, NLP remains a widely practiced approach, and its principles and techniques continue to be studied and utilized in various contexts. It's important for individuals interested in NLP to approach it with a critical mindset, seek qualified practitioners, and evaluate its potential benefits within their own personal and professional goals.





Screenplay Secrets



Copywriters can benefit from learning screenplay-writing techniques that are used to capture the attention and the wallets of movie fans across the world.

Screenplay Secrets

Invoking Curiosity, Generating Excitement, and Establishing Rapport

Introduction

In the world of storytelling, screenplays have long been revered for their ability to captivate audiences and elicit powerful emotional responses.

What if we could harness the techniques employed by skilled screenplay writers and apply them to copywriting?

In this chapter, we will explore how incorporating effective screenplay writing techniques into copywriting can invoke curiosity,

generate excitement, and establish rapport with prospects, ultimately compelling them to take action.



The Power of Curiosity

Curiosity is a powerful emotion that drives human behavior. In screenplay writing, skilled writers often employ the technique of withholding information to pique the audience's curiosity and keep them engaged. Similarly, in copywriting, creating a sense of intrigue and mystery can captivate prospects and keep them reading.

Example

Are you ready to uncover the secret to achieving financial freedom?

Imagine a life where you have the financial means to pursue your passions, travel the world, and provide for your loved ones without limitations.



In this guide, we will reveal the step-by-step roadmap to financial independence that has transformed the lives of countless individuals.

Get ready to embark on a journey that will reshape your financial future.

Generating Excitement

Screenplay writers know the importance of creating excitement to keep viewers on the edge of their seats. By incorporating suspense, anticipation, and high-stakes scenarios, they tap into the audience's emotions. Similarly, in copywriting, we can use techniques to generate excitement and make prospects eager to learn more.



Example



to



Get ready to witness a groundbreaking innovation that will revolutionize your fitness journey.

Our state-of-the-art fitness tracker is not just another wearable device.

It's a powerful companion that will guide you, inspire you, and push you beyond your limits.

Imagine effortlessly tracking your progress, receiving personalized workout suggestions, and celebrating your victories like never before.

The future of fitness starts here.

Establishing Rapport

Screenplay writers understand the importance of creating relatable characters and building rapport between them and the audience. The goal is to create characters who the audience can resonate with, identify with, root for, or rally against, as the adventure unfolds.



Similarly, in copywriting, establishing rapport is a critical component, as it allows you to connect with prospects who have their own sets of desires, fears, wants, and needs. By understanding their pain points and desires, and aligning your messaging accordingly, you can build a genuine connection.



Example

Are you tired of diets that promise quick fixes but leave you feeling deprived and unsatisfied?

We understand the struggle, and that's why we've developed a revolutionary approach to healthy eating.



Our program focuses on nourishing your body with delicious, nutritious meals that not only support your health but also satisfy your taste buds. Win. Win.

Say goodbye to restrictive diets and say hello to the Eco Diet Lifestyle that brings health and joy to your plate.

Conclusion

By integrating effective screenplay writing techniques into copywriting, we can tap into the power of curiosity, generate excitement, and establish rapport with prospects.

These techniques allow us to create copy that engages, captivates, and compels action.

Remember, understanding your audience, crafting suspenseful and exciting narratives, and establishing genuine connections are key to leveraging the power of screenplay writing in your copywriting efforts.

Embrace these techniques, and watch your conversions soar as you create irresistible copy that hooks your audience from the first word to the final call to action.



Persuasion Engineering

Persuasion Engineering is a term coined by Richard Bandler, one of the co-developers of Neuro-Linguistic Programming (NLP).

Persuasion Engineering refers to the application of psychological principles and techniques to influence and persuade others effectively.



The concept aims to understand how people think, make decisions, and respond to various stimuli, with the goal of using this knowledge to influence their behavior.

In a basic overview, Persuasion Engineering combines elements from psychology, linguistics, and communication to create persuasive messages and strategies. It involves understanding and leveraging human cognitive processes, emotions, and social dynamics to increase the likelihood

of achieving desired outcomes, such as generating leads and increasing sales.

Persuasion Engineering as a copywriting tool

In the context of copywriting, Persuasion Engineering can be used to craft persuasive and compelling copy that resonates with the target audience. By employing specific techniques and principles, copywriters can create messages that grab attention, build desire, and prompt action.



Here are a few examples of how Persuasion Engineering can be applied to copywriting:

1. Understanding the target audience

Persuasion Engineering emphasizes the importance of understanding the desires, needs, and motivations of the target audience. By conducting thorough research and analysis, copywriters can tailor their messages to resonate with the specific interests and values of their audience.



2. Utilizing persuasive language

Copywriters can employ language patterns, such as using sensory words, emotional triggers, and vivid imagery, to create a strong impact on readers. By appealing to the senses and evoking emotions, the copy can become more memorable and influential.

3. Applying social proof

Persuasion Engineering recognizes the power of social influence. Copywriters can incorporate elements of social proof, such as testimonials, case studies, and user reviews, to demonstrate that others have benefited from the product or service. This can increase trust and credibility, leading to higher conversion rates.



4. Creating scarcity and urgency

By highlighting limited availability, time-sensitive offers, or exclusive deals, copywriters can tap into the psychological principles of scarcity and urgency. This can create a sense of FOMO (fear of missing out) and prompt immediate action from the audience.

5. Using storytelling



Persuasion Engineering recognizes the persuasive power of storytelling. Copywriters can use narratives and anecdotes to engage readers, create an emotional connection, and demonstrate the value or benefits of the product or service in a relatable manner.

It's important to note that while Persuasion Engineering can be a powerful tool for increasing sales, it should always be used ethically and responsibly, respecting the autonomy and well-being of the audience.

The Value of Persuasion Engineering as a Copywriting Strategy

Persuasion Engineering involves understanding human cognitive processes, emotions, and social dynamics to craft persuasive messages and strategies. In the context of copywriting, it can be used to create compelling copy that generates leads and increases sales.



Have you heard of "attract don't chase," a technique or strategy in which you become such an attractive person, in a variety of ways, that you don't have to chase what you want. Instead, you attract those things, people, situations into your life?

Find out what the standard is, for a product or service, and produce a product or service that is superior to the current standard product or service. Instead of competing with the

standard, raise the standard to the point that your product or service is the standard.

Consider using the "attract don't chase" strategy with persuasion engineering techniques.

Using the "attract don't chase" principle in conjunction with Persuasion Engineering means focusing on becoming so attractive with

your presence, personality, charisma, attitude, and appearance, and creating irresistible content that naturally draws customers and clients to your business, rather than actively pursuing them.

You can do this with yourself and with the sales team and the products and services they are selling.



Here's how Persuasion Engineering techniques can support the "attract don't chase" approach:

1. Understanding the target audience

By deeply understanding the desires, needs, and motivations of your audience, you can tailor your content to align with their interests. This allows you to attract individuals who resonate with your messaging and are more likely to engage with your offerings.



2. Utilizing persuasive language

By employing language patterns that appeal to the senses, evoke emotions, and create vivid imagery, your content becomes captivating and draws the attention of potential customers. This naturally attracts them to explore further.

3. Applying social proof

Incorporating testimonials, case studies, and user reviews in your content showcases the positive experiences of others. This social proof establishes credibility and trust, making your business more attractive to prospective customers.



4. Creating scarcity and urgency

Highlighting limited availability or time-sensitive offers can create a sense of exclusivity and urgency. This prompts potential customers to take immediate action, as they perceive the opportunity as valuable and scarce.

5. Using storytelling

Engaging storytelling in your content captures the imagination and emotions of your audience. By crafting narratives that highlight the benefits and value of your offerings in a relatable way, you can naturally attract customers who connect with your brand story.



Attract Don't Chase with Persuasion Engineering

In summary, the principles of Persuasion Engineering can be utilized within the "attract don't chase" approach by creating persuasive and captivating content that appeals to the target audience's desires and motivations.



By employing techniques such as understanding the audience, persuasive language, social proof, scarcity, and storytelling, businesses can naturally draw customers and clients to their offerings, establishing a strong connection and increasing the likelihood of generating leads and driving sales.

How to use PUA Techniques in Copywriting

Please note:

What you're about to read may be considered controversial. Please proceed with caution.

Using Seduction Techniques in Copywriting

In the 1990's, there was a group of guys known as Pick Up Artists (PUA's) who started sharing their techniques on online forums. They shared techniques and strategies they used to seduce women. Eventually, one of the PUA's, an article Canadian guy known as "Mystery", became very popular. He was featured in Neil Strauss's best-selling book about PUA culture, "The Game".



How did the PUA's (PickUp Artists) pick up women?

The PUA's used techniques and strategies in order to establish rapport and connect with women on a deep emotional level in order to get that women to "want" them in one way or another.



Some might call these techniques devious. Others might call these techniques clever. Whatever the moniker, the techniques were essentially used as tools in order to get a result. In this way, the PUA's were craftsmen or skilled tradesman.



In the Pick Up Artist's (PUA's) toolbox was a variety of techniques in order to get a result—attention, admiration, desire from the women they targeted.

The techniques they used can be applied to copywriting, sales, and marketing.

Before we continue, please be careful.

Although these techniques can be applied in the context of salesmanship, it's essential to approach this topic with caution and maintain ethical boundaries. While certain aspects of seduction may overlap with persuasive techniques, it's important to prioritize honesty, respect, and

genuine communication in any sales or marketing strategy. With that in mind, here is a general overview of some “seduction” techniques and how they can be applied in a copywriting, sales, and marketing context.

Qualifying

In the context of seduction, qualifying involves showing interest in someone while also subtly assessing their suitability as a potential partner. In sales, qualifying refers to identifying and understanding the needs and



preferences of potential customers. By asking targeted questions and actively listening, sales professionals can determine if their product or service aligns with the customer's requirements, increasing the chances of a successful sale.



This exclusive offer isn't for everyone, only for those who

(Here comes the qualification)

are adventurous, brave, and ready to change

are ready to dedicate 15 hours a week

can spend 15 hours a week learning the strategies

see the value of working for themselves

know they are worth at least \$1,500 an hour

know the value of their time

deserve the finer things in life

give themselves permission to succeed

give themselves permission to be loved

are ready to be 7-figure earners

How it works

What you're doing is you're adding qualifications that the prospect needs to meet before you're willing to give him your precious time or attention. You're setting standards. According to successful speaker, author, life coach Tony Robbins, if you want to change your life, raise your standards.



The beauty of this

The beauty of this is that the prospect, in meeting these standards or feeling they are meeting these standards is actually identifying with your ideal customer or ideal client. These qualifications are descriptions of who your ideal customer is so when you connect with that ideal client, and they resonate with your copywriting, most of the “heavy lifting” is already done. Now, it’s time to “close” the sale by getting them to purchase your product or service.

Flipping the script

By setting up qualifications, you are, essentially, “flipping the script”, getting the client or customer to try to convince you to sell him your product or service.

“This isn’t for everyone”

At first listen, the prospect may feel offended and think “what do you mean, this isn’t for everyone?”

Then, the sales person can add: “Only for those who (qualifying phrase) have distinct tastes/know the difference between worth and cost/can understand the difference between cost and investment/appreciate the finer things in life/want the best for themselves and their loved ones/understand the value of high quality product.



When you qualify a prospect, you're setting a standard, a criteria, for them to meet. If they "feel" they meet the standard, or if they want to feel included in that category, they are more likely to buy your product or service. Your product is offering as a gateway for them to feel included.

If you want, you can even ramp this up some more, by adding a number of qualifications, or hoops, that the prospect needs to jump through, in order to be taken seriously as a buyer. You're qualifying and then qualifying some more. This gets the prospect emotionally invested.



Exclusivity as a qualifying tactic

One way you can qualify your prospects is by "not" accepting everyone into the program. This way, you are creating a sense of exclusivity, that the customer/client has to "sell" themselves to you rather than you "selling" your product/service to them.

Essentially, you are flipping the script. You are going from the person who is chasing to the person who is presenting an opportunity and letting them “chase” you.

Qualifying sets up hurdles that people have to jump over and hoops people have to jump through in order to earn your attention, win your acceptance into the program depending on how they preform in a test or in an interview, and earn your trust through a recommendation.

With qualifying, you are the owner of the club and it is a member’s only club. It’s exclusive. You set the criteria that need to be met in order to become a member.



Stacked realities

Stacked realities involve creating a compelling narrative or perception to engage and captivate the target person. In sales, this can be achieved by presenting the benefits and value of a product or service in a way that resonates with the customer's needs and aspirations.



By painting a vivid picture of how their life could be improved or transformed, salespeople can influence purchasing decisions.

Future Pacing

In the context of copywriting, sales and marketing, “stacked realities” can also be referred to as “future pacing”, in which you “future pace” the prospect (potential customer or client) by depicting a future scenario that may come true once after they use your product or service.



The “future pacing” technique is probably something you’ve heard used in Video Sales Letters (VSL’s).

Here's an example

Imagine how it would feel if you were earning 5 million dollars a year, working only 10 hours a week, from the anywhere in the world, working only from your laptop, and with the love of your life beside you, cheering you on ...



Now, look.

You've got two choices.

Keep doing what you're

doing and keep getting what you're getting, or make a new choice and get a new result.

What will it be.

Don't let a measly (cost of product/service) come between you and you getting the life of your dreams. Think about it.

Imagine one year from now, you're sitting in a luxury bungalow in a beautiful, exotic location, working from your laptop about 10 hours a week, earning, while the love of your life sits beside you share this adventure with you ...



Future Pacing

With future pacing, you're getting your client to imagine the life of their dreams and how they can get the life of their dreams once they purchase your product, then use it as a vehicle to get there.

The future pacing scenario probably works best using a Video Sales Letter (VSL) in which you can add inspiring visuals, background music, and even voice narration if you want.

You could add scenes of a beautiful couple, working from their laptops, in a beautiful setting like a bungalow in Bali, Indonesia, or from an apartment in Czech, Republic, enjoying a happy relationship and being financially free and location independent, living the laptop



lifestyle of digital nomads. You could add inspirational background music and even a voiceover if you want, in which you narrate the “future pacing” script. Using visuals, music, narration can help reach clients on a more emotional level.

Features and Benefits

The features are what your product does.

The benefits are the positive effects that happen as a result of the features.

Share the benefits. This is a big part of what drives people to purchase a product or service. The benefits.



Golden hoops

In seduction, golden hoops are challenges or goals that the pursuer sets for the other person, creating a sense of achievement or exclusivity. In sales, this can be applied by offering limited-time promotions, exclusive deals, or rewards for early adopters. By creating a sense of urgency and making customers feel special or privileged, sales professionals can incentivize immediate action.

Golden hoops (creating a sense of achievement or exclusivity):

"Unlock the VIP level by being one of the first 50 customers to purchase our new product. Gain exclusive access to advanced features and receive personalized support!"

"Join our elite club of early adopters and enjoy limited-time benefits, including priority shipping, exclusive content, and special discounts. Don't miss your chance to be part of this exclusive community."

Storytelling

Storytelling is a powerful technique in both seduction and sales. By sharing compelling narratives and customer success stories, salespeople can create an emotional connection with potential customers. Stories help customers envision how the product or service can positively impact their lives, making it more enticing and relatable.



Storytelling (creating an emotional connection)



“Imagine waking up each morning feeling refreshed and energized. Our premium mattresses are crafted with the finest materials, ensuring a night of blissful sleep. Experience the joy of waking up rejuvenated and ready to conquer the day.”



"Meet Sarah, a busy working mom who struggled to find healthy and delicious meal options. With our meal delivery service, she discovered a convenient way to nourish her family with wholesome, chef-prepared meals. Join Sarah on her journey to healthier eating and make mealtime a joyous occasion."

Amplifying

Amplifying involves highlighting positive qualities or attributes to enhance someone's perception of you. In sales, this can be achieved by emphasizing unique selling points, key features, or competitive advantages of a product or service. By focusing on the strengths and benefits, sales professionals can amplify the perceived value and desirability of what they are selling.

Amplifying (highlighting strengths and benefits)



"Our cutting-edge software is designed to streamline your workflow, saving you hours of tedious tasks. With its intuitive interface and powerful features, you'll experience unprecedented productivity and efficiency."



"Indulge in the rich flavors of our handcrafted chocolates. Made from the finest cocoa beans and meticulously crafted by our master chocolatiers, each bite is a decadent delight. Elevate your taste buds to new heights with our exquisite collection."

Push-pull

Push-pull is a technique used in seduction to create a dynamic of alternating attraction and disinterest, keeping the other person engaged and curious.

In sales, a similar approach can be used by balancing assertiveness with giving customers space to make their own decisions.

Maintaining a level of responsiveness and follow-up while respecting their autonomy can help build trust and nurture the relationship.



Push-pull (balancing assertiveness and autonomy)

"Discover the secret to achieving your fitness goals with our personalized training program. Our expert coaches will guide you every step of the way while allowing you the flexibility to choose exercises that suit your preferences. Take control of your fitness journey and unlock your true potential."



"We're confident that our product will revolutionize your daily routine, but we understand the importance of making the right decision for yourself. Take your time to explore the features and benefits. When you're ready to experience a transformation, we'll be here to support you."

Remember, these examples demonstrate how these principles and strategies can be applied in copywriting. Tailor them to your specific product or service, ensuring authenticity and clarity in your messaging.

Provide value and address customer's needs

These strategies and techniques can be very powerful. If you use them, please use them with care. Remember, the goal of any sales strategy should be to provide genuine value and address the customer's needs. It's crucial to prioritize transparency, authenticity, and building long-term relationships based on trust and mutual benefit.



How to Create a Sense of Urgency

Create a Sense of Urgency with FOMO

Fear of Missing Out (FOMO) is a psychological phenomenon where individuals feel anxious or worried about missing

out on a desirable opportunity or experience. In the context of copywriting, sales, and marketing, FOMO can be effectively leveraged to create a sense of urgency and prompt action from potential customers. One

way to tap into FOMO is through the use of limited time offers and scarcity techniques.



Limited Time Offers and Scarcity

Limited time offers and scarcity are commonly used in copywriting and marketing to create a sense of exclusivity and urgency. By emphasizing that a particular product or service is available for a limited time or in limited quantities, marketers can capitalize on people's



fear of missing out on a valuable opportunity. Here's how these techniques can be applied in copywriting:

1. Headlines and subject lines

Grab the attention of your audience by incorporating phrases that highlight scarcity or urgency.

For example:

"Limited Time Offer: Don't Miss Out on Our Summer Sale!"

"Only 24 Hours Left to Get Your Exclusive Discount!"

2. Product descriptions and benefits

Showcase the unique features, benefits, or time-sensitive aspects of the product to create a desire for immediate action. For instance:

"Get this limited edition watch that only a few lucky individuals will own."

"Experience our exclusive membership benefits for a limited time."

3. Countdowns and timers

Incorporate countdown timers on landing pages or in email marketing campaigns to visually reinforce the limited time remaining. This can create a sense of urgency and encourage immediate action.

4. Testimonials and social proof

Share testimonials or customer reviews that highlight the positive experiences of those who have taken advantage of the limited time offer or product availability. This adds credibility and further reinforces the idea that others have already benefited from the opportunity.

5. Scarcity-based language

Use phrases that convey scarcity, such as "limited supply," "limited edition," "exclusive offer," or "while stocks last."

These phrases create a perception that the opportunity is rare and valuable, triggering FOMO.

Example of copy using FOMO and scarcity techniques:

"Hurry, only a few spots left for our exclusive masterclass! Don't miss out on this once-in-a-lifetime opportunity to learn from industry experts and gain insider knowledge. Secure your spot today before it's gone forever. Limited seats available."

Summary: FOMO and scarcity techniques

In summary, incorporating FOMO and scarcity techniques in copywriting can effectively drive conversions and sales.

By highlighting limited time offers, exclusive opportunities, and scarcity-based language, marketers can create a sense of urgency and tap into the fear of missing out, motivating potential customers to take immediate action.

However, it's important to use these techniques ethically and responsibly, ensuring that the offers are genuine and aligned with the value being provided.

20 tips to generate leads and increase sales

These copywriting techniques can be used in a variety of sales formats, including, but not limited to, Video Sales Letters (VSL's), long form sales pages, short form sales pages, landing pages, squeeze pages and opt-in forms.



Copywriting as storytelling

Think about your copywriting as a form of storytelling, in which you are “sharing” a story.

When you share a story that is interesting, powerful, and meaningful to the reader/viewer/listener, you are inviting them to participate in the story, to identify, resonate, and

maybe even see themselves as the hero, the sidekick, the romantic interest, or villain.

Invite prospects to participate in a story

In this way, you are allowing them to role-play as a character and once they get to the benefits of “the solution to the problem/ challenge” (what you are selling them) they are better equipped to make a choice because they are inhabiting a



character that is within the framework of a story.

Essentially, they are role-playing a character who is making a purchase.

Okay, let’s get to the 20 copywriting tips to help generate leads and increase sales.

1. Entertain your readers

Create an entertaining story, one with interesting characters who fit these three characteristics.

1. Something to do (a mission)
2. Something to overcome (an emotional/physical challenge)
3. Something (physical object) or someone (person) to love, rescue, find

2. Get the Reader Emotionally Invested

Get the reader emotionally invested into the characters by making characters who fit the three characteristics above.



3. Invite them on a Journey

Invite your readers on a journey that takes them places that are unexpected, surprising, beneficial, even life changing. Offer the reader the promise of adventure and subsequent reward for staying with you, for continuing with you, on this journey.

4. Reward your Reader

Your reader is making an investment with you, an investment of their time. Value the reader's investment by richly rewarding him for his investment of time. Reward him with a payoff that exceeds the value of his time.

You've probably read some reviews of a TV show or a movie that went like this: "This is the most boring movie I've ever seen. I want my two hours back." The viewer spent his time—the most valuable currency of all—to watch a movie that offered little value. Even though it was voluntary, he still feels robbed of his most precious possession—time.

Keep this in mind as you write your email sequence: Your reader is giving you their time. Reward them with so much value in your writing that they feel justified having taken the risk to subscribe to your email series.

Remember this: A story is a promise, a promise of something to come, a promise of a payoff. Offer a payoff that has massive value for the reader.

5. Hook the reader

Hook the reader with the promise of adventure, and subsequent reward for continuing to read the emails.

6. Use Embedded Commands

Tell your readers what to do by using embedded commands.

Some people feel overwhelmed when they have to make choices. Some people prefer to be given one choice. Some people like to be told what to do. What you are doing with “embedded commands” is this: You are telling people what to do.



One example of an embedded command is this phrase:

"Can you help me?"

Can you - question.

Help me - embedded command.

A question generates interest and stirs curiosity, in such a way that the listener/reader is subconsciously unprepared for what comes next—a command.

“Help me” is command.

Give Commands.

Tell people what to do.

A lot of people want to be told what to do.

They are looking for a leader.

By telling people what to do, you are assuming a position of power, a position of leadership, a position of authority.

You are taking responsibility for what happens next.

This is why treating a prospect as a client (someone who falls under your protection) is so powerful.

Because a client needs to be feel “safe” and “protected” when he is with you.

People value that feeling of safety, and this feeling of safety drives millions of dollars of sales for products and services. Think about it.

Call To Action (CTA)

Get Started Right Now by Clicking this button.

Sales Copy

Find Love. It's easy when you learn these 3 simple keys.

Treat Yourself. To the life and love you deserve.

Listen! Is This what you want out of life? Really?
Come! On a journey that you will never forget.

Make your house the best one on the block.

You deserve better. You've got better things to do.

Download now. Before Big Pharma shuts this site down.

7. Qualify the Reader

Invite them to go on a journey, but only if they are adventurous enough. By challenging the reader, you are giving him “something to aspire to”, a choice. This “golden hoop”, for him to jump through, leads him to becoming more emotionally invested in the story



and its eventual outcome. This accelerates rapport and is likely to lead to customer loyalty.

8. Incite Curiosity

Add unpredictable characters and unexpected situations into the story. Doing this will get the reader curious as to what happens next.

Openers that incite curiosity

It's been said that every person has their secrets.

One day, I met a man whose secret changed my life.

The story I'm going to tell you might seem unbelievable. But you deserve to know the truth.

Are you read for this? If so, click the “Get Started” button to find out what happened next.

(The above is an opener you can use to get someone’s attention, get them to click a button, maybe even get them to give you their email. Curiosity is a powerful tool. Use it wisely.)

9. Introduce Multiple Storylines

Within your email sequences, introduce multiple storylines. How? By including characters who have their own story. Each character is on their own mission and, sometimes, their mission might conflict with your mission. This creates drama.

10. Establish rapport

Get the reader to know, like, and trust you. This establishes rapport. Once they know, like, and trust you, they are more likely to buy from you.

11. Create Open Loops

An open loop is a circle that is “not closed”. In writing, this is a kind-of cliffhanger moment. An open loop is “unfinished business” or “something that is not resolved”.

Our brain wants to see things resolved. Situations and stories that are unresolved typically trigger an unsettled feeling.

The "open loops" concept is done effectively in TV shows that end on cliffhanger moments. By now, you're emotionally invested in the characters and you "need" to know what's going to happen next. The open loop has, effectively, "hooked" you.

12. Incorporate Seduction Techniques

Every interaction can be a seduction. People like to be seduced as it gives them a feeling of heightened emotion and also they can be irresponsible as "they were led down the garden path" to "chase a feeling"

13. Employ Screenplay Writing Techniques

Learn screenplay writing and use these techniques in your email sequences Craft every autoresponder like a movie script with a beginning that hooks the reader with a protagonist the reader can relate to and empathize with, and a struggle to overcome. End every email with a cliffhanger that will be revealed in the followup email.

Beginning - intro of characters

Middle - intro of conflict

End - resolution of conflict

14. Introduce Conflict

Create your email sequence as a kind-of screenplay, one in which conflict is the central element. Write yourself as the "hero" and within each email, introduce conflict, some opposing force or unforeseen circumstance that throws obstacles in your path. Introducing conflict helps to build tension within the story.



15. Raise the Stakes

Show (within the framework of a story) that if they don't use your product/service as a vehicle/tool, they might not be able to get the life they want.

If you hadn't discovered this weird way of learning how to buy and sell land in North Florida, even with a low credit score or using no money of your own, you might still be working a minimum wage job at that fast food restaurant.

Within your copywriting, make your goal something that you “have to” reach.

Turn your goal from a “wish” into a “must have” or “must get”. Otherwise, you’ll end up living on the streets, begging, or working a job you hate.

16. Be Honest

If you’re offering a product to make money in order to help offset the costs of your website hosting, CRM expenses, and time, then say that.

In the email sequence explain that one of the reasons you are selling your product is “to help offset the expenses involved with managing a website”.

17. Share your Story

People don’t buy products, they buy stories (associated with the product).

Create a feeling and connect that feeling to the product, service, or brand identity that you are offering.

Establish a narrative for your clearly defined brand
Show how your brand can advance someone’s narrative in a way that’s beneficial (outer) and meaningful (inner).

Show how your brand can advance someone’s narrative—the story of who they are, where they are going, and who they hope to be.

18. Elicit a Feeling

Almost everyone is chasing a feeling.

Remember that when you write your email sequence.

Craft your words in such a way that they elicit a feeling.

According to neuroscientist, author, and speaker, Dr. Joe Dispenza, “feelings are the language of the body”.

Get the reader to attach a pleasurable feeling to your product or service and the reader is likely to purchase your product or service.



19. Use Humor

Within your copywriting, use humor. Humor, like curiosity, can be a powerful tool that you can use to leverage and build rapport with your reader/viewer/listener.

Introduce funny stories.

Get people laughing.

According to NLP-certified therapist and family counselor, Terry Gamble, “Laughter is the highest kinesthetic state.”

Laughing is a quick, sometimes immediate way to build rapport with your reader. Get your readers laughing, and your readers are likely to continue reading, as you’re rewarding them with “the highest kinesthetic state”.

20. Foster Unbridled Optimism

Inspire hope. Tell your readers/viewers/listeners that almost anything is possible for them.

Summary

Provide value to your audience by using these strategies. Hopefully, they can help you generate leads and increase sales for your products or services or both.



The **Hooked!** Copywriting System



***Transform words into sales with
The Hooked! Copywriting System!***

The Hooked! Copywriting System

Let's get into the Hooked! Copywriting System.

Overview

The Hooked! Copywriting System blends a variety of elements to produce a powerhouse copywriting formula that generates leads and increases sales. Use this system to convert indifferent prospects into eager buyers. After we explain it more fully, we're going to show you how you can reproduce elements of Hooked! Copywriting System to generate leads and sell products/services.



Think of this system like a puzzle with lots of pieces. You don't have to use all of them. But, if you can use all of them, you're likely to get better results, one that is a full picture of a promise of "what's to come", a "solution" to the prospects problems or challenges or struggles.



Explained

The Hooked! Copywriting System combines classic sales copywriting techniques with elements of Neuro-Linguistic Programming, storytelling, and persuasion engineering to craft words into powerful formulas that hook the reader/viewer/listener, incite their curiosity, amplify their emotions, and get them curious and excited to give you their email and even buy your product or service.

For a deeper understanding

Getting a deeper understanding of The Hooked! Copywriting System means learning the fundamentals of

1. Classic Sales Copywriting techniques
2. Neuro-Linguistic Programming (NLP)
3. Persuasion Engineering
4. Storytelling
5. Screenplay writing techniques
6. Seduction techniques
7. Psychological trigger words

Add the above categories into your sales copy to strengthen connection, invoke curiosity, and generate excitement toward getting your prospects to take a desired action. For further research, search these topics online. Try **yandex.com** for unique results.

Breakdown

The Hooked! Copywriting System uses powerful words and phrases to connect with readers on an emotional level that, combining words and phrases that are visual, auditory, and kinesthetic in order to directly communicate with these three primary sorting styles.



It also uses the lure of curiosity and open loops to get page visitors eager to know “what happens next”, with a curiosity and excitement that gets them to take action.

The Hooked! Copywriting System

The Hooked! Copywriting System is a comprehensive approach that combines classic copywriting techniques, elements of Neuro-Linguistic Programming (NLP), persuasion engineering, seduction techniques, storytelling techniques, and screenplay writing techniques.

It aims to create compelling and persuasive copy that hooks the reader, generates curiosity, amplifies emotions, and ultimately drives them to take action.



Let's explore how The Hooked! Copywriting System can be applied in different types of sales pages.

1. Squeeze Page Example

Headline: "Unlock the Secrets to [Desired Outcome]: Get Instant Access to Exclusive Strategies That Will [Benefit] You!"

Introduction: Engage the reader by highlighting their desires or pain points, emphasizing the benefits they can achieve.

Storytelling: Share a relatable story or testimonial that demonstrates how the product or service has transformed someone's life.

NLP Techniques: Use sensory language and persuasive phrases to trigger emotions and create a connection.

Curiosity Hooks: Incorporate open loops or teasers that make the reader curious about the valuable information they can gain by opting in.

Call-to-Action: Clearly state the action you want the reader to take (e.g., "Enter your email to gain instant access").

2. Landing Page Example

Headline: "Experience [Desired Outcome] Like Never Before: The Ultimate Solution You've Been Waiting For!"

Attention-Grabbing Hook: Start with a compelling headline that immediately captures the reader's attention and creates curiosity.

Amplifying Unique Selling Points: Highlight the key features, benefits, or advantages of the product or service using persuasive language.

Storytelling: Incorporate a captivating narrative that paints a picture of how the product or service solves a problem or fulfills a desire.

Social Proof: Include testimonials, case studies, or user reviews to build credibility and trust.

Scarcity and Urgency: Communicate limited-time offers, exclusive bonuses, or limited availability to create a sense of urgency.

Call-to-Action: Clearly direct the reader to take the desired action, such as purchasing the product or signing up for a trial.

Applications for this copywriting system

Feel free to use these examples for your own product or service or even those of your clients.

Use them as as starting points or references for your own sales pages and expand them or minimize them as you wish.

You can use them as templates for squeeze pages, landing pages, Video Sales Letters (VSL's), and more.



Please note: These are just brief examples to illustrate how The Hooked! Copywriting System can be applied. The actual implementation will depend on the specific product or service being promoted and the target audience. Remember to use these techniques responsibly and ethically, always providing genuine value to your audience.

The Hooked! Copywriting System

The Hooked! Copywriting System is a dynamic approach that combines various elements to create compelling and persuasive copy that captivates the reader, incites their curiosity, amplifies their emotions, and compels them to take action. By integrating classic copywriting techniques, elements of Neuro-Linguistic Programming (NLP), persuasion engineering, seduction techniques, storytelling techniques, and screenplay writing techniques, this system aims to craft words into powerful formulas that hook the audience and drive conversions.



Squeeze Page Example

Headline: "Unlock the Secrets to Financial Freedom: Get Instant Access to Exclusive Strategies That Will Skyrocket Your Wealth!"



Breakdown: Unlock the Secrets to (Goal - health, wealth, relationship): Get Instant Access to Exclusive Strategies That Will (verb) your (Goal - health, wealth, relationship)

Introduction: "Are you tired of living paycheck to paycheck? Do you dream of achieving true financial freedom and living life on your own terms? You're in the right place. We've curated a collection of exclusive strategies that will transform your financial future."



Breakdown: Are you tired of (struggle/pain)? Do you dream of (health, wealth, relationship goal) and living life on your own terms? You're in the right place. We've curated a collection of exclusive strategies that will transform your financial future."

NLP Techniques: "Imagine a life where you no longer worry about bills or debt. Picture yourself enjoying luxurious vacations, driving your dream car, and providing your loved ones with everything they deserve. Our powerful strategies will reprogram your mindset for wealth and abundance."



Breakdown: Imagine a life where you no longer worry about (health, wealth, relationship problems). Picture yourself enjoying (health, wealth, relationship success) and providing your loved ones with everything they deserve. Our powerful strategies will reprogram your mindset for wealth and abundance.



Curiosity Hooks: "But here's the catch: These secrets are only revealed to a select few who are committed to taking control of their financial destiny. Enter your email now to gain instant access to this life-changing information."

Breakdown: But here's the catch: These secrets are only revealed to a select few who are committed to taking control of their (category/health/wealth/relationships) destiny. Enter your email now to gain instant access to this life-changing information.

Call-to-Action: "Enter your email address below and embark on the path to financial freedom!"

Breakdown: Enter your email address below and embark on the path to (category/health/wealth/relationship) freedom.



Add a reminder

Under the “call to action” button beneath the form request for a name and email, you could add a “Think about it” or section. Feel free to copy this or use it to model something unique for your product or service.

Think about it

The small/measly amount you’re gonna spend to buy this (product) is likely to go one way or another. But, the chance to change your life for the better might not come around again for a very long time. Also, remember, this course comes with a 30-day satisfaction guarantee, so you can “try it before you buy it”. Essentially, this a risk-free offer. Now, the choice is yours. Keep doing what you’re doing, and keep getting what you’re getting. Or get this course, apply the strategies, and see how it changes your life. Whatever you decide to do, I wish the best for you and your loved ones.



Landing Page Example

Headline: "Experience Radiant Skin Like Never Before:
The Ultimate Solution You've Been Searching For!"



Breakdown: Experience (result/solution) like never before:
The Ultimate Solution you've been searching for!

Attention-Grabbing Hook: "Are you tired of dealing with stubborn acne and dull skin? Imagine waking up each morning to a flawless, glowing complexion that turns heads wherever you go. With our revolutionary skincare system, that dream can become your reality."



Breakdown: Are you tired of dealing with (problem) and (related problem)? Imagine waking up each morning to a (solution) that (benefits). With our revolutionary (category) system, that dream can become your reality.

Amplifying Unique Selling Points: "Our skincare system is meticulously crafted using the finest natural ingredients, scientifically proven to nourish and rejuvenate your skin. Say goodbye to blemishes, wrinkles, and uneven texture. Embrace the confidence that comes with radiant skin."



Breakdown: Our (category) system is meticulously crafted, using the finest (beneficial) (ingredients/strategies/techniques/security protocols, etc), scientifically proven to (positive results). Say goodbye to (problem). Embrace the confidence that comes with (benefit of solution).



Storytelling: "Meet Emily, a woman who struggled with acne for years, hiding behind layers of makeup and feeling self-conscious. But everything changed when she discovered our skincare system. Now, she radiates beauty and feels empowered to conquer the world. Join Emily and unlock the secret to a luminous complexion."



Breakdown: Meet (name of person), a (man/woman) who has struggled with (problem) for years, hiding behind (challenge) and feeling (self-conscious/insecure/anxious). But everything changed when she discovered our (solution) system. Now, she radiates (beauty) and feels (empowered/confident) to (benefit/overcome problem). Join (name) and unlock the secret to (solution).

Social Proof: "Don't just take our word for it. Hear what our customers have to say:"



Testimonial 1: "I've tried countless products, but nothing compares to this skincare system. My skin has never looked and felt better. Thank you!" - Lisa M.



Testimonial 2: "I was skeptical at first, but after a week of using this system, I saw a remarkable improvement in my skin. I can't recommend it enough." - Ann P.

Scarcity and Urgency: "For a limited time, we're offering an exclusive bonus gift with every purchase. This offer won't last long, so don't miss out!"

Call-to-Action: "Transform your skin today. Click the 'Buy Now' button and embrace the beauty that lies within!"

Breakdown: Transform your (health/wealth/relationships) today. Click the 'Buy Now' button and embrace the (beauty/health/wealth/relationship) that you can use to attract the life and love (you deserve/you've been dreaming about).

Remember, these examples are meant to illustrate how The Hooked! Copywriting System can be applied. Tailor the language, details, and examples to suit your specific product or service, target audience, and brand voice. The key is to create a cohesive and persuasive message that resonates with your audience and drives them to take action.

Psychological Trigger Words



In copywriting, the strategic use of psychological trigger words and phrases can significantly influence and persuade readers.

Here are some examples of commonly used trigger words and phrases:

1. “You”: Addressing the reader directly creates a sense of personal connection and engagement.

2. "Free": This word appeals to the desire for something valuable at no cost and can create a sense of urgency.

3. "New": People are often attracted to novelty and innovation, so highlighting something as new can spark curiosity and interest.



4. "Limited": The idea of scarcity and exclusivity can drive action, as people fear missing out on opportunities.

5. "Proven": This word implies credibility and reliability, providing reassurance to potential customers.

6. "Instant": People crave immediate results, so emphasizing speed or instant gratification can be compelling.

7. "Exclusive": Exclusivity implies that the offer or product is available only to a select group, making it more desirable.

8. "Guaranteed":
Offering a guarantee instills confidence and reduces risk, reassuring customers about the value they will receive.

9. "Save": The idea of saving money or time appeals to people's desire for efficiency and financial prudence.



10. "Discover": This word implies the opportunity to uncover something new or valuable, evoking curiosity and a sense of adventure.

11. "Powerful": Describing a product or service as powerful suggests effectiveness and impact, appealing to customers' desire for success.

12. "Limited time offer": Urgency is created by emphasizing that the offer is available only for a specific period, encouraging immediate action.

13. "Secret": People are often intrigued by secrets or insider knowledge, making them more receptive to messages containing this word.

14. "Unleash": This word implies untapped potential or hidden benefits, enticing customers to explore what they may be missing.



15. "Results": Highlighting the tangible outcomes or benefits customers can expect can generate interest and motivation.

Remember, the context and target audience should always be considered when utilizing these trigger words and phrases. Ethical and responsible copywriting focuses on providing genuine value and meeting the needs of customers, rather than manipulating or misleading them.

Generate Leads and Increase Profits

Use The Hooked! Copywriting System to generate leads and increase sales for your products or services or both.

The Hooked! Copywriting System combines various elements to create compelling and persuasive copy that captivates the reader, incites their curiosity, amplifies their emotions, and compels them to take action.

By integrating classic copywriting techniques, elements of Neuro-Linguistic Programming (NLP), persuasion engineering, seduction techniques, storytelling techniques, and screenplay writing techniques, this system aims to craft words into powerful formulas that hook the audience and drive conversions.



Think of this system like a puzzle with lots of pieces. You don't have to use all of them. But, if you can use all of them, you're likely to get better results, one that is a full picture of a promise of "what's to come", a "solution" to the prospects problems or challenges or struggles.



Play around with The Hooked! Copywriting System and identify the best ways you can use it to generate leads and increase sales for your products or services.

Before you begin selling online, here's a few additional strategies that may help you work more efficiently.

1. Market research Before you even develop a product or service or sign up to promote a product or service as an affiliate, determine if there is a market of buyers.

2. Customer Climate Find out where your customers hang out and listen to and read their conversations, especially their complaints about the current products they are using. Make notes about the compliments they have for the current products they are using. Identify how your product can be better, more reliable, less harmful, easier to use. If possible, create a better offer by adding “add ons” to your product, so the customer gets a better deal when he buys from you.

3. Customer Avatar Identify your “customer avatar”—the person who you are serving to help with a solution to their problem/challenge with your product/service.

Before you get started trying to sell stuff online, do the market research, gage the customer climate, identify your “customer avatar”. The more you know about your customers wants, needs, and desires, the better you’ll be able to serve them with a useful product or service.

The easiest way to sell something is to sell something to a market that is eager to buy it.

Find a hungry market. Then, add value to an existing product and sell it. Or, niche down by serving a sub-culture market that exists within the larger market.

For example, instead of selling weight loss supplements with bonus action plan and discount, sell “Weight Loss Supplements for Woman over 40 years old who Suffer from Foot Pain”.

What you’re doing, with the above example, is niching down—finding a smaller category with a larger category.



If you can do that and dominate that category with a useful product or service and build a strong reputation, you have the potential to earn a lot of money.

Remember. Keep it simple.

The basic way to make money online it so find people who want to buy stuff and then sell them stuff.

How to make money online

1. Find people who want to buy stuff.
2. Sell them stuff.

Instead of competing in a crowded market, niche down. Niche down by finding a specific market within a larger market that needs your product. Address their pain points. Offer bonuses, a guarantee, live customer support.



Use The Hooked! Copywriting System as a reference guide to put together sales copy that you can use to you generate leads, build a subscriber list, and generate sales for your product or service or both.



Want more? Click the links below:

<https://www.CopywritingAcademy.net>

<https://www.CopywritingThatConverts.com>

<https://www.CopywritingToolbox.com>



A Toolbox

The Hooked! Copywriting System is, essentially, a toolbox that contains a collection of tools that you can use individually or in combination with other tools to get stuff done. Learn how to use these tools to serve your customers and clients and help them reach their goals.

Think of yourself as a tradesman, a service person, serving others, helping them solve challenges and problems and fix things in order to get better results.

You're the maintenance man for their goals. You're the plumber of pipe dreams. Okay. You get the point. :)



A diving board

Think of The Hooked! Copywriting System as a diving board. That sits above an olympic-sized swimming pool.

You carefully climb the rungs of the ladder until you reach the top, at which point you step on to the diving board.

Before you even begin to walk to the edge, you look down. The pool looks far away. But, it's closer than it looks.

You hesitate.

You're scared to jump.

But, there's a line of people waiting on the ladder.

Asking them to climb down because you got scared would be embarrassing.



And by now, there's people who are looking at you, waiting for you to jump into the water.

But, from your vantage point, the pool looks dangerously far away.



You stand there.

You look down at
the water below.

You can hear
people people
grumbling in
frustration as they
wait on the ladder.
Until you jump off,
they are stuck.

Is it safe to jump?

Then, you realize something.

What you're experiencing is not reality, it's perception.

The water is closer than you think.

Many people have jumped from this diving board before
and landed safely in the water.

Everything will be okay.

You realize that it is safe to jump. That any anxiety is caused by thoughts that are not grounded in facts.

The more you realize this, the less you worry.

The sun peaks through the clouds.

The sunlight flashes off the water below.

It's a beautiful scene.

The water looks inviting.

See the water?
See the pool?



That's the pool of possibilities.

That's the sea of potential.

And now that you've perused this e-book, and now that you have an understanding of how to persuade people to make a choice that is in their best interest while offering them a product or service that can add value to their life in some way, you feel less anxious.

You realize that you do not need to sell.

Instead, you're just sharing information about something cool that can help make someone's life easier.

See the people swimming in the pool?



They're waiting for someone like you to help them solve a challenge by offering them a product or service or both.

Those aren't strangers in the pool grumbling about you.

Those are potential friends, customers, clients.

The swimmers are cheering you on.

The pool is closer than you think.

The pool looks less intimidating.

The swimmers look less judgmental.

Let go of anxiety and embrace the the possibilities.

The possibilities of helping others reach their goals.



Use these copywriting strategies in your writing and in your conversation to help people reach their goals.

With The Hooked! Copywriting System, you have toolbox and a reference point that you can use to help others.

With The Hooked! Copywriting System, you have a map that can help you navigate conversations and steer them toward a desired result, one which can convert indifferent strangers into curious prospects, by offering them a product or service that helps them solve a particular challenge or problem.

Those people in the swimming pool are waiting for someone like you to help them with their challenges.

Knowing this, your entire perspective changes.

From anxiety to possibility, from nervousness to potential.

You stand on the diving board, holding the rails.

You let go of the rails and walk quickly to the edge.

You jump into the pool.

The pool of possibilities.

The sea of potential.

The swimmers are smiling at you.

Some are even clapping.

Think of The Hooked! Copywriting System as a kind-of diving board from which you can jump in to the pool of possibilities.

Possibilities to generate leads.

Possibilities to generate sales.

Possibilities to connect people with useful products.

Possibilities to connect people with useful services.

The Hooked! Copywriting System is a launching point that, hopefully, you can use to confidently serve others by connecting with them in a meaningful way.

Dive in.

The water's great.

And the swimmers are people just like you, with their hopes and desires and goals.

Use these tools to help them reach their goals.

You can do it.

Thank you for joining me on this journey.

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WebsiteForBusiness.net
website & copywriting services

CopywritingAcademy.net
discover the power & profit of words

CopywritingToolbox.com
essential copywriting tools

CopywritingThatConverts.com
convert prospects into customers







You might be wondering

You might be wondering, what happened to the guy at the beginning of the story, the high-paid copywriter who exited his career job working for one of the mainstream media networks, in order to escape the politically correct zombies who were destroying everything in their path?

What happened to him?

Did he quit his job?

What happened next?

What happened to this high-paid copywriter who, hemmed in by the witch-hunt of politically correct woke zombie puppets, decided the best way out was to quit?



What happened to this gentleman adventurer, a wordsmith, a pioneer, who walked the tightrope between the familiarity of the past and the restlessness of the future?

Did he exit the high-paying career?

Did he stay in New York City?

Did he reveal the copywriting and sales and marketing strategies that they don't want you to know about?

Did he release The Hooked! Copywriting System, the copywriting strategies ebook?



What happened to him?

You're about to find out.

Before we continue, let's get an overview of what happened that led up to this point.

You're about to find out what happened to Mark Thompson (not his real name).

He was a high paid, multiple-six figure earner, as a copywriter for a major network in New York City.

But a few years into his career, things began to change.

New hires were based not on their qualifications but on their ethnicity and gender.

Mark was given the task of training of them which turned out to be an exercise in frustration.

They appeared eager, but lacked the intellectual curiosity and the discipline to learn even the basics of copywriting, marketing, and sales strategies.

Also, their foundational skills were weak.

Their grammar was poor.

They misspelled words.

They spoke in incomplete sentences.

They lacked the understanding of basic marketing.

Were they even taught anything at their universities?

Were they a given entrance to make a diversity quota, then given a degree to further pad the diversity score for students who earn degrees?

Quietly, Mark wondered.

Because Mark was expected to train these new hires, his workload doubled.

The ineptitude of the new hires began to effect the company's morale and even the company's profits, as longterm advertising clients watched their sales tank.

Because of his race (white) and his gender (male), Mark was a slow moving target for the incoming hires, unqualified copywriters whose main agenda was to destroy the patriarchy.

Most, if not all of them, had been indoctrinated, at the college level, with the vaccines of political correctness and identity politics.

Their mission twofold:

1. Destroy the patriarchy.
2. Build a new world based on their false beliefs.

In order to plan his next move and to protect himself from being accused of something, Mark began to withdraw.

He avoided office parties.

He skipped out on social gatherings.

He began to spend more time working from his apartment, an Upper West Side, Manhattan, NYC studio apartment near Broadway and 72nd Street.



He spent hours walking in Central Park, thinking.

He expected that the office workers would ignore him.

Instead, they reached a different conclusion—that he was an angry white male who couldn't be trusted.

He had not anticipated that things would happen this fast.



Mark knew he had to make a move.

Mark did not hate the incoming hires.

He felt sorry for them.

They were just young puppets being played by crazies, in order to shift the dynamics of the game, to get people fighting, to create chaos, social

unrest, fear and anxiety, then offer a solution in the form of control and security.

The elites were following their playbook that they'd written years earlier.

And the young puppets were just that—proxy warriors who don't even know they are being manipulated.



Games played by the elites

These elites influence the media with their propaganda that they use to indoctrinate the young as their proxy warriors and puppets, in order to keep their hands clean and claim that it's a movement of change they have little control of, when they themselves are the ones who planted these rotten, genetically modified self-terminating seeds that refuse to germinate.

The elites manufacture chaos then offer control and more restrictions as a safety measure to solve the problem that they helped create.

The young people, looking for a mission, a tribe, an identity, are used by the elites as pawns to advance their agenda of mayhem, chaos, and destruction.



Because young people, for the most part, seem to have lost their “rites of passage”, they are easy pickings for those who want to offer them “rites of passage” in order to find an identify, find a tribe, and find a mission.



Becoming a Social Justice Warrior (SJW) gives the young people an identify, by providing them with a mission.

This mission (destroy the patriarchy, self-identify as a unique gender, etc) provides them with an identity, one in which they’re playing both the victim and the hero. The victim of the patriarchy and the hero when they’ve “risen above the noise and chaos” and destroyed the patriarchy. This mission becomes their narrative, their self-story, and, if left unchecked, this shapes their identify.

The poor young people are just hand puppets for the elites. The poor, young people are proxy warriors in their wicked games, being moved like chess pieces to accomplish horrible things.



Fighting the patriarchy allows them to feel this way. In fighting the patriarchy, they are both the victim of the patriarchy, and the hero fighting the patriarchy. So, they get sympathy and empathy for being the victim, and special rights for being the victim, while, at the same time, getting accolades and attention for being the hero, fighting the patriarchy.

But, they are being used in a global game manufactured by people whose main goal is to destroy the natural order of things and control what remains.

What happened next

The job environment was quickly becoming unbearable.

Due to the incoming tide of diversity hires and the suffocating wave of political correctness, he knew he needed to leave before he was accused of a crime that never happened.

Mark knew he had to make a move.

This is what happened next.



What happened next (continued)

Quietly, Mark Thompson left his six-figure paying job as a highly-respected copywriter for the mainstream TV network, for which he'd generated millions of dollars through subscribers and in sales for products and services that he no longer believed in anymore.

Thankfully, it was a clean break.

And the original HR woman, who was now executive vice president gave him a bonus gift that was unexpected, but quite welcome. The bonus gift alone would be enough to carry him for at least years in a less expensive country. He had substantial savings to carry him for many years but the gift was still a nice reminder that at least one person at the network company still cared about him.

Now, he had to decide what to do next.

When he had arrived in New York City, years earlier, it was a magnificent engine of possibilities, a pressure cooker for people's dreams, a place that forced you to figure out what you are capable of, a place where the smells, the sounds, the scenery provided ingredients that kicked his imagination into high gear. With The City as his playground, his writing soared to new creative levels.

Living in New York City was like taking a drink from a fire hydrant. Either you learned how to swim in the torrent or you swam away.

Mark chose to stay in New York City and The City rewarded him. The sheer magnitude and relentless energy of The City drove him to write copy that yielded results in massive numbers. So much so that ad agencies and competing networks offered him higher-paying positions. Once word got out, his employer doubled his salary and gifted him with a small mountain of bonuses.

Mark was the go-to guy for getting results, breaking previous records, and setting new ones that brought in an astronomical amount of money for the network.



Contractual obligations from his employer prohibit him from sharing the exact mechanics of the copywriting methods that drove these results, but you can get an overview of them in The Hooked! Copywriting System.





At the time, New York City was an open book of possibilities, a summer camp for people of all ages, an excuse to roam wild on weeknights and weekends and a race to earn as much money as possible during working hours. The City was both an obstacle course and a playground that seemed to reward split-second decisions just as equally as it rewarded carefully crafted schedules.































The City itself was a box of contradictions. It wasn't meant to be understood, just appreciated. The City was the great anvil that forged characters and helped shape destinies.



New York City served as an incubator for ideas, an obstacle course for one's dreams to flourish or fall apart.



In the winter, The City became a refrigerator of epiphanies—a place of wonder, beauty, and mystery.



Despite the cold, The City marched on.



Like a giant spring-loaded robot, who had figured out how to wind himself up in order to keep going, The City appeared to be unstoppable.

But as Winter turned into Spring and the snow began to melt, things changed.

And slowly, and surely, the giant robot succumbed to the elements. First came the rain. Then came the rust. The robot sat down. The rust set in.

And that was that.

New York City

New York City, which was once something unique and full of possibilities, was now marred by high crime and high rents. What BLM activists didn't destroy was destroyed by the people pretending to be BLM.





Most of the small businesses that remained were destroyed by the engineered health crisis and manufactured economic tsunami that was the covid plandemic. Empty storefronts, covered by sheets of plywood, were left in their place. Eventually, they might be converted into banks or Starbucks or another chain store that needs an excuse for losing money every month.



New York City was looking more like a litmus test for bad ideas and crisis situations than an actual city. The inhabitants were the unwitting test subjects who, out of fear, propaganda, and draconian measures, were convinced to take a vaccine that killed many of them, unless they were murdered by the treatment first.



Most of the artists and musicians and writers and drifters and dreamers who had helped make New York City what it is were now gone. Many had left New York City to find cheaper rents, more space, and less restrictions, in places like Colorado, Texas, Florida, North Carolina, and places in between. Those that remained in New York City moved to the outskirts, places that took multiple trains to get to.



The robot was rusting. The City was dying.



The City was poisoned, slowly murdered, an engineered by design death that would be blamed on economic conditions and a health crisis, both of which were manufactured by wicked people in positions of power.



New York City was a city that wasn't worth fighting for anymore. The City had been destroyed on purpose.



The mayor, the city commissioners, the bankers and the hedge fund managers, the judges, driven by identity politics, greed, hubris, a lust for power, and a penchant for making bad decisions, had turned this vibrant city into a vacant wasteland, a place that rewarded dangerous and violent criminals by releasing them onto the streets and into the subways to continue their mayhem and murder.



Some people stayed in New York City. They hoped that somehow, some way, The City would right itself again. But the ship had overturned and the engines had rusted to a complete stop. Things were unrecoverable.



The hedge fund managers, BLM, the criminals that were released, the judges, the bankers, and the government officials, among others, had, unofficially, destroyed New York City. They had turned The Big Apple into the rotten apple—something smelly, inedible, and unrecognizable.



New York City was over.

New York City was not coming back.



New York City, running on fumes, lacked the coolness, the intrigue, the energy, to be what it was once—a giant magnet in the sky that could only attract what it did not destroy.

And those driven by curiosity to explore The City, who ventured into The Rotten Apple, would come away empty handed, with empty wallets and a feeling of hopelessness.



Even the folk singers who expected to glean inspiration from The-City-that-used-to-be would leave defeated.

The City that had once primed their imagination and pumped them with enthusiasm had deflated into a collapsed circus tent for a circus that had left years earlier.



The Hooked! Copywriting System





What happened next (continued)

Now, he had to decide what to do next.

It was time for him to leave New York City.

It was time for him to start assembling the notes and continue his research into copywriting, marketing and sales, Neuro-Linguistic Programming, storytelling strategies, screenplay writing techniques, seduction methods, and Persuasion Engineering to formulate a copywriting system that would generate results.

For years, Mark had been earning huge sums of money to write copy to sell products manufactured by companies who didn't care to people who, for the most part, didn't need them. Most of these companies, multi-million dollar and multi-billion dollar pharmaceutical firms, generated physical ailments out of thin air, then produced medications to "treat" these manufactured ailments and raked in millions in the process. And the beat goes on.

Although his career as a copywriter paid well, the money didn't satiate the guilt he felt for pushing propaganda.

A lie is lie no matter how well it is gift-wrapped.



For the first week after he left his job, Mark visited the YMCA swimming pool almost every day. He swam for hours. He needed a clean break. He needed time to think. He needed to reassemble his priorities. And this routine—swimming—satisfied all of those requirements.





He sold, donated, or gave away most of his possessions.

Then, he ended his lease to the Upper West Side studio apartment.

He continued swimming almost every day.

He thought about traveling.

He came across the “Travels with Kristen” videos on Youtube about Bulgaria.

Bulgaria.

It looked like a unique place that was off the radar. A place where he could regroup and reassemble his priorities.

Kristen, a travel consultant, who ran the “Travels with Kristen” channel on Youtube, shared unique videos about about the town of Bansko, Bulgaria, a quaint ski resort town in southwestern Bulgaria located at the foot of the Pirin Mountains.





Bansko, Bulgaria The town was safe, had low cost apartments and room rentals, offered multiple co-working spaces, had restaurants and markets with fresh, delicious food, had nearby hiking trails and low cost ski passes, and was already, in a small way, of being a haven for digital nomads due to these features.

Mark was curious and intrigued.

Bulgaria looked good.

Months before turning in his notice, he'd started watching the videos and found the town alluring and quiet enough to offer a place to recharge, breathing clean mountain air, exploring the hiking trails, and inhabiting spaces frequented by travelers and remote workers.

Popular among digital nomads, Bansko is still relatively undiscovered and he wanted some peace and quiet to relax, explore, go for long walks, and let his mind wander until he knew what his next move would be. This would be an opportunity for growth and adventure.



He thought about putting together an ebook, one that shared copywriting strategies, one that combined classic copywriting strategies with lesser-known ones to create a puzzle that could be assembled and reassembled to form different pictures and get different results.



From his years of study and from practical application of his work as a copywriter, Mark had uncovered and refined the secrets to capturing attention, invoking curiosity, flipping the script, stirring emotions, generating enthusiasm and, in general, flipping all sorts of emotional switches in order to get indifferent prospects to take a desired action.

However, at this time, the book could wait.

He wanted to explore Bulgaria.

What happened next (continued)

He decided to move to Bulgaria.

He booked a one way flight to Sofia, Bulgaria.

He explored Sofia for a few weeks, then took a bus to Bansko, Bulgaria.

Bansko, Bulgaria is Bulgaria's premiere ski resort and the largest ski resort in the Balkans.

Once in Bansko, Bulgaria, Mark visited coffeehouses and co-working spaces, where made a few friends.

He spent hours hiking in nearby woods.

During the Winter, he snowboarded.





After six months, he traveled to other areas of Bulgaria.

He looked at fixer-upper houses.

A lot of them.

Two houses caught his attention.



The first house was a two-story fixer-upper house located in a small village that was mainly inhabited by ex-pats from the United Kingdom.



Next door was a retired couple from England and they had a pool. They invited him over to swim. He accepted their offer, then accepted their offer for dinner afterwards.



The second house was a smaller two-story house with a cottage, in a small town mainly inhabited by Bulgarians.

He purchased both houses.



He spent a few months fixing up both houses, during which time he met the neighbors, started learning Bulgarian, even hiring a tutor, and exploring nearby hiking trails and towns.





Once both houses were in livable condition, he rented out the smaller one. In the two-story house, he set up a writing studio on the second floor that had views of the vineyard in the front yard and the neighbor's pool.

Winter was on its way. Mark purchased a pair of skis and used ski wear to prepare for the first snowfall. Then, he purchased he inexpensive ski lift passes.



On the opening day of the season, he woke early, put the gear in the used car he'd purchased from a nearby villager, then drove to the nearby ski resort. It a was beautiful day.







Now, it was time for him to embark on his new venture: gathering the data, assembling the notes, and generating images in Midjourney for what would become The Hooked! Copywriting System, a combination of copywriting strategies that could be used to generate increased sales for customers and clients.



In a way, Mark Thompson had been using elements of this system already. This copywriting method had earned him hundreds of thousands of dollars working for the corporate mainstream media. And it had earned the corporate mainstream media millions of dollars in subscriber signups and purchases of products or services via advertisers.

Now, however, he wanted to use these copywriting strategies for something more meaningful, as a way for himself and others to connect with their audience in authentic and meaningful ways.



He hoped these copywriting strategies would be used for good—for selling products and services that were actually useful and necessary and helped their customers find solutions to their challenges.

He hoped that others would find these copywriting strategies useful in serving their audience, to establish rapport, build connection, generate subscriber lists and increase sales using effective methods that brought results faster with less work.



He hoped these copywriting techniques would help others communicate their message more effectively.

With a blend of classic sales copywriting, storytelling, screenplay writing, persuasion engineering, and other techniques, he aimed to help entrepreneurs, freelancers, and business owners connect with their customers and clients.

It was time for him to “spill the beans”, to share the “copywriting secrets” with the little guys, in order to give them a fair shake, so they would have a chance to find success without getting demolished by corporations and the drones that serve them, and the courts that protect them.



He had something to share with the world and even if it was a drop in the ocean, it was a drop nonetheless. This accumulation of copywriting methods would be called The Hooked! Copywriting System, for its ability to hook visitors, and convert indifferent visitors into eager prospects excited to buy the product or service.

The allure of The Hooked! Copywriting System lay in its ability to transport readers to a world of desire, curiosity, and excitement.



Mark understood that copywriting wasn't just about selling products; it was about creating an experience, a journey that customers couldn't resist embarking on. The Hooked! Copywriting System had the potential to open a gateway to a world of

possibilities, an invitation to explore, experience, and place to discover a world of possibilities.

So, he began assembling his myriads of journals on copywriting, and also prompting commands to ChatGPT (chat.openai.com) to get summaries from legendary copywriters and overviews of copywriting strategies.

The use of NLP (Neuro-Linguistic Programming) and persuasion engineering techniques ensured that readers were irresistibly drawn to the offerings. Golden hoops were presented, enticing them with limited-time offers and exclusive deals that awakened their sense of achievement and exclusivity. The power of amplifying unique selling points made each item more enticing, enhancing their perceived value and desirability.



Within the narrative, Mark employed the push-pull technique to keep readers engaged. He lured them with promises adventure and possibilities of finding something valuable, then gently stepped back, allowing them to explore the possibilities on their own terms.



The Hooked! Copywriting System was a dance of persuasion, a symphony of words that tugged at their heartstrings and inspired action. Among the plethora of books on copywriting and sales and marketing, The Hooked! Copywriting System offered something different—a combination of elements like storytelling, persuasion, screenplay writing, classic copywriting, Neuro-Linguistic Programming, and more that created a kind-of casserole, one with a familiar scent that but that couldn't be identified.



The Hooked! Copywriting System was popular among its readers and was shared throughout the world of entrepreneurs, freelancers, marketers, copywriters, and sales and marketing executives throughout the world.



A Tale of Triumph and Transformation

Mark Thompson stood atop the sun-kissed hill in Veliko Tarnovo, overlooking the breathtaking panorama of Bulgaria's rugged landscapes. With each passing day, he witnessed the transformation of his dreams into a reality that surpassed his wildest imagination. The success of The Hooked! Copywriting System had propelled him to new heights, both professionally and personally.



As news of Mark's revolutionary copywriting approach spread, entrepreneurs from far and wide clamored for his expertise. The demand for his services skyrocketed, and with it came the financial rewards he had only dared to dream of. Earning \$10,000 to \$20,000 a week became the norm, a testament to the power of words and the impact of The Hooked! Copywriting System.

With his newfound wealth, Mark embarked on a life of adventure and exploration. He traveled the world, gathering inspiration from the vibrant tapestry of cultures and landscapes. From the bustling markets of Marrakech to the beautiful streets of Kyoto, he absorbed the essence of each place, infusing it into the very fabric of his copy.

And now, he found himself back in the heartland of Bulgaria, the country that had captured his soul.



Mark's success had allowed him to acquire two additional properties, both stunning, nestled amidst the beauty of Veliko Tarnovo. The first, an exquisite traditional Bulgarian house, he transformed into a meticulously designed rental property that beckoned travelers seeking an authentic experience.



The second property, a majestic villa overlooking the rolling hills, was Mark's sanctuary—a place to immerse himself in the serenity of nature and nurture his creative spirit. The renovations were a labor of love, guided by his unwavering attention to detail and his appreciation for the timeless elegance of the region. Each room exuded an air of sophistication, blending modern comforts with the rich heritage of Bulgarian craftsmanship.



The villa's veranda offered a breathtaking vista of the Danube River winding its way through the lush valleys, while the scent of lavender and wildflowers wafted through the air. Here, Mark would spend hours immersed in his work, the words flowing effortlessly from his fingertips, as if the very essence of Eastern Europe whispered secrets of persuasion into his ear.

As the sun dipped below the horizon, casting a golden glow over the meticulously manicured gardens, Mark reflected on his journey. From a disillusioned copywriter in the bustling metropolis of New York City to a master of his craft in the captivating land of Bulgaria, he had embraced the power of words and harnessed it to create a life beyond his wildest dreams.



The success of The Hooked! Copywriting System had not only transformed his own destiny but had also empowered countless entrepreneurs to achieve their own aspirations. It had become a beacon of inspiration, a guiding light for those who sought to captivate their audiences and create a profound impact.

As Mark sipped his Bulgarian wine, the velvety notes dancing on his tongue, he marveled at the beauty that surrounded him. The legacy of The Hooked! Copywriting System would forever be intertwined with the allure of Bulgaria—a testament to the transformative power of words and the unwavering spirit of a copywriter who dared to think differently.



The Beauty of Bulgaria

As he settled into his new surroundings, Mark found himself enchanted by the mystique of Bulgaria. He would spend hours exploring the narrow alleyways, discovering hidden cafes, and immersing himself in the local customs. The locals welcomed him with open arms, and Mark's natural charisma made him a favorite among the townspeople.



Mark's reputation as a renowned copywriter preceded him, even in this far-flung corner of the world. Word of his expertise spread quickly, attracting local businesses seeking his creative touch. It didn't take long for Mark to establish himself



as the go-to guy for compelling advertising campaigns. His ability to blend classic sales copywriting techniques with an understanding of psychology and NLP set him apart from the competition.

Quickly, Mark's client list grew, and the demand for his services surpassed his wildest expectations. His uncanny ability to craft copy that spoke to the desires and aspirations of the Bulgarian market made him a force to be reckoned with. Businesses flourished under his guidance, and Mark reveled in the satisfaction of helping his clients achieve their goals.

As Mark's adventures continued, he knew that each destination held its own unique magic. From the bustling markets of Marrakech to the untamed wilderness of the Amazon, from the serenity of the Swiss Alps to the spiritual oasis of Bali, his journey was a testament to the power of exploration and the transformative effect of immersing oneself in the wonders of the world.

With every step, Mark embraced the unknown, eager to discover new landscapes, forge connections with fellow adventurers, and uncover the hidden gems that lay off the beaten path. He carried with him the lessons learned from each destination, the memories etched in his heart, and the unwavering belief that the world was meant to be explored.



And so, as Mark set his sights on the horizon, he knew that the next chapter of his journey awaited—a chapter filled with new destinations, remarkable encounters, and endless possibilities. With an insatiable curiosity and an open heart, he embarked on the road less traveled, ready to embrace the world and all its wonders.



Conclusion

In conclusion, The Hooked! Copywriting System represents a groundbreaking approach to copywriting that harnesses the power of various disciplines to transform indifferent prospects into enthusiastic customers eager to purchase your product or service. By blending elements of classic sales copywriting with the principles of NLP, Persuasion Engineering, storytelling, screenplay writing strategies, and seduction techniques, this system provides a comprehensive toolkit for crafting compelling and irresistible copy that drives conversions.

Throughout this ebook, we have explored the fundamental concepts and techniques behind The Hooked!

Copywriting System, delving into the psychology of persuasion and the art of engaging storytelling. By understanding the deep-rooted desires and motivations of our target audience, we can create copy that resonates with them on a profound level, one that inspires them to take action toward a desired result.



The integration of NLP techniques within The Hooked! Copywriting System empowers copywriters to tap into the subconscious mind of their prospects, uncovering hidden desires, and effectively influencing their decision-making processes. With this level of understanding, we can tailor our messaging to address their deepest needs and position our product or service as the ultimate solution.

Moreover, by incorporating principles from Persuasion Engineering, we gain insights into the psychological triggers that influence human behavior. By strategically leveraging these triggers, such as social proof, scarcity, and authority, we can heighten the persuasive impact of our copy and propel prospects towards taking action.

Additionally, the inclusion of Seduction Techniques in The Hooked! Copywriting System enables us to create a captivating and irresistible narrative that captivates the reader from start to finish. By crafting compelling headlines, engaging stories, and employing emotional hooks, we can create an immersive experience that keeps prospects hooked and compels them to take the desired action.

The Hooked! Copywriting System is not just a copywriting style; it's a powerful methodology that empowers copywriters to become true craftsmen of persuasion. By

employing this system, you will possess the tools and strategies to cut through the noise, connect with your audience on a profound level, and ultimately drive conversions that exceed your expectations.

So, whether you are an aspiring copywriter looking to enhance your skills or a business owner seeking to create copy that compels prospects to buy, The Hooked! Copywriting System is your ticket to success. Embrace its principles, study its techniques, and unleash the power of persuasive copywriting to unlock untapped potential and achieve remarkable results in your marketing endeavors.

You can do it. Onward!

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Please note: A lot of this ebook content was generated by ChatGPT (chat.openai.com). Special thanks to the team who developed ChatGPT (chat.openai.com).

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Thank you for exploring
The Hooked!
Copywriting System



***Transform words into sales with
The Hooked! Copywriting System!***

Additional Resources

Want more?

Click the resources links below.

If the links do not open, simply copy & paste the website address into the search bar.

Website & Copywriting Services

WebsiteForBusiness.net

GetAWebsiteForMyBusiness.com

Copywriting

CopywritingAcademy.net

CopywritingToolbox.com

CopywritingThatConverts.com

Digital Marketing

KrisKempCreative.com

Laptop Lifestyle

LaptopLifestyleMadeSimple.com

Make Money Online

FlipFloridaLandEbookBundle.com

FlipFloridaLandEbookBundleFulfillment.com

MakeThisYourView.com

49850perDay.com

OnlineProfitsMachine.com

HighPayingAffiliate.com

UndergroundMoneymakingSecrets.com

PLRProfitsBlueprint.com

Make Money Flipping Properties

FlipFloridaLand.com

MakeBigProfitsFlippingFloridaLand.com

Natural Cures Made Simple

30DaysToSuperpowers.com

MindsetDietSecrets.com

TheShiftDiet.com

SleepWithoutWakingUpToPee.com

CureBug.com

Self-Development Made Simple

KrisKemp.com

ComfortMagnets.com

More resources

The Definitive Guide to Copywriting

<https://www.automaticscript.com/downloads/definitive-guide-to-copywriting.pdf>

Swipe-Worthy - Swipe File Archive

<https://swiped.co>

Expert Secrets - audiobook - by Russell Brunson

<https://www.youtube.com/watch?v=7U8h4VCUOaU>



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by Kris Kemp
and ChatGPT