

Who am I talking to? Direct-response copywriters

Where are they? Unaware + on Todd Brown's email list for a long time

What do I want them to do? Click on the link and drive them to the sales page

What should they feel? FOMO (marketing is changing and you are missing out on crucial sales) Solution (my deeper, tactical nuances of copy that produce consistent sales at scale)

The future of marketing (it's not AI)

If you want to make more money from your marketing in 2024 and beyond...

You can't just follow the same old-school marketing techniques that are suppressing sales right now.

Instead, you need to understand how to apply the deeper secrets of marketing in the way you string together your words, sentences, paragraphs, content chunks...

That's... where the real money is made.

And that's exactly what I'm sharing with you in [this private Workshop](#).

Secrets like:

The one type of marketing story... less than one out of ten marketers even know about... that's **more powerful than the Hero's Journey!** (*It's NOT a client case study or your backstory.*)

The scary-powerful technique of "**Emotion Scenarios**"... which allows you to **control the voice in your prospect's head**... triggering their deep-seated buying motivators!

The **sneaky 4-word phrase** to put at the beginning of just one sentence in your marketing which **instantly adds massive credibility to your whole message!**

... and much more

If you write copy for your business, then you'll make yourself a favor [by clicking here](#).

That's powerful stuff and there's no reason why you should not be part of it.

