

Intro

Copy Jarvis Portfolio

Copywriting & Digital Marketing

[Book A Call](#)

Hey, how are ya? I'm Peter, the founder of Copy Jarvis. I used to work for two of the largest media companies in the country (iHeartMedia & Sinclair Broadcast Group), creating and selling marketing campaigns.

Why does that matter?

Because I've seen hundreds of thousands of ads in every creative format you can imagine. We're talking elite-level Super Bowl ads to quite possibly the most stale marketing emails you've ever read.

Now I'm taking that experience and crafting engaging, yet strategic copy designed to deliver you measurable results.

Take a look at some of my work below to give you an idea of how I can help. If you're ready to take the next step or don't see something you have in mind, reach out.

You can book a call using the link above, shoot me an email, or connect on social.

I'm looking forward to working with you.

Peter Jarvis

peter@copyjarvis.com

Email Copy

Email Flows

Welcome Flow Series (Craft Coffee Brand)

Email 1: Community Intro

Subject Line	Welcome, {{firstname}}!
Preview Text	A little something to get you started..
Header	Welcome to [REDACTED] Coffee!
Subheader	We're glad you're here! So glad that we went ahead and brewed up our top sellers just for you. Claim 10% off your first order with code "BATCH" at checkout.
CTA	VIEW COLLECTION
Subheader	Our Best Brews:
Body	{{Best sellers block}}
CTA	SHOP NOW

Email 2: Message From the Founder

Subject Line	Dunkin just wasn't cutting it
Preview Text	Craft coffee for the common folk
Header	Our Story,
Subheader	It was time someone made high-quality coffee approachable for everyone.
Body	I launched [REDACTED] 3 years ago during one of the most difficult times in my life. My team had successfully scaled our brewery, [REDACTED] to 3 locations when a medical diagnosis prevented me from consuming the product we built our success on. Since drinking craft beer was off the table, naturally, my focus shifted a bit to another passion: craft coffee. My college years were fueled by long nights of underwhelming donut shop coffee. After graduation, I upgraded to the coffee shop life while building out Beer Tree. As my morning brew became leaps and bounds better than those late-night javas, it was met with a coffee shop culture that felt gatekept.

	It was as if the trendy corner shops wanted to keep their best batches from the common man. Sitting there day after day, I discovered there was a lane for approachable craft coffee. I didn't know it then, but this was exactly what we had built at [REDACTED], high-quality craft beer without the snobbiness. Fast-forward to today, and [REDACTED] is making craft coffee approachable to the average joe and coffee enthusiast alike. You shouldn't have to be a coffee snob to enjoy the highest quality, ethically sourced beans from around the globe. With the casual vibe of your old reliable drive-thru and the premium quality of your favorite coffee shop, [REDACTED] looks forward to serving our local community as well as coffee enthusiasts from afar. Cheers, {{Your name}},
CTA	SHOP NOW

Email 3: Social Proof

Subject Line	"MUST stop" coffee shop??
Preview Text	What's all the rave about?
Header	We've Brewed Up a 4.5/5!
Subheader	Come experience what our Google Reviews are saying!
CTA	SHOP NOW
Subheader	Don't just take our word for it...
Body	"This coffee shop is now my MUST stop anytime I drive through Binghamton." - Michelle 5/5 stars {{Review screenshot}} "In our search for a great coffee shop where locals go, we found this amazing place." - Sunny 5/5 stars {{Review Screenshot}} "Best. Bagel. Of my life." - Jim 5/5 stars

	{{Review screenshot}}
CTA	BUY NOW
Subheader	Visit us today at one of our 3 locations
Body	-{{picture of location}} Chenango Bridge {{address}} -{{picture of location}} East Main {{address}} -{{picture of location}} Oakdale Commons {{address}}

Email 4: Product Education/Brewing Tips

Subject Line	Unlock cafe-quality coffee at home
Preview Text	Our head roaster's secret brewing tips inside...
Header	Master the Perfect Brew
Subheader	Transform your morning routine with these pro tips
CTA	SHOP NOW
Subheader	Our head roaster's top 3 secrets for cafe-quality coffee at home
Body	Secret 1: The Perfect Ratio - (describe ██████ perfect ratio and pair with a specific bag of beans) {{product feature}} Secret 2: Temperature Matters - (details of peak temperature for desired flavor) {{product feature}} Secret 3: Fresh is Everything - (layout timeline for use of beans as well as when to grind) {{product feature}} Bonus Pro Tip: Store your beans in an airtight container away from light, heat, and moisture.
CTA	ADD TO BAG

Abandon Cart Flow Series (Outdoor Apparel Brand - E-commerce)

Email 1: Cart Reminder & Drop Description (2-4 hours after abandonment)

Subject Line	You Left Something in Your Cart...
Preview Text	That Merch Isn't Going to Wear Itself
Header	We Saved Your Fit
Subheader	Our gear sells fast. Lucky for you, those pieces you were checking out are still available. For now...
CTA	VIEW MY CART
Subheader	Here's what's waiting for you:
Body	Cart Items: Duck Hat - {{product details}} Duck Tee - {{product details}} We run a drop culture system. AKA - limited quantity releases with items that may never make a comeback once they're gone. See something you like? Complete your order ASAP, as most drops sell out in minutes.
CTA	COMPLETE MY PURCHASE

Email 2: Urgency (24 hours after abandonment)

Subject Line	Your look is flying off the shelves {{duck emoji}}
Preview Text	Limited quantity remaining
Header	We weren't kidding...
Subheader	Our XYZ product (cart item) is selling like wildfire
CTA	BACK TO MY CART
Subheader	Get them while there's still time
Body	Cart Items: Duck Hat - {{product details with remaining quantity}}

	Duck Tee - {{product details with remaining quantity}} These items won't be making a comeback once they're gone!
CTA	VIEW CART

Email 3: Sold Out! Wait list opt-in (48 hours after abandonment if actually sold out)

Subject Line	TIME'S UP!
Preview Text	Better luck next time
Header	We told you...
Subheader	Our latest duck hat and tee drops are completely sold out after 48 hours. Good news is you can be the first to know about our next drop by joining the Duck Club.
CTA	JOIN NOW
Subheader	Duck Cluck Membership means never missing out on a drop again!
Body	Duck Club Benefits - Exclusive updates about sales & new drops - Discount Codes - 15% off your 1st order Unlock all these benefits and more by joining the Duck Club Today!
CTA	JOIN NOW

New Product Drop (Natural Energy/Sleep Supplement - E-commerce)

Subject Line(s)	- Your new daily power move. Meet [REDACTED]. - Step aside coffee, your new energy flex just dropped.
Preview Texts	- Clean focus. No crash. Just the boost you've been waiting for. - [REDACTED] = bold energy, clean fuel, and zero jitters.
Header	Energy just got a glow-up.

	<i>(Visual: Vibrant, bold-colored hero — product shot of [REDACTED] B12 Diffuser with playful energy cues, motion lines or lightning bolt graphics)</i>
Subheader	Meet [REDACTED] B12 Diffusers. Your clean, crash-free boost designed for focus, flow, and those long freakin days.
CTA	SHOP [REDACTED] NOW
Body	<u>Block 1 - The Problem</u> Tired of living in crash city? We love coffee as much as the next guy, but let's be real: the jitters, the slumps, the “time for another latte?” vibes... not it. And don't even get us started on nicotine. <u>Block 2 - The Solution</u> Enter: [REDACTED] B12. Energy that flows, not crashes. Vitamin B12 keeps your focus sharp and your vibe steady. Did we mention it has a whopping 4 natural ingredients? B12 (duh), water, organic fruit extracts, and vegetable glycerin. <u>Block 3 - Identity + Community</u> For the doers, dreamers, and late-night schemers. [REDACTED] B12 isn't just another energy thing — it's your power move. Built for MELO people (aka you) who want to win the day without selling their soul to caffeine or nicotine.
CTA	SHOP [REDACTED] B12 NOW
Footer	We hope our B12 diffusers earn a spot next to your favorite [REDACTED] gummies and diffusers. Thanks for riding with us. [Social Icons] Unsubscribe Privacy Policy

Promo Email (Craft Coffee Brand - E-commerce)

Subject Line	GUESS WHOSE BACK
Preview Text	Don't miss your opportunity to get your hands on this best seller...
Header	Ethiopia Wush Wush is Back!
Subheader	With a limited quantity, these top-selling beans won't be around for long.
CTA	SHOP NOW
Subheader	Once they're gone, they're gone (for now..)
Body	{{Product picture}} Roast level: light Processing: natural Tasting Notes: sweet berries, orange, chocolate thoughtfully sourced. ethically traded. craft roasted.
CTA	SHOP NOW

Promo Email (Outdoor Apparel Brand - E-commerce)

Subject Line	FLASH: 48 hours only - up to 45% off apparel
Preview Text	Your favorite  apparel just got more affordable...
Header	Our BIGGEST sale yet
Subheader	Consider this your tip to the honey hole. Premium {{duck emoji}} merch up to 45% off til Friday.
CTA	SHOP FLASH NOW
Subheader	Hand-picked just for you.
Body	Duck Pocket Tee - Classic logo, classic pocket, Comfort Colors Tan Active Short - Sky's out, thighs out. Perfect for the gym or just kickin' it Painted Duck - Hang it in the Louvre Duck Hunter Boxy Crop Tee - The blind meets the streets Flash sale ends Friday at midnight - no extensions. When they're gone, they're gone

	for good.
CTA	SHOP FLASH NOW

Promo Email (Ski Resort Season Pass Flash Sale)

Subject Line	The Cheapest Way to Hit The Slopes ALL Season
Preview Text	48 Hours Only
Header	Save BIG this Winter
Subheader	We're making the 2025 - 2026 season even more affordable. For the first time, ALL season passes are 15% off.
CTA	BUY NOW
Subheader	Families, 20 Somethings, Grandma & Grandpa, College Students - We've got everyone covered!
Body	{{Picture of Family}} Family Pass {{Picture of Adults}} Adult Pass {{Picture of Young Adults}} Young Adult Pass {{Picture of Seniors}} Senior Pass Etc.. 48 HOURS ONLY. USE CODE “SLOPE” ONLINE AT CHECKOUT FOR ANY SEASON PASS.
CTA	BUY NOW

B2B - Segmented Email to Active Customer List - Demo Generation (Accounts Payable Automation Software)

Targeted to customers who have used other [REDACTED] services but not AP Automation

Subject: Take the chaos out of AP with [REDACTED]

Hi [First Name],

We know how overwhelming AP can feel... From chasing approvals, re-entering data, and stressing about errors, there are plenty of ways for things to go haywire. That's why 1,300+ finance leaders are turning to [REDACTED]'s AP Automation to get their time and control back.

With [REDACTED], you can:

- Cut up to 80% of manual AP work thanks to AI-powered invoice capture, coding, and routing.
- Deploy in weeks, not months, with over 70 ERP integrations built to fit your existing workflows.

The result? A simpler process that keeps you in control while freeing your team from repetitive tasks. Say goodbye to the late nights buried in invoices and hello to clear visibility, piece of cake approvals, and finally some peace of mind.

Ready to simplify your AP process and make life easier for your entire team? Tap below to see how we can help.

[Learn More Link]

— The [REDACTED] Team

Social Ads/Scripts

LinkedIn Ads

B2B SaaS Accounts Payable Automation Company

Demo Generation (Single & Carousel Variation)

Single Ad Variation:

Introductory Text: Still buried in invoices and chasing approvals? Finance leaders at growing companies are automating 80% of manual AP work with [REDACTED].

Headline: Simplify AP Operations. Reclaim Strategic Focus.

Description: From 50 hours to 30 minutes monthly. Deploy in weeks, not months.

URL: {{company website}}

CTA: Request Demo

Visual: Split-screen showing a finance leader overwhelmed at a messy desk versus the same person confidently presenting to executives with [REDACTED]'s clean dashboard visible.

Carousel Ad Variation:

Introductory Text: Attention finance leaders... Are you tired of playing invoice detective? Smart finance teams are automating the chaos so they can focus on more strategic work. See the transformation in 2 simple steps.

URL: {{company website}}

CTA: Request Demo

Carousel Card 1: Life Without [REDACTED]

Headline: The Daily Struggle: Chaos & Overwhelm

Visual Description: Finance leader at chaotic desk buried under paper invoices, sticky notes everywhere, working late with coffee-stained reports while phone buzzes with approval requests.

Carousel Card 2: Life With [REDACTED]

Headline: The Transformation: Control & Strategy

Visual Description: Same finance leader confidently presenting strategic insights to executives at clean desk with [REDACTED]'s automated dashboard showing "All Invoices Processed" in background.

Meta Static Ads

B2B SaaS Accounts Payable Automation Company

Demo Generation (A/B)

Variation 1 (A):

Primary Text: Still buried in invoices, chasing approvals, and spending late nights on data entry? There's a better way to run AP that doesn't involve drowning in paperwork.

Headline: Simplify AP with [REDACTED]. Reclaim Your Time.

Description: [REDACTED] integrates with over 70 ERPs, cuts 80% of manual AP work, and can be deployed in just weeks so your team sees results fast. What used to take 50 hours now takes 30 minutes.

CTA: Learn More {{Button}}

Visual: Split-screen showing an AP/Finance leader overwhelmed at a messy desk versus the same person relaxed at a clean desk using [REDACTED]'s dashboard with coffee in hand.

Variation 2 (B):

Primary Text: Tired of playing invoice detective? Hunting down approvals shouldn't be your full-time job. Smart finance teams are automating the chaos away.

Headline: Stop Chasing Paper. Start Getting Results.

Description: Join thousands of AP professionals who've ditched the manual madness. [REDACTED] AI platform handles the busywork while you focus on what actually moves the needle for your team.

CTA: Learn More {{Button}}

Visual: Before/after showing stacks of paper invoices transforming into a single, clean digital dashboard with all approvals flowing automatically.

Canned Water E-commerce/Brick & Mortar Brand

New Product Social Carousel Post

Platform: Facebook/IG

Product: Canned Still & Sparkling Spring Water

Description: Paid carousel Meta ad with regional targeting in the southeastern U.S., where the product is based. Carousel will highlight the still & sparkling southern spring water in 19.2oz “Tall Boy” and 12oz standard cans. Each product will have its own picture within the carousel, along with a picture of the packaging for a 12-pack (8 total pictures in this carousel).

{{Shop Now}} button on each carousel slide.

Ready to Drink Freely?

Of course you are. You’re a hardworking, fun-loving, patriotic American. {{American flag emoji}}

Are you not?

Yeah.. didn’t think so.

That’s why you deserve a water that works just as hard as you do. You deserve Free Bird!

Proudly sourced from the heart of Georgia’s Blue Ridge Mountains, get ready to experience a clean, crisp hydration that’ll make your taste buds stand up and salute.

Free Bird is here to celebrate simplicity, sustainability, and the American Spirit.

Come join the flock! {{eagle emoji}}

IG Reels/TikTok

E-commerce Supplement Brand

Essential Supplement Bundle Script

Platform: TikTok, IG Reels, YouTube Shorts

Duration: 15-30 seconds

Goal: Drive conversions by positioning products as the premium supplement starter stack

Description: Introduce the brand to new potential customers by answering the question “where should I start with supplementation?” Feature new “essential” bundle as the ultimate starting point. Use CEO to convey credibility and share the goal of creating sustainable, healthy lifestyles for everyone, not just elite athletes. Focus on high-quality ingredients and product benefits.

HOOK (0-3 seconds)

Visual: [REDACTED] on camera, authentic setting (office/gym), person looking overwhelmed in supplement aisle in background

Text Overlay: "Confused about where to START with supplements?"

CEO on Camera: "I'm [REDACTED], founder of [REDACTED], and I get this question every day..."

PROBLEM ACKNOWLEDGMENT (3-7 seconds)

Visual: [REDACTED] holding cheap supplement bottle, showing long list of ingredients, then setting it aside

Text Overlay: "Most supplements use low-quality ingredients & unnecessary additives"

CEO on Camera: "The truth is, most supplements cut corners. That's exactly why I started [REDACTED]."

SOLUTION REVEAL (7-17 seconds)

Visual: [REDACTED] presenting the three supplements on clean surface, close-ups of each product

Text Overlay: "Start with the fundamentals. Done RIGHT."

The Three Essentials:

- Supplement 1 - Omega-3: "Pure fish oil for brain & heart health"
- Supplement 2 - Protein: "Clean whey for muscle & recovery"
- Supplement 3 - Creatine: "Research-backed energy & strength"

CEO on Camera: "If you're starting out, focus on these three fundamentals. Pure ingredients, no unnecessary additives, backed by real science."

PREMIUM POSITIONING (17-23 seconds)

Visual: [REDACTED] pointing to third-party testing certificates and clean packaging

Text Overlay: "Third-party tested • NSF Certified • Zero artificial colors"

CEO on Camera: "We test everything because your health deserves better than industry standards."

CALL TO ACTION (23-30 seconds)

Visual: [REDACTED] with bundle shot in background, welcoming gesture

Text Overlay: "Start your wellness journey right 🙌"

CEO on Camera: "Tap the link in our bio to try (Specific Bundle Name)"

PRODUCTION NOTES:

- Pace: Conversational, authentic ([REDACTED] speaking naturally)
- Music: Subtle background music, [REDACTED] voice as primary audio
- Color Palette: Whites, soft grays, brand orange, & natural tones
- Text Style: Clean, modern sans-serif
- Transitions: Smooth cuts between [REDACTED] and product shots
- Overall Vibe: Authentic founder story, trustworthy expertise

Fitness Influencer Coaching Program

Complete Transformation Bundle Script

Platform: TikTok, IG Reels, YouTube Shorts

Duration: 15-30 seconds

Goal: Drive conversions by positioning the product bundle as “everything you need” to transform your body

Description: Short-form social video with script designed to grab immediate attention of viewer. Using transformation videos/pictures of the influencer’s personal fitness transformation to qualify him as relatable and trustworthy. A combination of personal story and visual proof of transformation makes this the perfect content to increase leads and drive conversions for the program.

HOOK (0-3 seconds)

Visual: Split screen showing influencer's dramatic before/after transformation photos

Text Overlay: "I lost 40lbs and gained my life back..."

Influencer on Camera: "Two years ago, I was 40 pounds heavier and hated what I saw in the mirror..."

CREDIBILITY/RELATABILITY (3-8 seconds)

Visual: Quick montage of influencer's transformation journey photos/videos

Text Overlay: "From depressed & out of shape to confident & strong"

Influencer on Camera: "I tried everything... fad diets, insane workouts, expensive trainers. Nothing worked until I figured out this system."

SOLUTION REVEAL (8-18 seconds)

Visual: Clean product shots of the bundle components (workout guides, meal plans, tracking sheets)

Text Overlay: "Everything I used to transform my body"

Bundle Components:

- 12-Week Muscle Building Program: "5-day split for aesthetic muscle gains"
- High Protein Cookbook: "30+ macro-friendly recipes that actually taste good"
- Fat Loss Guide: "16-page no-BS breakdown of sustainable fat loss"

Influencer on Camera: "It's really that simple. These 3 staples show you what to eat, how to train, and the secrets to burning fat. No more second-guessing, just results."

SOCIAL PROOF (18-23 seconds)

Visual: Quick carousel of client transformation photos and testimonials

Text Overlay: "500+ transformations and counting"

Influencer on Camera: "This isn't just a one-hit wonder.. Over 500 people have used this exact system to completely change their bodies."

CALL TO ACTION (23-30 seconds)

Visual: Influencer holding phone showing bundle package with clear pricing

Text Overlay: "Get everything for \$69.99 🙌 Link in bio"

Influencer on Camera: "Tap the link in my bio to get the Complete Transformation Bundle for just \$69.99. Stop wasting time and start your transformation today."

PRODUCTION NOTES:

- Pace: Personal, motivational, but authentic
- Music: Inspiring but not overpowering, allows voice to be primary
- Color Palette: High contrast for transformation photos, clean whites for products
- Text Style: Bold, easy-to-read font with good contrast
- Transitions: Quick cuts between transformation photos, smooth for product shots
- Overall Vibe: Authentic success story, peer-to-peer recommendation
- Influencer's Delivery: Vulnerable but confident, "I've been where you are" tone

E-Commerce Men's Haircare Brand

Slick Hair Clay Script

Platform: Instagram Reels (Paid Ad)

Duration: 30-45 seconds

Goal: Drive conversions by positioning slick as the premium travel hair solution

Description: Short-form social video designed to share brand origin story while capturing attention of users. Sit-down video with the owner creates trust and captures attention with relatable personal problems/solutions resolved by creation of product. Simple product demo reflects convenience of product

HOOK (0-5 seconds)

Visual: Close-up of founder speaking directly to camera

Text Overlay: "Need an easy solution for restyling throughout the day?"

Founder on Camera: "Need an easy solution for restyling your hair throughout the day? Wish your favorite hair styling product made it through TSA every time, no questions asked?"

PROBLEM IDENTIFICATION (5-12 seconds)

Visual: Founder continues speaking, showing relatability through expressions

Text Overlay: "Weekly business traveler's nightmare"

Founder on Camera: "That's exactly what I was looking for in a product as someone traveling weekly for work. Surprisingly, there were no solid options, and those that existed sacrificed quality for convenience."

SOLUTION CREATION (12-22 seconds)

Visual: Founder pulls out slick packet, holds it close to camera

Text Overlay: "slick was born to solve those problems"

Founder on Camera: "So.. I created slick to solve those problems. slick is a premium styling clay/pomade packaged in convenient travel-sized packets."

PRODUCT POSITIONING (22-30 seconds)

Visual: Founder shows packet features and demonstrates fresh scent

Text Overlay: "Premium clay • TSA-friendly • Fresh barbershop scent"

Founder on Camera: "We've combined that fresh out the barber scent with packaging designed to be taken with you wherever you go. Long business trips, scorching hot summer weddings, a day out with the fellas... slick has you covered."

LIVE DEMONSTRATION (30-40 seconds)

Visual: Founder demonstrates the styling process in real-time

Text Overlay: "grip. rip. slick."

Founder (while demonstrating): "Looking your best is as easy as Grip. Rip. Slick. We're talking 5 seconds to look like an Italian mob boss."

CALL TO ACTION (40-45 seconds)

Visual: Founder shows final styled hair result to camera

Text Overlay: "slickgel.com 👉 Tap below"

Founder on Camera: "Tap below or head over to slickgel.com to stay looking fresh wherever you go."

PRODUCTION NOTES:

- **Pace:** Conversational build to confident demonstration
- **Music:** Smooth background, founder's voice primary
- **Color Palette:** Masculine blacks, whites, premium accents
- **Text Style:** Clean, readable font optimized for mobile
- **Camera Setup:** Consistent close-up framing, good lighting
- **Overall Vibe:** Authentic founder solving a real problem
- **Founder's Delivery:** Relatable problem → premium solution
- **Key Moment:** Live styling demonstration with signature catchphrase

Mountain Ski Resort

Season Pass Script

Platform: TikTok, IG Reels, YouTube Shorts

Duration: 15 seconds

Goal: Drive immediate season pass sales by emphasizing pre-season pricing and family-friendly Adirondack skiing.

Description: Showcase diverse groups enjoying Titus Mountain while promoting season pass savings before winter prices kick in. Focus on visual storytelling, highlighting short lift lines, dining, day/night skiing, and affordable family fun.

Hook (0-3 seconds)

Visual: Wide shot of family of four skiing down pristine powder, sun gleaming off snow, genuine laughter and smiles

Text Overlay: "Ready for the best season yet?"

Audio: Upbeat, energetic music with natural skiing sounds

Problem/Urgency (3-6 seconds)

Visual: Quick montage - kids learning to ski, parents helping, everyone progressing together on gentle slopes

Text Overlay: "Save BIG when you buy early"

Audio: Music builds momentum

Solution/Value (6-12 seconds)

Visual: Multiple families enjoying different activities:

- Kids taking lessons
- Parents relaxing at lodge with drinks/lunch
- Family riding chairlift together, mountain views
- Teen snowboarding with friends

Text Overlay: "Season Passes = Unlimited Memories"

Audio: Peak energy music

Call To Action (12-15 seconds)

Visual: Sunset shot of entire family silhouetted against mountain backdrop, skiing down together

Text Overlay: "Purchase Now. Save Big."

Audio: Music resolves with satisfying finish

Caption

Get your season passes now before the snow flies and save BIG. Another unforgettable season at 
Mountain is right around the corner.

Button

{{website}}

Buy Now. Save Big. {{Book Now Button}}

Production Notes:

- **Pace:** Fast-cutting but not frantic, letting family moments breathe
- **Music:** Uplifting, adventurous track that builds
- **Color Palette:** Bright whites, deep blues, warm oranges/yellows of sunset, natural mountain tones
- **Text Style:** Bold, easy-to-read font that doesn't compete with visuals
- **Transitions:** Smooth cuts and natural motion blur from skiing
- **Overall Vibe:** Joyful family adventure, aspirational but accessible

Online Songwriting Program for Singers/Songwriters

3-Ad Social Sequence Scripts

Platform: TikTok, IG Reels

Duration: 30-45 seconds

Goal: Drive program conversions by creating a fear of missing out on the ultimate “hitmaker” solution

Description: Social sequence of 3 reels for top, middle, and bottom of the funnel songwriting course.

Passionate, relatable, straightforward tone with the founder on camera speaking directly to songwriters with captions on screen

Ad 1 - Top of Funnel

Have you ever dreamed about writing your very own hit country song?

Not just another “trucks” and “beer” song, but a true hit that people can’t get out of their heads. Something that stands out, shares a unique story, and makes people FEEL...

You’re not alone.

Thousands have flocked to Nashville in recent years, all hoping for their first big break as singers/songwriters.

For most, that break never comes. Write after write, demo after demo, and pitch after pitch, but still nothing.

What many writers don’t realize is that there is a formula behind every chart-topping anthem.

I’ve helped dozens of writers churn out their first smash hits with 5 key ingredients behind each song.

Using these 5 special tips from Grammy-award winning writers, I’ve landed songs of my own on CMT and multiple TV shows.

Now.. I want to share these proven formulas with you.

If you’re ready to learn the sauce behind the chart-toppers, click below to get started.

{{Learn More}}

Ad 2 - Middle of Funnel

Still feel like your songs are missing that spark?

To go from admirable to breakout hit..

I promise you, I've been in that exact situation more times than I'd like to admit.

For years, I wrote songs that had the structure, the rhyme scheme, and my friends swore they liked them. But honestly, they lacked the flair to be tattooed on your brain (and my friends were just trying to be nice).

That feeling that something was missing led me on a trip to Nashville to see what would happen if I faked it as a songwriter for a month. That's when everything changed..

Eventually, I found myself in a studio with a Grammy-winning producer.

That session led to hundreds of writes with some of Nashville's top talent, and it was there I documented the formula they were all using to crank out #1's.

Now I've turned that formula into the 5-Day Hit Maker Program. That's right.. 5 days to write your first hit-worthy song.

Ready to get started?

Click below to learn the 5 secret ingredients behind every country mega-hit in just 5 days.

{{Learn More}}

Let's go!

Ad 3 - Bottom of Funnel

Not ready to pull the trigger..?

I get it.

You've been let down by vocal coaches, professors, and maybe even similar programs that promised to get you that first big hit.

You should be skeptical.. It means you care.

I know without a shell of doubt this 5-Day Hit Maker Course will finally give you the magic spark you need to change your music career for good.

I'm so confident that I've dropped the price of this ~~\$1,312~~ value down to **\$47**.

You read that write.

Only \$47!

Why?

Because I want more songwriters to experience the joy of making people feel some of their most profound emotions from listening to your music.

That feeling changed my perspective on songwriting, and I know it will for you too.

Now, let's get started! Join me by clicking the link below.

{{Get Started}}

Meta Static Ads

Canned Water E-commerce/Brick & Mortar Brand

New Product Social Carousel Post

Product: Canned Still & Sparkling Spring Water

Description: Paid carousel Meta ad with regional targeting in the southeastern U.S., where the product is based. Carousel will highlight the still & sparkling southern spring water in 19.2oz “Tall Boy” and 12oz standard cans. Each product will have its own picture within the carousel, along with a picture of the packaging for a 12-pack (8 total pictures in this carousel).

{{Shop Now}} button on each carousel slide.

Ready to Drink Freely?

Of course you are. You're a hardworking, fun-loving, patriotic American. {{American flag emoji}}

Are you not?

Yeah.. didn't think so.

That's why you deserve a water that works just as hard as you do. You deserve Free Bird!

Proudly sourced from the heart of Georgia's Blue Ridge Mountains, get ready to experience a clean, crisp hydration that'll make your taste buds stand up and salute.

Free Bird is here to celebrate simplicity, sustainability, and the American Spirit.

Come join the flock! {{eagle emoji}}

Web Copy/Blogs/VSL's

Blog Post

Personal Injury Attorney - Premises Liability

When a Day on Broadway Turns Into a Nightmare: Mark's Story

A Family Vacation That Changed Everything

Mark had been looking forward to CMA Fest for months. At 42, the insurance adjuster from Ohio rarely took time off, but this trip to Nashville was special. His wife, Sarah, and their teenage daughters, Emma and Lily, had been planning the perfect Music City weekend: honky-tonks, hot chicken, and the best live country music in the world.

It was a sweltering June afternoon when the family decided to duck into [REDACTED] on Lower Broadway. The promise of air conditioning, free live music, an all-ages welcome venue, and ice-cold drinks was too good to pass up after hours of walking in the Tennessee heat. Mark had enjoyed a few beers earlier that afternoon while taking in the sights and sounds of Broadway, but he was being responsible. When he spotted the water cooler at the end of the bar, he thought it was a smart move to hydrate before the next set started.

That decision changed his life forever.

The Fall That Nobody Saw Coming

The bar was packed, wall-to-wall with CMA Fest attendees, all there for the same reason as Mark's family. The music was loud, the energy was electric, and the crowd near the stage was shoulder-to-shoulder. Mark bumped through the crowd toward the water cooler, carefully navigating between conversations and drink orders.

What Mark couldn't see in the dim lighting and crowded space was the puddle forming beneath the cooler. The water dispenser had been slowly leaking for who knows how long, creating a slick, nearly invisible hazard on the already-worn floor.

One moment, Mark was reaching for a cup. The next, his legs flew out from under him as if someone had pulled a rug from beneath his feet. He slammed down hard on his back, and as he fell, his head struck the knee of another patron standing directly behind him. The impact was sickening.

Sarah screamed. The music seemed to stop, though it likely didn't. Emma and Lily pushed through the crowd to reach their father, who was lying on the floor, dazed and in obvious pain.

When the Shock Wears Off, Reality Sets In

A manager appeared and helped Mark to his feet. Like many people after a fall, Mark's first instinct was embarrassment. He told everyone he was fine, declined an ambulance, and filled out an incident report at the manager's insistence. The manager was apologetic but mentioned nothing about the leaking water cooler or the overcrowded conditions.

Mark's back hurt, but he figured it was just bruising. The headache was worse, but he played it off. An hour later, the family cut their evening short and headed back to their hotel, where Mark iced his back and took some over-the-counter pain medication.

By the next morning, Mark knew something was seriously wrong. The headache had intensified into a pounding sensation that wouldn't quit. He felt nauseous and disoriented. When Sarah asked him what they'd done the day before, Mark struggled to remember details. He couldn't recall which restaurants they'd visited or even the name of the bar where he'd fallen.

Sarah insisted they go to the emergency room before heading home to Ohio. The ER doctor ran tests and delivered unfortunate news: Mark had sustained a concussion and would need follow-up care immediately. The doctor also noted severe bruising and tenderness in Mark's lower back and recommended he see a specialist as soon as he returned home.

The Long Road to Diagnosis

Back in Ohio, Mark's condition didn't improve. In fact, it worsened. The headaches persisted. His short-term memory became increasingly unreliable. He'd forget appointments, lose his train of thought mid-conversation, and struggle to recall recent family moments that should have been fresh in his mind.

The back pain was equally debilitating. Mark, who had always been active and took pride in his physical fitness, now couldn't sit at his desk for more than an hour without excruciating pain. Standing for long periods was equally impossible.

An MRI revealed the extent of the damage: three herniated discs in his lumbar spine. The neurologist confirmed that the concussion had resulted in a mild traumatic brain injury, explaining the memory issues and cognitive fog Mark was experiencing. Both specialists agreed that these injuries were consistent with the type of fall Mark had described: a sudden, violent impact with the ground followed by a secondary head injury.

Mark was forced to take medical leave from his job. As weeks turned into months, it became clear he wouldn't be returning to work anytime soon. The cognitive issues made it nearly impossible to process the complex insurance claims that had been his specialty for nearly two decades. The back injury meant he couldn't sit through meetings or handle the physical demands of the job site visits his position required.

Sarah had to reduce her hours at work to help care for Mark and manage the household responsibilities he could no longer handle. The medical bills began piling up. Physical therapy, specialist appointments, pain management treatments, and cognitive therapy. The costs were staggering, even with insurance.

But the financial strain was nothing compared to the emotional toll. Mark became depressed, frustrated by his inability to remember precious family moments. He couldn't recall Emma's recent softball championship game or the details of Lily's graduation party, events that had happened just weeks after his fall. The man who had been the life of every family gathering was now withdrawn, struggling with an identity crisis as he grappled with who he'd become.

When Insurance Isn't Enough

Like many Americans, Mark's family had good health insurance. But as the bills continued to mount and Mark's inability to work stretched from weeks into months, it became clear that insurance wasn't going to be enough. The insurance company began questioning whether they should continue covering treatments for an injury that was clearly the result of someone else's negligence.

Sarah and Mark were at their wits' end. They'd gone from planning their next family vacation to wondering how they'd pay next month's mortgage. A friend recommended they speak with a Nashville personal injury attorney who specializes in premises liability cases.

Someone Finally Listened

The attorney traveled to Ohio to meet with Mark and his family. For the first time since that night on Broadway, someone took their concerns seriously. The attorney listened, really listened, to every detail of what happened, how it had impacted Mark's life, and what the family had lost.

"Bar and restaurant owners in Tennessee have a legal responsibility to maintain safe premises for their customers," the attorney explained. "If there were hazards present that afternoon, and if the bar knew or should have known about those hazards, they can be held accountable. This wasn't just an unfortunate accident."

The attorney took on Mark's case and launched an extensive investigation into the incident at [REDACTED].

Uncovering the Truth

The investigation revealed serious problems:

The Leaking Water Cooler: The water dispenser had been malfunctioning for at least two weeks before Mark's fall. Multiple employees had reported the leak to management, but no repairs had been made. There was no caution signage, no wet floor warning, and no attempt to cordon off the area or mop up the water that had been accumulating throughout the day.

Overcapacity Violations: The bar had exceeded its legal capacity that afternoon. Security footage and manual capacity records showed that [REDACTED] had allowed significantly more patrons into the venue than fire codes permitted. This overcrowding meant that the area near the bar and water cooler

was dangerously congested, making it nearly impossible for patrons to see floor hazards and leaving no safe path for people to move through the space.

Prior Incidents: This wasn't the first slip and fall incident at this location. The investigation uncovered at least three other similar incidents in the previous year, all involving wet floors near the bar area. The establishment had been put on notice about the dangerous conditions, but had failed to take meaningful corrective action.

Inadequate Staff Training: Employees had not been properly trained on premises safety protocols, including how to identify hazards, when to place warning signs, and how to respond to spills or leaks.

The attorney assembled a compelling case that demonstrated clear negligence on the part of [REDACTED] and its ownership.

Fighting for What Was Right

The bar's insurance company initially offered a low settlement that wouldn't have covered even a fraction of Mark's medical expenses, let alone his lost wages and future care needs. They tried to argue that Mark was partially at fault for not watching where he was walking and that his alcohol consumption earlier in the day might have contributed to the fall.

But Mark's attorney was prepared. Medical records proved Mark's blood alcohol content was well below the legal limit at the time of the fall. Expert witnesses testified about the dangerous conditions created by the leaking cooler and overcrowding. The security footage showed exactly how the fall occurred and contradicted the bar's claims that the floor had been properly maintained.

After months of negotiation and preparation for trial, the insurance company finally recognized the strength of Mark's case.

Justice and a Path Forward

Mark was awarded \$3.2 million in damages. The settlement included:

Past and future medical expenses: Covering the extensive treatment Mark had already received and the ongoing care he would need for years to come, including continued physical therapy, pain management, and cognitive rehabilitation.

Lost wages and reduced earning capacity: Compensating Mark for the income he'd lost during his recovery and accounting for his reduced ability to work in his chosen profession going forward.

Pain and suffering: Acknowledging the physical pain Mark endured and would continue to experience due to his back injuries.

Emotional distress and loss of quality of life: Addressing the profound impact of Mark's memory loss, his inability to recall cherished family moments, the depression he battled, and the fundamental changes to his identity and family role.

The settlement couldn't give Mark back the memories he'd lost or erase the trauma his family had experienced. But it provided financial security and ensured that Mark could access the best possible care as he continued his recovery.

Perhaps just as importantly, the lawsuit resulted in changes at [REDACTED]. The bar implemented new safety protocols, improved staff training, and installed better monitoring systems to prevent similar incidents from happening to other families.

You Deserve to Be Heard

Mark's story isn't unique. Every year, thousands of people are injured in slip and fall accidents at bars, restaurants, and entertainment venues across Tennessee. Many of these accidents could have been prevented if property owners had fulfilled their legal obligation to maintain safe premises.

If you've been injured in a slip and fall accident at a Nashville bar, restaurant, or any establishment in the Central Tennessee area, you may have a valid premises liability claim. You shouldn't have to bear the financial and emotional burden of someone else's negligence.

The Tennessee statute of limitations for personal injury cases is just one year from the date of your injury. That means the clock is ticking. Every day you wait is a day closer to losing your right to seek compensation.

What Makes a Strong Premises Liability Case

You may have a claim if:

- You slipped, tripped, or fell due to a hazardous condition on someone else's property
- The property owner knew or should have known about the dangerous condition
- The property owner failed to fix the hazard or warn customers about it
- You suffered injuries as a direct result of the fall
- You've incurred medical expenses, lost wages, or other damages

Common hazards in Nashville bars and restaurants include:

- Wet or slippery floors from spills or leaks
- Inadequate lighting in walking areas
- Overcrowded conditions that violate capacity limits
- Torn or damaged flooring
- Cluttered walkways or tripping hazards
- Failure to use warning signs for wet floors or maintenance areas

Take the First Step Today

You don't have to navigate this alone. A free consultation with an experienced Nashville premises liability attorney can help you understand your rights and options. There's no obligation, no upfront cost, and no risk in getting answers to your questions.

During your consultation, you'll learn:

- Whether you have a valid premises liability claim
- What your case may be worth based on your specific injuries and circumstances
- How the legal process works and what to expect
- What evidence you'll need to support your claim
- How an attorney can handle negotiations with insurance companies so you can focus on healing

Mark waited to seek legal help, and it added unnecessary stress during an already difficult time. Don't make the same mistake. The sooner you speak with an attorney, the sooner they can begin investigating your case, gathering evidence, and fighting for the compensation you deserve.

Book Your Free Consultation Now

If you or a loved one has been injured in a slip and fall accident at a Nashville bar, restaurant, or any property in Central Tennessee, contact us today. We understand what you're going through, and we're here to help you get your life back on track.

You deserve an attorney who will listen to your story, take your concerns seriously, and fight tirelessly for the justice you deserve, just like we did for Mark.

Don't let the statute of limitations run out. Call us today for your free, no-obligation consultation. Because when someone else's negligence changes your life, you deserve someone in your corner who will make sure you're fairly compensated.

Your first step toward justice is just one phone call away.

Web Content

Personal Injury Attorney

SEO Focused Negligent Security Web Page

H1: Negligent Security Lawyers in New Orleans

Property owners in New Orleans have a legal duty to protect tenants, visitors, and customers from foreseeable harm. That includes maintaining safe conditions, installing working locks and lights, and taking reasonable steps to prevent crime. When those precautions are ignored, people can suffer serious physical and emotional injuries.

If you were attacked, assaulted, or hurt on someone else's property because it lacked proper security, you may have the right to seek compensation. [REDACTED] represent injury victims across Louisiana who were harmed by unsafe conditions and negligent property management. Contact us today for a free consultation.

H2: Understanding Negligent Security in Louisiana

Negligent security falls under Louisiana's premises liability laws. These cases arise when a property owner or manager fails to take reasonable precautions to protect lawful visitors from foreseeable criminal acts. Reasonable precautions might include working security cameras, proper lighting, secure entrances, and trained staff.

Louisiana law requires property owners to exercise "reasonable care" for people on their premises. When they neglect this duty and someone is injured, they may be held financially responsible.

A recent New Orleans tragedy that made national headlines demonstrates how overlooked safety measures can lead to deadly consequences. In January 2025, victims of the [Bourbon Street New Year's Day truck attack](#) filed a lawsuit alleging that preventable security failures and missing protective barriers allowed the incident to occur during the crowded holiday event. The case highlights how lapses in basic security planning can endanger the public in areas where large crowds are expected.

H2: Common Examples of Negligent Security in New Orleans

Negligent security can happen anywhere in the city, from hotels in the French Quarter to apartment complexes in Mid-City. Common examples include:

- Poor or broken lighting in stairwells, parking areas, or hallways
- Inactive or poorly maintained surveillance cameras
- Unlocked or unsecured building entrances
- Lack of security guards or untrained personnel at bars, venues, or shopping centers
- Failure to respond to prior crimes or public complaints

When property owners ignore known risks, they put guests and residents in harm's way. Our team investigates these cases to determine what went wrong and who is legally responsible.

H2: Who May Be Liable for Negligent Security

In Louisiana, liability can extend to several parties depending on who controlled or operated the property:

- Residential landlords and property owners
- Management companies responsible for maintenance or safety systems
- Commercial businesses such as hotels, nightclubs, and retailers
- Parking garage or lot operators
- Hospitals, schools, or public agencies overseeing public spaces
- Security contractors who failed to perform their duties

Our attorneys identify all potentially liable parties to maximize available recovery options.

H2: How to Prove a Negligent Security Claim

A successful negligent security claim typically requires proving four elements:

Duty of Care:

The property owner owed a duty to take reasonable precautions to protect lawful visitors.

Breach of Duty:

The owner or manager failed to meet that duty—for example, leaving a parking garage unlit despite prior thefts.

Causation:

The lack of security directly caused or contributed to the injury or assault.

Damages:

The victim suffered measurable harm, such as medical expenses, lost income, or emotional distress.

Each case is built on evidence, including police reports, surveillance footage, and witness testimony. Our attorneys work closely with local law enforcement and investigators to gather the facts needed to prove fault.

H2: Common Injuries in Negligent Security Incidents

Negligent security incidents can cause devastating injuries, both physical and emotional. Victims may suffer:

Physical Injuries

- Fractures and head trauma
- Gunshot or stab wounds
- Soft-tissue injuries and nerve damage
- Spinal cord injuries
- Disfigurement or long-term disability

Emotional and Psychological Injuries

- Anxiety, fear, and depression
- Post-traumatic stress disorder (PTSD)
- Difficulty returning to public places
- Sleep disruption and flashbacks

Many victims require long-term care, therapy, and rehabilitation. [REDACTED] helps document these effects to ensure they are fully reflected in your claim.

H2: Compensation You May Be Entitled To

Under Louisiana law, victims of negligent security can pursue compensation for both economic and non-economic damages, including:

- Emergency medical care and hospitalization
- Physical therapy and psychological counseling
- Lost wages and future earning capacity
- Pain and suffering
- Emotional distress and loss of enjoyment of life

Our goal is to recover compensation that covers your immediate needs and your future recovery.

H2: Steps to Take After a Negligent Security Incident

Taking the right steps immediately after an attack or assault can protect both your health and your legal rights:

1. **Call 911** and request immediate assistance from the [New Orleans Police Department](#). Obtain a copy of the police report for your records.
2. **Get medical attention** at a nearby hospital, such as [University Medical Center New Orleans](#) or [Ochsner Medical Center](#).
3. **Document the area.** Take photos or videos of lighting, entrances, or any broken security equipment.
4. **Collect witness details** and contact information.
5. **Preserve any evidence**, such as clothing or personal items.
6. **Avoid discussing the event publicly** or online until you've spoken with your attorney.
7.  to discuss your case and begin protecting your claim.

H2: Local Support and Safety Resources in New Orleans

After a negligent security incident, several local organizations and agencies can assist with recovery and safety planning:

- **[Crime Victims Reparations Program](#):** Offers financial help to cover medical and counseling expenses (Louisiana Commission on Law Enforcement).
- **[NOPD Crime Maps](#):** Track reported incidents citywide and submit tips.
- **[City of New Orleans Department of Code Enforcement](#):** File complaints about unsafe property conditions.
- **[Orleans Parish Civil District Court](#):** Handles premises liability lawsuits.
- **[Victim Advocacy](#):** New Orleans Family Justice Center provides crisis counseling and legal referrals.

These resources can help you access support and report unsafe property conditions across the city.

H2: Time Limits for Filing a Claim in Louisiana

Louisiana law now gives victims two years from the date of injury to file a personal-injury or negligent-security lawsuit. This period, known as “liberative prescription,” is established under the newly enacted [Louisiana Civil Code Article 3493.11](#), which became effective July 1, 2024.

This new two-year deadline applies to incidents that occur on or after that date. Claims arising before July 1, 2024, remain subject to the former one-year limitation.

Failing to act within the correct timeframe can permanently bar your right to compensation. Because some claims involving public or government-owned properties have shorter notice requirements, it is important to contact an attorney as soon as possible to preserve your rights.

H2: How [REDACTED] Can Help

Our team has extensive experience handling premises liability and negligent-security cases throughout Louisiana. When you hire [REDACTED], we will:

- Investigate the property’s security measures and maintenance records
- Review surveillance footage and incident reports
- Consult with safety and law-enforcement experts to evaluate what went wrong
- Calculate the full financial and emotional impact of your injuries
- Negotiate directly with insurers and, when necessary, represent you in court

Our firm works on a contingency-fee -fee basis—you pay nothing unless we recover compensation for you.

H2: Contact a New Orleans Negligent Security Lawyer

If you or a loved one was hurt because a property owner failed to provide adequate security, you deserve experienced legal help. The attorneys at [REDACTED] can explain your rights, gather evidence, and pursue the compensation you need to rebuild your life.

Schedule your free consultation today. Call or contact [REDACTED] to speak with a New Orleans negligent-security lawyer.

Long-Form VSLs

Online Songwriting Program

5-Day Hitmaker Script

HOOK (0:00-0:15)

[Visual: Close-up of frustrated songwriter crumpling up sheet music]

NARRATOR (V.O.): Have you ever written a song that you thought was pure gold... only to play it for someone and watch their face go completely blank?

[Visual: Cut to montage of aspiring songwriters in bedrooms, garages, coffee shops - all looking defeated]

You're sitting there with your guitar, convinced you've just written the next big country anthem. But deep down, you know something's missing. That spark. Those key ingredients that separate songs that are here today, gone tomorrow, from solid country gold.

PROBLEM AGITATION (0:15-1:30)

[Visual: Nashville skyline, buses arriving with hopeful musicians]

Right now, thousands of aspiring songwriters are flooding into Nashville, all chasing the same dream. They've got talent, they've got passion, and they've got notebooks full of lyrics about trucks, beer, and heartbreak.

[Visual: Rejection letters, empty venue shots, disappointed faces]

But here's the harsh reality: 99% of them will never see their songs on the radio. They'll write hundreds of songs, spend thousands on demos, pitch to every label and publisher under the sun... and still come up empty-handed.

[Visual: Songwriter alone at piano, looking frustrated]

Maybe that's you right now. Maybe you've been writing for months, even years, and your songs sound... fine. Your friends say they like them - but let's be honest, your friends are just being nice, aren't they?

[Visual: Song structure charts, rhyme scheme diagrams]

You've studied song structure. You understand ABABCB rhyme schemes. You can play three chords but somehow still feel like you're trying to find the truth.. That indefinable something that makes people drop what they're doing and listen.

AUTHORITY/CREDIBILITY (1:30-2:45)

[Visual: Professional recording studio, gold records on the wall]

My name is [NAME], and I know exactly how you feel because I've been exactly where you are. For years, I was writing what I thought were great songs - songs with proper structure, clever wordplay, melodies that made sense. But if I'm being brutally honest, they had zero lasting power.

[Visual: Travel montage to Nashville, studio sessions]

That frustration eventually drove me to do something crazy... I packed up some essentials and moved to Nashville for a month, determined to figure out what I was missing. I had no connections, no reputation, just a burning desire to understand why my songs weren't hitting.

[Visual: Recording session with Grammy winner, networking events]

And then something incredible happened.

Through a series of fortunate events, I found myself in a writing session with a Grammy-winning producer. That led to another session, and another, until I was regularly co-writing with some of Nashville's A-list songwriters.

[Visual: Charts showing song placements, CMT logo, TV show credits]

What I discovered in those rooms changed everything. I started documenting exactly what these hit makers were doing differently, and when I applied their methods to my own writing, magic happened. My songs started getting picked up by CMT, placed in TV shows, and suddenly, I wasn't just another songwriter hoping for a break. I was getting real traction.

THE DISCOVERY/SECRET (2:45-4:00)

[Visual: Whiteboard with song formulas, behind-the-scenes studio footage]

The one thing I learned that completely blew my mind..

Every single chart-topping country song, and I mean EVERY single one, follows the same five core ingredients. It's not luck, it's not just talent, and it's definitely not random.

[Visual: Hit songs analysis, chord progressions, lyrical breakdowns]

These Grammy winners weren't just throwing lyrics and melodies at the wall and hoping they'd stick.

They had a proven system. A formula they used over and over again to create songs that live rent-free in your head for a lifetime.

[Visual: Emotional audience reactions, sing-alongs at concerts]

Think about it: Why can you still sing along to "Friends in Low Places" word for word, even if you haven't heard it in years? Why does "Whiskey Lullaby" make a grown man shed a tear every single time? It's because these songs were built using specific psychological and musical principles that tap directly into human emotion.

[Visual: Notebook pages filled with formulas and techniques]

I spent months in those Nashville writing rooms, secretly documenting every technique, every structural choice, every lyrical device that these hit makers used. I found patterns that none of them had ever explicitly taught me, but that they all instinctively followed.

THE TRANSFORMATION (4:00-5:15)

[Visual: Before and after shots of songwriter's journey]

And here's the thing that really excited me: Once I understood these five ingredients, I could teach them to anyone. The struggling songwriter who'd been writing for ten years without a break suddenly started getting publisher meetings. The singer who could never write her own material began crafting songs that perfectly showcased her voice.

[Visual: Success stories, recording sessions, performance footage]

I watched writer after writer have their breakthrough moment. That magical instant when they realized they finally had the tools to create songs that didn't just sound good, but songs that moved people, songs that got seared into memory, songs that made people feel their deepest emotions.

[Visual: Emotional testimonials, tears of joy]

One of my students told me this course took him from "tons of voice memos to an actual song. In just days, [he] went from years of unfinished ideas to completing [his] first full song and falling in love." That's the difference we're talking about!

THE SOLUTION (5:15-6:30)

[Visual: Course materials, structured lessons, step-by-step process]

That's why I created the 5-Day Hit Maker Program. I've taken everything I learned in those Nashville writing rooms - techniques that usually take years to discover and decades to master - and condensed them into five intensive days that will completely transform how you write songs.

[Visual: Daily lesson breakdowns, interactive exercises]

This isn't theory. This isn't fluff. This is the exact process that Grammy winners use to create songs that dominate the charts. Day one, you'll learn the psychological hook that makes listeners unable to skip your

song. Day two, we'll dive into the emotional architecture that turns a good melody into an unforgettable listening experience.

[Visual: Students working through exercises, having breakthrough moments]

By day three, you'll understand the lyrical patterns that keep country superstars' words burned into people's brains for decades. Day four reveals the musical choices that separate amateur-sounding demos from radio-ready hits. And day five? That's where we put it all together, and you write your first truly hit-worthy song.

URGENCY/SCARCITY (6:30-7:15)

[Visual: Calendar pages flipping, limited spots available]

Now, I need to be completely transparent with you. This program normally sells for \$1,312, and at that price, it was booked solid for months. The techniques I'm sharing are the same ones that Nashville's elite charge thousands to teach in private sessions.

[Visual: Price comparison, value proposition]

But I've made a decision that my business manager thinks is downright bananas..

I want to get these methods into the hands of as many serious songwriters as possible, because I believe the world needs more songs that actually matter. Songs that make people feel something real.

[Visual: Limited time offer, countdown timer]

So for the next 48 hours only, I'm offering the complete 5-Day Hit Maker Program for just **\$47**. That's less than the cost of a single co-writing session in Nashville, less than most people spend on their weekly coffee addictions, and a fraction of what you'd pay for even a single lesson with a hit songwriter.

OBJECTION HANDLING (7:15-8:30)

[Visual: Skeptical expressions, past disappointments]

Look, I get it if you're skeptical. You've probably been burned before by vocal coaches who promised you the world, music professors who taught you theory but never helped you write anything that actually connected, maybe even other songwriting programs that were full of fluffed-up advice you could have found on YouTube.

[Visual: Authentic testimonials, real results]

You should be skeptical. That means you care about your craft and you're not willing to settle for empty promises. But here's what I want you to understand: I'm not promising to make you famous overnight. I'm not claiming this will automatically get you a record deal.

[Visual: Realistic expectations, genuine skill building]

What I am promising is that after these five days, you will have the same toolkit that Nashville's most successful songwriters use every day. You'll understand why some songs become hits and others die as demos. Most importantly, you'll be able to write songs that move people to the brink of tears.

FINAL PUSH (8:30-9:30)

[Visual: Emotional connection, life-changing moments]

Here's what this is really about: It's about that moment when someone hears your song for the first time and gets goosebumps. It's about writing something so powerful it becomes the soundtrack to someone's most important life moments. It's about creating art that outlives you.

[Visual: Legacy shots, songs lasting through generations]

I've experienced that feeling, and I can tell you there's nothing else like it. When you know you've written something that truly matters, something that connects with people on a level deeper than music, that changes everything about how you view yourself as an artist.

[Visual: Call to action, enrollment button]

The question is: Are you ready to stop settling for "pretty good" and start writing songs that actually hit? Are you ready to learn the five ingredients that separate amateur songwriters from hit-making machines?

If your answer is yes, click the button below right now. Join the 5-Day Hit Maker Program for just **\$47**, and five days from now, you'll have written your first truly hit-worthy song using the exact methods that create Billboard #1's.

CLOSE (9:30-10:00)

[Visual: Inspiring montage of successful songwriters]

Your songs matter. Your stories deserve to be heard. And the world needs what you have to offer, but only if you give yourself the tools to share it properly.

DO NOT let another year go by wondering "what if?" Click below, and let's get started.

[Visual: Final call to action, program details]

I'll see you inside the 5-Day Hit Maker Program.

TOTAL RUNTIME: Approximately 10 minutes

VISUAL NOTES:

- Use authentic Nashville footage and real recording studio environments
- Include genuine emotional moments and testimonials
- Avoid overly polished, "salesy" visuals - keep it authentic and relatable
- Use close-ups during emotional moments, wider shots during educational segments
- Include subtle background music that supports but doesn't compete with narration