

Effortless Expansion

DAY 2: MAGNETIZE

How to write copy that enchants your audience

[Click here to watch the full training on YouTube](#)

Enchanting Copy Daily Practice

Do this everyday as an amazing mindset practice AND to write copy that enchants your dream clients.

1. Your Goal

What's your current business goal?

E.g., 1 new client this week. \$10,000 in revenue this month.

2. Brain Dump

Write out all the reasons your brain comes up with on why hitting your goal can't happen:

3. Flip it

Write out why that's ridiculous & actually your goal is inevitable:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Write copy!

What do the people who are ready to work with you / buy from you need to hear from you today?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

