

About Isaac Unaeze

I became a copywriter because I was desperate to learn how to sell the right way.

From 2014 to 2019, I've been involved in a number of businesses. Some by myself, and some with business partners.

And the major problem I've always encountered is getting the right buyers to pay attention to what I'm selling.

After failing to grab the right attention over and over again, I made the decision to become a sales expert.

In 2020, I came in contact with a book that changed everything for me.

The title of the book is:

The copywriter's handbook.

The author is Bob Bly, who is arguably the most prolific copywriter in the world.

On coming in contact with the book, I was so captivated that I wrote out the over 1,000 paged content of the book. I discovered many reasons why I've been flunking sales repeatedly.

I've consumed other brilliant books, podcasts, videos on copywriting and marketing. . .

Along with the paid courses I've taken.

All these have contributed in shaping me into a decent and formidable storyteller and copywriter who can get the right people to take a specific action at the right time.

My procedure when assembling a seductive copy is to:

- ***do quality research on all variables involved in the campaign [especially on the buyer and the manufacturer].***

- discover the key emotions that will prompt clients to react positively and take the required action.
- *then I list out all the legit reasons why clients should accept the offer*
- before I finally get to work and create the kind of copy the client will emotionally relate with the most.

This copy may or may not be a direct response copy. It all depends on the type of offer the client is required to accept.

To have an idea of my writing style. . . which sometimes changes depending on the project. . .

Here is the link to some of my work: [My copy portfolio](#)

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