

LEGENDARY ADS VAULT

PROFIT-SWIPIING 101 GUIDE

PUBLISHED BY COPYLEGENDS.COM

“PROFIT-SWIPING” GUIDE 101

By: Matt Bockenstette & Copy
Legends

If you’re reading this document, it means...

You now own the “Legendary Ads Vault.” – a collection of the 101 greatest ads of all time. This “Profit-Swiping Guide 101” teaches you HOW to *innovate upon them* by teaching you... How to use this 4-step process for assembling high-converting sales copy of your own.

Starting with these steps:

1. *Scan through the entire ad collection - and make a list of your top 10 favorite ads.*

Focus on the ads that best capture your attention (whether it’s the layout, headline, illustration, copy length, etc.)

2. *Next, read your #1 favorite ad twice- then once more, OUT LOUD.*

3. *Next, copy the entire ad onto paper - word-for-word - in your own handwriting.*

These steps are CRITICAL.

And the truth is...

Most copywriters WON’T invest the time and energy to complete them.

Don’t be like most copywriters.

Don’t allow your ego to belittle this proven process.

Remain open-minded to it, with the mindset of a “*True Student of Copywriting.*”

And, if you’re thinking:

“Okay, Matt... I get it. I know what you’re getting at here, but it ISN’T

necessary for me... “To do all this ‘mechanical stuff,’ so long as I understand

your point, right?!”

Wrong – 100%, full-stop – there are no shortcuts.
And you only cheat yourself by skipping these steps.

This is the EXACT PROCESS Gary Halbert required of all his students and proteges.

And here's his exact response to the kinda belly-aching mentioned above:

Sorry Buckwheat; it doesn't work that way. If you really want to know it, you've really got to do it.

There are no shortcuts.

You know, I'm sick to death of people who can't be bothered with the little nitty-gritty details of "hands on" experience. Of people who believe that somehow they can know a thing without experiencing it. Listen: It is possible to be "conversant" with something and really not have any kind of "gut understanding" of it at all. I'm sorry, but no matter what your Mommy and Daddy told you, men can never really understand the pain of childbirth, priests cannot comprehend the joys of sex, "normies" can never understand alcoholics, and not one speck of true advertising wisdom has ever been written by a PhD.

This is how you learn to understand the *“soul of the sales copy.”*

This is how you learn to assemble world-class sales copy on your own.

And this last step is where your copywriting journey begins to evolve and transform:

4. *Re-write your #1 favorite ad - but for YOUR OWN product, service, or offer (if you don't have one, make one up). Follow the entire format - from the headline, straight down to the call-to-action.*

Below, you'll find a full-length example of this for one of Eugene Schwartz's most famous ads: *“How To Defend Yourself Against The HUMAN Parasites Who Want To Rule Your Life!”*

REMEMBER: Successful “Profit-Swiping” is a 3-part framework:

1. *BUILD your master swipe file (you did this by investing in the “Legendary Ads Vault”)...*
2. *LEARN how to “Profit Swipe” (you did this by reading this entire document);*

and...

3. *ASSEMBLE your own “Profit Swipe” (this is your next challenge)...*

This is your chance – this is your opportunity...

To *learn, understand, and implement* a quick and repeatable...

4-step process for assembling high-converting sales copy of your own.

And now, I invite – and encourage you...

To complete steps #1-3 in this document first.

(No skipping steps - however much you're tempted to.)

After that, I challenge you to complete step #4:

By assembling your very own full-length “*Profit Swipe*.”

(Be sure to reference your full-length example starting on the next page below.)

If you're one of the few copywriters who make it to this point...

I want you to send me a copy of your first “*Profit Swipe*.”

My personal email is: Matt@CopyLegends.com – and I read each reply.

I'm eager to see what you choose to do.

- Matt “*Profit Swiping 101*” Bockenstette

Who Wdnt to RuleYour Life!

even frightening. But then, as you read on, *they will reveal themselves to be filled with the deepest and most ingenious truth.*

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THE HUMAN SWAMP.

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**A New Kind of Psychology. "The 5 Ways to Control
Your Past, Forget Your Future, and Live a Better
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THE PERFECTIONIST

May be a man or woman—wife or boss or fellow-worker. *Always sets impossible standards for you to follow.* Therefore, sets himself up as the Judge of your life... always makes sure that you will never succeed—that every one of your achievements will fall short of his "standards"—and that you must endlessly keep trying to please him. *You break his hold on you with one simple device. It is given to you on page 190 of this book.*



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Psychology believes that we are NOT bound by our past, but can immediately rid of it—IF we have the courage to follow a few simple NEGATIVE rules. These rules can be—and are—stated in language six-year-old child can understand. They can be crashed immediately—

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AD TRANSCRIPT

How to Defend Yourself Against the HUMAN PARASITES Who Want to Rule Your Life!

This may be the most important (as well as painful) advertisement you have ever read. It is based on three simple facts:

1. Most people spend 90% of their time doing what other people want them to do - instead of what they want to do themselves.

This is Robot-Living. And there is a way to break out of it for good.

2. Most people are haunted by self-destructive feelings they don't understand - feelings that frighten and depress them. For example: The constant fear that other people are somehow "better" than you. Or that you are now, and will always remain, a "second-class citizen" in life. Or the crushing realization that you always feel "poor" no matter how much money you earn, and always feel "inadequate" no matter how great your accomplishments.

These are Robot-Feelings. They are emotional leftovers from your childhood, and are completely out of place in your adult life. In a moment, you will learn how to get rid of them for good.

3. Because of these two crippling pressures - the attempt of other people to constantly exploit you, combined with your own self-destructive feelings of inferiority - you (like most people) spend your life in an emotional prison instead of a palace. You accomplish only a fraction of what you are really able to accomplish. You find yourself constantly driven away from the real enjoyments, the real achievements, the real meaning of your life.

Once again, this is Robot-Living. And there is only one way to change it. Not by "will power". Not by psychoanalysis. Not by digging up the dead memories of your childhood.

*But by
this:*

**A New Kind of Psychology, That Says: “Forget
Your Past, Forget Your Feelings of Inadequacy,
AND TAKE FULL COMMAND OF YOUR
LIFE – TODAY!”**

There are people, of course, who are trapped so tightly by these double pressures that their lives are squeezed into almost complete disaster. These are the chronic failures - or the alcoholic - or the compulsive gamblers - or the thousands of men and women who are continually forced to stuff themselves with food till they swell up like balloons.

But here is the all-important point: Even these self-destructive addictions - that have dominated these people's lives for years - that have been almost invulnerable to ordinary psychological treatment - have seemed to disappear *of their own volition* when these people tried a new kind of *Negative Self-Therapy* on them!

This new kind of Psychology is both startling and simple, and incredibly effective.

In essence, it says that:

Instead, what you have to do is this! *UNLEARN the mental habits that are keeping you a psychological slave today!*

In order to escape from this double-pressure - for good - *you need not learn anything at all!* No rules - no formulas - no lessons at all.

UNLEARN the mental habit that makes you automatically *magnify other people's importance* - and you will escape from their domination for good.

UNLEARN the mental habit that makes you automatically *feel small when you meet an important new stranger* - and you'll have twice the impact on him, from the very first word you speak.

UNLEARN the mental habit that makes you *depend on other people to ration out little pieces of love, respect, enjoyment and “success”* - and you can go out tomorrow and carve out as big a slice of life as you can swallow!

In fact, this New Psychology is so drastically different *that it will actually RE-SHAPE your idea of what words like “love” and “respect” and “success” actually mean.* It will expose deadly psychological traps in these words, that have been condemning you to chase fraudulent empty goals all your life. It will show you how other people use these very words, *to control your every move by threatening to deprive you of them.*

The main goal, in brief of this new Psychology is LIBERATION - FREEDOM FOR YOU FROM FALSE FEARS AND FALSE FRIENDS! Because of this goal, the startling new book which brings this Psychology to you - to read from cover to cover entirely at our risk - is actually titled BEYOND SUCCESS AND FAILURE.

Here are just a few of the traps it can free you from - starting with the very first evening you open its cover:

The Only Real Way to Win Other People's Hearts and Minds! BY SATISFYING YOURSELF FIRST!

One word of warning, however: This book is full of paradoxes. Statements (like the one above) will seem ridiculous at first glance - perhaps even frightening. But then, as you read on, *they will reveal themselves to be filled with the deepest and most ingenious truth.*

For example:

Page 215 shows you why you must NEVER try to justify yourself when someone belittles you. And how to destroy their attack *by doing nothing.*

Page 66 shows you why the person who is trying to overwhelm you with their importance, *is actually begging you for the one thing all their money can't buy.* And why, if you know the right way to look, you will actually find such a person *“naked under their mink coat.”*

Page 24 shows you why fear, hate, anxiety are NOT true emotions in themselves, *but are the disguises inside you for another, hidden emotion from your childhood.* And why, if you want to break them for good, you have to *relax yourself out of them.*

And then, starting on page 194, you are forced to confront the supposedly “Unsolvable” personal problems that are turning your life into a shambles - *and learn why they may actually be the easiest to solve of all.* Again, you are shown the paradox that the more years such a problem has plagued you - and the “messier” you believe it is now - *then the quicker the true solution can take over. ONCE YOU STOP FIGHTING THE PROBLEM, AND LET IT BEGIN TO CURE ITSELF!*

**Read It From Cover to
Cover Entirely At Our
Risk!**

Plus so much more that we cannot even begin to outline it for you here. *This book is worth reading* - and we ask you to read it from cover to cover entirely at our risk.

One point must be made again, however: *This is probably the simplest - and most beautiful - book on psychology you have ever read.* This New Psychology believes that we are NOT bound by our past, but can be immediately rid of it - IF we have the courage to follow a few simple NEGATIVE rules. These rules can be - and are - stated in language a six-year-old child can understand. They can be grasped immediately - put to work in your life immediately.

And they work. They are literally a new way to meet, and overcome, the painful and destructive situations other people (and ourselves) set up for us. They are hard-headed and rudely-realistic. And if you have the courage to try them, they can make a breath-taking difference in your life *tomorrow!*

Why not prove this to yourself - entirely at our risk - by sending in the enclosed coupon - TODAY!

**BEWARE ESPECIALLY OF THESE
FOUR TYPES OF HUMAN
PARASITES!**

(Left Column: Unswiped)

There are two types of people in the world: the Givers, and the Takers. For every Giver, there are a hundred Takers. They are constantly trying to latch on to

you... to make you carry them on your back... to force you to give meaning, and value,
and
direction to their lives.

The Takers have a hundred different disguises - a hundred different “hidden strategies” to force you to become their constant servant. Your first take, therefore, if you want to achieve your own goals and not theirs, is to UNMASK them... to expose the hidden selfishness behind their so-called “noble motives”... *and to throw them off your back, and onto their own feet, for good!* This book unmasks them, one by one, for you like this -

THE PERFECTIONIST:

May be a man or woman - wife or boss or fellow-worked. *Always sets impossible standards for you to follow.* Therefore, sets himself up as the Judge of your life... always makes sure that you will never succeed - that every one of your achievements will fall short of his “standards” - and that you must endlessly keep trying to please him. *You break his hold on you with one simple device. It is given to you on page 190 of this book.*

THE INJUSTICE-COLLECTOR:

Controls you by continually giving you guilt. Manufacturers incidents in which you are trapped into hurting his (or her) feelings. Then makes you pay for “forgiveness” by doing exactly what he wants. *This trap is so subtle that you can only break out of it at one point. That point is shown to you on page 132 of this book.*

THE HUMAN SWAMP:

Never stops telling you how “weak” and “passive,” and “dependent” she (or he) is. You are the “strong” one - supposedly - until you try to get her to do something for her herself. Then nothing happens... she refuses to move a finger... develops all kinds of reasons and “illnesses” so as to not help herself - until finally, in desperation, you do it for her all over again. *You cannot throw many of these people out of your life - either you are married to them, or they are related to you - but you can SHOCK them into independence at last by using the technique given you on page 227 of this book.*

THE LOVE DOMINATOR:

Perhaps the most vicious of all. First “loves” you - then destroys you. Makes you pay for every ounce of “affection” with little pieces of your life. Has several sub-varieties, including: Friendships that hurt, and never last. Families that smother their own children. Passionate “romances” that settle down overnight to a lifetime of domination, exploitation, and continuous cutting-each-other-down. *This one person alone can make your entire life a living hell. There is only one real solution (and it is NOT separation).*

You’ll find it on page 105 of this book.

THE GREATEST SIN OF ALL

– THE SIN OF OBEDIENCE

These Exploiters are universal; they intrude in every life. Therefore, every man or woman ever born has one fundamental problem above all others: *How to pry open the clenched fists that these kinds of people wrap around you!*

This book is a text on doing exactly that. It is far simpler than you have ever dreamed, *once you learn the reason why YOU GIVE THEM THE POWER TO DOMINATE YOUR LIFE!*

The choice is up to you: You can enjoy others, or you can let them turn your life into a constant agony. *The key to such a choice lies in this book. Why not read it from cover to cover, at our risk, TODAY!*

AD “PROFIT SWIPE”

How to Defend Yourself Against The “COPYWRITER’S CURSE” That Wants To Control Your Business, Life, & Income!

In the next few lines, you’ll discover 3 reasons why this may just be... the most important (and confronting) letter you’ve ever read:

#1. Most copywriters write 90% of their copy based on “new-school strategies” - instead of following the proven, profitable, old-school methods used by the “Original Copy Legends”.

It’s a fatal curse - and it results in poor-converting copy.

(Lucky for you... there’s a simple cure.)

#2. Most copywriters struggle with feelings of confusion, frustration, and doubt.

Why? Because they don’t understand WHY their copy won’t convert.

For example:

The constant fear that:

- *“Maybe, I’m just not cut out for this whole ‘copywriting’ thing.”*

Or the all-too-popular:

- *“If I just knew what ‘they’ knew, then I could do what ‘they’ do.”*

Or the voice in your head that repeats:

- *“I’ve read every book, tried every course - and I still haven’t made any progress.”*

These are common “Copy Curse” symptoms.

Self-limiting beliefs shackled to our “copywriting identity”.

They're emotional wounds; digging deeper-and-deeper with each failed project that never lives up to our standards.

In a moment, you'll discover how to heal 'em - for good.

#3. Because of these two painful realities - the fatal "new-school strategies", combined with your feelings of confusion, frustration, and doubt...

You (like most copywriters) spend your time trapped in a mental prison of your own cruel design; rather than a state of complete confidence - with a firm grip on the keys to the "Copy Kingdom".

- You surround yourself with the voices in your own head...

(Casting doubts on your every move, while lobbing grenades from the peanut gallery.)

- You write from a place of fear and doubt...

(Rather than harnessing the true power of your own words.)

- You compare your copy with other copywriters...

(A battle with which you'll always justify a way to lose.)

This - in all it's brilliant misery - is the living embodiment of the "Copywriter's Curse".

And there's a simple way to escape it.

Not by reading another book on copywriting...

Not by taking another course on copywriting...

Not by "ethically stealing" that one funnel guy's copy...

In fact - it's much simpler - and easier - than all

that. *(Remember: Nothing changes, when nothing*

changes.) Here's the first step to flipping the script:

How To “Profit Swipe” The Most Profitable Ads Of All-Time...

To Discover How To Assemble High-Converting Sales Copy Of Your Own - TODAY

DISCLAIMER: There are some copywriters, of course, who...

Find so much COMFORT in the

“prison-of-their-own-self-pity”... That they’re committed

to standing in their own way...

And, without the awareness to realize they’re doing so.

(After all, the “pain we know” is always more comfortable than the “pain we don’t”).

These are the chronic “victims”.

Not “failures”; this is about mindset, not results.

But rather, the self-saboteurs - those who throw their arms up in the air and curse the Copy Gods for their own poor-converting copy.

And here’s the most critical point:

- Even if you’ve failed on EVERY copywriting project you’ve ever attempted...
- Even if you’ve tried “EVERYTHING” and nothing has worked for you in the past...

You can make simple tweaks to HOW you study and

“swipe”... The greatest sales copy masterpieces of all-time

and quickly... Discover how to innovate upon them, all

while...

Assembling high-converting sales copy of your own - starting today.

The choice is all yours - and you hold all the power.

This new style of “Profit Swiping” is simple, powerful, AND profitable.

Once you see it in action, you’ll learn to:

- *UNLEARN the copy habits that keep you in the same fear-based state of struggle - and replace your “new school” mentality with that of the proven “old school”.*
- *UNLEARN the copy habits that encourage you to imitate another copywriter’s “voice” - and focus on finding your own unique voice.*
- *UNLEARN the copy habits that fuel your “Imposter Syndrome” - and feel confident in your ability to craft high-converting copy that moves your readers to take “sales-advancing-actions”.*

Once you do, you’ll see (for yourself) that...

Everything changes, when everything changes.

For example, you’ll understand:

- *Copywriting - when you break it down - isn’t about “writing” at all, but rather... about “ASSEMBLING”.*
- *All high-converting sales copy consists of “SECTIONS” (like the “Lead” and “Close”, for example) & “ELEMENTS” (like the “Price Anchor” and “Price Justification”).*
- *How to analyze and break down the sales copy you see - yours, a client’s, a competitor’s, etc. - and understand exactly where the “GAPS” are.*

The singular goal of “Profit Swiping” is simple: **LIBERATION.**

To give you the “right knowledge” and the “application” of it, to give you

full-control. Full-control to reach your true earning potential...

Full-control to harness the power of your own words...

Full-control over your copy, your business, and your
life...

(As copywriters, our financial freedom and lifestyle depend on our copy's convertibility.)

It's with this goal in mind that the...

Newest "secret" project from Copy Legends was born - out of necessity.

This new copywriting resource, which you're previewing right now...

Is only just the beginning (you'll discover more details in the weeks to come.)

And here are a few of the "Copywriting Truths" you'll learn for yourself:

- *How to "innovate upon" any piece of sales copy you see (or hear) and use it for any of your own, including ads, sales letters, and emails...*
- *A simple framework for swiping an entire piece of sales copy (from top-to-bottom), without "plagiarizing" a single word of it...*
- *A quick-and-easy process for knowing exactly how to start, finish, and launch any new piece of sales copy; and...*
- *How to ditch the common struggle, confusion, and frustration of not knowing "WHAT" to write or "HOW" to write it...*

And that's just the beginning...

- *You'll also discover how you can receive custom "Profit Swipes" - tailored to your business, product, service, and offer - delivered direct-to-your-inbox each month...*
- *And how to copy-and-paste these custom swipes into any existing (or new) piece of sales copy to start growing your business profitably...*

You Be The Judge.

Is this the greatest "Profit Swiping Guide" the copywriting world has ever seen?

I'm filled with confidence your answer's going to be a resounding: **"FUCK YES."**

And the real beauty here? You get to be the judge.

Along with this free, full-length swipe...

You'll also be receiving a second one - also free.

A full month's worth of "Profit Swipes" - on the house!

(You'll receive them every-other-week.)

Because, as you'll soon see...

The absolute value of these full-length swipes begins to COMPOUND...

With each new issue that you read, study, and innovate upon for yourself.

And it becomes most powerful once you see HOW a single product, service, or offer... Can be positioned persuasively through MULTIPLE different "hooks" and "angles"...

As a direct result, you'll learn just how simple it is to do it for your own sales copy.

I invite you to prove it to yourself - entirely at my risk.