**So…**

# What the heck is in the Emotional Direct Response Copywriting training?

## And why do you NEED it to become a better copywriter?

Here's the long and the short of it.

The Emotional Direct Response Copywriting course is like a look into the hearts and minds of your buyer.

It reveals, on a deep, human level, why we buy things.

What hole we're trying to fill.

And what we're hoping for once we've finally made ourselves "good enough."

It's a look into the SHADOW side of human nature.

And how — whether we want to admit it or not — that's a major driver of so much of our behavior.

Especially when we're consuming and responding to marketing, in private.

## We go DEEP into
## NEGATIVE EMOTION.

These are all those feelings we don't want to feel.

Those things we shove down or push away or deny.

All those dark secrets we don't even want to admit.  Especially NOT to our closest loved ones, out of fear they'll know the truth and reject us.

But these are also WIDE OPEN GATES into our hearts.

Because the moment someone SEES US — REALLY SEES US — for what we are *including* all these dark secrets…

We completely surrender.

It's not conscious.

Or at least, it doesn't have to be.

It's that feeling of, "Oh, this person GETS ME.  They know what it feels like."

And when you hit that, you have CONVERSION.

Not conversion in the selling sense — although yes, that will happen, too.

But conversion in an almost-religious sense, to a FOLLOWER who will come with you wherever you wish to lead them.

## We also dive into POSITIVE EMOTION.

Here's the thing.  Research has found that a negative experience gets twice the attention of something positive.

This is why people are more likely to respond to fear of loss than to opportunity for gain.

It's why people need a big jackpot to bet on games of chance.

It's why we're so obsessed with what we lose, but can't appreciate what's in front of us.

But positive emotion ALSO drives us.

We still seek the light.

Maybe just because we juxtapose it with the darkness.

Maybe because it gives us something to move TOWARDS, as we seek to escape the dark.

Which is why we also cover this positive emotion — and the movement from darkness to light — in this training.

## When you understand THIS, your copy will connect on the deepest level.

Emotion is ALWAYS moving.

Our feelings rise and fall and change through time.

We find ourselves deep in the pit of despair, and looking for solace, for relief, for escape…

And then, we find something.

Something to grab onto.

Something to pull us forward.

And then there's a glimmer of light in that darkness.

And we move toward the light.  We're pulled toward that light.

We're desperate to chase down the light — to touch it, to feel its warmth.

And that pulls us forward.

To seek, to claim, to have — and to buy.

And when you, as the copywriter, understand your prospect's darkness and the light that will pull them from it…

And you can translate that understanding into copy…

You will be unstoppable.

That's the power Emotional Direct Response Copywriting is meant to help you discover, within yourself.

## That's all in the CORE COURSE — There are also BONUSES.

**For one, you're getting TWO powerful Insights & Perspectives videos from my coach, Joseph Rodrigues.**

Joseph has over 375,000 subscribers to his Insights & Perspectives YouTube channel, and now over 33 million views.

I won't go too deep into these videos here, but I will tell you the important reason why they are here.

Joseph co-hosted the Emotional Direct Response Copywriting training with me, and together we turned it into a dialog…

… Not just on the power of emotion in copywriting…

… But also into how the mind works…

… And how to develop charisma and personal power, through emotional connection.  (This will make you a better copywriter.)

During our conversation, these two videos came up.  They're not available through any public channels at this point.  But Joseph offered them for you.

Joseph is one of my favorite thinkers, and these videos are must-watch if you wish to be more persuasive through the power of emotion.

**Second, you're getting an entire additional training called…**

**"The Hot SECS Method for More Emotional Copywriting."**

Nudge, nudge, wink, wink. 😂

This is a story formula/framework/template I don't teach anywhere else.

It can be plugged into all sorts of copy — or even used to drive a story-focused pitch.

It shares how to tap into all those negative emotions that get your prospect all riled up and ready to take action…

And then give them an outlet — a direction, an action to take to get relief — through buying your offer.

This is an EXTREMELY powerful story formula that will be clear and immediately useful on your first trip through the training.

Plus the training itself covers the principles and strategies behind the story and its use of emotion.

So even if you're not using the formula to the letter…

You'll be able to tap into its inherent persuasive power in every bit of copy you write.

## Now: Here's how to get your hands on this Emotional Direct Response Copywriting course.

Emotional Direct Response Copywriting was created exclusively for my BTMSinsiders members.

Which means, if you aren't a member, you don't normally get access.

You can't.

You can't stream it, download it, anything.

Not without signing up for ongoing membership.

But I've pulled it out of the catalog.  Along with the bonuses above.

And from now until 4:59 PM US Central time on September 30th, 2022...

You can get LIFETIME access to this training and its bonuses — easily a $197 value — for just $97.

But there is a countdown timer, and if you don't submit your order in time, you won't be able to get lifetime access at all.

>>> Grab Emotional Direct Response Copywriting for just $97

Only available until 4:59 PM US Central Time on Friday, September 30th