

COMMANDMENTS

1. Do NOT “**Freewrite**”: Write with a template every time so you don’t add unnecessary words or details.
2. Do **NOT** skip a day: You must write a piece of copy every single day. You have to write single every day to understand the language of persuasive writing selling people.
3. Always back up your statements or claims with **proof**: You should always provide evidence that what you say is the truth because people are smart. You have to convince them and persuade them with proof that what you say is 100% correct. Andrew Tate does this all the time, that’s why you listened to him and joined TRW.
4. Do not use a regular Gmail account, **Buy A DOMAIN**: A domain makes you look like a real business and gives you a more professional look. If you’re not the part then put **effort** into looking the part.
5. Do **NOT** charge below **\$1k/month**: People unwilling to give \$1k/month are cheap and will be bad clients. They do not understand the value of your work. They hover over everything you do and make you uncomfortable while you work. It will be hard to perform at your best with these people.

6. **Never** write paragraphs: They are intimidating to read to the consumer. They will skip over your copy and go to another person's copy. Don't even be scared to use just 1 word at the start of your copy.
7. **DON'T BE GAY:** AI is evolving and trying to take over the world, but as you and most other people paying attention have realised, it is not good. Average at best. And worst of all, it's gay and likes to use "**inclusive**" language. Inclusivity or inclusive words drive in **0% sales**. So why even bother doing it?!

Business owners would rather have a competent copywriter who will write them the best copy to drive in millions than an inclusive writer with a rainbow tattoo on his arm. At that point, they might as well turn to chat GPT that'll write for FREE. It has enough inclusivity and faggotry to go around.

8. Do **NOT** instigate **PRICE:** This is from the man "Jordan Belford" himself. When you're on a sales call and you've spoken to your lead about what you can do for them and hit the right pain points and you've completely delivered your offer, **Never** bring up the price. This will ensure that you lose that deal.

Instead, wait for them to bring it up. Now, it's their idea to pay for your offer and they can't talk themselves out of their own idea. It doesn't matter if you and the client are looking at yourselves through the screens for 10 hours. **Don't bring up the price.**

9. **Don't Mass Outreach:** Mass outreach will never work in 2024. You always want to personalize your outreach to each person and never look like you're selling anything to them or asking for their money. Personalized compliments, personalised videos or products or experiences they've had. **EVERYTHING PERSONALIZED!** You should always do personalized Mass Outreach. Andrew teaches about this in the courses so **PAY ATTENTION AND USE WELL!**
10. If you want to Make **BIG** Money, You **HAVE** to **GET BETTER:** Most of us want the BIG Money right away, but tbh, if you get it right now, you'll feel like an imposter because you don't deserve it. You haven't worked for it yet. Work hard to become better and all the things you want will **attract** themselves to you.
11. **Always** start your emails from the point where they are at: You have to enter the conversation where the customer is at in their head at the moment. **(what conversation are they having in their head?)** and then lead them by the hand to the solution using your written words.
- 12.

Let's all work hard to become rainmakers and beyond until we make Prof. Andrew look like a brokie 😊💪

if this doc was helpful, leave a comment or give me a 👍 in TRW 🙏

HOW TO PRACTICE COPYWRITING

- Practice writing a piece of copy at a particular amount of words.

For example: Write an email that's 280 - 300 words.

- Now, you will rewrite the same email again with 40% fewer words.