Legionnaires Advanced Resources Collective

An archive/collection of documents, training, and more from the HU2/copywriting legion days. Many of these old relics harness the knowledge of OG's who at some point used to get their copy directly reviewed by Professor Andrew himself, when the campus was just a ragtag group on discord. Use this power wisely.

1. The Library of Alexandria

a. The holy grail of collaborative knowledge inside the copywriting campus. Filled with tips ranging from not making your copy suck, to advanced outreach game, must-have books, memes, and more. Handle with care.

2. <u>5% Of The Deadly Resources</u>

a. What was meant to be the magnum opus of outreach from the tiger legion's Saad. Not quite complete, but still full of some gold templates.

3. Sales Call Outline

a. Might already exist in the campus, but worth putting in here anyway. What to do on a sales call and how to structure SPIN questions properly. Questions I noted from the old bootcamp that I'd add as well:

i. Situation:

- 1. What are you currently doing for marketing?
- 2. How big is your current email list?
- 3. What are your goals for your brand?

ii. Problem:

- 1. What things have held you back from your goals?
- 2. What have you tried that's failed?
- 3. Do you think X might be a problem keeping you from achieving Y result?

iii. Implication:

- 1. What happens if you never fix this problem?
- 2. What do you think would happen if you fixed this problem or started [doing the thing they said they needed]?

iv. Needs:

1. What would it be worth to your business to fix this problem?

2. How much more [revenue, sales, profit, etc.] would you make if you solved this problem?

4. <u>Top 29 Mistakes HU Newbies Make With Cold</u> <u>Outreach</u>

a. Self explanatory

5. Sales Call Mastery

a. I think this might've been swiped from the BM campus, but a useful document for what to do on a sales call nonetheless.

6. Captain Charlie's "Questions To Ask Myself"

a. Charlie A's handmade guide on achieving success as an entrepreneur.

7. Caiden and Kevin's SMS Guide

a. How to do outreach via SMS (texting)

8. How to send thousands of emails a day (without landing in spam) and scale to 7 figures

a. Some advanced level wizardry for those who want to outreach with some serious volume.

9. <u>How To Scrape Thousands Of Niche-Targeted</u> <u>Leads In Your Area</u>

a. A guide on high-volume scraping for new potential leads.

10. Wolf Legion Free Value Library

a. Guide on creating free value.

11. Wolf Legion Pricing Confidence

a. A big question nobody ever wants to answer–how the hell do I price my services? The wolf legion has you covered.

12. Al Free Value Generator

a. Advanced technical guide for AI prompts to generate copy. Includes prompt templates for various goals. Focuses on "training" your AI with highly-specific rulesets before creating your copy.

13. Al Compliment Generator

a. "HOW TO CREATE HIGHLY PERSONALIZED COMPLIMENTS IN LESS THAN 30 SECONDS WITH A LITTLE-KNOWN AI TRICK WITHOUT WASTING A SINGLE MENTAL CALORIE" - No better description than the fascination headline lol.

14. Dr Naami's FV Video Series - Intro, Chapter 1 &

2, Chapter 3 & 4, Last Part

a. Naami's step by step video series guide on free value.

15. 175 Power Words That Motivate People To Buy

16. The 4 Talons of War that will improve your copy, boost your email outreach skills, and help you collect multiple 4-figure retainers with EASE

a. I know you G's are always looking for a new mountain to climb (if you haven't watched morning PUC #475, stop what you're doing and go watch that now), so here's an original eagle legion challenge to up your copywriting game.

17. The ABC Guide To Cold Email Outreach

18. The Chronicles of Chad Salesman

 a. Almost hesitated to even include this one...but you all deserve the best.

This email swipe is something I hold near and dear to my heart and is the foundation to my knowledge of sales.

Primarily focused on how to make a sale, rather than about copywriting specifically, but an invaluable lesson. Plus, super fun to read.

Read this, then read it twice again, and you will know how to demolish your sales calls.

19. The Lion & The Watchdog

a. My second favorite email swipe of all time. If The Chronicles of Chad Salesman is a master lesson on frame, this is a master

lesson on tapping into your prospect's emotions to sell.

Excellent for understanding the emotions & desires of your own prospects and that of your readers.

20. 21 Bullet Secrets

a. Formerly part of the bootcamp under the fascinations lesson. 21
 bonafide fascination bullet formats that convert.

21. The Library of Golden Messages

a. One could call it a precursor or sister to the Library of Alexandria. Tons of important info on messaging, specific copy tips, sequences, business insights, and more.

This archive would not be possible without the collaboration of you OG's:

- Thomas (Formerly known as Gutcheck)
- Mahmoud | The Demon Killer 🐺
- Mohamed Reda Elsaman
- Ange
- Jason | The People's Champ

As well as the founders of the docs linked. Cheers.

-Nacho 🐅