

S1: Introduction

Blessings have been bestowed upon us.

Today marks a beautiful day.

The experienced copywriters Tyler, Harfoush, Jacob, and Isaac have decided to come together and reveal parts of the remains of the Library of Alexandria that were recovered from the terrible accident caused by the Huns.

Unfortunately, not all sections were recovered nor can they be showcased due to the dangerous information contained within them.

Thus, only a fraction of the true dark revelations are in here.

But even so, after reading all of the carefully constructed and sectioned parts, you are sure to have every resource that you need to achieve the copywriting emerald blessing.

~ Copywriting Messiah

Document Structure

These dark secrets are broken down into different categories (**showcased as the S number**) so that you can digest the information as efficiently as possible.

There are also headers that mark the different chapters in the sections (**the bolded, center-aligned text**). Think of them as sub-sections/topics.

For example, this text is in the S1: Introduction category in the Document Structure chapter.

Make sense? Also, just a side-note before we start...

Make sure to read with care, as **99% of your questions are answered here** if you imbue some brain calories within your thought process.

Okay, enough chit-chatting. Let's get down to business, shall we?

PS. After reading this, the copywriting messiah will come for you if he sees another egg question.

Entitlement

There has been a HUGE wave of entitlement recently.

Up until 2 weeks ago no one had the professors/apprentices going through your first steps in copywriting.

But ever since they have, you guys are starting to take it for granted.

Listen up everyone:

Apprentices and intermediates and experienced people don't get paid for reviewing your copy. Nor do they get paid to answer your questions in the chats.

Have some respect for them. They are taking the time out of their days to help you guys out.

Professionalism

(The wise words from Antonio)

In order to truly become great at copy, you must immerse yourself into it.

You must eat, breathe, and shit it.

Obviously, you also need to rest and have downtime so you don't burn out.

But here is a place of business.

Here we push each other to be the best and won't accept any less.

In HU we are professionals.

I call out people all the time for shit posting and dicking around, even if it's Arno or Chief.

Why? Aren't you just a self righteous prick?

No. Quite the opposite.

We are a band of brothers who, out of tough love, will dog you so we can all transcend.

And I truly care about the people here who share the same mindset about copywriting and making money as I do.

So you should be speaking on an intelligent manner and asking questions that can't be answered by thinking 10 extra seconds or using 100 extra brain calories.

You see, this is the place to get you ready for the WR.

And if you truly want to reach financial freedom, then you need to act professionally.

Because if you can't act professionally here then what is to stop you from saying something dumb and getting kicked out of the WR (a fucking life changing opportunity)?

That's why most (if not all) of the top Gs here type well.

They are clear and concise about their questions and actually provide value.

You need to do the same or people will jump on you because HU is only as strong as it's weakest link.

I truly mean it when I say negativity is sticky.

The evils/negative energy of the universe is afraid of this type of brain power coming together and making this many people transcend.

Just be hyper aware of it in all your lives.

When things are going fucking great and you closed a deal, money is being made and you keep hitting it off...

Notice how much more negative shit happens to you.

The matrix doesn't want you to break free but we are here to fight it.

We all have situations that were (or currently are) ass and are benefiting from this opportunity we have signed up for together.

Thus, we must be hyper professional...Assassin James Bond style.

Every word must be calculated to the T.

Every action properly planned consciously and subconsciously.

And no matter what...

We need to be aware that even one slight negative/ fucking around/ lazy remark can knock us all down a level.

So in terms of unprofessional language...

If you want to be the best you must be professional in all that you do.

It is pure laziness to type tbh.

I have only ever seen women type and say tbh...

You are a man and want to transcend poverty.

Why are you going to accept anything less from yourself than pure PROFESSIONALISM.

Riddle me that Batman.

Add on by Arno:

"I swear to Christ, every day I come in here and I get bombarded with these TikTok retard speech patterns...

In a server that trains you to be a writer.

Total amateur shit. Boils my piss.

Stop.

Writing.

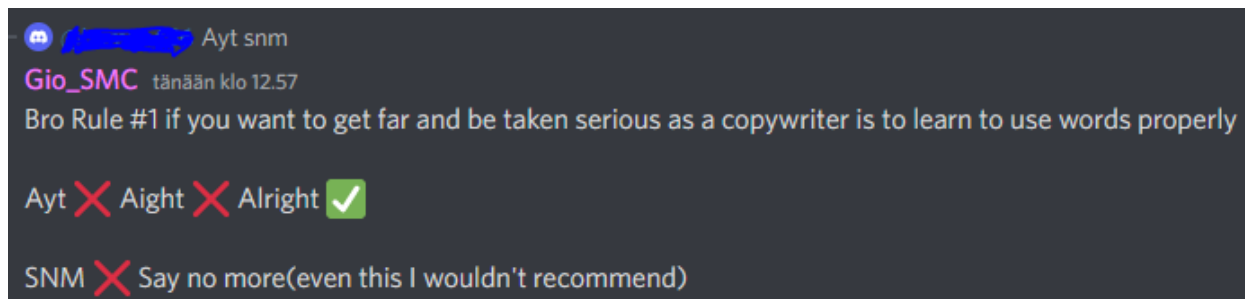
Like.

A.

Degenerate.

‘Aight lmk yh fs ik u ur tryna tho af’

Is fucking retarded.”



Don't be like *nameless*...

Taking Notes

(and why taking good notes is so important)

You need to take effective, in-depth notes on EVERY video in the tutorials.

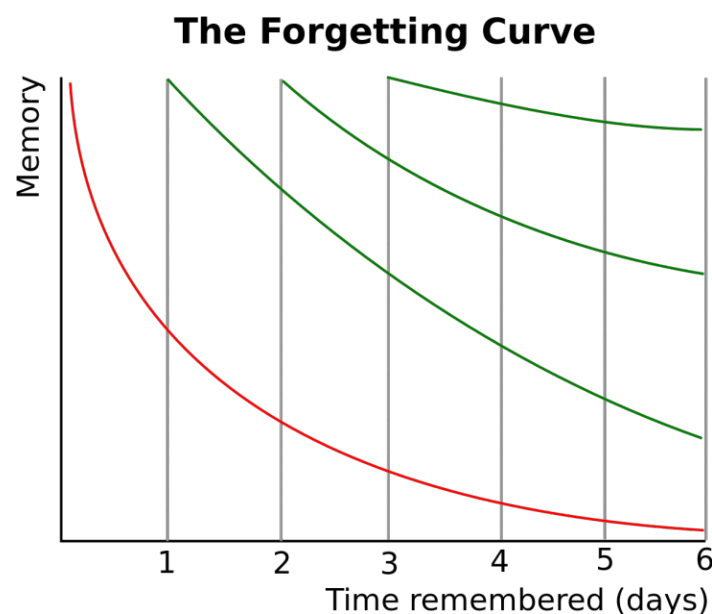
This is because humans start losing the memory of learned knowledge over time (typically in a matter of days or weeks) unless the learned knowledge is consciously reviewed time and again.

There have been NUMEROUS studies on memory retention and almost all of them have come to the conclusion that the human brain is bad at retaining new information.

One of the most famous studies done on memorization was by Hermann Ebbinghaus in 1885.

([You can read more about the Ebbinghaus study here](#))

He came up with what is known as the Ebbinghaus Forgetting Curve (pictured below) which shows the brain's retention of new information over time.

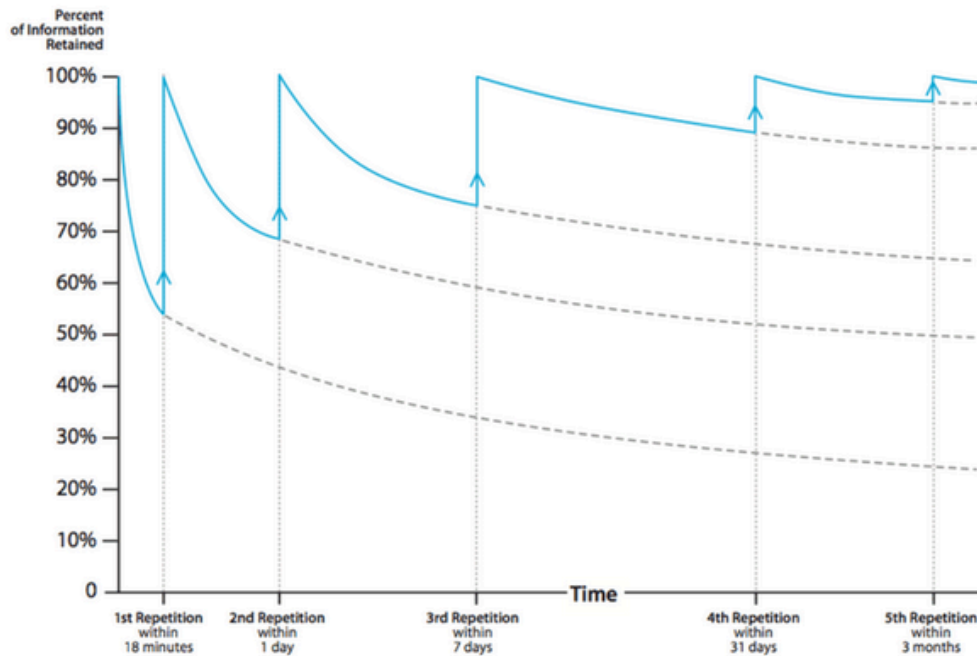


We tend to lose almost 40% of new information within the first 24 hours of first reading or hearing it.

However, after multiple repetitions of reviewing the same information over time, you get closer and closer to retaining all of it.

So much so that after enough repetitions, the percent of retained information can jump up *as high as 100%* (figure below).

Rate of Forgetting with Study/Repetition



And one of the main ways to combat this memory retention loss is to take detailed notes.

(Studies have shown that it is better to handwrite the notes rather than type them, but it's a menial difference in retention so it doesn't matter that much.)

This is because taking notes will allow you to retain MUCH more information the first time you're learning and allow you to easily refer back to it whenever you are trying to recall on that information.

And the more detailed the notes, the more information that you can revisit, the more information you retain.

If you want to ever make it in copywriting (actually in any career) you need to be able to retain a lot of information.

That is why you NEED to take amazing notes when going through the tutorials.

Quitting is the Worst Sin

The quitter is the worst type of person.

They are the muck at the bottom of the barrel.

They are the parasites that suck all the life out of the real winners and bring them down to their level just so they can feel better.

I would rather have a maggot as a friend than a quitter as a friend.

Jail is a cold and empty place.

NEVER quit...

[Because this is what happens if you do.](#)

...

Well now that you know that you SHOULDN'T quit, how do you combat the "quitter's mentality?"

It's easy. You make a deal with yourself that you won't quit until you have done X amount of work and found no results.

Let me explain with an example...

When Arno started his real-estate career, he was bad at sales. Like REALLY bad.

So bad that his own father thought that he would never close a client.

The normal closing rate for in-person sales meetings (which was his industry at the time) was about 1 in 3.

And if you were REALLY bad then you would only close about 1 in 5.

However, when Arno started, he made a pact with himself that, if he didn't close a client **in the first 100 meetings**, then he could quit.

This number was large enough that it would take a lot of time and effort to get to, but small enough that it wouldn't take a lifetime to get through.

So he started chasing leads and trying to land clients...

And he got up to 0 and 5, then 0 and 10, and then 0 and 20, and then even to 0 and 30...

In fact, he managed to go for 36 appointments and not close a single client.

But then he closed his 37th appointment.

And, in his mind, he was ahead of schedule.

Even though he just went 0 and 36.

Just imagine if he adopted the quitters mentality.

Imagine that, after knowing that the average is 1 in 4, he quit after getting a “no” from 8 people.

That would be a travesty.

Just think of how many millions he would miss out on.

All because he wouldn't give the process enough time.

So don't quit.

Think about what could happen if you keep pushing.

And if you're still not convinced...

[Here's when you should quit.](#)



One step at a time

Worry about one step at a time.

There's a quote from a book called *"The horse, the boy, the fox, and the mole."*

A boy and a horse are in the woods.

The boy says to the horse, "I can't see a way through."

And the horse asks, "Can you see your next step?"

The boy says, "Yeah, yes I can."

And the horse replies, "Then just take that."

Often we feel overwhelmed by the length and magnitude of the journey that we start to overthink.

We try to plan out the entire path, look at every single scenario, try to map out every single possibility.

When in reality, we should be focusing on the next step.

The current leg of the journey.

So for now, just focus on getting your first client.

Focus on outreaching to the best of your ability.

Then, when the time comes to handle payment, client relationships, and long form copy you can focus all of your efforts solely on that. - Tyler

S3: Time Management

Headless Chickens

Many of you guys join the copywriting campus, rush through the tutorials, get into intermediate, and wonder why you aren't getting clients.

And it's because you're making a monumental mistake...

You are rushing a skill that will change your life forever.

While speed is great, it is ONLY important if done with the correct method.

Fucking headless chicken activity with speed won't get you absolutely ANYWHERE.

How do you expect to move on if you don't master the skill at hand?

That's like saying:

"I don't want to learn how to punch anymore, I want to learn how to fight."

Like no, you can't move on unless you know how to punch effectively.

There are steps to the process.

You will never get to the level that you desire at the speed that you desire if you cut corners.

Master the first skill, move on to the second.

Master the second, move on to the third.

Over time, you will arrive at the destination and you'll have a great foundation to work off of.

You're trying to build a skyscraper on quicksand here.

So take a deep breath, get a grip, and focus.

SPEND MORE TIME garnering more information, writing more emails, and creating more fascinations.

Just think about it...

Why are you being lazy when there's MONEY involved? - Isaac, with love <3

A little add-on by Dr. Naami:

“Understand the simple concept of learning a skill. And the fact that nobody owes you shit.”

A word from Hugh

I had a profound experience yesterday that fundamentally revolutionized my approach toward freelancing...

It's something I've never experienced before that instantly "flipped the switch" in my mind, allowing me to work longer, harder and more effectively than I've ever been able to before.

And all I had to do to flip this life-changing switch, was go for a run...

I was having a "meh" day.

A couple of hours of shallow, unfocused work, a semi-successful sales call and an overall lack of energy and "Thumos."

But I decided to go for a run, 5-6 miles in the sun, simple enough.

So I round a corner and ahead of me is around a 1/4 mile of straight, flat and uninterrupted road.

No cars, no people, just an empty road waiting to be run.

And I've run this road literally hundreds of times over the past 2 years. Each time I do I usually attempt to sprint the whole thing or at least give my best effort.

While yesterday was no different, the experience I had certainly was...

The warm wind is blowing against me, the red evening sun is glowing down on me, and the quiet countryside is peaceful and undisturbed.

I start off strong, striding out with long, controlled paces whilst rapidly increasing speed. All cylinders are firing. I'm feeling absolutely unstoppable and unbreakable.

"This is good." I think to myself. "I'm gaining momentum, everything is feeling great!"

But after a short period of this all-out effort, something begins to happen...

As I'm looking straight down the road ahead of me, sprinting down the road, I start to hear an ever-so familiar voice in my head.

"The end is too far away! You'll never be able to keep up this pace! You'll quit!"

Doubt is in my head again...

He always seems to slip in just when things are getting difficult.

And my legs are starting to burn, I'm breathing deeper, gasping for air. My pace is less controlled, more sporadic as I attempt to keep up my speed.

I'm looking at the distance I still have to cover, and the voice in my head is right...

It is a long way, I am getting tired, but I'm not going to quit.

But while I might be slowing down, my legs and lungs might be burning and my feet might be aching...

I'm NOT going to quit.

Because the only way to guarantee failure right now is to quit. So let's not do that.

My goal is to reach the end of this road whilst giving the best effort I can give.

That's what I'm going to do, sprinting or stumbling.

Now, am I going to be a bitch and start walking because running is hard? No.

Am I going to keep giving my best effort even though it's painful? Fuck yes.

That's when I realized something...

The process of running that road is literally the freelancing journey.

You start out strong, motivated and certain that you will succeed because you're fresh out of the gate.

Then things get a little difficult, you start to slow down and the pain starts to hit you a little more.

Then that voice in your head starts to whip you on the end objective...

It compares your current self to where you want to be, making you feel like a failure for not being there already.

It tells you you'll NEVER be there because the lizard brain is afraid of change.

Now here's the kicker:

I got to the end of that road by doing ONE thing and one thing alone.

Putting one bruised, swollen foot in front of the other, regardless of how painful it was until I was finally at the point where I wanted to be.

And that's the key to all of this. One foot in front of the other.

Some steps will be smaller, others bigger, but every single step counts.

And as a side, no matter how many times I run that road, fast or slow, that voice is always there.

Sometimes he's loud, sometimes he's quiet.

I don't think I'll ever be able to get rid of him, but I CAN turn his volume down.

Or at the very least, learn to ignore his childish screams of protest as you put one foot in front of the other.

Learn how to push on as you take the pain, the rejection, the uncertainty and the judgement in your stride and accept that it's just part of the process.

P.S. I've never felt more alive than I did when I finally reached the end of that road...

Improvement

(How Tyler went from an egg to an apprentice in 3 months)

Frankly, most people here don't put enough effort in.

You do the bare minimum and expect clients to fall into your lap.

That is not how you improve fast.

If you want to improve fast, this is the MINIMUM you NEED to be doing EVERY DAY:

- Write 3 emails/day MINIMUM.
- Analyze 3 professional copywriter's emails/day MINIMUM (break them down line by line in a google doc).
- Edit 3 people's copy in the intermediate copy review/day MINIMUM.
- Read at least 10 pages a day from book written by a great copywriter MINIMUM.

Do that EVERY SINGLE DAY for a couple of weeks and then you'll land a client in no time.

FAQs:

“Who are the professional copywriters you’re referring to and how can I get on their lists?”

Kyle Milligan, Ben Settle, Justin Goff, Stefan Georgi, Ian Stanley, Russell Brunson, Jason Capital, Dan Lok, Si Ning Li, Drayton Bird, **Daniel Throssell***.

*****“Don’t join this guy’s email list till you’ve been copywriting for at least a few months — he’s dangerous to read any earlier.” - Daniel Throssell himself***

(And yes, he did make an email about us.)

*****“And whatever you do, do NOT try to rip him off...***

OR YOU WILL REGRET IT!!!” - Daniel Throssell himself, again

(And yes, he made a SECOND email about us LMFAO.)

...

A note from Tyler:

Fuck’s sake, people.

If you learned anything from Tate’s banning it should be this:

One’s reputation, once tarnished, is almost impossible to rebuild.

So follow these directions before sending Daniel some bullshit.

I don’t want a third email from him about us.

Unprofessionalism just makes HU look like a joke compared to the other money-making communities.

And if you want to be a true professional then you must be professional with everything that you do.

So keep this in mind...

You represent HU at all times.

And every time you act out, you give the Matrix more ammo they can attack us with.

That's why professionalism is the only option.

HU WAGMI

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The copywriters I stated above are the email lists that I am on, but here are some more for those who want to go above and beyond with their learning:

Gary Halbert, Eugene Schwartz, Claude Hopkins, Rosser Reeves, Gary Bencivenga, Victor Schwab, Mark Ford, John Carlton, Dan Kennedy.

Google them and get on their lists from their website.

If you still can't find out how to get on their list then search up their Youtube channels and try to find links to any lead magnets that they offer.

If you STILL can't get on their lists then go through their social media profiles and look out for any linktree links to their website.

Also get on Andrew Bass and Arno Wingen's email lists (the two professors).

I am writing Arno's emails, so if you guys want to see exactly how I write then I recommend that you join it. - Tyler

Andrew's email list: <https://www.andrewbass.me/10-tips>

Arno's email list: <https://profresults.com>

"How do I actually analyze an email?"

You can do this many ways.

But a good start is to answer the following questions:

Do they use intrigue? Where do they use it?

What does the hook look like? Why is it effective?

What does their SL look like? How is it intriguing and disruptive?

How do they express WIIFM? How early do they express it?

What techniques does the author use to make the email flow well?

Why is having an email that flows well important?

What does their email structure look like - Where do they hit on dream state? Where do they hit on pain points? Where do they introduce the solution?

What about their use of dream state/pain points makes it effective?

Why is their use of them effective but not yours?

Does this email tease the next one? If so, how?

What does the CTA look like? Why is it effective?

Also make sure you look at the actual structure of the email itself; take note of how the writer uses the format to their benefit.

Lastly see if you can find/make any changes to what they have.

Bonus points if you can rewrite the entire email and make it better.

“What sales/copywriting books should I read?”

- Pitch Anything
- How to Win Friends and Influence People
- Never Split the Difference
- The Challenger Sale
- Take Their Money

- DotCom secrets
- Expert secrets
- The Compound Effect
- eMyth
- The Way of the Wolf
- The Adweek Copywriting Handbook
- \$100M Offers
- The Ultimate Sales Letter
- 16 Word Sales Letter
- The Copywriter's Handbook
- The Gary Halbert Letter
- Ca\$hvertising
- Made to Stick
- Save the Cat
- Breakthrough Advertising
- Robert Collier letterbook
- Ultimate Desktop Copy Coach
- The Legendary Ads Vault
- Elements of Style
- On Writing
- My Life in Advertising
- Ben Settles's Big Book off Business
- System Club Letters
- Breakthrough Advertising
- The Brilliance Breakthrough
- A letter to Garcia

That's a good start.

[Here are a couple of those books as pdfs so you don't have to pay for them.](#)

If you don't have time (Jacob's guide to time management)

"How do I practice copywriting while outreaching?"

"What if I am working a 9 to 5 Wojak wagie job?"

“What if I have other responsibilities and I can’t do everything in the “Improvement” section daily?”

I’ve seen these pop up pretty often in the intermediate chat. And they are actually pretty good questions.

But even if you are boggled down by numerous responsibilities during the day, you still should have an hour or so to improve your copywriting skills.

(If you tell me that you don’t have ONE hour of free time in your day, then I know you’re just making excuses...)

I know very well that prospecting takes a lot of time and energy. And you may have other responsibilities that you need to attend to.

But if there is a will there is a way. You have to make time. You must garner the energy.

One thing that most people can eliminate right off the bat is the time that they spend in the chats.

Because right now most of you are spending WAAYYY too much time in there.

First off, the chats aren’t so important for you unless you need help.

The chats are for asking questions that AREN’T answered in the sprints.

And if you spend too long answering questions WITHOUT having clients and earning money, you’re just wasting time.

You have the professors, experienced, and apprentices for answering questions. All you have to do is tag us.

So what should you do instead of spending time talking BS in the chats?

Prioritize prospecting. It should be 90% of your focus.

Imagine if you had spent HOURS on daily outreach this past week.

Imagine you woke up every day and sent 50 emails in batches of 10 while improving after every single outreach.

You would've landed a client after only a few DAYS!

All it takes is patience and getting through the horrors of outreaching. And trust me, it's worth it.

But how do you maintain your copy skills WHILE spending hours on prospecting and outreaching?

It's pretty simple. And it all comes down to practice.

I used to practice copy for ONLY one hour a day, sometimes less than that.

And it wasn't always writing.

Sometimes it was reading, analyzing, reviewing, watching videos, listening to books, and just making copywriting your second-nature.

But it wasn't because I was lazy. I GENUINELY didn't have the time.

(this is not an excuse for you guys to watch Netflix or play video games)

I woke up at 6:30 AM every day, worked from 8 am to 4 pm (sometimes even until 8 pm).

Drive home for 30 minutes, hit the gym, drive home (which took 1 hour and 30 minutes), MAKE food, eat, shower, and then sit down to work on copy at 7 or 8 pm.

(And when I worked till 8 pm, I sat down at 10 pm.)

But even though I didn't have all the time in the world, I was just gathering as many prospects as I could with my strategy and wrote down as many compliments as I could.

The next day at work I would listen to an audiobook or read a couple of short form copies during my lunch break.

Then, when I got home, I started writing my outreach, improving it, and sending it out in batches.

I was constantly working and maximizing the time that I had.

AND THE WEEKENDS, those are your saviors...

Instead of going out, hanging out with friends, playing video games, or “relaxing” during the weekend...outreach and practice copy.

As long as you practice every single day, you improve every day.

You don't have to write a whole sales page every day to get better.

Sometimes reading and analyzing an email from Tate or watching a 15-minute video is enough...

But if...and ONLY IF...you don't have the time for more than that.

A word from Chief

The other day on the call we had I was talking to Tyler and gang about **micro speed, macro patience**.

I was wondering how I managed to develop that skill.

Honestly, I think a lot of you would benefit from reading more auto bios. When you read about how long it took someone to be successful and shit they went through, it puts you at ease when you don't get rich in one week.

I know Tate talks about speed but you still need to have patience in the long term and trust the process.

Best book on audible I ever listened to was shoe dog Phil knight (Nike).

Promise after you listen to how long it took him to build the business and shit he dealt with, you will have a little more patience when you don't get a client tomorrow.

Micro Speed, Macro Patience **(Tyler's mindset tricks that'll keep you motivated)**

Tyler here. I was talking to my grandma about this earlier.

Some days I go to bed feeling like I could've done more/worked harder even though I was productive the entire day.

She told me that being impatient is common for kids my age (I'm 18 btw).

Most of us think that things will happen super quickly because we have no frame of reference to base progress off of.

And it gets worse when you get guys like Tate that preach about speed all the time and say "You need to get rich NOW."

It dilutes our minds into thinking that we are doing something wrong and not working hard enough, even though we are on the right path toward success.

I have noticed that I need to separate my logic brain from my emotion brain.

My logic brain is telling me that success will take time, but my emotional brain is telling me that I am not doing enough and worries that I am being outcompeted by the majority of other men.

I think what helps me a little is when I think about what my high school friends are doing.

They are probably fucking off in their shitty part-time job and playing videogames/hanging out together and accomplishing ZERO.

Once I think about that, I realize that I am working WAAAYY harder than they are.

I don't take off weekends. I don't "hang out" for the hell of it. I don't spend my time being a wagie. I don't watch bullshit tv and play video games. I don't party and waste my nights trying to get laid.

And then I think about where I will be in 10 years.

If this is where I am only after 3 months of hard work, how far ahead will I be after 10 YEARS of hard work?

That is the thought that gives me a little bit of relief.

S5: How to Ask Questions

A word from Arno

There's one massive thing that is holding you back right now...

You're not asking the right questions.

Because most people ask utterly retarded questions.

What you don't realize is that the quality of your life is directly correlated to the quality of questions you ask.

This is because the quality of a question is directly proportional to the quality of an answer.

I get so many questions from people saying...

"Hey, Arno, just joined. Any tips?"

"I can't find clients. Do you have any advice?"

"Thoughts on X?"

These questions are so poorly-worded and vague that I couldn't give you a quality answer even if I tried.

For example...

Let's say you're a boxer and you could bring Muhammad Ali back from the dead to ask him any question...anything at all.

You've been waiting your whole life for this ONE opportunity to change your life forever.

You seize the moment, open your mouth, and say...

"Hey, man, I'm a boxer. Any tips?"

He'd be justified to give you the pimp slap.

That would be haram. You can't ask that.

How do you expect him to respond if he doesn't know your exact problem?

You never specified what exact issue you're having, what things you've tried, and what other solutions you've come up with to solve your issue.

That is why, if you want to level up in life, you need to ask detailed, solid, well-researched questions with context that ACTUALLY shows that you're a man worthy of respect.

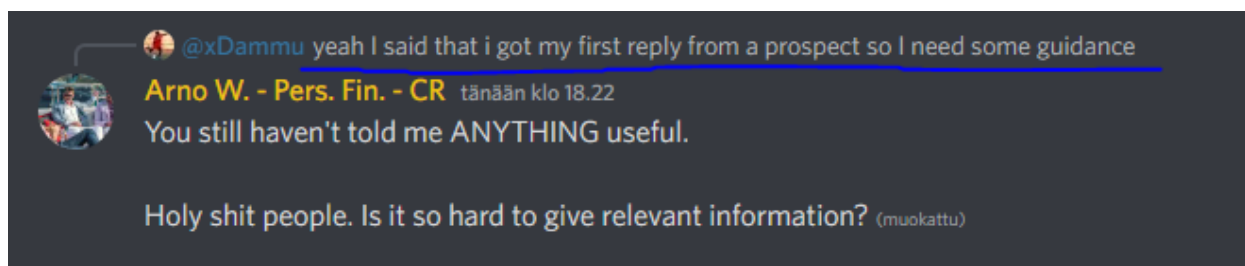
All you have to do is put in a little more effort when asking a question...

And you'll be on track to solve ANY problem in life in the quickest and most efficient way possible.

The moral of the story:

Please ask more specific questions...

Or else dead Muhammad Ali will knock you out cold.



The energy you put out is the same that you receive.

A word from ACE

Okay, now that you know you NEED to ask more detailed questions, how do you actually do it?

I'm going to teach you how.

The formula for a good question:


1. Be as specific as possible
2. Let us know your exact situation
3. Tell us what YOU THINK you should be doing
4. State what you have ALREADY TRIED to solve your situation

You must become an articulate person if you wish to succeed. You must ask questions as clearly as possible to get the best answer which you seek.

"Thoughts on XRP?" isn't a question.


"How's the weather?" isn't a question.

I can give 10 potential answers to each of them and none will be the one you really wanted.

 Thoughts on XRP? - Wrong

 Is XRP a good long term buy in its current price according to your analysis? - Right

 How's the weather? -Wrong

 Is it clear enough to drive safely? - Right

Be much more specific with your questions. Ask it directly and in detail.

Nobody has to fill the gaps in your thought process which you failed to complete.

Recently I had a chat with some student about this.

He messaged me with: "I'm looking for the next room."

When I failed to understand what he meant, he got offended.

Then I had to dig deeper in his situation to figure out the problem. But then he said I was arguing semantics.

That is the wrong approach.

Nobody should work trying to understand what you mean and what you try to accomplish.

Another issue with people here is you guys ask questions that have been answered at length already.

There's a nice feature on Discord called ' Search'. Use it.

S13: The Avatar

The reason behind an avatar (and why you should make great ones)

For all of you guys who rushed through the beginner sprints (god help me)...

The avatar is the person you are selling to.

(Again, if you didn't know that, you should NOT be prospecting right now)

And before you write anything, you need to understand your avatar.

In fact, the more you understand them, the better.

This is because in order to influence people to buy products, you need to understand what motivates them.

That's why if you don't make a great avatar or if you are lazy with the creation, you will NOT get sales for your client.

And it all starts with using their emotions against them...

Emotional > Logical

Copywriting is not English. It's an entirely new language hidden in plain English.

We don't use logical thinking but rather invoke emotional responses to motivate our avatar to buy.

This is why logistics and analytics are boring to your avatar.

Let's say you were going to market a stock investing course for people who have no clue how stocks work.

Least effective:

If you invested \$5,000 in X company a year ago, you could've turned it into \$10k!

More effective:

If you utilized our cutting-edge "dip sniper" secrets and invested in X company a year ago, you would double your investment!

Most effective:

By utilizing our "dip sniper" secrets, John invested in X company and DOUBLED his net worth in ONE year!

Just imagine the smile on his face when he realized he could finally pay off the mortgage for the house and buy that boat he always wanted.

You see, no one cares about % of increases in X.

They care about the feeling that they have when their investment increases to the moon. They care about what they can do with that investment.

Imagination can be powerful. And even if you have to make something up, it's better than not having anything at all.

That's why Arno's story about the dodge is so intriguing.

If you haven't heard it already, this is how it goes:

"I used to struggle with fascinations for a loooong time. Couldn't wrap my head around it.

I managed to turn it all around when I almost froze to death on a roadtrip in Las Vegas.”

Wait a second... Do you realize that was a fascination? Do you realize you 'fell' for it? It had emotion and intrigue. That is why it worked as a hook.

Anyways, let's continue...

“Rented a Dodge Viper. Had a hard top. Dude asked me if I wanted the top on or off when I picked up the car.

Told him to take it off. It was scorching hot.

Fast forward 14 hours and I'm driving through the freezing desert when I find out that the car heating system doesn't work.

It was brutal.” - Arno

EMOTIONS EMOTIONS EMOTIONS!

Even though that was a short-ass story, it is a good example of how to invoke emotion into your reader.

Good stories make you want to know what comes next.

They make you want to see the sequel. The next episode. The next line.

And you don't reach that point if you focus on analytics and logic.

Get that into your head and you'll do well as a copywriter.

Divergent thinking **(and how it's different from convergent thinking)**

Before you learn to make an avatar, you need to understand what divergent and convergent thinking is.

In fact, [Andrew did a lesson about the topic.](#)

Watch it before you read the rest of this.

...

Did you watch it?

Great. Let's continue.

You should've learned that **convergent** problem solving is where you take lots of known variables with unchanging conditions and converge on a singular answer.

For example, math is convergent thinking.

"You have 3 salespeople who can each take 100 calls per month each. It takes 4 calls to create one sale (including no-shows). You need to get to 110 sales. How many salespeople must you hire to reach your goal?"

There is only one right answer to this question. Your brain will converge on one singular answer.

And that answer is either black or white. Right or wrong.

However, with **divergent** thinking, you can have multiple variables, both known & unknown variables, dynamic conditions, and multiple right answers.

Literary interpretation is divergent thinking. Art is divergent thinking. Psychology is divergent thinking. And copywriting is divergent thinking.

They don't have one set answer. Nobody can tell you how to interpret a painting. Nobody can tell you what the "right" or "best" essay to write is.

They are more like greyscale. You can even have one answer that is "more right" than the others.

But how do you start thinking divergently?

Great question. I'll help you out with this short and fun exercise...

The Brick Exercise

Open up a new doc or just grab a pen and paper.

Set a timer on your phone for 120 seconds. And then do the following:

Write down as many different uses of a brick as you can possibly think of.

How many different ways could a brick be used in life to provide value?


Seriously...do this.

Then, after the 2 minutes is up, keep reading.

...

You finished? Good.

Okay now read everything that came into my mind and compare your answers:

 Isaac's Brick exercise answers.

If you have more? Less? Doesn't matter.

The point is that we both came up with different answers. The types of uses of the brick varied depending on the person.

That is the beauty of divergent thinking.

And that is EXACTLY what copywriting is...

It is coming up with different ways to get the same point across.

You use your creativity and problem-solving skills to create different answers to the same question.

How to make a good avatar **(and the importance of the four “Under the Hood” questions)**

Okay, cut the crap. How do you make a good avatar?

You need to think of a lot of open-ended, imaginary events and experiences that you believe that your customer has lived/currently lives.

How you accomplish that goal:

You view the world in the eyes of your prospect.

You think about who your ideal buyer is and put yourself in their shoes.

You imagine what your life would look and feel like. You imagine what goals you have.

You imagine what keeps you reading. What influences you to buy (or click).

You recognize patterns and use them to your own advantage.

You get out of your own head, walk into the other person's shoes, and see how they view the world through their eyes.

You should already be familiar with the four "Under the Hood" questions because you went through the beginner material.

But for those who need a visual, the four "Under the Hood" questions are as follows:

1- Who is your avatar?

2- What is their current situation and why is it so bad? (pain points)

3- What is their dream situation and why is it so desirable? (pleasure points)

4- What problems are stopping them from getting to their dream situation?

(and a BONUS 5th one)

5- How will your product help them bridge the gap between their current situation and dream situation? (based upon problems from #4)

These are the main questions that you need to answer BEFORE writing your email.

(That means don't start writing your free value email until you type the answers to these)

And something that will help TREMENDOUSLY with answering these questions is learning your avatar's language.

This is because if you can learn how your avatar would speak to themselves/their friends, you can create a highly-targeted email that will generate a LOT of \$\$\$.

Where can you learn your avatar's language?

Reddit, product reviews, Facebook groups, online forums, Youtube videos and their comment sections.

Basically anywhere that you think your avatar would hang out (again, put yourself in their shoes to determine this). The world is your oyster.

So if you want to cut the time it takes to reach financial freedom in half...

And sell, love, network, and overall connect better with other people...

You need to master the skill of getting out of your own head and deep into your avatar's thoughts and desires.

A word from Hilltop

Creating a good avatar is essential to good copy.

You can only write as well and as effectively as you understand the desires, fears, and aspiring emotional state of your avatar.

Combing through testimonials, reviews and forums are essential for this.

Andrews's method of comparing good understanding to Ammunition is very true.

A deep understanding of your avatar is the equivalent of using heavy, deadly 7.62 sniper rounds of persuasion.

Poor, surface-level and lazy research is the equivalent of a foam nerf bullet.

It doesn't trigger any real pain and is just irritating...

Keep this in mind when going about your writing:

Other copywriters are armed with heavy, lethal ammunition. Don't be the guy stuck in the trenches trying to take them on with your single-action nerf pistol...

S23: Niches

How to niche effectively

Before we even talk about outreach emails, we need to discuss niching.

Because it is a very easy way to instantly get your open and reply rates up without doing any extra effort.

So, how do you niche effectively?

First, go to <https://miro.com/> and create a mind map.

Then pick one of the three big categories:

- Health
- Wealth
- Relationships

Then write down every single topic that you can think of under that category.

Relationships -

- Dating
- Family
- Marriage
- Religion
- etc.

Then branch out each of those subtopics with specific searches.

Dating -

- Mistakes
- In your 20s
- Boundaries
- Polygamous
- Long-distance
- etc.

Try to break it down more. Think of every topic for all of the smaller ones.

Mistakes -

- Escaping the friend zone
- Unwanted pregnancy
- How to get your ex back
- Texting mistakes
- First date mistakes
- etc.

That is how you effectively find niches.

If you're still having trouble, here are the [2.531+ Popular Niche Markets to Make Money Online](#).

Add on by Harfoush:

Think about the problems that you or your circle has.

Remember that wherever there's a problem, there's money to be made.

As for how to niche down, you can always make use of age, gender, and profession.

Let's say weightlifting...Weightlifting for men is different than for women.

Building muscle for young boys is different than for old women.

The more you specify, the better the niche.

Pokémon Master of niches

Think of sub-niching as a Pokémon evolution.

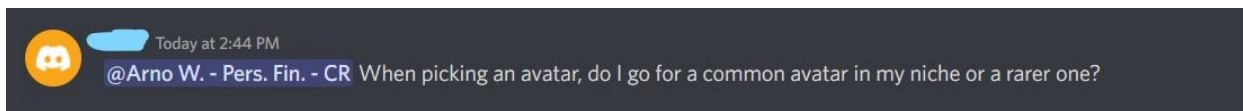
Take gaming for example:

Gaming - Gaming for streamers - Gaming for girl streamers - Gaming for midget girl streamers - Gaming for cute midget girl streamers

Determine who the person that the product you are writing for is selling to and then move on with your research.

Don't overthink this.

And don't go so hard on the Pokémon comparison. Not everything is Pokémon...



Like THAT isn't Pokémon.

There is no "common" avatar.

No "rare" avatar.

There is only one avatar.

S24: Outreach Email

Why your open rate is low (and how to increase it)

Your open rate is considered good if it is 80% or above.

But if your open rate is below 80%, you have some problems.

You either:

- Haven't sent enough emails.
- Have a complete trash SL.
- Or both.

Let's start with the first one.

Not enough emails sent

Most people that have problems in the beginning of their outreach journey haven't sent enough emails.

SOOOOOO many of you come to me asking for help with your outreach. You *tell me* to review it (yes, most of you don't even ASK) so that I can show you what needs improvement.

Okay, great. My first question that I ask is:

"How many emails have you sent?"

This gives me a good idea on how serious you are.

See, MOST people reply to that with "20", "30", "40", all the way up to "80".

That isn't enough. If you come to me with those rookie numbers (real Gs get the reference) then I will just tell you to go and send more emails until you hit 100.

And I probably won't review your copy.

This is because the general rule of thumb is to send about 100 emails before changing something up.

It gives you enough data to determine which aspects of your cold outreach you need to improve while still not going overboard and using a shitty method when you don't have to.

So don't come to a professor, apprentice, or experienced G and ask them why your method isn't working yet if you can't muster up the effort to send 100 emails.

The Subject Line

The second thing that causes your open rate to plummet is your subject line.

It is the first aspect of your email that your prospect sees.

So it doesn't matter how fantastic your compliment is...

How amazing your free value might be...

Or how incredible your sales skills are...

Because if your SL is shit, your prospect will delete your email before they even open it.

Your SLs need to be short, punchy, and intriguing. MAX 5 words.

Nothing about sales, copywriting, marketing should be in the SL.

But how do you create a good SL?

It all starts with having the doctor, problem-solver, and side-character mindset.

You want to HELP them. Not take their money.

Be the aid that they need to grow their business. Focus on providing value to THEM.

But there is a right way and a wrong way to do this:

✗ How to 5x your sales - Wrong

✓ Made you something - Right

✗ How I can generate money for you - Wrong

✓ Quick question - Right

✗ Why I'm the reason for your future success - Wrong

✅ Here's an interesting idea - Right

Imagine your prospect is your friend. And you go up to him, wanting to show him something.

You'd probably open with something along the lines of:

Hey X, quick question.

Hey X, take a look at this.

Hey X, do you have a minute?

THINK. You're in HU, you're not stupid. With deep work and brain calories you will get a sick SL.

"Because if I catch you STILL using terrible SL's you will catch these hands." - Isaac

Why your reply rate is low (and how to increase it)

Your reply rate is considered good if it is 10% or above.

But if your reply rate is below 10%...

You have some problems.

You either:

- Are using a skeleton template.
- Have a complete trash compliment.
- Are not specific enough with your offer.
- Or a combination of them.

Let's start with the first one.

Templates

Your reply rate sucks ass. Here's why...

You watch the tutorials and pick an email template.

...

...

...

That's it.

That's all you fucking do.

You don't personalize it or make your own based on the template. You straight up copy it.

Every time I get a DM (and I get at least 10 daily regarding this) about reviewing an outreach email, it's literally the same as the last one.

It happens so often that I legitimately find it funny.

The reason I managed to get to experienced chat so fast is because I understood what Andrew meant by:

YOU NEED TO STAND OUT. SO GET CREATIVE.

Andrew never meant for you to copy his templates. That is NOT what they are there for. They are not effective on their own.

They ONLY purpose that they exist is to use it as guidance, an inspiration.

Pick a template -> deep work session -> make your own template -> test & improve

And if Andrew's templates weren't good enough for you...

[Here are some more failproof cold email templates that you can use.](#)

They are supposed to be used as an extra resource. DON'T COPY THE TEMPLATE.

And about DMs...

If I see you haven't put in a solid amount of effort into making your own UNIQUE outreach, DO NOT DM me your email. I will not review it.

If I see it's a straight-up template, I will not review it.

If you haven't tested it out, I will not review it.

Also a side-note...

Don't tell your prospects you're a copywriter/freelancing marketer in your outreach email or your email address.

These can be off-putting and cost you a reply.

The Compliment

Here's another reason why your reply rate sucks dick:

Your compliment is terrible.

Just put yourself in your prospect's shoes.

Imagine you've just had a busy day at work. You come home, crack open a cold one, and check your email.

Oh. What's this?

A SL that is interesting and intriguing? Sent by someone that I don't know?

Click.

But as you open up that phishy email, you're greeted with:

“Hey man. I was looking at your website and I really liked the color you used on your landing page.”

INSTANTLY DELETE.

For fuck’s sake people...

Complimenting them on their design color on their website is NOT a compliment. It LITERALLY looks like something a robot could send.

You need to compliment people on something that they actually put a lot of hard work and effort into.

For example, if you’re doing the Youtube outreach method, here’s an example of the compliment from one of my cold outreaches that got me a reply:

“Your advice about not getting attached sexually too soon is amazing for those who want to prevent the relationship from getting clouded by emotion.”

Now THAT is a proper compliment. It goes to show that you ACTUALLY watched their videos and make a GENUINE effort.

So try and not come at it from the perspective of trying to sell them your services.

If they were someone that you idolized and loved their content, how would you compliment them?

People love reading fan mail. It strokes their ego.

But word it as if they were standing in front of you in real life and you had to compliment them.

Make it personal. Use your brain. Actually put some effort into your emails.

Add on by Isaac:

Remember, don’t have the sales mindset.

You actually WANT to help. If you go for the compliment, get creative. Stand out.

What I like to do sometimes is use humor.

“Steve, my wife is thanking you after I watched your video on how to increase my sex-stamina.

Jokes aside...”

See what I mean? While most of you don’t have a wife and couldn’t use this EXACT one, I’m breaking the ice and showing interest.

You never know, maybe a funny compliment would make Steve chuckle or smile and get you a response that you wouldn’t have had otherwise.

The Offer

The third reason why your reply rate is horrible:

Your offer is either not specific enough or you’re asking for too many things at once.

Let’s start with the former...

I see A LOT of outreach emails that aren’t specific enough with both their email bodies and their offers.

If you don’t believe me, it only took 3 minutes scrolling through the intermediate copy review to find all of these...

Examples of what NOT to do:

✗ “Your product inspired me to write <free value> that I’m sure will exceed your expectations.”

✗ “I just designed some promotions for you to give your brand an extra boost.”

✗ “When are you free, 15 minutes and I’ll change the way people view your products.”

✗ “I like what you’ve done with your site, but there are definitely ways you could improve. Take it from me, always trying to improve. I think I have a few ideas for you.”

There is no specificity here.

And I completely understand why you guys write like this...

It makes sense in your head.

But you have to understand that others have no clue what you're talking about.

Well, the fastest way to get around that is to read your email out loud after writing it down.

[Arno has an amazing video on this.](#)

Pretend that your prospect knows absolutely nothing about marketing and they read the offers above:

"I'm sure will exceed your expectations."

What expectations? Were there expectations in the first place?

"Give your brand an extra boost."

What does that even mean? Boost how? How much will it boost it by?

"I'll change the way people view your products."

Okay cool. What's in it for me? Why should I care? Will this change make people not buy from me anymore?

"There are definitely ways you could improve."

This is probably the worst of them all. Absolutely no specificity here. You're telling them that they have a problem but not telling them what it is or how they could fix it.

Do you guys understand now?

Your prospect has no clue what you're talking about in your emails.

Why should they respond if your outreach doesn't even make sense on it's own?

That's why you need to read your emails out loud before you send them.

Examples of what TO do:

- ✓ "I actually went ahead and created some emails that you can use to promote your <product> to your email list more effectively in order to increase your sales."
- ✓ "I wrote some emails that play off of an unorthodox marketing idea that will diversify your risk and skyrocket your revenue at the same time."
- ✓ "I made a few Facebook Ads that will appeal to a different segment in the market in order to increase your reach and heighten the traffic to your product."

These are WAAAAYYYY more specific than the ones before.

When reading these, you can actually understand what was created and exactly how it is going to help your prospect's business.

And it's not that hard to write offers like that. You just need to put in some extra brain calories.

Or, as Arno likes to say...

"Use the grey sponge between your ears. Because it isn't that different from the next guy's."

Okay now let's move onto the second reason why you're reply rate is low...

You're asking too many things at once in your emails.

Take this one for example:

(Short cold outreach email honest form)

Hey <given name>,

I'm going to be completely honest with you.

I think your brand is good, and I'd like to help you by providing you with marketing services.

I've come up with a few ideas that could take your brand to the next level by using my high-level marketing tactics.

But that's only my best guess since I've only seen your brand from the outside view.

I can also offer you some free value emails to send to your emailing list to boost your profits if you would like.

If you're interested, I'd like to have a quick zoom call with you to learn more about your brand, ~~so~~ and I can find more ways I can help you.

With Compliments,

John

This guy asked the prospect if he could send them ideas, free value emails, and get on a Zoom call all in one email.

This will get you anything but a response.

Asking for too many things at once shows that you are needy and have no fucking clue what you're doing.

That's why you need to take it one step at a time.

First email = Are you interested in FV?

Second email = If you like FV then can we hop on a sales call?

Third email = Here is the time that the sales call is scheduled for.

That is how a PROPER email sequence should look like. Stop asking people for five things at once.

Last thoughts:

Make sure they express an interest to talk to you about their business before you send them a zoom or calendarly link.

And don't say anything that you can't prove. So never say that you're "the best" at anything or that you can triple your clients sales if you can't prove it.

The Story of Jack

(and why you shouldn't be like him)

I see many of you fresh intermediates having the same problems and struggles with outreaching so I decided to make a story out of the tips that I've given to a person a while ago...

Once upon a time there was a boy named Jack.

He was new to the world of copywriting, and as you'd expect, he was full of excitement when he finally learned how to outreach.

Alas, he scoured the internet, found his leads, and made an email using the template that Andrew has shown us.

But, one day, something went terribly wrong...

He didn't get any replies to his email!

Now began the confusion in young Jack's mind...

"Why don't they respond? What am I doing wrong?" He asked frantically to himself.

His heart started racing. His blood pressure started rising. His adrenaline started pumping.

So, in a frantic shock, he decided to do the worst thing that could've been done in HU3.0...

He submitted screenshots of his email in the text chat.

GASP

But a lucky day was bestowed upon Jack.

Isaac was found procrastinating on writing compliments to his own leads and found the young boy in utter shock from the words and pictures that he showed to our virgin eyes.

“Why doesn’t this get responses?” he asked. (picture below)

Just wanted to reach out because I came across your YouTube channel and noticed we were both Beach Boys fans

What’s your favorite song? Mine is Baby Blue

I couldn’t help but scroll through your website and see what your brand was all about. Let’s just say, I liked what I saw.

I liked it so much that I ended up writing a 3 email sequence to boost the sales of Eric Krasno Masterclass

Would you like it as a free gift for having good music taste?

After witnessing the monstrosity first-hand, Isaac replied with...

“Man went straight from a peck on the cheek to the clit. Mate you gotta caress, you gotta be gentle, you gotta learn some foreplay.”

“What the fuck is that man on about...” Jack pondered.

“Analogy of your outreach.” Isaac replied. “Scratch the whole outreach and start from top to bottom. Is your SL doing over 80%?”

“Yes.” Jack replied.

“Okay good. How would you grab your own attention if you were reading 100 emails per day?” Isaac asked again.

“Probably something genuine... Something that immediately didn’t feel like sales.” Jack replied.

“Okay now imagine you had 100 emails, 20 were sales, and others were about nonsense. How would you approach yourself then?”

“Something that would help me.” Jack answered.

“Okay good, but you don't want it to be salesly so what do you do about it?”

“Maybe, I felt connected to your videos so I decided to write you a free value.” Jack said.

“Okay, you have a baseline of your outreach. Now how would you personalize this statement to suit YOU the best? You have the salt and pepper, now how can you add more spice to your chicken?”

“I would say I really thought your content was dope, I'd love to send you my free value.” Jack mentioned.

“Okay so now it's made for you, let's flip the script...”

How would you offer me some free value if I received 100 emails a day and you had the information available in my nametag only?

Let me emphasize that I open 100+ emails A DAY so my brain filters junk away IMMEDIATELY.” Isaac asked.

“Ah. You gave me an idea.” Jack said, and started working on his new outreach method.

And 10 minutes later, Jack had a pristine outreach method that started getting those 80% open and 10% reply rates that he always dreamed of having.

- Circa - Isaac from his intermediate days

(I already know that many won't read between the lines. And that's a shame.

But the ones who actually went ahead and read these and understood the questions that I asked Jack are the ones who will make it in this scene.)

TL;DR

Put yourself in your prospect's shoes. Think about what they would respond to. Talk to them like you're a friend having a conversation to them.

And make sure to give them a genuine compliment.

Responding to Rejection

(The wise words from Hugh)

Rejection is a natural part of life...It's going to happen eventually.

And in fact, the quality of your life will be a direct correlation of how well you respond to it.

The most successful people in any industry know how to accept rejection, learn from it, and move on...

While those who crumble at the sight of a "no" never accomplish anything important in their lives.

So here's the bottom line:

You need to respond to rejection like a professional.

And you do that by leaving a professional response on EVERY single message you get back.

Even if they respond with a "fuck off"...

Even if they respond with "kill yourself"...

And even if they respond with "my grandma can cold email better than you."

This is because the entire purpose of your response is to subtly keep *one foot in the door* with a potential prospect.

Let me explain...

Most people that you reach out to are not in the buying window. And that's perfectly fine -

Not everyone is looking for a copywriter to help them with their business.

But what most intermediates fail to understand is that the buying window is constantly changing;

A prospect can swing in and out of the buying state for a multitude of reasons (most of them external).

And if you ended on good terms with the prospect, they may very well make contact with the *polite, well-spoken professional* who was keen to offer them value the last time they connected.

But if you try to *push them* into the buying window, you will accomplish the opposite of what you want -

Your prospects will want nothing to do with someone who sits in their basement, hunched over their keyboard long into the night, crafting their own equally rude, unprofessional, and awfully *spiteful* response.

All you're doing when you reply something nasty back is making yourself out as an unprofessional, emotional and easily provoked child.

(And on top of it, you're leaving more work out there for the rest of us)

That is why you need to be professional and polite with your rejections: It could get you a response in the future.

So how do you actually do it?

By being polite while acknowledging their withdraw from the offer.

Here's a good example:

Hey <Name>,

I completely understand! It's no problem at all, thanks for getting back to me.

Have an awesome weekend and best of luck for the future.

*Best regards,
<Signature>*

(I've lost count of how many experienced guys I've seen do this, and how many follow-up messages they receive a couple of months later asking them to hop on calls.)

It's truly that simple!

Got it?

To conclude:

Neutral/polite rejection from a prospect? *"Thanks for letting me know, have a great day"*

Rude/Insulting rejection from a prospect? *"Thanks for letting me know, have a great day"*

Emotion? *No.*

Professionalism? *Yes!*

Don't burn bridges. Simple.

S27: Prospecting

The Sniper Method

(and why it is one of the BEST outreaching method)

Sup Gs. It's Jacob.

And I am about to let you in on a little secret...

Something that Andrew DOESN'T mention in the tutorials...

A cutting-edge technique that will change your prospecting game FOREVER...

It's something called...

The Sniper Method.

GASP

Trust me when I say that this method kicks-ass.

But BEFORE I reveal to you the secrets behind the Sniper Method, you need to understand something...

The quality of your leads is always more important than the quantity of your leads.

Previously you've read on how to find niches, and how to find prospects.

You've been taught both quality and quantity.

Yet most of you don't put enough emphasis on the quality part.

You see, customization is EXTREMELY important in your outreaching method.

This is because customizing your email makes it more personal.

And the more personalized your email, generally the better it performs.

So what is this Sniper Method you're referring to?

The sniper method is my (Jacob's) favorite method of both prospecting and outreaching.

It solely focuses on the quality side of prospecting.

And while it's much more time consuming than regular prospecting, you get SUPER amazing results if you execute it correctly.

The steps:

The first few steps of the Sniper Method are the same as the first few steps of normal outreach.

However, I would recommend that you still read through all of this information to cement it into your brain.

You never know...You might learn something new.

1. First you have to choose a niche. *(I hope you have read up on how to find niches.)*

Now that you have your niche, try narrowing it down even MORE.

If you can't do this, then that's fine. Just move on to the next step.

2. Next, choose whatever platform you want to snipe down your prey.

My personal favorite is YouTube, as I can be as specific as I want. Everything I look for is there.

3. Then, find out the prospect's following.

How big is he? How many subs does he have?

Is it likely he has money? Is he engaging with the community?

Does his FB or IG page have lots of likes?

If they have reviews available, even a bigger plus. Huge one in fact. So, be on the look-out for that as well.

Those are some of the things to look out for.

It's easier to know what to search for once you see it.

In my own personal experience, anything below 5k subs on YT or 2k likes on FB is not worth reaching out to.

4. Find a personal email.

A quality prospect has a lot of things.

One of them being a personal email.

Don't waste your time with info@x.com, support@x.com, and so on.

Personal emails work much better because they give you higher open and reply rates.

It will for sure get opened, but the reply rate depends on your body (more on this later).

However, a personal email can be hard to find, and sometimes you won't find it anywhere...

And that is one of the reasons why prospecting takes time.

5. Find out what aspect of their business can be improved.

Look through their website and see what can be improved upon.

(If you really want to be cheeky, sub to their newsletter.)

Let's say your prospect is selling a course on how to run faster.

His ads are good, his emails are solid, and his sales page is super convincing.

But his landing page is terrible...

The format of it is weird, he uses too many words, and the whole thing is just all-over-the-place.

So, since you know that you can do a better job, use your rewrite as FV.

Now here's how the Sniper Method differs from regular outreach...

6. Add more variables into your email.

You know that function you use to paste in compliments with Streak?

It's called a "variable."

And the fewer variables you have, the more generic and robotic your email sounds.

In fact, you're probably only using 2 or 3 variables right now.

Those are rookie numbers.

(Once again, real Gs will get the reference.)

You need to raise them to AT LEAST 4 or 5 depending on the prospect.

Now...just because you have a lot of variables, doesn't mean your email is supposed to be long.

Still...keep it nice and short.

(I told you the sniper method would take more time)

To add more variables, you have to first create more columns on Streak.

(Google how to do that if you don't know how.)

After that, it's the same process as adding compliment and name fields on Google Sheets.

EDIT;

Hi there! Me again. I've seen a lot of you struggle with adding different variables other than "compliment".

So, here are some for starters (just to give you an idea);

Problem; Here you can start agitating your prospect on where they fail, why they fail, etc.

Make them aware that they're failing in a certain thing, and what it results in.

Basically, elements of PAS.

Solution; Tease the solution to your newly established problem.

I don't have to hold your hand here...you've been through the sprints. You know how to do this.

For example a prospect's landing page is bad because it's poorly written or lacks effort, resulting in less traffic.

And the solution to that is to improve the copy of it to start utilizing the lead-magnet more effectively.

Dream State; Here, you can EASILY present a dream state based off of the solution.

I mean, you're practically in control here.

You have presented a problem they weren't aware of, you have presented a solution, and then BOOM, you now can present a great dream outcome that removes all of it.

...

I hope this gives you an idea of stuff you can include.

It can be LITERALLY anything.

Element...offer...ending...greetings...all of it. Just have fun!

Congrats! Now you know the sniper method.

I know a lot of people who currently use this and succeed.

It's easier and more likely that people will land on the same prospects, so you have to think even harder, and even longer.

By the time I'm writing this, my last reply rate was 40%...out of 8 prospects.

So I don't want any fucking excuses.

Good luck! - Jacob

FAQs:

"What should I make my variables?"

The variables can literally be anything. Have some fun with it. Get super creative.

And they don't have to be just a single word, either...

They can be entire sentences. (yes, for each variable.)

My outreach template has very few words because the variables do the rest.

I fill out the variables based on the template, so it fits perfectly.

(I also fill them out AFTER I've written down the name, email, and domain.)

“Do I have to use the Sniper Method?”

No, but it's really not hard.

It just takes some time researching everything so it fits nice and tight.

That way, your prospect will most likely think it's only to him, and sees that you stand out.

So again, GET CREATIVE!

Make it sound like you. Make it sound human. Use humor, criticism, whatever.

Literally, there are no limits. Do your own thing.

Copy is fun if you make it fun.

SO STOP BEING SO STRICT WITH YOURSELF!

“What if nothing I do with my variables seems to fit?”

Don't overanalyze everything, don't overthink everything.

Don't be afraid to test new things.

Worst scenario is you get a no, or not reply. Every single rich person has failed multiple times before succeeding.

The thing is however, they don't look at it as “failure”...they look at it as experience in order to achieve success...

A test if you will.

All you do now is testing. If a prospect doesn't reply, it's because you tested the wrong thing.

It's not a failure. So, don't hold back, just shoot.

The HU geniuses will already know what I mean...

The Youtube Method

You need to stop wasting time on prospects that everyone and their mother reaches out to.

And you do that by searching things that real people would search if they wanted to find information on a certain topic.

Don't search up "boxing" on Youtube...that won't work.

Search up things like:

- How to punch faster
- How to block punches
- How to avoid serious injury in the ring

The next thing you need to do is find channels that have posted similar videos.

NOW THIS IS WHERE MOST OF YOU GO WRONG.

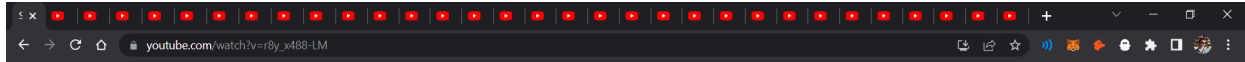
You don't go to their channel. You do that later.

Instead of clicking on it and doing research right there and then, open it in a new tab and continue to the next channel.

You do that by either middle-mouse clicking their channel link or right clicking it and clicking "Open link in new tab."

You basically open every channel you find that has posted something similar to boxing lessons or courses or equipment in a new tab until you can't see the titles of the youtube videos anymore.

It should look something like this:



You'll end up with 20 or 30 or even 40 (depends on the niche).

Then go to the tab with the channel and spend MAXIMUM 1 MINUTE on looking for:

- Subscriber count
- Online products you can market
- Good reviews
- A newsletter
- Good contact info

Do NOT reach out to people under 5k or above 500k subs.

And like the Sniper Method, I would avoid "[info@x.com](#)."

Instead, put those in a different section and email them asking for a personal email.

But you have to be creative.

Why do you want it?

(Can't say the real reason, then they'll understand you're a salesman!)

Once you copy and paste all of the information you need into your Google sheet, close out the tab and move on to the next one.

The Facebook Method

The first thing you need to do is go to the [Facebook Ad Library](#).

Pick whatever English-speaking country you want.

(And for you bilingual speakers, you have even more options to choose from.)

Press "All ads" and search whatever product you want to market.

For example, let's use "backpack."

(Backpack is still pretty wide of a search, so try to narrow it down. It is just an example.)

TONS of ads for backpacks will pop up.

NOW THIS IS WHERE MOST OF YOU GO WRONG.

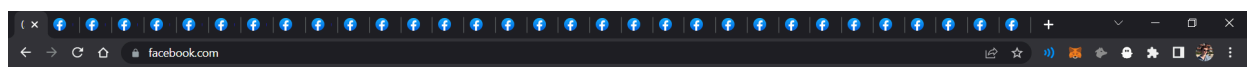
You don't go to their page. You do that later.

Instead of clicking on it and doing research right there and then, open it in a new tab and continue to the next ad.

You do that by either middle-mouse clicking their profile name or right clicking it and clicking "Open link in new tab."

You basically open every ad you find that has posted something relating to backpacks in a new tab until you can't see the titles of the Facebook profiles anymore.

It should look something like this:



You'll end up with 20 or 30 or even 40 (depends on the niche).

Then go to the tab with the channel and spend MAXIMUM 1 MINUTE on looking for:

- Follower count
- Online products you can market
- Product sales
- Good reviews
- A newsletter
- Good contact info

Do NOT reach out to people under 5k or above 500k followers.

And like the Sniper Method, I would avoid "info@x.com."

Instead, put those in a different section and email them asking for a personal email.

But you have to be creative.

Why do you want it?

(Can't say the real reason, then they'll understand you're a salesman!)

Once you copy and paste all of the information you need into your Google sheet, close out the tab and move on to the next one.

The Instagram Method

So you picked the IG method! Pretty solid. Not too many people pick this one.

But look at it as a good thing. Since not many people in HU choose this method, your pool of competition is less.

In fact, you can find a lot of prospects WAAYYY easier.

This is because your prospects probably don't have their DMs or emails flooded with "3 email sequence" offers, making your offer seem more special.

Okay so how do you do it?

Let's say you wanted to reach out to some stores that sell running shoes.

Search up #runningshoesstore. (*A # is VITAL here.*)

A fuck ton of ads will pop up.

NOW THIS IS WHERE MOST OF YOU GO WRONG.

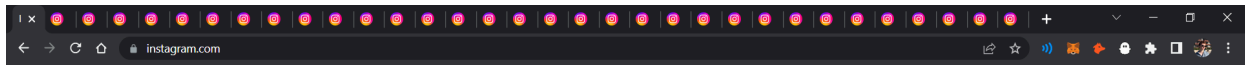
You don't go to their page. You do that later.

Instead of clicking on it and doing research right there and then, open it in a new tab and continue to the next profile.

You do that by either middle-mouse clicking their profile name or right clicking it and clicking “Open link in new tab.”

You basically open every profile you find that has posted something relating to running shoes in a new tab until you can’t see the titles of the Instagram profiles anymore.

It should look something like this:



You’ll end up with 20 or 30 or even 40 (depends on the niche).

Then go to the tab with the profile and spend MAXIMUM 1 MINUTE on looking for:

- Follower count
- Online products you can market
- Product sales
- Good reviews
- A newsletter
- Good contact info

Do NOT reach out to people under 5k or above 500k followers.

And like the Sniper Method, I would avoid "[info@x.com](#).”

Instead, put those in a different section and email them asking for a personal email.

But you have to be creative.

Why do you want it?

(Can’t say the real reason, then they’ll understand you’re a salesman!)

Once you copy and paste all of the information you need into your Google sheet, close out the tab and move on to the next one.

The Twitter Method

So you picked the Twitter method! Impressive. I haven't seen many people pick this one at all.

But look at it as a good thing. Since not many people in HU choose this method, your pool of competition is less.

In fact, you can find a lot of prospects WAAYYY easier.

This is because your prospects probably don't have their DMs or emails flooded with "3 email sequence" offers, making your offer seem more special.

Okay so how do you do it?

For example, let's use "yoga."

(Yoga is still pretty wide of a search, so try to narrow it down. It is just an example.)

TONS of accounts that focus on yoga will pop up.

Go to the "People" tab.

NOW THIS IS WHERE MOST OF YOU GO WRONG.

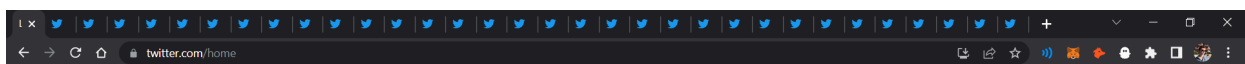
You don't go to their page. You do that later.

Instead of clicking on it and doing research right there and then, open it in a new tab and continue to the next profile.

You do that by either middle-mouse clicking their profile name or right clicking it and clicking "Open link in new tab."

You basically open every profile you find that has posted something relating to running shoes in a new tab until you can't see the titles of the Instagram profiles anymore.

It should look something like this:



You'll end up with 20 or 30 or even 40 (depends on the niche).

Then go to the tab with the profile and spend MAXIMUM 1 MINUTE on looking for:

- Follower count
- Online products you can market
- Product sales
- Good reviews
- A newsletter
- Good contact info

Do NOT reach out to people under 5k or above 500k followers.

And like the Sniper Method, I would avoid "[info@x.com](#)."

Instead, put those in a different section and email them asking for a personal email.

But you have to be creative.

Why do you want it?

(Can't say the real reason, then they'll understand you're a salesman!)

Once you copy and paste all of the information you need into your Google sheet, close out the tab and move on to the next one.

The Tiktok Method

So you picked the Tiktok method! Absolute Chad. I haven't seen any people pick this one at all.

But look at it as a good thing. Since not many people in HU choose this method, your pool of competition is less.

In fact, you can find a lot of prospects WAAYYY easier.

This is because your prospects probably don't have their DMs or emails flooded with "3 email sequence" offers, making your offer seem more special.

Okay so how do you do it?

You need to stop wasting time on prospects that everyone and their mother reaches out to.

And you do that by searching things that real people would search if they wanted to find information on a certain topic.

Don't search up "Calisthenics" on Tiktok...that won't work.

Search up things like:

- How to do a one arm pull-up
- Beginner calisthenics exercises to build strength
- Diet plans for calisthenics experts

NOW THIS IS WHERE MOST OF YOU GO WRONG.

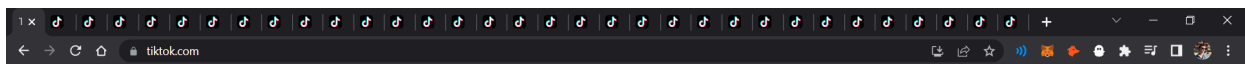
You don't go to their page. You do that later.

Instead of clicking on it and doing research right there and then, open it in a new tab and continue to the next profile.

You do that by either middle-mouse clicking their profile name or right clicking it and clicking "Open link in new tab."

You basically open every profile you find that has posted something relating to running shoes in a new tab until you can't see the titles of the Instagram profiles anymore.

It should look something like this:



You'll end up with 20 or 30 or even 40 (depends on the niche).

Then go to the tab with the profile and spend MAXIMUM 1 MINUTE on looking for:

- Follower count
- Online products you can market
- Product sales
- Good reviews
- A newsletter
- Good contact info

(Look for linktree links in their bio)

Do NOT reach out to people under 5k or above 1M followers.

And like the Sniper Method, I would avoid "[info@x.com](#)."

Instead, put those in a different section and email them asking for a personal email.

But you have to be creative.

Why do you want it?

(Can't say the real reason, then they'll understand you're a salesman!)

Once you copy and paste all of the information you need into your Google sheet, close out the tab and move on to the next one.

Follow-up game

(Inspired by Ms. Maserati's monologue in the bishop chat)

You follow up to remind your prospects you exist and that you outreached to them.

And your follow-up game needs to be on-lock if you want to get the MAXIMUM number of responses for your clients.

Basically there are a SHITLOAD of ways to do this. There isn't a set "formula."

Attack from a different angle, relate to him, interest him with something new, and add more value to your original outreach.

[Arno has a GREAT video on this.](#)

(Watch it if you want some good background info to supplement with the material below.)

How many times (and how often) should you follow up?

Most people don't follow up at all, or if they do it's maybe once or twice. Be relentless at it and you will be different than 99% of sales people out there.

That's why you should follow-up at least 5-6 times and then follow-up once more 14 days later.

These can be regular days or business days...your choice.

Just don't spam your prospects.

If after maybe 3-4 follow ups, they still don't reply?

Offer them more value. A 4th free value email for example.

If they still don't reply, then put them on ice for a few weeks. Come back later.

Example for you regarding follow up.

Sent this dude an outreach dm. *No response.*

Followed up the day after. *No response.*

Followed up again two days later. *Response.*

Most salespeople follow up once or twice and quit. You never hear from them again.

So don't be that guy. Follow-up multiple times with people.

What makes a good follow up?

Follow up messages are nothing special. The magic is not in the message. The magic is in doing the actual follow up.

You follow up to remind them you exist.

Remember that you're just a guy in their inbox. They don't know you.

One thing you need to get into your head is that you are not entitled to your prospect's time.

So don't follow up without making assumptions about what's going on with the prospect.

You have no idea what is going on in their lives. And don't try mindreading and just send a quick line to a bunch of them who haven't replied.

Some people (these are the worst) start to get b*tchy about it...

They start an email with something like:

"I have tried to reach you three times without getting a reply."

That should be punishable by death. A real good thorough stoning.

Keep in mind...Your prospect could be ghosting you because they don't actually have any money.

You never know.

And in that case, your time is better served reaching out to clients who do have money AND who want your help.

I have a list of people that haven't responded and that I've approached multiple times.

I just follow up with an email consisting of 5-10 words every few days...

'Friendly reminder'

'Was looking through my emails, wanted to touch base'

'Hope you're well, let me know when we can get this going'

Stuff like that.

Can easily send out dozens of these in 15-30 minutes.

Here's a template you can draw inspiration from:

(DO NOT COPY IT. IT WILL NOT WORK IF YOU COPY IT EXACTLY.)

1 - Main email with free gift...wait 2 days

2- Short and sweet follow up (with intrigue)...wait 1 day

"I know you are busy, but this could be powerful for your business so I felt the need to bump it."

(Make the first follow up just a quick question to see if the link/attachment work. Think friendly reminder.)

This is in-case it's buried in email.

REMEMBER... it always has intrigue.

3- Shares testimonial with intrigue...wait 1 day

Ask a question about what they thought about the second email's SL . Basically tease the Free Value.

4- Another testimonial with intrigue...wait 2 days

Come up with "another idea" and ask for the call again to discuss.

Works really good as a PS on your first email or as a second follow up reply to the email.

"P.S. I used an email similar to the second one I made for you to help X client generate Y result."

5- New angle, new value offer...wait 14 days

"I was looking over your website again and an idea popped into my head."

Also mention revamping something on their landing page.

6 - Friendly reminder with a compliment

"I loved your most recent Instagram post, it was really informative. While I was thinking of you, it reminded me that we never got the ball rolling.

The offer for the free value is still on the cards, say the word and I'll send it over."

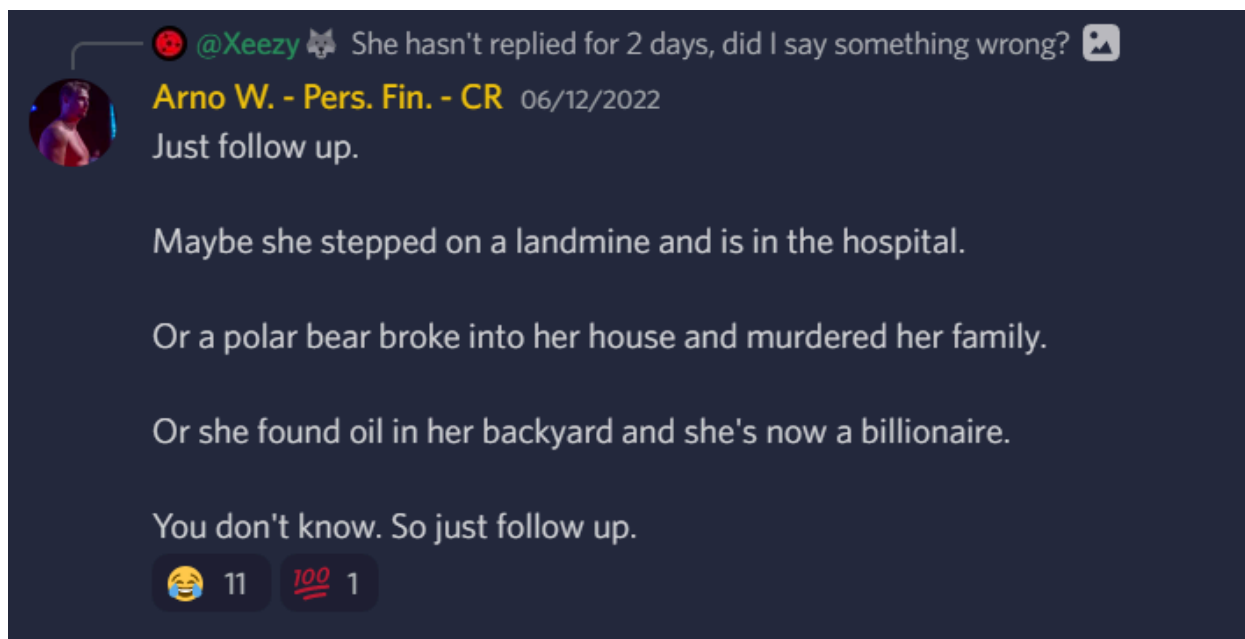
That is how you do good follow-up game.

If you make your own process based on the template you have the potential to DOUBLE if not TRIPLE the amount of replies that you are getting right now.

[Here are some good follow up templates that you can use.](#)

They are supposed to be used as an extra resource. DON'T COPY THE TEMPLATE.

Add on by Arno:



...this is exactly why you should keep following up.

S34: Free Value

The Purpose of Free Value

I get a lot of questions about why free value exists or why you need to send free value before hopping on a sales call.

And I am here to answer these questions once and for all.

“Why does free value exist?”

The entire point of every single outreach method or cold email strategy we give you is to allow you to identify and exploit a competitive edge in the market.

Free value is no different. It exists so that you can stand out from the crowd.

Before HU, nobody was giving out free value to their prospects. So the basic 3 email sequences and Andrew’s skeleton templates actually worked to get you clients.

But since then, the market for available businesses hasn’t expanded but the number of beginner copywriters have grown exponentially.

And as HU grows more and more, you need to find newer and more creative ways to get clients and stand out from the crowd.

That is why we preach using brain calories to achieve your goals.

Because you need to do what your competition isn’t doing in order for you to succeed.

And you ACTUALLY need to use creativity to become different than everyone else.

“Why do I need to send free value before hopping on a sales call?”

First off, they probably think you’re a scam.

Put yourself in their shoes...

They get an email from someone they don’t know telling them that they can magically help their business and he’s asking to hop on a call to discuss ideas.

They would probably not take that offer. You provided no value upfront to make them care about you in any way, shape, or form.

And then you want to take time out of their day when they have no clue who you are?

Any self-respecting business man would think that is a total waste of time.

(On top of the fact that they are probably extremely busy in the first place.)

Second, they have no clue what your competence level is.

Imagine you were in a job interview.

You're sitting at a table with the company representative, about to have a chance at your dream job.

And they ask you what prior experience that you have.

But then you tell them that you're completely new to this. That you haven't had any prior experience whatsoever.

And you don't have anything on your resume that resembles anything close to the job you're interviewing for.

They would kick you out the door in a heartbeat. You'd never get that position at the company.

Why do you expect copywriting to be any different?

99.99% of you guys have ZERO copywriting experience and have never landed a copywriting client in your life.

But that's where free value comes into play...

Think of it as the resume you need to prove to your prospect that you are competent enough to sell to their audience.

That's why the real purpose of the free value is NOT to write mindblowing revolutionary copy.

It's to make the prospect:

1. Like you
2. See you as a professional
3. See you as a marketing genius who can solve all of his problems
4. Picture your work fitting in nicely with his business

Get that in your head and you'll be on the road to making some good free value.

Making Good Free Value

Making good free value is easy if you know what you're doing.

I'm going to give you some expert-level guidance on what you NEED to do if you want kick-ass free value that'll get you clients.

The first thing you need to do is spend time researching EXACTLY what they need.

Think about what their goals are. They could be looking to get more sales (that will be the case for 99% of businesses) or they could be looking to connect with their audience better.

And maybe they don't need help with their emails. They could have a shitty landing page, bad FB/IG captions, or have terrible FB ads.

So don't pick something to make that they don't need.

Also, make sure it's something that you can actually improve.

There is no point in writing a piece of free value for someone if your product is worse than the one that they already have on their website.

Add on by Harfoush:

When researching, make sure the free value you offer is personalized.

I see so many of you guys pitching 3 email sequences to people that have NEVER EVEN THOUGHT of having an email list.

It's like offering shoes to a guy with no legs.

So how do you personalize?

Actual research -

Check out their social media, their Youtube channel, their website, their blog content, the free resources on their website, ACTUALLY join their email list.

There are a million ways you can tailor your message to your prospects.

And you want to make sure your offer expands and builds on the marketing they already have.

“But what if they have no marketing?”

They are probably not a good prospect. But if you REALLY want to work for them, suggest a marketing plan from scratch, and offer them the first step as free value.

Another thing that helps is researching what their competitors are doing.

If you see what people generally need in the niche, you can make a basic free value offer that would help MOST businesses in that niche.

I would stick with personalizing the offer toward each prospect, though.

Most of you guys aren't at the level where you can make a generic offer and get tons of responses.

The second thing you need to do is put solid effort into your writing.

The copywriters who succeed the most are those who focus on getting their client results FIRST.

And a helpful way to get into this state of mind is to pretend like you're already working for them.

This is because if you pretend like you already are working for them, you'll be forced to write like you ACTUALLY want to increase their sales.

(It's even better if you pretend that you're working for a \$10k/month retainer. That will REALLY force you to put a lot of effort into creating something amazing for them.)

Because if you don't, you'll be wondering why you can't ever land a client.

In fact, there was an intermediate guy who told me has received 7 replies from people asking for free value. But after he sent them, he didn't get any responses back.

Then I found out that he only spends 10-15 minutes creating the FV.

That is NOT what you want to do.

You need to be professional if you actually want to succeed. And acting like a Tiktok degenerate with a 10 minute attention span is the last thing from professionalism.

So put some actual effort into your work and write like you actually want to keep the client.

Add on by Isaac:

I found this email posted in Copyhub (a copywriting forum that isn't affiliated with HU).

And it's a good representation of what you're up against...

(and how good HU can make you at copywriting if you put in the work)

Write an email seeking money from an investor to fund the first commercial flight to the moon.

Entry submitted: 5 days ago

Your Involvement in (Company)

by Kaylee 

Hi, (potential investor)

I'm Kaylee from (company), where we are excited about sharing the experience of space.

At (company), we are working hard to put your dreams in reach; We plan to send the first-ever commercial flight to the moon.

With your recent investment in (another company), we see that you are passionate about aiding the advancement of technology, and what better way is there than to progress the venture to space? With your help in funding, you could be on the next flight up.

with a quick call or email, we can further discuss what exactly your investment would do for you.

Below I have attached a copy of our pitch deck if you require more materials.

Thank you for your time,
Kaylee

 Amy  4 days ago

I think this is excellent. Straight to the point, persuasive without being unprofessional/pushy. Great job!

This is your competition. It is complete dogshit. The bar is lower than it has ever been before.

That's why you have to overdeliver. Your prospects expect some average shit.

So blow them away with an excellent free value and you'll nail them as a client.

Add on by Arno:

The quickest way to turn your life around is actually pretty simple.

All you have to do is impersonate the person you want to be...

And sooner or later you'll become that person.

If you embrace the identity of someone that is a professional writer, then you write professionally ALL of the time.

If you're a sales guy, you're noticing sales ALL of the time.

If you're a business guy, you're thinking about business ALL of the time.

And then from there on out, the persona will slowly become your personality.

It's just a matter of testing your behavior against the standards you set for yourself.

But it all starts with the decision of being whatever you want to embody.

So if you want to avoid sloppiness and bad habits forever, just think of who you are striving to become and ask yourself if that person would behave in the ways that you are now.

The third thing you need to do is to incorporate your guru's language into your copy.

Because most of you are focusing so much on the quality and the persuasive elements but forget that the prospect would NEVER in a MILLION years sound or talk like that.

Just imagine if you tried to use Tate's language when writing for an email list full of SJWs -

You would kill that list so unbelievably fast it would make your head spin.

You might even get your list suing YOU for the damages to their eyes due to your based, toxicly masculine, and frankly “chad-like” emails.

And even though pissing off SJWs might be funny, it won't pay your bills (if you can prove me wrong, please do so and show me the results).

That's why, before writing FV, you should do the following:

Spend 10-20 min watching the videos of your prospect.

Then, take a piece of paper and start taking notes on how they speak.

Here's a list of some questions you should answer:

- How does he speak - loud, soft, timid, aggressive?
- What is his style of speech - is he laid back or more professional?
- What topics does he put a lot of focus on?
- What words does he use a lot?
- Does he have an intro or outro phrase?
- Is he salesy or does he focus on giving value to his audience?

Include these elements in your copy and I'll GUARANTEE you'll AT LEAST double your responses for sales calls.

The fourth thing you have to do is put it in the copy review.

The keystone of skill development is receiving feedback on your work and learning from it so you don't make the same mistakes in the future.

And you'll never improve at the most optimal rate if you don't get criticisms from other people.

So make sure you're always sending your work into the review chat.

(Don't worry, people aren't going to steal it. It's not your outreach email.)

The fifth thing is an expert-level secret that will INSTANTLY make you a better copywriter...

And if you utilize this under-the-radar information to it's fullest potential, your writing skills will improve at light speed...

The million dollar secret is as follows...

Before you start editing your work after getting feedback, review three OTHER people's copy.

This will get you in the copywriting mindset and allow your brain to come up with better solutions for your own copy.

Doing this will IMMEDIATELY make you a better writer. And it'll allow you to improve faster because you're learning from other people's mistakes.

Final thoughts:

Don't use any special formatting in your FV or outreach email;

Changing up the font and the colors just makes your email look like it's on an acid trip.

Another thing that helps to keep your reader engaged is to alternate between shorter and longer sentences.

(This is more advanced email advice so don't worry if you can't implement it.)

Last but not least:

I get this question ALL OF THE TIME in DMs and in the chats...

"Hey Tyler, I never know what to offer my prospects. What types of free value are there?"

So I am answering it once and for all:

[Here is a HUGE list of ideas on the possible free value that you can give your prospects.](#)

Problem, Agitate, Solution
(and what a good PAS looks like)

First I am going to show you a bad PAS email and then explain how I would make it better.

Let's start with a little information about the avatar:

Who is the avatar?

A 23-year-old man called Max working on a farm located in Mexico.

He owns a farm with 1,000 chickens and enjoys feeding them wheat and rice daily.

What is their current situation and why is it so bad? (pain points)

Max is upset his chickens are slowly dying from fowl pox.

Each day an average of 6-10 chickens are found dead lying on the floor in their shed.

Max picks them up and disposes of them by digging a hole underground.

He also depends on the poultry for his well-being.

So if the chickens die, he will not have much, if any, income coming in to support him and his family.

He also needs to pay off the mortgage to his house and take care of his family, so having a stable income stream is necessary.

What is their dream state and why is it so desirable? (pleasure points)

Max wishes to start selling his chicken after 6 months of raising them so he can gain a substantial amount of money (\$10k/month is his goal).

He doesn't want to worry about his poultry dying.

What problems are stopping them from getting to their dream situation?

Max is losing money every day because his chickens are dying.

He spent close to \$10k total on all of the chickens that he currently has, but doesn't know why his product is dying at such fast rates.

How will your product help them bridge the gap between their current situation and dream situation? (based upon problems stated above)

Max needs the "tetracine" capsules in order to have an effective cure to fowl pox. These capsules are mixed with water and then served to hydrate chickens.

And they will cure any sick chicken that he has now as well as prevent any future symptoms of fowl pox.

Now that we have some info on the avatar, let's get into the email...

(Again this is the UNEDITED version. I reveal the changes I would make at the end of the email)

...

SL- How to quickly and easily cure fowl pox boosting your chicken's recovery rate.

Your hens and roosters are dying from sickness because you're not taking immediate action to prevent outbreaks of fowlpox which is extremely dangerous.

However.

A good poultry capsule will prevent fowlpox symptoms and have your roosters up and running in 2 days.

This will get their health and skin back to an ordinary condition, saving you dollars.

This capsule is used once and can sustain up to 3 months of usage. You won't worry about those pesky flock's skin for a while.

You can mix this capsule with just water and hydrate your chickens, that's as simple as it gets.

After 1-2 days of use your roosters will be packed with energy, you'll have customers begging to buy your chicken in no time.

And over time watch your chicken stock and profits skyrocket making you a million times richer.

[Click here and make your farm packing, your chicken will kiss fowl pox goodbye.](#)

...

Okay sweet. Now let's get into the edits...

The subject line is not punchy and compact enough.

How to quickly and easily cure fowl pox boosting your chicken's recovery rate

If you want your sales to skyrocket, you need an intriguing, punchy SL that will get people to open your email.

Why you're missing out on poultry profits...

This is intriguing because it plays off pain and gets the reader to ask the questions:

"What am I currently doing wrong?" and, "What method am I missing out on?"

It is also compact enough that someone could read it without having to put too many brain calories into understanding it.

Let's move onto the problem section...

Your hens and roosters are dying from sickness because you're not taking immediate action to prevent outbreaks of fowlpox which is extremely dangerous.

First, this is a run-on sentence.

Secondly, it lacks a hook.

You don't want your reader to have to read a long-ass line as soon as they click on the email.

This is because you're giving them too much information off the bat, which overloads their brain.

Just imagine what it would feel like to knock on someone's door and, as soon as they open it, they instantly dunk your head underwater.

That is what your reader feels like when they have to read a long first line...

They get overwhelmed and want to leave right away.

So don't do that. Add a short, punchy hook in the beginning that will capture their attention.

Also, as a side-note, this line is blaming the reader for their mistakes more than telling them what they are doing wrong.

You're really attacking who they are as a person, and nobody likes the people that attack their character, values, and beliefs.

 **You're making one HUGE mistake that is killing your poultry business...**

You underestimate the lethality of fowl pox.

And it's resulting in slow, agonizing deaths to all of your chickens.

You see how that's much better?

The first line is purely intrigue. It tells the reader that they are making a mistake while playing on their pain.

And it doesn't reveal the mistake itself until the second line so that the reader gets hooked on reading the email.

Then, once I revealed the mistake, I amped up the pain by telling them about how their chickens FEEL.

Remember...Emotional > Logical.

Now the agitate section...

This email doesn't have an agitate section, which is part of the main issues with it.

However, if I were to add an agitate section, it would go something like this...

...

You see, most farmers don't take the necessary precautions to prevent a fowl pox outbreak on their farm.

They never get their chickens treated for fowl pox, thinking that the chances of being bitten by a diseased mosquito is less than none...

But then three months later wonder why all of their chickens drop dead out of nowhere.

Not only did scores of their chickens die slowly, itchy, and painfully...

But the farmers lost tens of thousands of dollars in product, leaving them stuck with massive debt and no way to pay it back.

The worst part?

These kindhearted, delightful people have to default on their farm, move back to the city, and find work that they'll get paid pennies for...

All because they never prevented one simple, easily-curable disease from spreading.

...

Breakdown:

- The first line tells the reader something that they don't know. It also explains the "mistake" that I mentioned that they were making in the problem section.

Keep in mind that I explained EXACTLY what the reader is doing wrong so that I can bring value to the email.

- The next two lines flush out the problem that I described in the previous line while describing a scenario that the reader can relate to.

I also make sure to play on pain so that the reader keeps reading.

- The last few lines are strictly agitating the pain that they experience daily. I make sure to tailor their pain toward their specific scenario.

A lot of people get this part wrong, and you can only get better at it with practice.

Now the solution section...

✗ A good poultry capsule will prevent fowlpox symptoms and have your roosters up and running in 2 days.

You need more intrigue here. It seems too direct and bland.

And you didn't really sell the avatar on their dream state.

For those who forgot, this is the avatar's dream state...

"Max wishes to start selling his chicken after 6 months of raising them so he can gain a substantial amount of money (\$10k/month is his goal)."

While having roosters that would be up and running in two days is great, it isn't EXACTLY what the avatar wants.

So you would need to change this to incorporate the money aspect of the chicken.

✓ However, there is a way to instantly eliminate the threat of fowl pox forever...

A solution that will have your roosters up and running in less than 2 days...

A system that will allow you to get infinitely closer to reaching the \$10k/month profit goal that you have been working so hard to achieve...

This is better because it adds intrigue to the solution without revealing what the solution is.

You don't want to mention that the solution is "pourlty capsules that treat fowl pox."

This is because it allows the reader to picture what your product is without getting them to click your link to find out what you're offering.

Also this ties the dream state into the solution and lets the avatar know that they will reach their goal once they start using this product.

✗ This will get their health and skin back to an ordinary condition, saving you dollars.

This needs SO much more emotion. It doesn't go in-depth enough.

You need to REALLY sell your avatar on the dream state if you want to write kick-ass emails.

Think about how their dream state would make the avatar FEEL?

That feeling is what you want to encapsulate into your writing when talking about pleasure points.

✓ Just imagine the moment of extensive relief when you notice that the stress of managing your chicken's health and skin has been lifted off of your shoulders...

This is better because it sells a feeling.

I said it once, I'll say it again...

Emotional > Logical

✗ This capsule is used once and can sustain up to 3 months of usage. You won't worry about those pesky flock's skin for a while.

You can mix this capsule with just water and hydrate your chickens, that's as simple as it gets.

These lines are off-topic and irrelevant to the conversation at hand.

They kill intrigue by talking about the capsule and don't sell a feeling that will get the avatar to their dream state.

This is the type of fat you should cut when editing emails.

✗ After 1-2 days of use your roosters will be packed with energy, you'll have customers begging to buy your chicken in no time.

Better, but not great. It is still not related enough to the dream state.

✓ Imagine the feeling of excessive pride when you realize that you can support your family again because your product can be sold for full price...

If you want to really speak to your audience, sell them on a dream state that is about their family or their status.

These desires are high up on Maslow's Hierarchy of needs, so they are effective dream states to sell your audience in your copy.

If you can incite a sense of belonging into your work (e.g. buy X product and then you'll belong in society) then you will make A LOT of money in sales.

(I hope you realize that I just leaked a monumental copy secret to the universe. This is the shit that experienced Gs only have the privilege of learning.)

That's why focusing on how the chicken farmer will feel when he can support his family or pay off the mortgage to the farm once the chickens stop dying is MUCH more effective.

✗ And over time watch your chicken stack and profits skyrocket making you a million times richer.

This is not specific enough with the benefit.

The phrase "a million times richer" won't ever connect with the reader.

What will they be able to do with that money? Will they be able to buy a new car? A new tractor? Pay off the mortgage of the farm? Help retire his mother?

What EXACT reason does the avatar have for trying to earn 10k/month?

✓ **And imagine the rush of uncontrollable excitement when you discover that you can finally pay off the mortgage to the farm because you're making more money than ever before...**

Like previously stated, these desires are high up on Maslow's Hierarchy of needs so they are effective dream states to sell your audience in your copy.

(Expert level secrets at work here.)

Now let's move on to the CTA...

First off, you need a little intrigue before rushing into the CTA.

This is the last little bit of pain that pushes the reader off the edge...

The last nail in the coffin that motivates your reader to click.

But your email needs to flow into it.

If I were to add a buildup to the CTA, it would go something like this...

...

So what are you waiting for?

If you want to instantly have your chickens become fowl pox immunity powerhouses so you can keep them on the meat market...

And completely eliminate the gut-wrenching stress of losing tens of thousands of dollars in product forever...

...

Breakdown:

- The first line is a question that Kyle Milligan uses a lot after the original CTA.

It is a good line to add into longer emails when you want to bring them back to the CTA.

- The second line is just playing off of the benefit a little bit more. Nothing really special here.
- The third line plays off the second line but instead plays off pain.

It's a good switch up desire and pain so that you can get one last emotional journey in before the CTA.

Now the CTA itself...

Good CTAs always relate to the reader and give them a benefit that they would REALLY want.

And you want your CTA to be as punchy as your SL and flow as good as your email.

✗ Click here and make your farm packing, your chicken will kiss fowl pox goodbye.

This CTA has two problems...

The grammar in this sentence is terrible.

It isn't specific enough with the benefit.

✓ Click here to utilize the only battle-tested, science-backed system on the market that treats and prevents fowl pox for good.

That CTA is so much more specific and it actually describes something that the reader would want.

So as a recap, this is what the email SHOULD look like after the edits...

SL- Why you're missing out on poultry profits...

You're making one HUGE mistake that is killing your poultry business...

You underestimate the lethality of fowl pox.

And it's resulting in slow, agonizing deaths to all of your chickens.

You see, most farmers don't take the necessary precautions to prevent a fowl pox outbreak on their farm.

They never get their chickens treated for fowl pox, thinking that the chances of being bitten by a diseased mosquito is less than none...

But then three months later wonder why all of their chickens drop dead out of nowhere.

And not only did scores of their chickens die slowly, itchy, and painfully...

But the farmers lost tens of thousands of dollars in product, leaving them stuck with massive debt and no way to pay it back.

The worst part?

These kindhearted, delightful people have to default on their farm, move back to the city, and find work that they'll get paid pennies for...

All because they never prevented one simple, easily-curable disease from spreading.

However, there is a way to instantly eliminate the threat of fowlpox forever...

A solution that will have your roosters up and running in less than 2 days...

A system that will allow you to get infinitely closer to reaching the \$10k/month profit goal that you have been working so hard to achieve...

All you have to do is utilize [this science-backed technique](#) that instantly cures poultry from fowl pox and gets them back in the meat market.

Just imagine the moment of extensive relief when you notice that the stress of managing your chicken's health and skin has been lifted off of your shoulders...

Imagine the feeling of excessive pride when you realize that you can support your family again because your product can be sold for full price...

And imagine the rush of uncontrollable excitement when you discover that you can finally pay off the mortgage to the farm because you're making more money than ever before...

So what are you waiting for?

If you want to instantly have your chickens become fowl pox immunity powerhouses so you can keep them on the meat market...

And completely eliminate the gut-wrenching stress of losing tens of thousands of dollars in product forever...

[Click here to utilize the only battle-tested, science-backed system on the market that treats and prevents fowl pox for good.](#)

From,

<Signature>

Last thoughts:

If you noticed, I added an extra CTA in my email.

The main reason why I added it is because it is a longer email.

And an extra CTA encourages those who were motivated to click earlier in the email to act immediately without having to scroll down to the bottom.

So that's it! I hope you enjoyed my breakdown of a PAS email.

Tyler out.

 **EVERYTHING BELOW THIS**
IS UNDER CONSTRUCTION 

("Going to start finish this in the next few weeks" - Tyler 11/21/22)

Disrupt, Intrigue, Click

(and what a good DIC looks like)

Here's a cool thing about DIC - you can use it for both HSO and PAS.

Why?

Because in every piece of copy you write, you need to grab attention, generate curiosity, and then end it with a nice CTA (Call To Action).

Let's get over the basics again;

So, as you (hopefully) know, DIC stands for;

Disrupt, Intrigue, Click.

Disrupt is to grab the attention of a reader, with a nice fascination.

Make it interesting, mysterious, and specific to your targeted audience.

Intrigue is to generate as much curiosity as you possibly can.

Your main body needs to be super interesting and overall...awesome.

Click is CTA to get the reader to click your link or button you end the copy with. It is just as important as your disrupt and intrigue.

Most of you ruin the intrigue by revealing the product. That's not the idea of DIC. The idea of it is to sell the click, not the product.

...

First I am going to show you a bad DIC email and then explain how I would make it better.

Let's start with a little information about the avatar:

Who is the avatar?

A 20-year-old copywriter who is just starting out on his copywriting journey.

He has been watching Andrew Tate and knows that he needs to make money if he wants to live a life of abundance someday.

What is his current situation and why is it so bad? (pain points)

He is working a wage 9-5 at Starbucks and is sick and tired of making people coffee.

His friends are a bunch of dorks who never talk about money and he hates wasting time with them.

He doesn't go to college but still has rent to pay, so he lives paycheck to paycheck.

The stress is causing him headaches and sleepless nights.

What is his dream state and why is it so desirable? (pleasure points)

He just wants to learn the right things to write on the page so he can make \$10k/mo and start traveling the world.

He wants to meet people on his same wavelength who have money so that he can better his life even more.

What problems are stopping them from getting to their dream situation?

They don't know how to incorporate persuasive language in their emails (like NESB).

They don't know how to write effective DIC, PAS, and HSO emails.

They don't know how to structure email sequences/funnels.

How will your product help them bridge the gap between their current situation and dream situation? (based upon problems stated above)

It will teach them NESB techniques and allow them to affect the reader's emotion.

It will teach them what DIC, PAS, and HSO mean and how to structure them.

It will teach them 5 ways they can structure a funnel so they can retain their first client.

Now that we have some info on the avatar, let's get into the email...

(Again this is the UNEDITED version. I reveal the changes I would make at the end of the email)

...

SL; This 11 minute long video will teach you everything about good copy!

Hi!

I bet you struggle with writing emails, and copy for that matter.

However, don't worry...

I am here to help.

If you want to supercharge your copy, all you need to do is watch my 11 minute long video!

That's right.

It's only a 11 minute long minute video.

In that video I will show you how to write excellent copy.

All you have to do, is click here;

Video.

...

Okay sweet. Now let's get into the edits...

The subject line is not punchy or specific enough.

✗ This 11 minute long video will teach you everything about good copy!

This doesn't work here for three reasons;

1. It reveals the product/solution.

The entire point of a DIC is to create intrigue around the product.

And when you reveal exactly what the solution is in the SL, you destroy the whole purpose of the email.

Aka when you kill curiosity, people don't click because they are curious

On top of that, every single person reading this has probably seen a "magic" video that somehow makes you a gigachad at a certain skill.

Everyone knows it's bullshit. So don't make promises you can't keep.

That's why you should stop revealing the solution in your SLs.

2. It is as bland and unintriguing as a cup of vanilla yogurt.

The purpose of an SL is to grab (and keep) attention right off the bat.

Yet that's not the case here;

There's no spice. No intrigue. No emotion.

It's as bland and unintriguing as a cup of vanilla yogurt.

Your SLs need to invoke emotions in your reader.

(Emotional > Logical, remember?)

So stick to intriguing, punchy SLs that will get people's emotions involved.

3. It is FAR too long.

The rule of thumb is that you should keep your SLs under 13 words.

The only ones who can use SL's of this length are creators with BIG lists who email their subscribers once or twice a day.

For example, Ben Settle uses long SL's because his audience always reads his emails no matter what.

However, you guys aren't there yet - not even close.

4 words that will instantly supercharge your email copy...

This is great because of two things:

- It causes massive intrigue.
- It lowers the reader's perceived investment (see the value equation).

People will be asking themselves:

"What 4 words will make my copy better?"

And the fact that it seems so easy to do will intrigue the low-emotional state crowd.

(That is an experienced concept. You'll get there eventually)

People will be thinking, "Yeah, I can learn 4 words."

So they click.

The SL is also compact enough that someone could read it without having to put too many brain calories into understanding it.

Let's move onto the disrupt section...

 **I bet you struggle with writing emails, and copy for that matter.**

Here's a really cool piece of advice that I learned from Arno about the first line or two of your copy:

Instead of hitting on pain, asking a question, or telling your reader something that they already know... *(which Arno calls waffling)*

You want to start shifting their beliefs. *(which Arno calls the meat and potatoes)*

What do I mean by this?

Do the following in your first line instead...

✓ **97% of beginner writers unknowingly make one key writing mistake that destroys their chances of getting on retainer...**

They don't use "selling" words in their copy.

You see how I am shifting beliefs here?

I am hinting at something you DON'T know instead of rephrasing something you already DO know.

Big difference.

And because I give you the meat and potatoes instead of waffling...

I get your mind asking -

"What is the mistake I am making in my writing, and what are "selling words"?"

But in order for your brain to scratch that little itch...

You WANT to keep reading the email.

(are you starting to see how all of this works?)

✗ **However, don't worry... I am here to help.**

This is abysmal. And it's because of a very important reason:

Your prospects, clients, and customers don't give a flying spaghetti FUCK about you.

You NEED to get that in your head.

People need constant reminders of WIIFM.

You need to keep dangling the carrot in front of their face or their 7 second long Tiktok retard attention span will take over, and they will click off your email.

So if you don't want your readers to fall asleep or click off your email...

Keep stressing WIIFM.

(And stop using lots of "I"s. Your customer will tell there's an offer lurking and they won't buy.)

✓ **And it doesn't matter how many Youtube videos they watch...**

Now the intrigue section...

And finally, the click...

✗ **If you want to supercharge your copy, all you need to do is watch my 11 minute long video!**

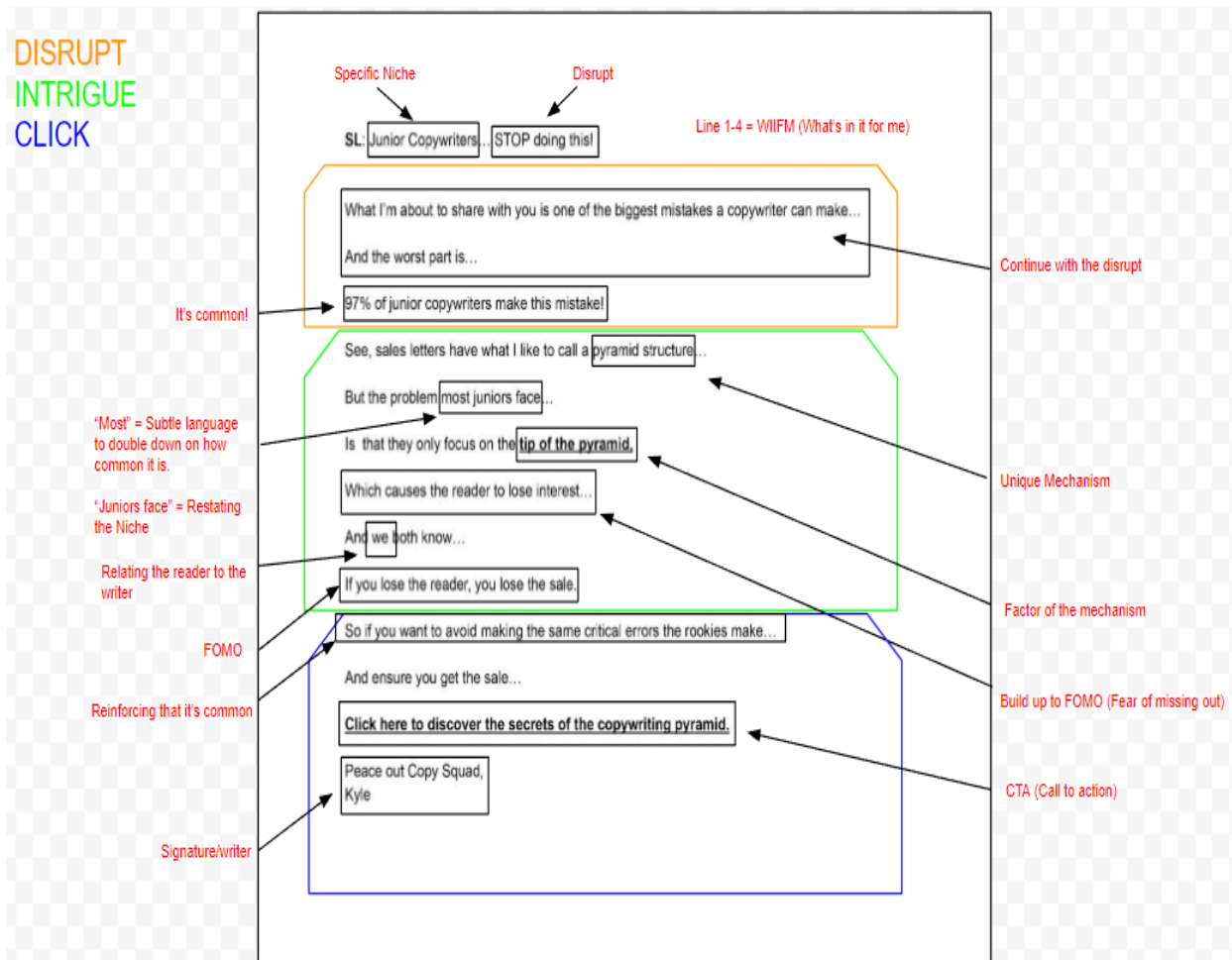
Once again, the entire point of a DIC is to create intrigue around the product.

And when you reveal exactly what the solution is, you destroy the whole purpose of the email.

Aka when you kill curiosity, people don't click because they are curious

Fantastic example;

(Courtesy of Kyle Milligan and xylo | Mercenary)



Deep refreshing breath

Now THAT'S a great piece of copy.

Literally, this is like the perfect DIC skeleton.

Sorry for the bad quality, but this is a great breakdown you need to see.
Do you see how he uses the imagery?

Generates curiosity around the product?

DOESN'T reveal it?

And do you see how he doesn't use any unnecessary words? It literally just flows.

Hook, Story, Offer **(and what a good HSO looks like)**

For writing great HSO there are essentially 5 steps.

- 1) Create a protagonist.
Could be you, client, previous customer depends on the story.
- 2) Create an antagonist. It's a problem that the protagonist should face.
For example a young man faces low level of testosterone causing women to avoid him.
- 3) Let the protagonist and antagonist clash.
- 4) Make the protagonist win, relate that to the product you're writing copy for.
Ex: Young man defeats low testosterone levels by using pills.
- 5) SHOW the win.. Show the transformation.. Make the reader imagine how great the transformation is..

Here's an example:

A word from Chris Jones

I had a near-death experience today that left me with a red-hot copy secret.

I was driving through some back country roads earlier thinking about what separates good copy from GREAT copy.

(Why, what do YOU think about while you drive...?)

A deep drag of filterless tobacco got my synapses firing and lit the fuse on a stick of dynamite that soon went BANG! inside my skull.

The explosion scrambled my brain so bad I almost veered off the road into a deep ravine and had to pull over to collect myself.

I sat there with my heart pounding, staring at the river crashing by below while this one word that nearly killed me flashed in my vision like an SOS signal...

And this ONE WORD is all that separates colorless copy from copy that CRANKS.

What's the one word that nearly killed me but may yet save my life a thousand times?

SEXY.

That's right. Your copy needs to be SEXY.

No, I don't mean explicit and sexual... *(Unless you're selling boner pills)*

Different thing...

Your copy needs to be fun, exciting, engaging.

It needs to have some BALLS and HEART.

Some drama, some controversy.

Stories are sexy.

Benefits are sexy.

Things that TURN ON people's emotions are sexy.

Data, cliché sales lines, complicated sentences, features... NOT SEXY.

Instant turn-off.

Do you know why pulp fiction novels/comics/movies have sold so well for centuries?

THEY ARE SEXY.

Everyone loves sexy things.

And the next time you sit down to write, think: “How can I make this copy sexier?”

Not only will it perform better, you’ll enjoy writing it a lot more.

S35: How to Review Copy (under construction)

By Jacob and Isaac

Reviewing copies can be a bit tricky sometimes. I can’t lie, when I first joined the experienced chat, I tried to review a piece of copy. I had NO fucking clue on what to do because in my eyes it was perfect in every angle.

(But at the same time...I have only been in HU for a month)

But since I was fortunate enough to join the experienced chat the same day it was created...

I picked up every single knowledge bomb dropped in there...

Including how to review copy.

So what I first looked for were creative and fancy words. That was always what I looked for. I completely overlooked stuff like the flow, one big idea, what’s in it for me, the intrigue...

I mean everything.

And to be honest, I thought I was good at reviewing,

Until I got humbled like a MOTHERFUCKER.

I posted a piece of copy in for review...and let’s just say the whole thing was rewritten...even the whole context...hell the whole foundation was re-done.

A lot of intermediates put up a copy for review, and get positive feedback, which tricks them into thinking everything is sweet...

And then I take a look and don't even know where to start because of how much is going on at the same time.

But I don't blame you, because it's hard to know HOW to properly review a piece of copy.

I want to make sure every single one of you (not the lazy ones), gets better at copy and starts making money with your insane writing.

Hopefully, this guide will open a completely new world for you.

(As it did for us)

The foundation; The first thing I always look at, is the foundation of each word, each sentence, each paragraph.

Another way to review

My style of reviewing is more based on understanding subtext and noticing flaws in correct language patterning...

Since giving out pointers as to what's missing is a lot more helpful than writing every grammar mistake and just rewriting the story.

Instead of focusing on the writing itself, (that can be addressed and give out a suggestion on how to write and structure things)

Focusing on the structuring and the subtext that is either, missing or demonstrated poorly.

I'll give out an old example of what makes a person think and what doesn't:

*The first one is something that doesn't do a lot, and I consider a bad review...
And the rest are examples of how I used to review copy as an intermediate.*

How fast people from all backgrounds made HUGE profits in just a matter of days.

Good old days! But...

We have discovered ~~the~~ a NEW method that ~~the~~ Wall Street sharks are using to gain massive sums of money, ~~as the gold days used to be!~~

(We're talking filthy rich money.)

~~Imagine driving that dream car of yours through the city, turning everyone's heads around in awe, while you swiftly drive past them.~~

See... every once in a while the market does something so fantastic... it takes your breath away

~~Remember GameStop in the first part of 2021? How groundbreaking it was for Wall Street and how fast people from all backgrounds made HUGE profits in just a matter of days.¶~~

~~Well, something has risen on the horizon of the stock market.... A new era for stocks is beginning.~~

~~This new era has the ability to compete with the golden age of crypto and the GameStop chaos, AND you don't need virtually anything to have a chance to make it big in the market~~

~~Plus, it doesn't require a lot of free time.~~

~~So, if ~~IF~~ you really are serious about and you will act fast, you will be ahead the average traders. you have a chance to hop in the June mega event where the method will be announced to the public.~~

~~Click here & ~~to~~ gain access to the new method Wall Street sharks use to make bags of money. ~~an edge over the public~~~~

I know you will take action & profit from this new way of making money of the stock.

DON'T. MISS. OUT!

See you there!

<Signature>

This was back in May when I was just taking my first step in copywriting.

It was reviewed by another peer of mine and in the end I got nothing from it...

Looking back at it, even the “fixed” version is subpar even 🤡 to what I’m used to now.

So to avoid situations like the previously mentioned.

I started to look for flaws in within the copy itself...

I’ll give another example of my intermediate days when I was reviewing boatloads of copy.

Every. Single. Day.



Isaac Daman
10:26 AM Jul 5



Okay let's start with the headline (open this)

First up from the whole copy (check grammar before putting it to review and then read it out loud and you should notice some friction in this copy

With the headline you're not giving them anything unique,

Ask yourself this "how many times have you seen a working weight loss regime headline/video on your Youtube feed"

You need to bring a spin to it, something unique.

If you fail this you automatically put your copy on life support and its condition is declining fast

The implication of it being useful for them is missing, answer the question "What's in it for me?"

These are but a few thing you should improve upon your headline

For fascination, you can search my name on Discord: Isaac the 285... and as a quick tip

Describe the solution like you would describe your favorite restaurant

[Show less](#)



But who are the thousand people following, who's the master behind this?

Your Intrigue would instead of asking questions, should answer them without blatantly stating them

Get inside the mind of a morbidly obese person, what would he/she ask inside his/hers mind while reading this

Don't get too hostile, instead of shitting on their confidence, build a dream state for them.

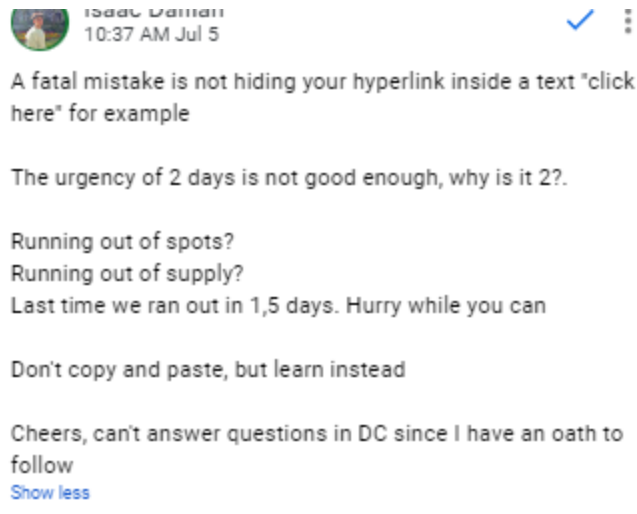
Again inside the mind of the reader.

[Show less](#)



Isaac Daman
10:26 AM Jul 5





But first, you must have a grasp of how a great copy is structured and what is supposed to be in every section.

Kyle M. "Take their money" was the pathfinder in my situation.

By preaching what you know, you solidify your beliefs.

So make sure you preach the right things or keep shooting yourself in the foot.

Onto the next section...

S39: Sales Calls (under construction)

Jacob's Wisdom

So here are some pointers on sales call, FROM PERSONAL EXPERIENCE

1. Be professional. This is the most important one of it all. Nobody wants to work with a man-child. If you have the chance to have your camera on, do it. Dress nice, fix your hair, clean your background, and don't make the impression that you're broke and are desperate to close the client. Don't make the impression that you still live with your parents.!!

2. Be confident. Use body language, don't be a stiff retard. Be fun to chat with. Nobody likes a person that seems like he's not listening. Be engaging. Your prospect likes your FV, he wants your help. There's no way you can fuck this up. CONFIDENCE.!!

3. Don't be greedy. If you sit through the sales call, and all you think about is money, your prospect will feel your energy. He will notice you only care about the money. And here comes my favorite lesson from the big G @Antonio | 6'6" Copywriting Titan; You're a doctor, a problem-solver, a side-character. You have to stop with the sales mindset. You WANT to help. You care about your prospect. You're his friend. !!

4. Prepare. You already have done some research on the prospect, and you have the FV. Write down some questions you want to ask. Use Andrew's SPIN questions. They're in the sprints. Customize them to your prospect's situation. Don't improvise your call when it's not necessary, you will freeze up.!!

5. Take notes. It's okay to write down notes while you're on the call. Ask your prospect if it's okay to record the convo so it will be easier for you to help him with whatever you will be creating. Tell him you will also take some notes down.!!

6. DO NOT GO STRAIGHT TO BUSINESS. Again, this will appear as greedy. Here's a good example to start a call; "Hey x! How are you doing my man?". You care about your prospect, you want to be his friend. REMEMBER, YOU'RE A DOCTOR! One time I was on a call for 1.5 hours, where we talked about planes and Star Wars for 45 minutes. @johnn | The Syrian Mafia ♠ remembers this. You want to get to know him as a person, and you want him to get to know you as well.!!

7. Suggest a Discovery Project. I know for a fact that some of you will get a boner when you learn your prospect needs help with a fuck ton of stuff. You will just jump straight to the water, and expect money. No, wrong. Start small, suggest something small to test out the waters for both you, and the prospect. See if you like the teamwork between you. If your stuff gives results, and your prospects wants more of your work, put him on the next idea. And so on, and so on. Don't do everything at once.!!

Sales Call CHEAT CODES

CHEAT CODES to CRUSH your first sales call from Dr Naami.

Most hustlers work on their copy, outreach daily, send out free value, sets up the sales call, and then fuck it up by not being prepared...

I wish I could tell you that I fucked up my first calls but I would be lying because I aced them.

So here are some tips and tricks to crush your calls and get that cash...

1) Use your OWN SPIN method of negotiation in the resources.

Don't ask him how big is his email list if you're pitching FB ads to him. (Your questions will change depending on the client). Capiche?!

2) Talk to someone before the call in order to have your tongue warmed up. Sharp language and good pronunciation are key to showing you're a pro.

3) Rehearse your questions.

Put 2 pieces of paper, one with the SPIN questions (so that you don't forget) and the other one about notes on their business, the industry, and something about their life.

(it will take you 10 min of research but will make you look like a PROFESSIONAL)

You want to show them that you CARE about them and their business.

4) Make it about THEM. Only talk about 30-40% of the call and let them do the rest.

5) If you do it via Zoom (which is the recommended option) place your camera at an angle that will make your hands visible.

Whenever they speak or respond to your questions, take notes.

(It will make you seem like a doctor. And nobody questions his expert doctor about his capabilities)

6) You are a PROBLEM SOLVER first and a copywriter second. Analyze their needs and change your offers accordingly.

7) If you DON'T know how to do the thing they ask (let's say FB ads or a sales page), say that YOU CAN do it anyway.

You're a hustler, G. It's better to close the deal and then figure it out than to have no deal at all. MONEY IN. It's what you do.

8) Dress sharp (a suit at least).

You know the saying "dress to impress"? It is fuckin true.

ESPECIALLY if ur still young and want to come off as a professional.

9) Clean ur background. No clothes on the bed, no shouting from roommates, and no dirty walls.

Anything less will scream that you're a scammer.

Implement these and you will CRUSH your first sales call and be seen as a PROFESSIONAL.

Take it easy Gs WAGMI

S45: How to close a 1k+ client in X amount of days, even if you're Pepa Pig herself

Created by: Harfoush | Pasha Al-mo7ank

P.1

If you're having a problem with subniches, prospecting, outreach, writing copy, sales calls...

And think it's hard or impossible to land a client.
Listen up!

You'll land a client in X amount of days, meaning you and your hard work can decide in how many days. It could be tomorrow!

Ps. Even if you're Pepa Pig. How?

Copywriting is all about:

- 1) finding subniches that most people wouldn't think about.
- 2) knowing how to prospect effectively + best platforms (unpatched ones are key)
- 3) Writing good outreach that stands out.
- 4) writing copy that's magical.
- 5) Being George Clooney on your sales call.

'But But... Harfoush, I'm Pepa herself.. I can't do any of these 😭'

It's much easier than you think it's, when you absorb all the value your upperclassmen and professors provide.

That's why I'm creating a sequence of how to rock these 5 things as discord messages. Make sure you save all of them.

They'll have the same title with part 1-6.

P.s.s. You guys are making it to be much harder than it is.

Andrew has got you covered already, but I'll help you guys out even more.

I'll give you the 'bridge of value' between intermediate and exp.

P.2 subniches

You need to have read part 1 to understand this one. You can find it in the search tool here right upper corner. 🔍

Finding subniches is a pillar of copywriting, you need to build the skill if you want to lead an effective copywriting journey...

So you're having problems with finding subniches that people haven't already reached out to yet.

It's already explained in sprint 11 how to find these subniches...

But I'll give a few examples and want you to think of ones yourself at the end.

It's a skill that you need to build. People aren't going to be handing you subniches on a golden plate.

Ps. If you're not ready for work, please don't read on.

This isn't meant for losers. It's meant for passionate Pepa pigs that are willing to put in the work!

So there are 3 main big niches.

1) Health 2) Wealth 3) relationships.

Remember the key to money?

Money= solving problems.

Think of problems people have in finance, health and relationships.

You are already getting some ideas, aren't you?

Health= staying healthy + solving illnesses.

Think of ways to stay healthy? All kinds of sports and other niches even.

Illnesses? Diabetes, weak eye sight etc. What do they need?

Wealth= money making methods + how to scale.

Money making methods: search on google for ideas.

How to scale= investing niches. Search in those.

Do the same for relationships now.

If you do it well, you should come up with a sequence.

Health= fitness = bodybuilding = weightlifting = weightlifting for women = weightlifting for kickboxing women = weightlifting for beginner kickboxing women

Remember, products aren't niches. They're part of one!

Also, playing with age, gender and profession of your avatar helps a lot with finding subniches! Bodybuilding for women is much different than for men etc. Etc.

For inspiration: <https://nichehacks.com/2531-niches-for-affiliates-GWV8ZL>

P.3 prospecting

Warning: You won't benefit from this message if you don't read part 1 &2.

You can find them in the search bar.

So you've built the first skill of finding subniches, but you're still wondering how and where you should prospect to find clients easily..

Sure Instagram, YouTube, twitter and Facebook are good...

But they're turning saturated lately. So you need to change plans...

Otherwise you'd be trying to punch a way through stones, ineffective, isn't it?

So how'd you find clients otherwise then?

First thing first, be where your clients are. This tip works for all platforms.

But what platforms are the most effective you might ask...

You're correct, you won't find prospects, if you're not searching in the right place.

I'll reveal everything here:

P.s. This isn't for losers who give up easily. Don't click the spoiler unless if you're going to close a client next week!

P.s.s. Pepa Pig applied these methods and closed a client in 8 days!

P.s.s.s. Act fast or lose out, this info is being shared with 1k other people!

You need to prospect in lead pools, obviously..

What are leadpools? Places where you can have a list of prospects handed over on a golden plate. Yes, for free!

1) For local businesses (best are who sell online aswell): google maps.

2) For online courses: Udemy

3) For ecom businesses online: Shopify, there's a method that will enable you to get 50k+ businesses right away. Search on YouTube.

How do you get their email addresses for free? Use Free unlimited LeadFinder

P.4 outreach

Warning: To benefit from this message, you need to have read p1,2&3 first.

Search upper right corner in this chat: how to close

It's frustrating isn't it? You've probably been reaching out for couple of tens or hundreds of times, but still haven't closed anybody yet.

I can't imagine the pain in my back, eyes and brains, after sitting for hours behind that shitty screen, just to send out 40-50 emails a day..

The thing is, if you don't know the right methods, you'll never get any results with cold outreach..

That's why I've thought out 6 aspects for your outreach, that are essential for any results.

1) Your profile picture. You need to make a profile picture with you in a suit. Benefits are beyond imaginable.

2) your compliment.

- it needs to be specific. It should apply to none.
- 1.5 sentence max.
- don't be a fanboy, approach like you're of the same status.

Bad compliment: Hey, I liked your video on how to talk to females.
I must say, your course is nice, and I love your content.

* fanboy, * would apply to anyone.

Here's the good formula: what you like + why you like it + how it relates to the audience.

Hey, I liked when you mentioned... in your ... video, I can see how your transparency is driving a lot of traffic to your channel.

2) Using the same template Andrew has told you to use.

Andrew said to adjust it, but since y'all using it. Now it has become oversaturated. And none wants to work with someone with the same template.

- never say 3 email sequence.

3) Your email needs to have personalized free value.

Don't just mention shit. Explain to them that you have researched their niche and business (and actually do it) and offer the best free value.

4) there's no intrigue in your outreach.

To intrigue the prospect, you need sentences to convince them, if they don't work with YOU, they lose out.

Example: ' I was doing a marketing research on (their niche) and (their business) and found that (insert famous copy name in same niche) uses a method (give it some intriguing name) that helped them increase their monthly sales by +75.4% last month.'

I came up with an idea to implement the same method for your business, would you be interested in hearing more about my ideas?

5) You need to stand out from the crowd.

You can do that by offering uncommon free value, or the way you pitch.

You can use HSO to do that. Think of ways yourselves aswell.

6) Here are links for best follow up methods + best outreach templates

https://cdn.snov.io/upload/10_FAILPROOF_COLD_EMAIL_FORMULAS.pdf

<https://blog.klenty.com/sales-follow-up-email-templates/?utm>

<https://www.alexcattoni.com/what-services-should-i-offer-as-a-copywriter/>

Reminder: Pepa Pig used these methods, and shared with me wins from 2 clients 1.3k combined in 8 days!

If Pepa Pig, 5 year old pig can, why can't you?

P.5 writing copy

Warning: you need to have read p.1 - 4.5 to benefit from this message.

You can find it in the search bar. Same title.

So you've mastered the skills of finding subniches, prospecting and writing outreach...
But you're still struggling with writing your copy..

You keep getting rejected or ghosted by your prospects after sending free value..
You start to feel like a failure...
But trust me, you're not..

I've something for you:

- 1) How to get better at copy.
- 2) How to write good copy.

P.s. You'll start writing copy better than 99% out here. But take action ASAP. This info is being shared with 10k other people!

- 1) - Analyze a great copy by one of worlds best copywriters a day.
 - review 3 bad copy from intermediate/beginners.
 - read 10 pages a day from copywriting books, like the Robert Collier Letter book.
 - Practice copy in your daily life. When recommending something for a friend, use DIC & pas for example.

2) how to write good copy:

- 1) Don't sell the product, sell the emotions.

You should make the reader feel something. Mostly fear/regret/fomo are most dominant when it comes to persuasion.

2) Tell a story in your copy, people tend to engage better with stories.
Engaged= reading on = sale.

3) Don't sell the feature, sell the benefit.

This PlayStation has a 100 GB storage. ❌

This PlayStation will enable you to download all games on the playstore ✅

I don't have a PlayStation, so I don't understand it much. But you get the point.

Other example:

This herb increases your testosterone ❌

This herb helps you pull 10 minutes extra in bed ✅

4) In your copy, highlight the problem, agitate the pain. That way, the reader will feel like you understand them, so you must know the solution to their problems.

Also, never say 'I' and 'we' always talk in 'you'.

Include 'what's in it for me' at the start of the copy.

And work on your CTA game.

P.6 Impress your prospects on the call

Warning: Read p.1-5 before this one. You can find them by typing 'how to close' in the search bar in intermediate chat.

So you've mastered the art of finding subniches, prospecting, writing outreach, writing magical copy, and now you're asking yourself..

But how do I actually be as charming as George Clooney on the sales call?

I'm not as skilled as Jordan Belfort in closing. Will I be able to do it?

Yes, you can. Even Pepa Pig at age of 5, closed 3 clients last 12 days!

Though don't forget, you need to follow a detailed structure step by step to be able to close your clients..

If you don't, you'll fuck up and beat yourself up in regret for not knowing these secrets..

You can find it here:

P.s. This info isn't for losers who give up easily. If you're not willing to put in the work, don't open the spoiler.

1) Have a professional appearance!

Be well groomed, wear a suit, have a nice and clean background.

2) Train your tongue for 10-30 minutes before the sales call.

Go on street and start a small convo with someone you don't know.

3) start the sales call with breaking the ice. Talk about fun stuff at the beginning, Don't jump straight into the business.

4) have your spin questions ready. Personalize it per client.

4.5) Use Andrew's Doctor frame.

5) Be the decision maker. You decide the project and the price.

You don't back up. Even if they try to negotiate.

6) Have the power to walk away. If you don't like them, you can't work with them.

So why would you lose your dignity just for some bucks?

If you don't like them, chances are they'd even cause headaches for you down the line.

Don't waste your time on them.

8) Watch Oren Klaff video about sales call mistakes

<https://youtu.be/D-b51Eo9tI0>

9) 3-step-by-step fullproof formula that will help you close a client every single sales call!

⚠️ How to scam 7-8 figure businesses out their money, even if you're a 12 yo kid 🐼 ⚠️

So you guys have probably seen my win in wins channel, and probably want advice on how I closed such a client..

It's easy, really.. it's a 4 step formula...

1) Listen to the prospect, genuinely try to understand their problems..

Don't be talking about yourself. Don't think what's in it for you.

But always think HOW YOU are going to help your client out.

2) After listening, garner empathy. When they say something, take the last 3 words and say 'if I understand well you've a problem with...'

That way, they feel like you've actually listened, actually understand them, actually want to help them out.

3) Here's the close: After you have listened to them, you now understand them, understand their situation and understand their dream state.

Say 'so If I understood well, you have a problem with ...'

'And you want to be able to....' (Dream state)

'Then I suggest we do an x project for y price (and relate to dream state)

'I've seen this method bringing a lot of results for other businesses in (their niche)'

Remind them of their dream state.

'4) By the way, if you're still skeptical about the price, I won't ask a payment from you until I bring X results.'

'My goal is to bring you results, if you win, I win. If you lose, I lose too.'

How does that sound?

If you do it right, it's always a close. Always.

WAGMI 100

P. 7 Expansion on past parts

Harfoush / Pasha Al-Mo7ank

Prospecting expansion:

1) Google maps

Google maps is best for local businesses. The best local businesses you can reach out to are dentists, lawyers and plumbers.

How do you do that?

Go to google maps, type in the name of the niche + city/country.
BOOM! 🌟 Got yourself hundreds of prospects at a flick of a finger.

2) Udemy

3) How do you use Udemy? Udemy is a platform for selling courses online. So it's a great lead pool to find prospects selling courses online.

How you use Udemy? Here's my simple method.

Let's say: coding. Type in search bar: coding courses.

Boom! 🌟 Got yourself a few thousands prospects.

Now take their name and second name and put it on free unlimited LeadFinder. Works 9/10 times.

Now how to reach out to people who sell courses, but don't have a following/website. Isn't that impossible?

No! It's actually better for us copywriters. Like I said earlier.

Solving problems equals money!

So in the outreach, use DIC to highlight the problems of the instructor with Udemy (Udemy has a bad relationship with mentors) and draw for them their dream state as a well earning mentor. (Udemy limits courses prices, and takes a huge cut).

I won't give a template to this, because it's way too dangerous information. But I gave you all the info you need to know.

As for getting 50k business leads from e-commerce, watch this video right here:

<https://www.youtube.com/watch?v=kl5R2jBkBk4>

Btw, this is an Indian!

Expansion on outreach:

This is how most of you do outreach (extreme version):

SL: How to 5x your sales

Hey Stan, I'm Harfoush master professor copywriter. You know my grandad used to be a duke of an Ottoman Empire administrative division. But I found that boring. So I have become master professor copywriter, and today I've decided to help you out.

Look Stan, I really liked the colour of the background in your video.

I like your brand, especially your girlfriend. She's smoking hot fam.
You know what they say, sharing is caring.

But let's get to the point, I looked at your website. So I came up with an idea to write a 3-email-sequence for you. It will double your sales!!!

Anyways, if you want me to send. Let me know.

*The hell was that G? 1) compliment isn't business related, and isn't specific.
2) Why are you talking about yourself? I-I-I-I. None cares about you. They only care about themselves.
3) not personalized free value. Tf they gonna do with this?
4) 3-email-sequence, it's oversaturated. None accepting a 3 email sequence anymore.
5) See how it sounded like a scammer?
6) There's no intrigue whatsoever.*

How to actually write an outreach:

SI: Whenever you hear a smack, there's probably an angry Will Smith slapping the living shit out of Chris Rock.

Hey (name),

You may be wondering why anyone would send an email about Will Smith's slap at the oscars.

You should be aware that I'm doing this deliberately to demonstrate to you that it's rarely something we anticipate that piques our interest, but rather something that appears out of nowhere.

It's a neurological reaction that may earn you icy, hard cash!

I have done a quick review on your sales page, with advice if implemented, it will cast a spell upon your clients minds..

And the only possible way to remove it is to... Give you their money!

If you're interested, please let me know.

Your wish is my command.

(Masterofseduction inspired me to write this outreach).

- 1) It's outstanding.
- 2) It offering personalized free value (not scammy).
- 3) It's fun, lighthearted. Don't be salesy

Again DONT COPY THIS! MAKE YOUR OWN!

LAST 3 THINGS I forgot mentioning!

- 1) Be aware of email opening bots. Also, don't follow up on weekends.
- 2) E-mail finder tools almost never work. So take the name of your prospect, find them on social media or LinkedIn. If you're looking at LinkedIn use salesql a tool that will give you the contact info on LinkedIn.
- 3) Warm up your email before reaching out!

Here's a video how to do it: <https://youtu.be/uSS45W7W2nw>

With outreach out the way, let's get into writing copy.

This advice alone will turn you into a top 1% copywriter if implemented fully.

P.7.5: How to write magical copy:

- 1) tell a story.
- 2) Sell the benefit, not feature.
- 3) Use emotions not logic.
- 4) Don't sell the product, sell the solution to a problem.
- 5) Work on your fascinations
- 6) Work on your CTA
- 7) Think about the value formula.
- 8) Do your research!
- 9) .

How to tell a story?

5 simple steps.

- introduce a main character, could be you, customer, reader, the client.

Depends on the goal of the story.

- Introduce the antagonist, could be:

Problem, person or organization.

- Make the pro and antagonist fight.

Ex: A customer facing health problems.

- Make the protagonist win.
The customer becomes healthier after using your product.
- Describe the win, here you want the reader to FEEL the transformation.
So go in detail how the life of your customer transformed.

2) Always sell the benefit, not the feature.

- Oh this pen writes smoothly ❌
- This pen will make your life easier during a 3-hour-exam ✔️

3)

- This course will help you make 100k/mo ❌
- This course will enable you to enjoy a life-time vacation in the maldives ✔️

See how first one doesn't spark emotions? But the second does?

This also includes the NESB. new, easy, safe and big. Try to include them in your copy.

4) Don't sell the product itself, sell the solution it gives.

Remember how Jordan's friend sold the pen in Wolf of Wallstreet movie? He created a problem for the customer, that the customer needs to solve, the only way to do so. Is to buy the pen.

This is an important reason why you should always write for 1 avatar at a time!

Another example:

This course will help you make 10k/mo and close your 9-5 ❌

This course will help you provide for your family, and give you more free time to be a great father to them ✔️

This also ties in with the benefit and emotion writing.

5) Work on your fascinations.

Read the 21-bullet-method + Arno's guide.

Going to give you a quick formula: intriguing + specific + credible.


- 1) How to write a sales page, decent.
- 2) How to write a sales page in 10 hours as a beginner, better.

- 3) How to write a sales page in 10 hours as a beginner using Stefan Georgi's method.
BEST!

See what I did there? Intrigue is the reason for someone to read.
Don't be selling in the bullets.
Specific could be anything, but most of the time it's accomplishing something in a period of time.
Credibility is plugging a famous, but related name to the bullet.

6) CTA, it's an important part of copy.
It's a killer! You either create gold tier copy, or fuck up..

It needs to be pushing the reader to be urgent, or give a sense of scarcity.

- Click the link to know more 
- Click the link to know how to make 10k/mo, slightly better. Still cheesy.
- You can learn how to make 10k/mo and fire your boss in 27 days, here!

P.s. (name), you have 2 choices now. You either go for the blue pill trying to figure everything out yourself. Which will take you years if not decades.

Or take the red pill and learn from someone who has already gotten the results you are dreaming of.

Warning: There are only 73 places left, because of how dangerous this information is!



Got it?

People hate to be told to click a link. Urgency + creativity 

7) Think about the value formula.
Dream outcome + likelihood of achievement/ time + sacrifice.

To fill in that formula, you need to have info (do your research).

Do that by checking out the reviews of your client.

How he talks. What problems do avatars in the niche have?

What do they want? What do they need? How do your clients competitors talk, what words do they use (niche specific words).

Ex: Panty dropper is a famous fragrance reference.

THAT'S ALL OF IT. If you master these things, you'll become a top 1% copywriter!

P. 8 Extra resources

How to answer all your clients questions:

▶ Clients Say, "I'll get back to you." And You Say, "..."

Is copywriting saturated: ▶ Every Opportunity Is Saturated... And That's Great!

Why you can't get clients: ▶ Can't Get Clients? Watch This:

S53: 20 lessons that helped me get my first client

Credit: Elijah the goat

#1 Believe you can do anything

If someone can go from 0\$ to 2000\$ per month, you can too.
What another man can, you can. You're not special.

#2 Be pissed off you do not have the life you want

You see these copywriters that are clearly worse than you in the review chat making money and yet you're still having trouble finding clients...

Be pissed off and direct the anger towards doing more copy and more prospecting.
It will make you better.

#3 Nobody is going to save you

Literally nobody is going to hold your hand and guide you to \$10K a month except you.
There's no one coming to save you, nobody will do the work for you. Figure it out.

Maybe the people you think are helping you inside HU are actually agents from the matrix sent here to infiltrate our anti-matrix gang and they are giving you false information deliberately to make you fail. Trust no one.

#4 Everything you say you must mean

Say you will prospect 30 people today and actually do it. Don't go to bed without completing every task you promised to do.

You will either get sick of your 4 hour sleep nights and get things done faster so you can rest more or you can continue to waste time.

Also make a daily planner and each day cross out the things you completed and put an X to the things you didn't complete that day.

If you didn't do it, punish yourself by going for a long run or the next 3 showers must be cold or removing 1 hour of sleep for every task not finished.

Go through the day just crossing off things and you will see how quickly time flies and how consistency can take you to new heights.

#5 Don't be put in the seller category

We don't sell anything, we help businesses. I made the mistake of making my email like this: name.copywriting@gmail.com

It looks really cringe when looking from the reader's perspective. The moment they see that you are a copywriter they put you inside a box and to them you are just that guy trying to pitch them something and nothing more.

The reason why we add free value and not just ask for money in the start is because we help businesses out.

And get money in return because nothing in life is free. We don't sell to them.

We help them. They like it. They agree to pay for our help. Easy.

#6 Don't put a website in your outreach email

Used a website in my outreach email and it also put me in the copywriter category.

I had people checking the website out but they still think you are some sales guy who is gonna give them terrible copy and take a lot of money for it like the rest.

When they check it out they see how you do emails or sales copy and they immediately think of you as a service and not a human. Don't recommend using it unless someone asks you for it.

If so, use GoDaddy domain and for 1\$ you get a domain name and a website builder that is free for the whole month.

After that it's 10\$ a month for the website builder and you have the domain for the whole year for free. You can cancel anytime.

Don't know about better alternatives, this one worked the best for me.

#7 Don't message companies like hotels, beauty products, shops...

Messaged 100 companies and got only 1 reply. She ghosted me after I sent my free value. Waste of time in my opinion.

#8 Carefully review every mail merge before you send them

Messaged about 80 people with a messed up email (didn't add variables so <name> was just staying there for them to see, the font was all messed up...)

Be a professional. No room for mistakes.

#9 Don't quit and be persistent

Obviously. Nobody likes quitters.

Stay consistent, take action and soon when you have given enough, you will receive.

#10 If you can't find something out don't immediately jump to the chats

Try to figure it out by yourself first. Copywriters are supposed to be resourceful.

Watch a YouTube video for more details. How can you be a copywriter and find solutions to business problems when you can't even think of a few search terms on YouTube to find a good prospect.

Use brain calories.

#11 Add value to others

By being the teacher you learn more than being the student. Help people. Make friends. It's always good when you make it to the top with your friends who started from nothing with you.

Bring value to the chats and you will get value back. Can't expect everyone to wait on your messages and answer them immediately.

Help people and when you need something it will be given. Just like in prospecting, you have to give the free value first. That's what real G's do. Don't be a leech.

#12 When having a problem, if you just can't seem to see the solution for some reason here's what you do:

Close yourself in your room and for the next 4 hours you will not do anything except trying to figure out the solution.

Hide your phone and take a pen and paper and just start writing your problems and then try and think of different solutions and how or why they would work and by the end you should be able to solve any problem you truly have and also develop your brain skills.

If your problem is still unclear, then you can message the chat and ask people willing to help you. Give value first though. Train your resourcefulness.

#13 Be active

Constantly do stuff. Write copy. Free value. Tweets. A good way to practice copy is to write tweets for your affiliate link for HU2.0.

Find prospects. Tweak your outreach email so it's better. Think of ways of improving it. Think of ways of improving prospecting and getting better clients.

Get better at speaking. Constantly move. Never stay idle or stagnate. Keep moving forward. You can't fail with speed on your side. Be like an airplane.

#14 Think about stuff.

Use brain calories. When you have a problem, try really hard at solving it first.

There's a 79% chance you can figure the solution to anything without help. The problem isn't that you are stupid and everyone is so much smarter than you.

The problem is that you don't want to think and use your brain and you want someone else to do it for you.

In school and in life everyone has just been giving you answers and handholding you and you need to realize that this is exactly what made you a weak individual in the first place. 0 resourcefulness. 0 capability. 0 effort. Weakness. Destroy it.

#15 Don't be scared of testing out different stuff

I believe I am a pretty smart guy and I thought I was being clever with my website and copywriting email stuff but when I tested it out I saw how shit it truly is.

Test things out. Make mistakes. Learn. Improve. Win.

#16 Don't care about the money

Overdeliver. Try and help the business and actually think of ideas to help them.

Actually want to help the business make money. We aren't here to get a quick bag and go away. We are here to transform businesses.

We take them in our hands and raise them like our own. You gotta love this part. Otherwise they will sense your true desires and they won't want to work with you.

#17 Don't get excited till the money is in your bank

Closed a deal and wrote 4 emails for a coach. Few days later she texted me that she doesn't have enough money to pay 250\$ for 5 emails and 4 IG descriptions. I already wrote the copy..

It's not real until it lands in your bank account. Don't get excited when someone likes your free value too. There's still many ways to fuck it up. Be calm. Don't be jittery.

#18 It's going to be hard

Don't kid yourself. This isn't easy. It's simple but not easy. But it will be worth it. I promise you.

#19 You gotta want it bad

3 days ago, after I finished my daily outreach I went to bed but I just couldn't sleep. I needed clients. I needed money. I finally understood what Tate meant by saying "I needed money like air".

All I was thinking about was how I need clients. Started outreaching from my phone in bed. I went to bed pissed about my current situation.

The next day a prospect I had sent free value to 2 days back followed up on how she loved my free value and wanted to hop on a call.

Closed her the same day and 24 hours later got paid. Did not sleep. Wrote 6 emails for her. Probably the best emails I have ever written.

I wasn't kidding about needing money like air.

#20 Before writing, always follow the 4 under the hood questions

Don't write blindly. Arm yourself first. Do the research.

Most copywriters just sit and take a look at the website of the prospect they are writing for and just write anything that comes to mind and that's why they don't match their prospect's voice.

Answer the 4 questions before you write. Check them out [here](#).

Peace, Eliyah 🏰

S62: "I'm underage" (Under heavy construction)

By: Evert - Copywriting & business

As a 16yo copywriter, I will be revealing the secrets to looking professional while giving the impression of being older.

Like **Harfoush** would say, **even Pepa Pig himself can do it**, so you can too even if your young dump and broke.

By simply following my advice, I guarantee that you will gradually but steadily begin to approach the \$10,000/month mark.

If you sound like me or a screaming 10yo kid trying to win a game in Fortnite...

Consider this valuable information.  Evert's Guide on copywriting as kid (under 18)

S64: Dopamine detox and focus increasement

By your friendly sorcerer, Jacob 😊

All right gentlemen, this time I will give you a guide on something else than copywriting, or money-making (sort of).

I have already covered discipline and what it takes to win.

However, that was FOOLISH of me, because discipline is hard without one crucial element...

Can you guess it?

No?

Okay.

Well what I'm talking about is focus.

"Focus? But that's easy lmao"...it doesn't seem that way.

I see a lot of you guys struggle to concentrate on one thing for a longer period of time.

Whether it'd be prospecting, or outreaching or maybe even writing copy.

And trust me when I say this;

You may have the world's fastest prospecting method,

You may have the world's best outreach email,

Or you may be the world's best copywriter.

But guess what, that won't mean SHIT if you can't even focus without any distractions for TWO hours.

And don't lie to me...

"Bu...but Jacob! I...I found 13 pro...prospects!"

Yeah okay, in what, 2 hours? 3?

I promise you, you can do it much faster if you just FOCUS.

Okay, fine. Maybe you're new. Maybe you don't know the fastest prospecting ways yet, or maybe you're JUST learning. That's fine. Don't worry G, you're good.

But if you have been prospecting for WEEKS and MONTHS...13 prospects after 3 hours is bad.

You know you can do better if you just focus.

But you can't.

You struggle being concentrated.

You feel this tingle in your back that's itching.

Your hands are shaking because you want to check your phone so bad.

So from now on, you'll be doing a dopamine detox.

YAY!

I know, it's pretty epic.

However, some of you won't be able to do it because it will be "too much" or "too hard".

Don't care, you're doing this.

If you don't, good luck getting wealthy.

If you're an absolute KING, I want you to do this;

1. MAX one hour on the phone everyday. Sorry, but you don't need to dry-snap that blond chick all day long.

You don't need to browse IG either. And if you still use TikTok...Isaac hold me back. (One exception for using TikTok; If you're into aff. marketing, and you use it for STRICTLY posting, fine.

If you don't have a PC or laptop and you have to work on CR through your phone, okay. But I suggest getting a laptop). Everything you think you "need" to do, you can do on your PC.

And it's grind time, no more sending memes in the group-chat with the boys. They're normies.

2. It's honestly embarrassing to say...

But NO PORN.

"NOOO" zip it bitch, there's a new sheriff in town.

Porn only fucks with your brain and your dopamine levels. That's why you have such low self-esteem and you're feeling sad all the time.

You're literally releasing fake dopamine levels. Not cool, your body loves you. There are real women. If you really feel the urge, and you can't think about anything else than slanging your snake around; 1. Resist it 2. Find a woman.

3. This was the hardest one for me...but no YouTube.

Now calm down, you, let me explain. What I mean by no YouTube, is don't spend hours on it just watching whatever. That also fucks up your focus. Maybe one video while eating. Or one video before bed. But if you get consumed and sucked into YouTube after one video...then NO YT is allowed.

And another thing...this has been mentioned in the form of chats on the server too. But, if you spend hours watching self-improvement videos, thinking you're being productive and learning...you're not.

Shocking...

The reason for that, is because you start becoming so dependent on those videos in order to work. You trick your brain into thinking that you are productive and you actually do work, but you don't. Sometimes you don't need more information, just more execution. (And to my loyal admirers...*fuck motivation, be disciplined*)

4. Hope you're still reading, because we're not done yet G. Video games. Do I need to say more?

Well...I will either way.

Video games work the same way as porn. You start playing with your dopamine levels, and whenever you get "the dub", you think you've accomplished something big. Your brain does anyways.

But you haven't! You only made some pixels go nuts. So, no video games. Ever. Cut them out completely. That will just COMPLETELY mess with your focus because of how much it plays with your dopamine levels.

So please...if you actually want to get good at this, no video games.

I want you to do this for a week. Just 7 days. Eventually, this will become a routine, your dopamine levels will balance out, and you will see that you truly don't need those things anymore.

And those urges you feel now? Yes...they will still be there. But as time goes by, they will slowly start fading away and they will get easier and easier to fight.

Master of Sorcery? What comes next? What do I do when my focus is on the height of Wudan?

Good question my friend. Now that you know what you need to do for the next 7 days to increase your focus...

It's time for something greater.

Hint; It has to do with bald Asian men in yellowy orange capes...

To be written...

S67: Hope.

Dr. Naami

It's all about the process, and @Chief | Da Ultimate Client Thief talked about this and it just really hit me a few days ago.

But it's true.....

If you stop looking for immediate results and ACTUALLY start trying to genuinely become a better copywriter...

Then magically, the results will come on their own.

As long as you keep reviewing copy.

Studying it, seeing the calls, and seeing it as a game then you'll win

STOP looking for immediate results

And START looking at everything you're doing as an opportunity to grow and become better

Free values? Opportunity to master your craft.

Sales calls? Opportunity to get better at closing and negotiating

Outreach? Teaches how to identify what business needs what and offer that as a FV

Prospecting? Teaches discipline and patience

Stop trying to look for the money and start enjoying the process

And I know how cliché it is but its all true

And once you're good and you give back to everyone then the universe will give back to you.

Get to work

Also, stop spending so much time here in the chat talking shit or asking dumb questions.

Doing so tricks your brain into thinking that you're achieving something.

But in reality, you're just being lazy.

If you have a question, first go to the tutorial and sprints and then if you d
Don't find an answer (which is impossible since the sprints and old tutorials literally cover everything) then you can ask the question here.

Stop being lazy and talking

Your age or background doesnt matter so get to work.

And MUTE discord.

Do you think the real experienced Gs talk all day on Discord?

No, they're not.

They talk maybe for an hour or 2 in total a day because they want to help out.

And that's it.

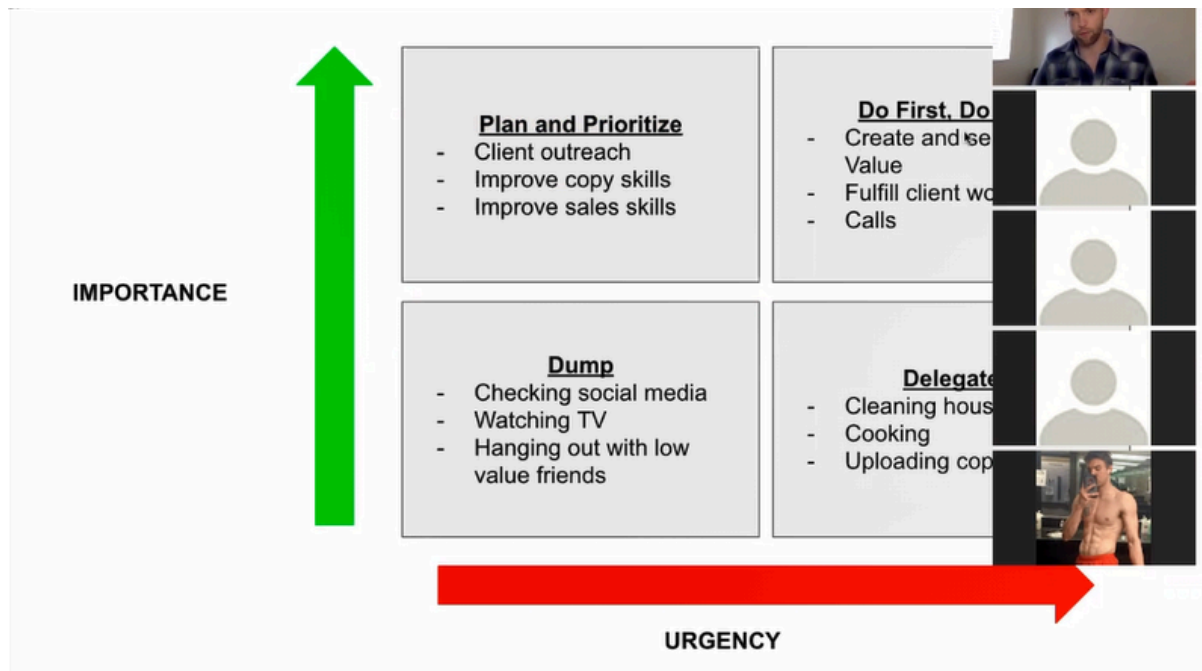
They're busy ACTUALLY achieving things not pretending to achieve them.

So mute Discord, check the resources and get to work.

And don't evn anwer me here.

Just WORK and leave this chat.

🏗️ Make time itself your bitch 🏗️



You need to start utilizing a plan and prioritize sections to lessen the “do first” section. Speed and time management is key

- The faster to do the “must do” tasks, the more time for planning and prioritizing. Utilize work
- Maintaining 40 emails a day is good
- Improvement is important to be profitable (use this at work)

🏗️ Acquiring the three productivity stones is the key to outperforming the competition.

Last time I taught the three musketeers of advertisement something dawned on me.

Learning to advertise won't take you anywhere without clients.

Sure, It's great to have "skills" but hoarding them without use is being in a state of motion.

And while your competition is laughing their way to the bank to collect a check for a piece of copy that resembles a midget anus-bleaching operation that went terribly brown.

While you're sitting around collecting lessons off of Discord.

Unacceptable.

You must learn the three productivity stones and implement them in your writing gauntlet.

First stone of productivity: Multitasking and why it should burn in the hellfire...

These days, with more ways than ever to be connected and communicate with one another, it can feel like there's an endless supply of tasks that demand to be juggled all at once.

Appropriately enough, the traditional way of dealing with multiple tasks at once was to multitask

But here's the thing: multitasking is a lie. A more accurate name for this method of working is switchtasking, and it is an inefficient and inadequate way of getting things done.

Your grey sponge is an awesome machine, but it doesn't perform well when you attempt to focus on more than one thing at a time.

But I can easily answer questions on Discord while prospecting..

NO!

Truth is, switchtasking isn't a practical or time-saving way of working.

If you're doing a task that requires brain calories, you need to fall into a state of flow or 'zone.'

Seeing you get tagged and looking at the question takes you out of the zone -> Flow disrupts and you switchtask into reading and trying to figure out an answer.

After answering the question it takes a couple of minutes to return to the flow state.

Now picture this happening multiple times an hour.

Notifications from the phone, emails flying at you at the speed of a magnet train with Mike Tyson as the conductor to knock you out of productivity.

Not good.

Now that you understand one of the main out factors of lousy productivity.

I want you to reverse engineer the issue through the OODA loop, reassess the situation, and take control of your focus.

To achieve the dream of financial freedom and escaping the accursed rat race.

—

Still don't believe me?

Try a simple exercise to prove that multitasking is inefficient and eats up your time.

Grab a pen and a piece of paper and set a timer.

Now, prepare yourself to write a short sentence, "Multitasking is really switchtasking."

That's easy right? 😊

For every letter, write a number underneath that letter, starting with the number one and proceeding in order.

So, start the timer and write "M," then write "1" underneath it. Then write "U," followed by a "2" underneath it, and so on until the end of the sentence; stop the timer when you're done.

Now, start the timer and, this time, write the sentence in full first and then write all the numbers underneath each letter afterwards.

The results will be clear: it's always faster to do one thing at a time.



Wealth and Success: How adding the three productivity stones to your grind is a sure-fire way to achieve everything you've ever fathomed.

Some of you vaguely remember the first stone of productivity, that being the true concept of multitasking and why you aren't biologically suited for it.

Switchtasking if you may sire...

So now that you understand that you need to do one thing at a time to achieve maximum efficiency.

We're going to go through the next enemy of success.

It's not health.

It's not quick hits of dopamine.

It's certainly not binaural beats.

Distractions. Yes, distractions are the second enemy of success.

Our brains have grown accustomed to craving distraction.

Everywhere we look, people are glued to their screens, playing games, messaging or refreshing their Social media pages on repeat.

The problem is that our brains are wired to be easily distracted. That's because our forefathers learned that distractions could pose risks or opportunities.

Imagine yourself in the savannah and you hear bushes start to wiggle around.

You turn around and the king of the Jungle is staring right at your soul...

You get the point

As a result, it's hard for us to deeply focus on one task. So how can you overcome these pesky distractions?

You have a handful of methods and I'll go through them all.

Starting NOW!

Monastic approach - Rid of all distractions, secluding yourself like a Monk

Bimodal approach - Setting a clearly defined, long period of seclusion for work and leaving the rest of your time free for everything else.

Rhythmic approach - A habit of doing deep work for blocks X minutes and using a calendar to track your accomplishments.

Journalistic strategy - Take any unexpected free time in your daily routine to do deep work.- Open up that screen time of yours...

But all of this means nothing if you don't learn to make the sessions sustainable. If your body wants to go to the bathroom or get a caffeine hit, it's essential to give it what it wants to stay focused.

If you don't, you'll never have the mental energy you need to stay in deep work.

So read, understand, adapt and overcome the trouble of distractions.

To achieve what you truly want. Wealth and Freedom.

P.s I know you can't wrap your head around the search option (YES YOU), so I'll help you out.



Spark motivation on command by 'touching' ones soul

It's time to unravel the last productivity stone.

The simple “flip-switch” that'll fuel your soul with perseverance and push past the limits of the regular person.

The last stepping stone to achieving limitless productivity...

All you have to do is garner your brain's calories and use them to fuel your productivity.

Simple enough eh ;)

Well not quite.

On paper entrepreneurship is pretty straightforward, but only one out of ten makes it because it requires harsh willpower.

Willpower that comes down to what you value in life - Whatever you desire and truly want is what sparks your need to chase it with the utmost tenacity.

Some desires are more addictive than others; it's also why you need to constantly reflect on yourself to keep your values in check.

Do you genuinely value your time when you sit around in Off-Topic spouting nonsense day after day?

What makes you think you'll have the necessary focus to achieve Financial Freedom if your desires don't intertwine?

Once you put your desires and what you value in check, you can combine the two other stones to become the ultimate productivity machine.

Then the clients flood the gates of your inbox.

Then the knowledge of experienced chat comes your way.

Then you'll finally prove everyone wrong.

Deeply reflect on your values and desires in life.

So deep as to figuratively touch your soul.

Because Financial Freedom isn't a 100-meter dash but the ultramarathon of a lifetime.

That is the key to limitless motivation and productivity.

Chao,
Isaac



How to come up with ideas and bring them to fruition



This library started from a random fascination challenge that Antonio likes to do every now and then. (If you see one going live, then don't hesitate to join!)

After having the green curse for a week and seeing the same **unthought-out** question rise over, and over, and over, and over again...

An idea popped into my head, "What if I gather all of the sprinkled revelations throughout the months and give out something so valuable, so precious while demanding nothing in return?"

I just decided to take action and made this.

The baseline original version was done within 1,5 hours of deep working and with the help of fellow mates **Tyler, Jacob, and Harfoush**, who together, made everything organized and enhanced the information to the extreme.

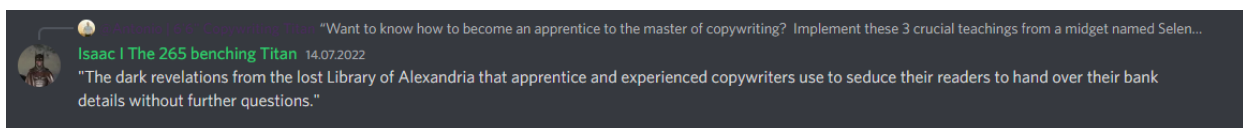
I found myself amazed at how much actual value was hidden within intermediate chat, drowned by the endless amounts of "thoughts" and "tips" questions that add nothing to the chat.

Let alone the hidden gems of lost souls and beginner chat. That I've left out from this Isle. Interested? Well, you can find them by utilizing the Discord search engine correctly.

How? By searching #chat-name and @someone like Chief, Hilltop. Then adding a line or so about the topic that you're seeking answers from.

For example: **"#intermediate-chat @Hilltop outreach"**

In a nutshell; by being creative and throwing random ideas/fascinations out ever so often you might actually have a hidden gold nugget come out, then you must grasp the idea, take action FAST and effectively.



HARFOUSH FINISH THIS OR *!!!??!!!**
Increasing the value of your offer while
making it seem like they've got a bargain at
hand

S68: Last Words (under construction)

Last words from Harfoush

Last words from Jacob

Ah...so we're coming to an end...🙄

Well, I'm glad you read the whole thing. Hope this helped you out a lot, as we put in a lot of effort into this.

No seriously, 97 pages of answers to LITERALLY every question asked in the intermediate chat...plus some more, like the Sniper Method.

Anyways, I want to say a few parting words.

I want to talk a little bit about your mindset and your work-ethic.

(BOMB INCOMING!)

First of all, I HATE LAZY PEOPLE.

Hate is a strong word, but I truly dislike lazy people. The energy, the affection they have, everything.

Do you know what is kind of crazy? I've been in HU for 2.5 months. And yet, I joined the experienced chat on the day it was created. I landed a client 4 days in. I can flex on you with much more...but enough dick-riding.

The reason I managed to achieve all of that is because of my mindset and my work-ethic.

I'm not lazy, or un-disciplined like 80% of you. I don't "chill" until I've done everything I said I will do.

I don't eat until I've deserved it.

I don't drink every weekend to escape "a tough week". I love tough weeks. I love working.

But I have to admit I was lazy like a MF before I joined. Luckily, I was privileged enough to grow up in a very disciplined, and "harsh" to some degree, household with a father who has served in the Polish military...during the Sovietunion.

(Some of you know what kind of discipline I'm talking about. If you don't, shame!)

The point is this, I'm disciplined enough to set my eyes on something, make it a mission to achieve it, and don't stop until it's done.

Fuck motivation, I rarely am motivated anymore. The only motivation I have is anger when my mother struggles to pay the bills, or when my dad gets underpaid from working at the docks.

Sure, I saved up money from my old 9-5...but it's nowhere near enough to support my family.

I don't care if I don't end up with a sweet, black-matte, BMW i8...as long as my family has a fucking VILLA at the cliffs of the Italian countryside.

The point is this, fuck motivation. It's always going to be there to SOME degree, but it's not enough to make you achieve your goals. You have to be disciplined. You have to make sacrifices and do things you absolutely hate (fuck you prospecting).

To the person who is disciplined and keeps pushing...keep going tiger. You're almost there. Don't let failure stop you. 300 emails, and no clients? Doesn't matter. You're just

testing. Giving up is the only failure. Don't let the bitch inside you take control, you will get there. WAGMI.

...and to the lazy cunts, do better.

Work on your mindset, improve your discipline. I do not give a rats fuck about what you're currently doing; Uninstall video games from your PC, stop wasting money, time, and energy on drinking every weekend, start hitting the gym, read or listen to some GOOD books, distance yourself from your lazy friends, get to fucking work.

"Yeah I'm a part of Hustler's University. I'm known in the intermediate chat"

You're known for being a lazy cunt. You've been in HU for 3 months yet you still haven't achieved any fucking thing.

This is the BARE minimum I want from you, EVERYDAY;

Outreach

Workout

Eat healthy

No porn

No snacking

Minimize social media and Discord (easy to get distracted in the chats...I've talked about this)

Practice copy

Don't get tempted by your lazy friends to go out

Watch some YT videos on self-improvement, JW, Arno, etc. All are god-tier

Practice your English, or grammar in general

This is the bare fucking minimum. If you said "oh my god...that much?" then why the fuck are you still reading this?

Go back to watching your retarded TV-show or whatever.

If you take this to heart and start putting in massive amounts of work...we will meet each other one day. Drinks on me.

So...work on your mindset, learn to be disciplined...

And the things you don't want to do, is probably the right thing to do.

(You should know who said that)

Go back to WINNING. WAGMI my friend.

Good luck.

- Jakub

P.S; Don't share your sub-niches, people like to steal.

No seriously, Does Colonel Harland reveal his KFC recipe? Exactly. - Isaac

Last words from Isaac

Hey man, glad to see you at the end of this huge information dump.

Me and the rest made sure to contain as much as valuable information as possible...

To elevate your ability to land clients and finally join the experienced section.
(*Trust me, the grass is greener on the other side*)

But in order to land the dream client, **you must put in the work, no exceptions.**

You are not different, neither you are built differently, and certainly, you are not an anomaly here.

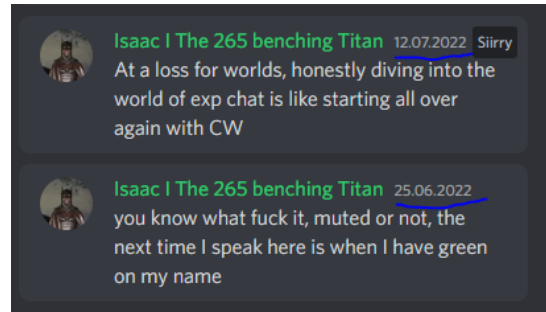
So understand that you will never perfect your craft, take action and improve upon it, constantly...

I'll even leave you guys a parting gift to [improve upon the mindset that many of you are lacking.](#)

—

PS. Jakub's parting words are a great thing to stick inside your mind. The beginner and intermediate chats are 95% of the time of no good use.

If you have a question, think about it first, then ask, and after the feedback, get to work.



Make an oath to yourself and stick to your words.

That's the only thing you have at the end of the day.

Your own words.

—
PPS: Don't come at me sideways trying to get a cheeky review of your outreaching mail. 😂

If you want me to review it, you have to add some context or I'm simply not going to bother...

*Have you tested it before? - If so how many emails have you sent with this outreach?
How's the open rate? - How many SLs have you used with this body?
What's the reply rate? - Mostly positive or negative?*

Have you read the Library of Alexandria and implemented the methods into your outreach?

*Why do you think that it's not good?
What makes you say that?*

Good Luck in your journey, may the odds be ever in your favor.

—
PPPS: Most of the OGs would've killed for this information when they started their journey. So don't take this for granted.

And as always, *Happy Hunting Gs!*

Last words from Tyler

I wanted to say something before I drop one last piece of value:

Congrats if you made it all the way down here.

You probably read further than 99.9% of people. (*Can you believe that?*)

With that amount of tenacity and effort, you should be getting a client in no time.

Just put the information in this doc to good use and you'll do EXTREMELY well as a copywriter.

And a little secret...

Whether it was about outreaching methods, types of emails, or life lessons, I was learning new things the entire time I was making this document.

Most people don't understand that it is frustrating being an apprentice.

You have to answer questions from people who have no clue what they are doing and never think for themselves.

And even if I tell them EXACTLY what to do, they still don't do it.

Arno has a good video on this.

Even most of you who are reading this won't put EVERYTHING in this document into place.

You'll use different bits and pieces...sure...

But you'll never use the ENTIRE process of what I laid out for you.

<insert wojak crypto graph>

S69: Memes

The most useless chapter. More for shits and giggles.

"If I see another "daddy chill" gif I'm going to have an aneurysm." - Isaac

HU Memes





**MOST EAGLE STUDENTS
MAKING NOTES
AND LISTENING**

**ANTONIO EXPLAINING
VALUABLE INFORMATION
ON STAGE**



THESE GUYS ALL ARGUING IN CHAT:



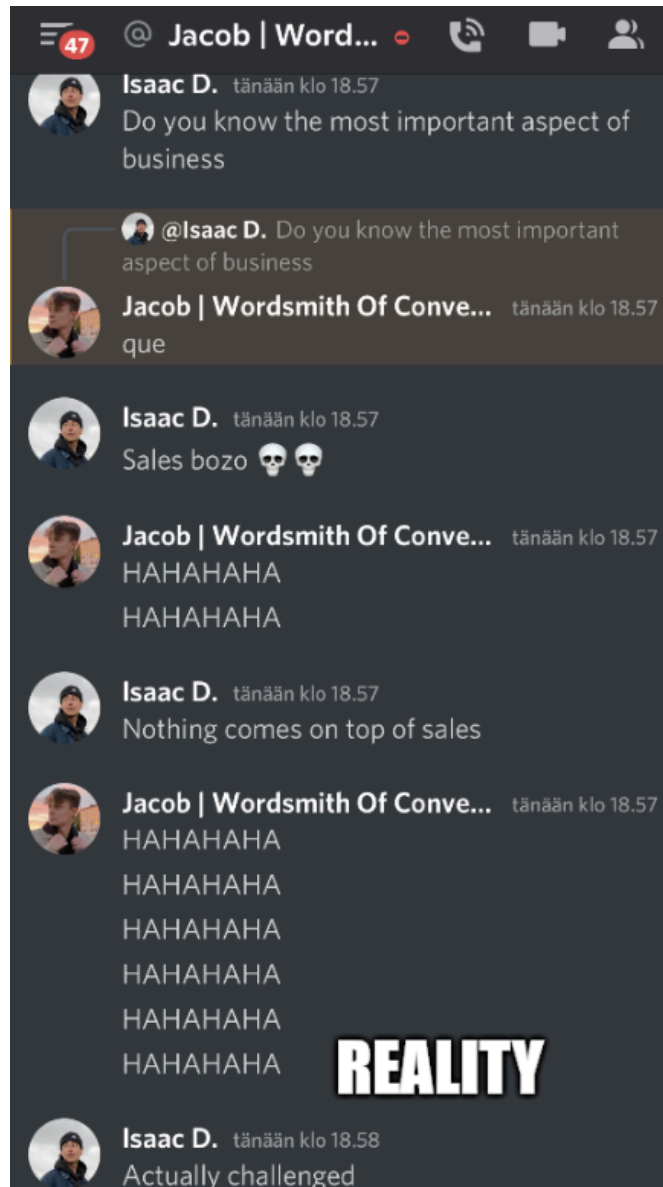


WHAT IT ACTUALLY IS:



HOW APPS AND EXPS DISCUSS COPY







Iman Gadzhi @GadzhiIman · Apr 22

...

Templates you found online **GUARANTEE** a lack of responses, I don't care what the sales blogs title said about their conversion rate.

So what I did is put together a **3 email** sequence for your list **inspired** b

Would you be against me sending it over to you as a gift?

Take care,Saad

.

I actually went ahead and put together a **3 email** sequence for your list.

I'm curious what you'll think about it.

Would you like me to send it over as a gift?

Kind Regards

MHTS Copywriting

I like your videos so much I even wrote a **3 email** sequence }

Would love your opinion on it.

Want me to send it over as free value?

Best regards,

Jonathan

I actually went ahead and put together **3 email** sequences }

I'm curious what you'll think about it.

Would you like me to send it over as a gift?

Best regards,

Thierry

..



4



3



68



So what I did is put together a **3 email** sequence for your list **inspired** b

Would you be against me sending it over to you as a gift?

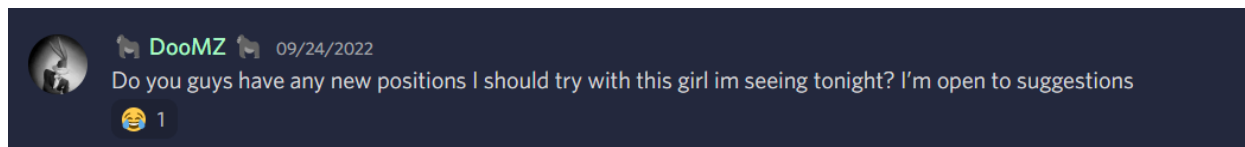
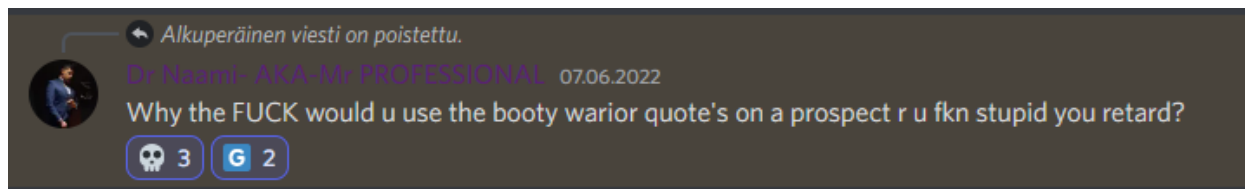
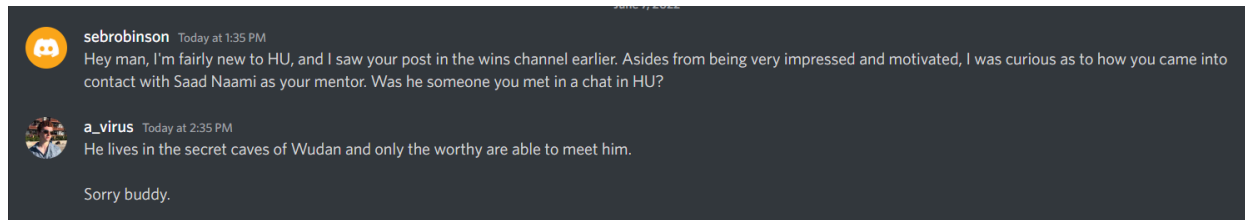
Take care,Saad

.



(If anyone else has a HU meme they'd like me to put in here, just DM me) - Tyler

Funny Messages





Morning g's, make sure you



👁️ 4 👍 4 🗣️ 2 📺 3 😊 2

the work today

I've been outreaching for quick 1 hour on some Romanian onlyfans models.

Here are the result

2 blocked me

3 left me on read

3 i am in discussions

1 gave me some public nudes

1 gave me private nudes and said that she wants to fuck.

+ a couple more haven't seen the message

Waste of my fucking time g's.

These girls have no idea on what a onlyfans business should look like and how to increase their subscribers 10x

🗣️ 6

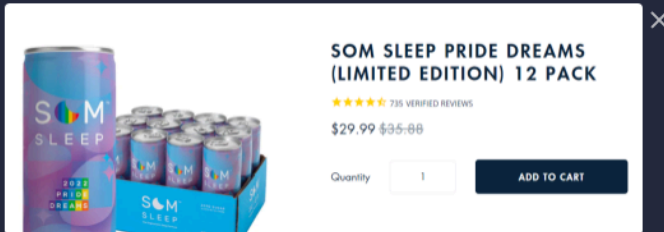
caught this SL in the wild

Is Ass-Eating Finally Having Its TV Moment?



Factor 09/10/2022

I know that Copywriting can be used on pretty much any product that is sold online, but I think I will skip this one lol.



MIKE | 15 Year Old 09/10/2022

Drink that slowly turns you gay 😏 (edited)



Bruce Wayne 09/20/2022

I failed to approach a gorgeous woman that was sitting near me today. How should I punish my self for my cowardice?

@Bruce Wayne I failed to approach a gorgeous woman that was sitting near me today. How should I punish my self for my cowardice?



Aidan | Ivaqh 09/20/2022

Learn the art of BARKING. When you see her again, you bark.



DaBoiFish Today at 17:45

Hey man I'm new to the whole thing and I'm on my phone so I don't know if that affects anything but I already watched the boot camp vids and I want to know where the actual videos that explain what copyrighting is

How the F can this guy teach me how to get girls? 🗑️

No More Loneliness ✕



Need a friend?

We're more lonely than ever. Studies show that most people in the United States have no one they can talk about important issues with, compared to an average of three close friends in the 1970's.

We need friends. And with the right skills, you can find your people and develop a deep, trusting social group that will always have your back.

Looking

The middle of a thanks to apps a someone new w how to:

- Create the most com
- Message e date with
- Never run



5



3



4



@Chief - Silent Striker Everyone inside learned the secrets to writing in layers.
Tyler | Copywriting Jesus 08/29/2022



😂 5

@Professor Arno - PF, CR is it ok to jack off if i dont have any girls in my current arsenal or should i hold it in till i vanish

🏳️ 13 🤪 16 🌈 7 📖 8 📷 5 WAT 7 🙄 4 🧑 5 🦊 7 🤔 6 📱 5 🧐 6 🧙 3
😭 3 🙌 3 ⭐ 3 🍷 1



Arno W. - Pers. Fin. - CR 07/17/2022

Saw the Alexandria thing.


Impressive document. You guys did a great job collecting so much info in one place.

I also appreciate that you guys have included the legendary Krispy Kreme outreach. The Legend of the Kreme must continue.

"Chronicles Of Kreme"

A HU story

🤔 16 🏆 12

 Jeremiah420691221 how am i supposed to identify an imaginary client from the deep work sessions



Arno W. - Pers. Fin. - CR Today at 09:33

Use your brain.

Holy shit people, you guys are giving me
braindamage.

'Anal bleaching cream for midgets'

hOw aM i SuPpOsEd tO kNoW tHe aVaTaR?!



4



2




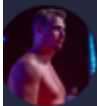
5



1



 @moy Tellin me how do I improve ma writin skills



Arno W. - Pers. Fin. - CR 07/08/2022

For fuck's sake stop writing like some 80 iq rapper in here

 @TINGUS PINGUS [@Arno W. - Pers. Fin. - CR](#) I was wondering if I can do the quiz i completed everything ... 



Arno W. - Pers. Fin. - CR 06/29/2022

20 Have you ever washed your cloths 4 times and that pesky stain never comes off. To make it worse it's your favourite and most expensive piece of clothing you own. Maybe your just not using the right soup

Are you trolling me?



3



Arno W. - Pers. Fin. - CR 06/20/2022

my God

You're suggesting

The way you can have a **dream** passive income

Are you having problems that you work **hard** and still don't get what you deserve?

Are you tired of working as a **slave** at your job and you try your hardest to get a good income and you get **nothing** to what you expected to get in return

I see this thing **everywhere** people work their a*s off to get a good income and get nothing from what they give

If you are in that position you need to stop **working** for something you don't get and you need to stop wasting your **valuable** time on something you don't get

You can work now and get your **dream** income with the **same** amount of work but with 10 times **more** of your income with this secret

I probably think you don't want to waste your time on **whatever** job. you work hard for nothing good in return.



3



Arno W. - Pers. Fin. - CR 06/20/2022

reads like a serial killer letter



@Arno W. - Pers. Fin. - CR this reads like one of those letters that ser



aliexakou8 Today at 4:19 PM

What can I improve my man



@aliexakou8 What can I improve my man






Arno W. - Pers. Fin. - CR Today at 4:20 PM

stop writing like you're creating a ransom letter



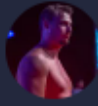

1

  @ImWavyHD  I watch 30 video and still confused

Arno W. - Pers. Fin. - CR 06/18/2022

Ok.

Let us know when you have a question

  @Baestaff1690 I can't seem to understand how to write a DIC email

Arno W. - Pers. Fin. - CR 06/17/2022

Ok.

Let us know when you have a question.

 **Arno W. - Pers. Fin. - CR** 06/18/2022

I have a zinger for you guys


3:54 AM Asked this dude for his sprint 7 fascinations because he was being low IQ in intermediate chat.

He tells me he didn't do it yet.

So I write:

It's a sprint 7 assignment. You obviously should have done them when you did sprint 7.

Let me know when you've finished. Make sure to turn in your best writing. If it's good you can stay. If its bad/mediocre you'll get a chance to go through the beginner sprints again and get a better grasp of the basics.

 3

Here's what I get:

1. Did you ever wandered how Donald Trump's Peruke looks so real? click to find out (Link)
2. Here are 4 triks of makinfg your boobs look biger (LINK)
3. Did you ever wonder what the most prodactive people's morning routine looks like? (LINK)
4. Are you still working 9 to 5? Here are the things that Bilionairs know and you don't (Link)
5. Do you have Hadics? Try this 5 triks for free now (Link)
6. You wat to be a better parent, but dont know how? Here is what the experts say (Link)
7. Lose weight, fast and simple method. Money back if it didn't work guarantied (Link)
8. You struggle with finding discounts on the internet? worry no more (Link)
9. Did you know that Ariana Grande was once innsecure about here looks? Here is here makeup routine (Link)
10. You suffer hair loss? fear no more (Link)

 9



Arno W. - Pers. Fin. - CR 06/17/2022

My God. I'm going insane

year with 4 SLS DIO



Arno W. - Pers. Fin. - CR I have 2 coins. I flip coin number one 30 times. 20 times head, 10 times tail. Now I flip coin



Nemesis Today at 16:26

I think they are the same but you need more throws to confirm, but for emails I think it's a waste of time to send more



6



8



Arno W. - Pers. Fin. - CR 06/16/2022

Oh no, I have another contender for sentence of the day

6:32 AM

White Chocolate smells like cheese but you will never guess which type



4



Said out loud and wrote down:

Sweet N Low is a BLOW and cause an economic crisis

White Chocolate smells like cheese but you will never guess which type

Green Tea Creed goes bankrupt! They never recovered because of this simple thing

The secret behind Dutch Bros vs Starbucks! ruined relationship cause of this silly mistake

Orange Cranberry secretly gives this animal supersonic hearing and Morbius is furious

5 things that Baristas don't want you to know about coffee! You wont forgive them after this

Coffee shop explodes and you wont believe what police find at the scene

Baristas locked in shop overnight.. you wont BELIEVE what they see on cameras



Jesse 06/03/2022

@Arno W. - Pers. Fin. - CR NGMI

APPRENTICE — 3



Arno W. - Pers. Fin. - CR
Playing Team Fortress 2



7



Arno W. - Pers. Fin. - CR 06/03/2022

Always come up from behind and whisper it in their ears before they know you're there. They like that.



9



@Arno W. - Pers. Fin. - CR Always come up from behind and whisper it in their ears before they know you're th...



Antonio - Eagle Commander 06/03/2022

This probably is totally haram but when you said that I thought of this meme



Mr. Persuasion 10:10 PM

Lizzo is a meatball with limbs



Arno W. - Pers. Fin. - CR Today at 21:26
Congratulations!

You're retarded.

Let me show you the door.



16



11



3



3



3



4



1



Abdel karim boulaouahal Today at 21:26

Guys please some one to review my DIC on the review chat.



Blugii Mafia Today at 21:27

@Arno W. - Pers. Fin. - CR respect other people or u will get ban



7



5



DinDaniels 🏆 🌱 Today at 1:38 AM

I received news from my patent lawyer (my English vocabulary is not very big), saying we are ready to move on to the next stage. I want to get head and find a buyer for the patent, but I have no idea where to begin. Does anyone have any information they can share regarding finding a buyer to a very productive baby product patent?

@DinDaniels I received news from my patent lawyer (my English vocabulary is not very big), saying we are ready to move on to the next stag...



Giuseppe 🏆 Today at 1:39 AM

I want to get head



11

 @https://www.hu2.io/support She's begging to get fucked 



Professor Arno - PF, CR  Yesterday at 2:17 AM

Vandaag 03:21

Got home safe

Had a great time. Sleep well Bixi

Vandaag 10:07



You broke the sofa. You are too strong 😊



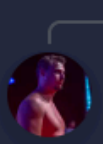
19



8



1



@Younes | Copywriter Emperor 🐉 This is the type of a Professor i want to learn from

Professor Arno - PF, CR 📧 Yesterday at 8:49 AM

#tinderchronicles

Update - update



I caught the deadline... petite me works so hard



That's true. You did a good job last night as well.

Very hard worker 🌜

Vandaag 15:17

Je hebt geantwoord op zijn/haar verslag



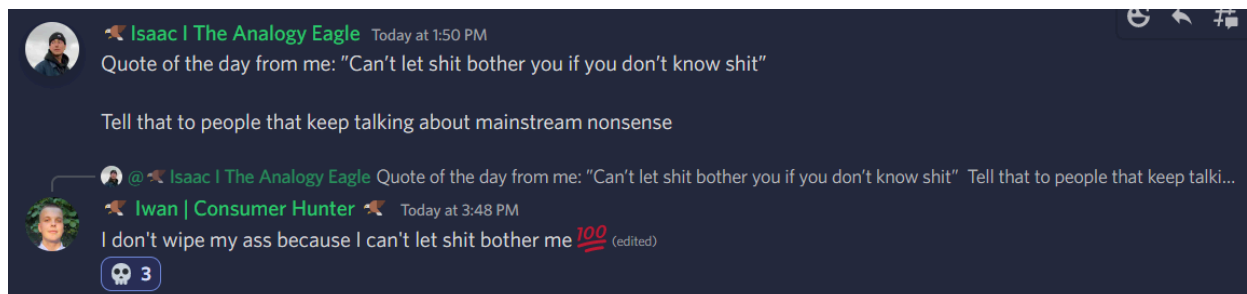
You'll have to cook for me next time Bixi. That looks good.

Vandaag 16:25

Yes boss anything for you



16





 Declan | The Tiger King  Yesterday at 1:18 PM

Today 17:57

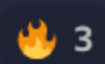
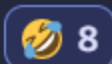
Can I ask who this is?

Today 20:04

Your friendly neighbourhood
Spider-Man

Delivered

Huh?





etf08 06.08.2022
weres ur buggati is clean imo



BabyNPC 🤖🔪 06.08.2022
[@etf08](#) you spelled beginner wrong 😐

etfiske08 #2296



Message



Call



Video



Add Friend

ABOUT ME

14yo copywriter in hu .(begginer) 🇬🇧 🇪🇺 🇩🇪 🇹🇷 🇯🇵

NEW ERA LEARNING - HU MAIN



Newb



Pawn



Students



TR-CP

CONNECTIONS

Invite to Servers

Mutual Servers



LONDONLAWLESS 06.08.2022
Is this a scam



3



 [@LONDONLAWLESS](#) Is this a scam

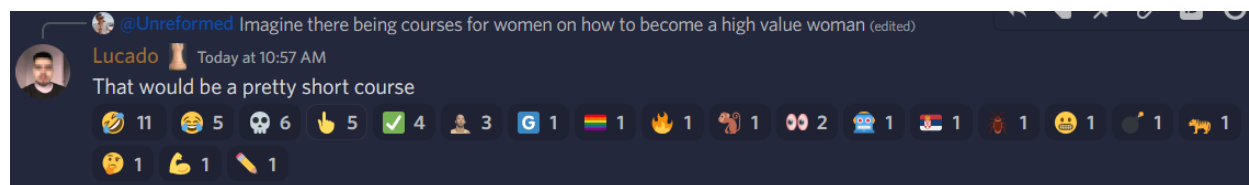
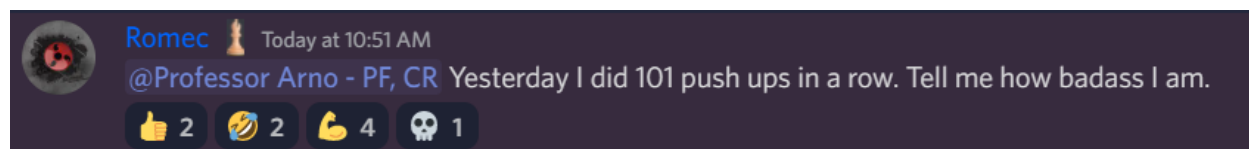
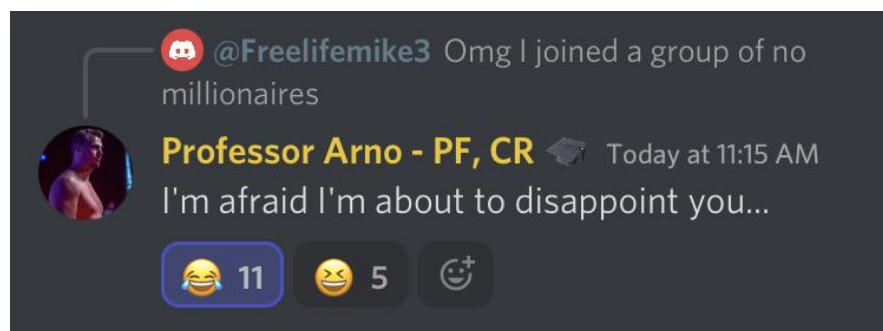
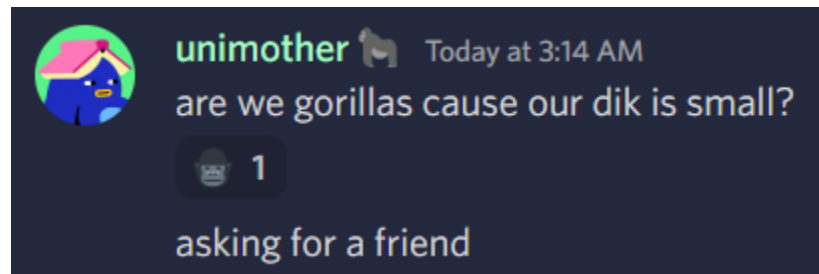
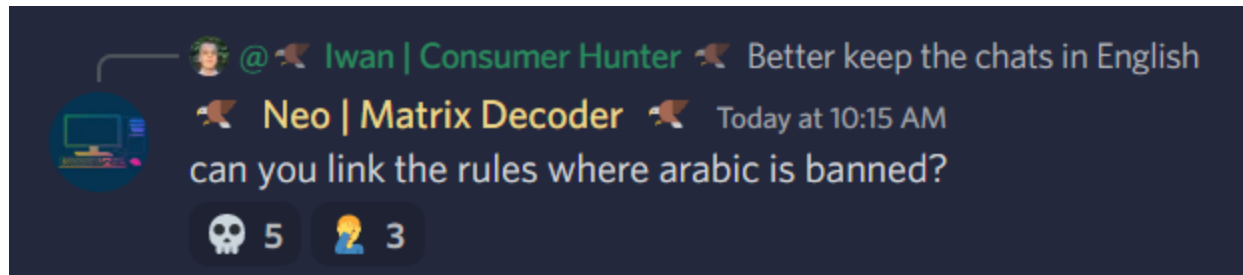
Jack W. E. 06.08.2022
is what a scam? No context at all lol (muokattu)



etf08 06.08.2022
im dislexic



BabyNPC 🤖🔪 06.08.2022
Why would you choose copywriting 💀





theo



theo

@tbmangoo

The "Yo" guy. I send 50 "Yo's" a day and land 4-5 figure clients because of it. Tweets on everything agency. My web design/CRO agency called @zitlacmedia

Joined January 2022 · 338 Followers

Today

Yo

12:43

Accept

Block or report

Delete



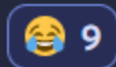


Nick Uvakov 14yo Cpywriter

Today at 4:48 AM

Best DIC

Hope I don't get banned...



JeremiahForsythe Today at 12:11 PM (edited)

Girls can post sexual content all day and night. But when I post Andrew doing push-ups it gets flagged for hateful ideology



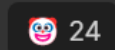
? | Ask Tate

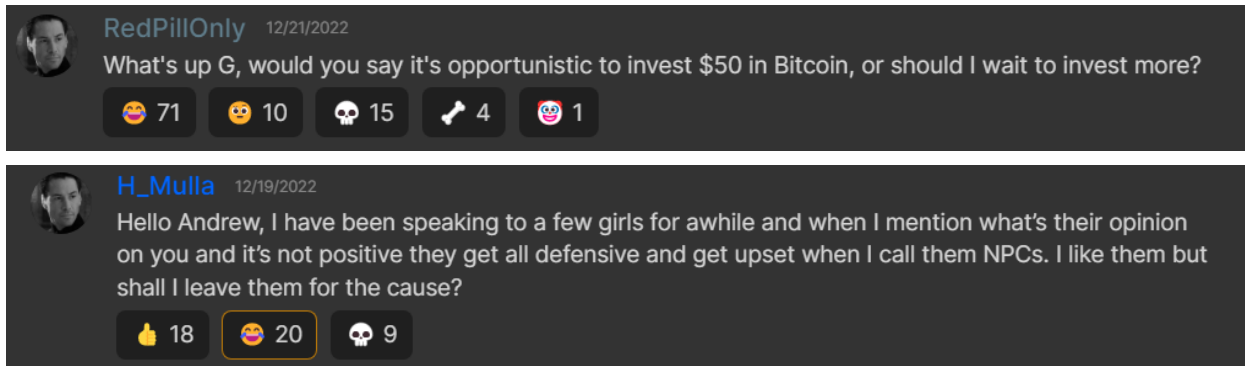
This is the start of your conversation.



Kurzat 12/17/2022

Are you invested in XRP and do you think it will become the world bridge currency?





(If anyone else has a funny message they'd like me to put in here, just DM me) - Tyler

Horrid outreach

Hey Fuckface GG WP x



Isaac Daman <iisacdaman@gmail.com>
to service ▾

I found your ad on Facebook and thought it was fucking dope.

I had some lovely fucking ideas on how you could market this dope-ass product.

I actually went ahead and made them as a fucking gift for you. Can you imagine that?

Here, I'll send them over if you want.

Cheers mate, lisac.



Isaac Daman <iisacdaman@gmail.com>
to service ▾

Hey Fuckwad,

I see you're acting hard to get... Don't worry, I'm a professional chaser.

I'm not going to leave you alone until you respond my dear.

Cheers bastard, with love.

lisac



Isaac Daman <iisacdaman@gmail.com>
to service ▾

Yoo Fucker... Remember me?

So I've waited for your response since May 31st. Now let me clarify myself...

I like ya, and I wantcha, now we can do this the easy way or we can do it the hard way.

The choice is yours.

Cheers, Isaac

N Fairfax Dr at N Lincoln St
Arlington, Virginia 22201, US



Isaac Daman
to service ▾

It's been like ages since we last talked... Bitch.

Why are you acting so hard to get?

What do you gain from this?

Don't make me actually start looking for the booty 🍑

Cheers, Isaac



idk xd 🥚🌱 Today at 5:41 PM

Hello,

You don't know me

But I'm a copywriter,

I can make ads for your business,

For cheap affordable prices,

If your interested,

Txt me, for more info



I asked him thats what u send to customers but what can I improve on it



SL- Surprise motherfucker

Hey man,

I really really really really like your website. But even though it kicks ass, it also sucks dick.

You see, most businesses don't realize that their marketing game is complete dogshit.

And just like a shitty Thanksgiving dinner, they are leaving so much on the table.

When someone signs up for your email list they think will become god and rule the world...

But after they see a few emails from you they realize that you're about as trustworthy as midget alien Hitler with three anuses.

That's why you need a marketer that will write emails so amazing that your customers will be begging to give you blowjobs on the daily.

And, because of my infinite brilliance, I realize you were in a pickle and wrote some of those magical fairy dust emails that'll get your clients screaming in pleasure.

Would you like me to send em over? (You'd be a dumbass if you said no to this)

Also, I was wondering if you could fill my girl with Kreme while you're at it...

Thanks bitch,

<Signature>

KRISPY KREME IS THE BEST IN THE
SCENE

Dear Sir/Ma'am

Are you tired of having the same boring
Snacks,
Are you fed up of not eating doughnuts
that will make Homer Simpson KREME



Well fear not, Here at Krispy Kreme we got
all the doughnut's that will make you
Kreme. Kreme is our name for a reason

We make freshly baked donuts that will
make greggs bankrupt. I promise if you
order our product you will never eat from
any other snack shop again. That's my
promise to you

YOU WILL GO TO SLEEP WITH KRISPY
KREME ON YOUR MIND, YOU WILL
DREAM ABOUT KREME YOU WILL
BECOME KREME..

You better act now or miss out on the
mouth watering snack of a lifetime.

TRUST ME, I was like you. Going to Greggs! eating at different stores, trying to find the snack shop that fit in for me.. that's till I found Krispy Kreme. Every week I now have a different doughnut and trust me. I'll never EVER get bored of the POWER of KREME

We have:

- Chocolate Glaze Sprinkles
- Chocolate Dream Cake
- New York Cheesecake
- Oreo Cookie and Kreme
- Strawberry iced and many more

Ask anyone about Krispy Kreme and they all tell you the same thing.. "The Best Of The Best"



The Proof is in the Pudding

IF YOUR NOT COOL, then Krispy Kreme ain't for you...

IF YOU WANT THE SNACK OF YOUR LIFE THEN CLICK THE LINK BELOW.

<https://www.krispykreme.co.uk/>

How's it going my fellow prospect that I have 200 more of.

You know you should hire me because I'm very good.

You hire me, I make you money.

You make money, you give me money.

Simple. No rocket science.

If you don't hire me. I make money for your competitors.

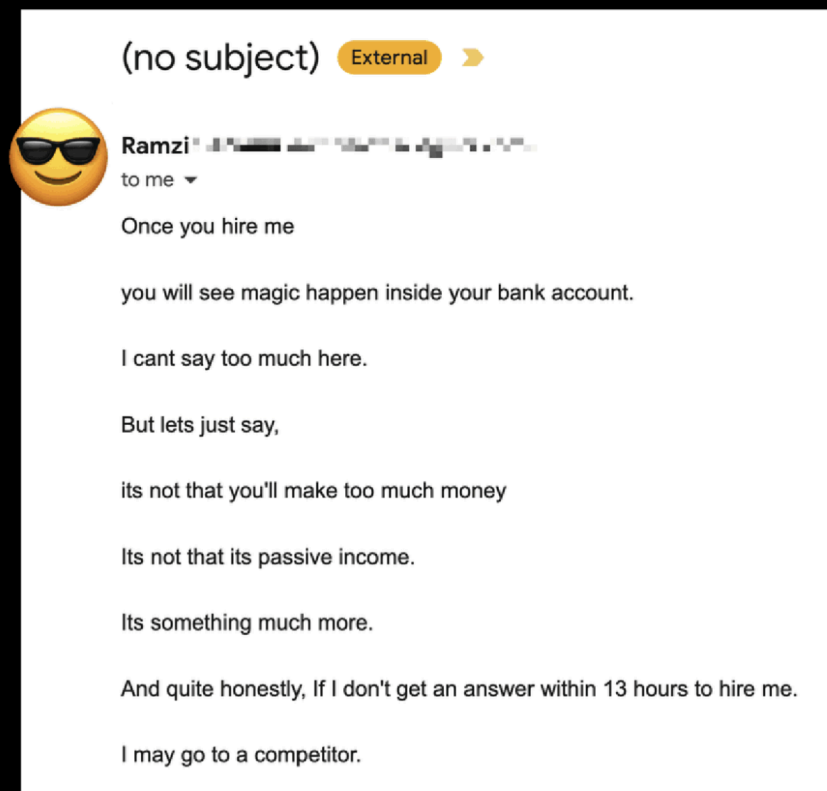
They get rich you stay poor.

<signature>

LOL, this is a contender for the worst cold email I've gotten of all time

No intro of who the person is, what they do (other than ... magic?), and punctuation that would make my high school english teacher faint

Gotta love the 13 hour deadline, though, hahaha



SL: The Force told me about you

Greetings padawan

I was meditating in the force when I felt something

It was a vibration in the force

At first feeble... slowly growing in power

Up until becoming almost impossible not to notice

That's when It was clear it was you <name>

I can easily see why the force wanted to let me know about you

<insert compliment>

That's not the only thing I felt tho, something more was about to unveil

Something so powerful, it would have shifted the universe in real time

Something you can easily link to <product> to attract many more quality lead to yourself

What do you think? Will you join the darkside?

Simone

SL: Are you Aladdin?

Has this ever happened to you, <given name>?

You're flying on Aladdin's carpet through a hot desert and suddenly you see something written on the sand.

You come closer to take a look... just to find out it was the email address of an awesome chiropractor!

Well... this is what happened to me, and luckily, there was a link to your website written on a little rock right below.

After visiting it, I do have to say that <compliment>(your blog, "Why Does Posture and Spinal Alignment Matter?" does a great job of explaining how a straight spine is important for resisting the forces of gravity and preventing degeneration of vertebrae and discs.)

However, Genie and I both agreed that you could use some "magic touch" for <business name>. This secret formula consists of exactly 99 forbidden potions that will guarantee you attract more back-pain-sufferers and make them your loyal patients!

When the sun finally set, Genie and I managed to craft all 99 potions and mix them to create a "magic touch" just for you, and of course, we want you to have it (just in case Jafar captures us.)

A simple 'yes' (or even a 'heck yeah') and we will send it your way, no problem.

If you don't want it though, I will have to upset Genie and he will spend the next 20 years crying in his lamp.

Svyatoslav

(If anyone else has a horrid outreach message they'd like me to put in here, just DM me) - Tyler