

Copy matrix course

1. What can we say is usually true about the people this offer is targeting?
 - Copywriters who want an edge over their competition
 - Already experienced but want to upskill
 - Loyal followers of George Ten, have already gained free value from this Twitter page
 - Want to become great marketers and make \$\$\$
 - Want to understand marketing psychology at a deeper level
2. What's life like for these people?
 - Freelancers who have experience but need to scale skills
 - Wake up, gym, 4 hours deep work, rest, more deep work
 - Reads the classic marketing books and studies the OG marketers

Email

SL-Did my course rip off "Breakthrough advertising"?

My copy-matrix course has already made \$30,000 dollars since launching last month.

I've had numerous emails filled with messages like...

"Your course really helped me understand how to get more sales without competing with other copywriters in my niche"

And

"Brother thanks for giving me the advice on how to STEAL prospects from my competitors".

But out of all these emails filled with eternal gratitude, there was one which stood out like a sore thumb.

Here it is...

"This course is a rip off of Eugene Schwartz's "Break Through Advertising". YOU SHOULD BE ASHAMED OF YOURSELF".

Sigh.

Okay, fine I'll put my hands up.

Arrest me.

I should have mentioned within the course that I took some of Eugene's principles about client awareness levels but...

I have built upon his core principles and have UPDATED his knowledge so that it applies to modern marketing in 2023.

Eugene worked with single-page magazine ads, not elaborate online sales funnels like we do today.

But homage needs to be paid and I must pay for my actions...

This is why I'm selling my copy matrix course at a discount rate of 33% for only 3 days

[Click here](#) before I change my mind.