

Hook in yellow

Story in blue

Offer in green

Subject line: The Man, the PC and the Writing

There once was a man who enjoyed his writing.

He could come up with lots of clever and witty ideas but only so many at a time.

There would be many one day then none for a while.

He became frustrated and annoyed with his progress. Why couldn't he be better?

Soon he discovered these secrets and rocketed into the avenues of advertising, never looking back again.

That man was once me, and I imagine part of yourself if you're reading this.

Take the action I took years to discover, leap forward beyond the frustration into the success and the work will be plentiful.

[Click here to discover what it took me years to figure out. Don't make my mistakes](#)