

Subject 1: As a copywriter, have you ever thought to yourself, “How the hell am I going to get their attention?”

My friend, it's as easy as 1,2,3.

Setup: In school, I was having trouble connecting my copy with my message and my audience.

Conflict: So one day, my business professor, a no bull shit kind of guy, told me, “It's not about you, it's about them. You're intriguing yourself instead of them. No one cares about you. It's about the reader.”

Resolution: To gain attention in 3 easy steps, all you have to do is appeal to your audience, build trust and rapport without oversharing, and then lead with a call-to-action.

Solution: Grab their attention with something that's going to catch their eye. Something that you know that they want the answer to. Then confirm its validity. Give them some slight depth on the issue to invoke trust in your reader. Finally, leave some room for your audience's growing curiosity, and create a CTA to entice your reader to take the next step.

Close: Get attention in the right way. Don't bore them with jargon that they really don't care about. Keep it simple, and to the point, and you will get them to click in no time.

If you're having trouble, click the link, and we will make it as easy as can be.

Subject 2: 10lbs in 2 weeks or less, GUARANTEED, with these 3 tricks.

Problem: We are taught to eat about 65% of our calories from carbs to be healthy.

Agitate: 65% is roughly 325 carbs a day and this will surely turn into fat when you don't exercise and your eating tv dinners every other night

Solve: Take a different approach to food. Let's start tipping the macro skill into a different direction.

Close: If you want to know the fastest way to shed those pounds, then click the link to let our coaches show you the way.