

“The Direct Response Millionaire Playbook”

Timeless Profit Principles To Scale Your Online Business To 7 Figures And Beyond In 2023

Over 31 video courses with written transcripts and real life examples
on:

- Email copywriting for info-products, with swipes, templates, and how to find the hottest converting emails...
- Writing impactful, attention grabbing headlines and leads that literally force your customers to take out their wallets and give you their money (for long form sales letters, VSLs, landing pages)...
- Bullet points & fascinations - how to write widely profitable bullet points, with 47 exact templates used by elite direct response marketers of the shadow society
- eCom email copywriting: the campaigns, copy, strategy, and deliverability tactics to print money in your own business or for clients
- Step by step how to write shadow society direct response emails that drive thousands of CLICKS to your offers (these emails and

their structures have sold 10s of millions online, and you get it all)

- Conversion cinematography: The real secret sauce for 9 figure VSLs and video ads. When done correctly, these strategies alone have made me an extra 1m/month
- The 4 step EPIC storytelling framework for your sales letters and VSL scripts that's responsible for over 75M in sales and some of clickbank's biggest offers...
- Unique mechanisms - how to put a unique and novel spin on ANY product so that you can stand out from the market and acquire customers who pay you more (even if you have the exact same product as someone else who sells for less)
- The daily money printing exercise you can use to become a GREAT copywriter in just 60 days (less than 1 hour per day)...
- Step by step, how to overcome any objections that a potential buyer might have and write a high converting CLOSE. Do this wrong, and you'll destroy an entire campaign... but get it right and you'll have a money machine better than winning the lottery.
- Split testing 101: How to test, what to test, and how to find new test ideas from the shadow society. This is the secret sauce no one talks about, and is the real difference between making 6 figures and 8 figures and beyond.

- 8 figure templates for YouTube ads, Facebook ads, advertorials, Hybrid eCom 'Direct Response' landing pages, emails, VSLs and more!
- The 100k/day product launch strategy for eCommerce health brands...
- LIVE, line by line, breakdowns of winning long form marketing campaigns that have grossed 10M+...
- How to write upsells that get 30%+ take rates...
- Where to source the shadow society's best scaling offers so you can study and swipe them.
- Deliverability 101: How to stop hitting the spam folder (for email marketers) and DOUBLE your email sales
- How to acquire eCom, info, and direct response clients as a freelancer or agency owner...
- Step by step how Peter build's his businesses to exit (this allowed him to sell his first company at 22)
- AND MUCH MORE

So how much is this going to cost?

Let me give you some context.

When I originally started ***The DR Millionaire Playbook***, we were going to charge \$6,000/year to join.

That was under the promise that you'd get *ALL* of the programs above, packaged into one easy-to-navigate community...

Monthly interviews with some of the shadow society marketers...

Swipes, templates, and even a ticket to our live event in Dubai...

Plus a whole bunch of other bonuses.

But since Peter and I no longer want to build this into a huge MRR business that can't be sold for an exit...

(because let's be real, the F.U. money is in exiting a business)

We're offering you The DR Millionaire Playbook...

With ALL of its legacy content...

For a one time payment of just \$1,497.

That's right.

Just \$1,497.

You get access to over 31 lessons on internet marketing and direct response.

The lessons that the "Shadow Society" of online business DON'T want you to know about.

And that's not all...

We're offering an iron-clad LIFETIME money back guarantee on The DR Millionaire Playbook

If at ANY point in the future, you're unhappy with your purchase...

Simply reach out to Peter or me, explain your reasoning...

And we'll refund you, no questions asked.



Yes! Secure My Copy Of The DR Millionaire Playbook And Upgrade My Business And Income As Fast As Possible!

**(Give Me Instant Access For Only \$1497
Right Now!)**

Here's What The Customers Had To Say:

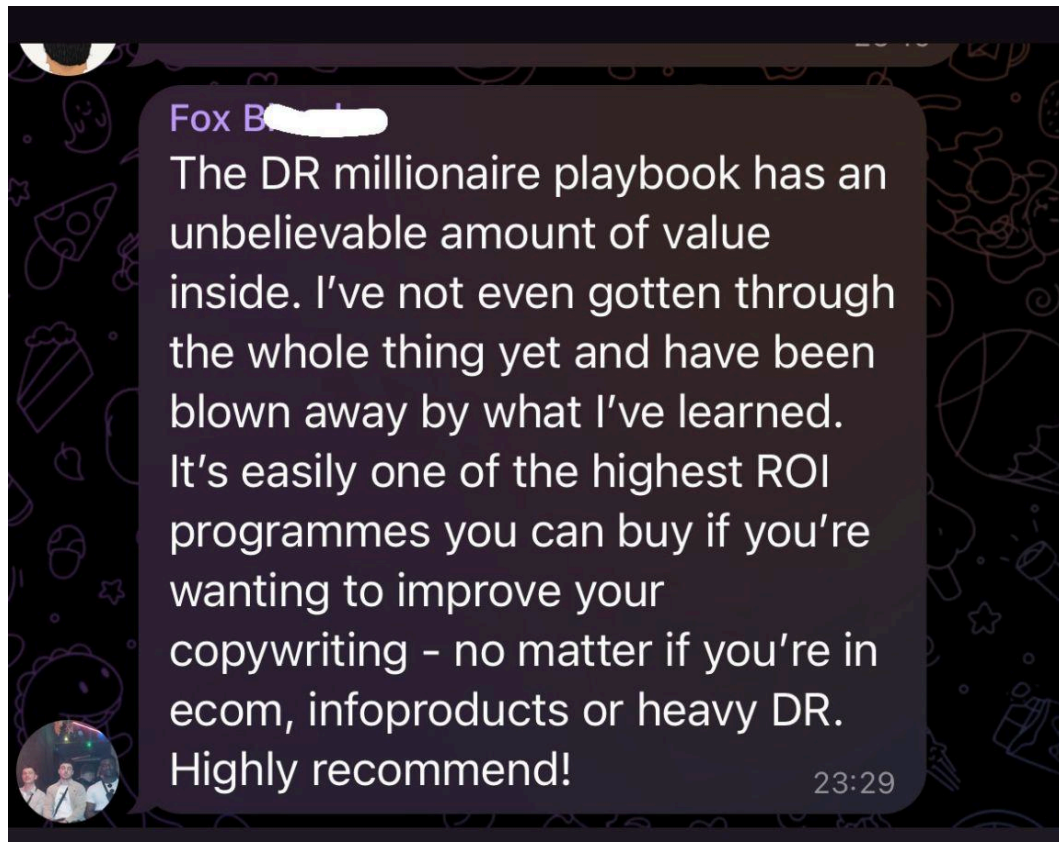
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How do you go from Good to Great in half the time? Learn from the best. Zarak has compiled his direct response and copywriting skills into a money-making playbook. Leverage his knowledge and thousands of hours split testing so you can keep your own customers hooked and sold. Don't miss out. But only purchase if you truly want to learn and put in the work.

BRETT

21:28



Yes! Secure My Copy Of The DR Millionaire Playbook

Uday [redacted]

@zxyzyseer yo, I haven't finished the content yet but so far, INSANE value.

Even though I've gone through the basics countless times, the way you go over it in the course somehow makes it even easier to understand. You and Peter obviously have a deep understanding of psychology and DR copy because of how simple you make understanding some of the more advanced ideas. I can't wait to get through the rest of this course bro

23:33



April 10

Bearded Marketer

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The DR Millionaire Playbook is the perfect program if you're looking to learn copy regardless of what niche you're in (info, ecom, or heavy DR). The videos are short & straight to the point giving you the best way to practice every day & focuses on the fundamentals of copy instead of tactics. I'd highly recommend the DR Millionaire playbook if you're looking to take your copywriting & business to the next level.

23:19

[Yes! Secure My Copy Of The DR Millionaire Playbook](#)



Direct response millionaire playbook

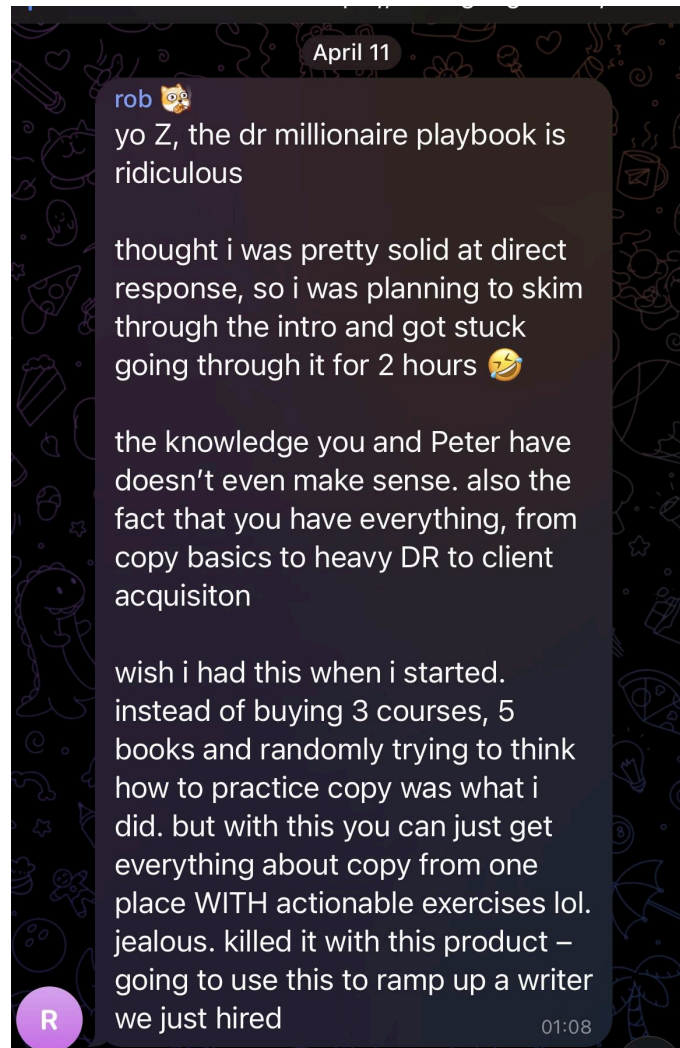
00:28

Luca M. [redacted]

Zarak's Direct response millionaire playbook is way underpriced. He literally summarizes the core principles of direct response in the most easy to understand way. Have gone through all the modules twice and going to train my copywriter with the info he shared.

LM

08:56



Direct Response Is The World's Most Lucrative Skill...

And You're Just One Click Away From The Millionaire Playbook That Will Turn You Into A Masterful Marketer That Prints Money As Fast As Possible...

[\(Give Me Instant Access Right Now!\)](#)

With everyone moving online, it's getting harder and harder to grab attention and convert customers...

Unless you're a masterful, persuasive marketer, that is.

Because the truth is, it just takes ONE ad, VSL, or long form letter to change your life and financial future.

And I promise, if you follow the program your life will change faster than you ever thought possible...

> Week 1: You go through the modules, soaking everything up like a wet sponge...

> Week 2: You start implementing all the formulas, split tests, templates, and copy ideas into your emails, VSLs, leads, and ads...

> Week 3: Whether you're a freelancer or business owner, you start making more money than ever before, because your campaigns downright convert better than anything else out there.

And then, like clockwork...

Every piece of copy you put out converts 3x better...

Bringing in more revenue and money...

So you and your business can soar to new heights... faster than ever before.

Because you finally have the ONE thing to do it...

Timeless profit principles that guarantee sales and conversion because they speak the oldest form of money language: persuasion.

Zarak believes in this program, I believe in it...

And we both believe in you...

So If you're ready to skyrocket your business, your copywriting career, your income, and your life...

Click that "YES" button below right now...

We'll see you inside!

Sincerely,
Zarak & Peter

[Yes! Secure My Copy Of The DR Millionaire Playbook And Upgrade My Business And Income As Fast As Possible!](#)
[\(Give Me Instant Access Right Now!\)](#)

P.S. Listen, I know this is the part of the letter where I'm supposed to tell you how terrible your life is going to be if you say no today...

But I won't do that...

Because you already know what the next 12... 24... 36 months of your life are going to look like if you say no today...

Probably a lot like the past 12 months.

Because the truth is, regardless of where you find yourself standing right now...

These principles have the unbelievable power to turn any campaign into a money printing cash machine.

And now, for the first time, you have the chance to master this coveted skill... straight from the underbelly of the “shadow society”... and get access to all the education, templates, and direct response resources to create profitable, scalable campaigns.

All that's left is for you to make a decision.

**Yes! Secure My Copy Of The DR Millionaire
Playbook And Upgrade My Business And
Income As Fast As Possible!
(Give Me Instant Access Right Now!)**