

A world's most unusual and first ever copywriting trial-

How my unconventional ways of copywriting got me accused and processed for niche extermination aside with verbal manipulation, and copywriting heresy.

Scene: TV studio

TV presenter: John, tell us more about this case.

John: Here we are in front of a town courtroom, about to witness a very unique trial for niche extermination, verbal manipulation, and copywriting heresy.

TV presenter: What's so unique about it?

John: Well, obviously, just the fact that accused Mr. Zoran is being convicted for three totally different crimes, both from extremely serious to totally ridiculous, makes this trial significant enough to be remembered for years to come.

TV presenter: Oh, Interesting.

John: Indeed, but that's not all. We can spot another un-commonality in this case. Mr. Zoran is being judged based on a single type of evidence.

TV presenter: Just one?

John: Yep, he is processed solely based on instagram posts he posted across several social media accounts.

TV presenter: Quite the posts that made such an impact.

(Masses of people with torches gathering in front of a courthouse)

People: Burn him! Burn him!

TV presenter: Who are those people? What are they yelling?

John: Those are the business owners.

TV presenter: You mean like his previous customers/victims.

John: Oh, no, not at all... Actually quite the opposite, those are all of the business owners he wasn't able or refused to work with.

TV presenter: Really, well why are they so mad then?

John: As I said, it's quite the opposite than what you think. They may not be his customers, but indeed are the victims of his ruthless persuasion powers.

(Tear running down his face) Poor fellas, squished out of the market, some even forced to close their businesses for good. They were just ruthlessly destroyed by the competition.

TV presenter: Wait... But how... What does Mr. Zoran have to do with it?

John: You see, that same competition that vanished all those poor, honest, loving people, were Zoran's clients.

Before he rose from the shadows and recklessly destroyed the natural and harmonic market balance, everyone was equal, and everyone was seemingly happy. In every market, in every niche, everyone had an equal piece of cake.

TV presenter: What did he do to achieve such an unbelievably dramatic shift?

John: Craziest part is, nobody really knows, he just came one day and started throwing around some of the most freakishly weird business solutions, coupled with his beyond belief creative copy, followed by his steel hard determination and sheer raw faith in success.

Next thing you know, companies he helped skyrocketed: tripled incomes in a few months, highest ROI in history, day to day sales record breaks...

TV presenter: But if everything went so well for him, why are we on his trial today?

John: Rumors are going around that his success was a major thorn in the eye to the big guys.

TV presenter: You mean like billionaires, or what?

John: Well, they are billionaires, but not just any billionaires. Nobody even knows their true identity, but what we do know is that they are the ones pulling the strings behind all this.

TV presenter: They don't have a name?

John: Well, some people call them elites. Unofficial reports say that they... (hsshhshshhhs - sudden signal interruption) ... by them.

(Hammer knocks in the background)

John: Attention! It's starting...

Scene: A Courtroom

Judge: (Sternly) The court is now in session. Mr. Zoran, you stand accused for the gravest of crimes — competition extermination aside with verbal manipulation, and copywriting heresy, all very punishable and socially unacceptable activities.

How do you plead?

Mr. Zoran: (Calmly) Your Honor, I plead guilty to the charges brought against me.

Attorney: (Anxiously) Your Honor, may I present Mr. Zoran's case? There's more to this than meets the eye.

Judge: Proceed, counselor.

Attorney: Your Honor, esteemed members of the jury, and everyone present here today, I urge you to consider the story behind this man. Yes, he was involved in a dark world, but let us delve deeper into his journey.

Mr. Zoran: (Looking at the jury) I entered the realm of copywriting seeking success, much like many of you in your ventures. But my path, unfortunately, and unintendedly, took a detour into an abyss of wrongdoing.

Jury Member 1: (Intrigued) How does copywriting relate to these accusations?

Mr. Zoran: (Explaining) Your businesses, like mine, sought growth, visibility, and sales. I specialized in understanding desires, painting pictures with words to attract attention. But amidst success, I strayed, lured by gains that clouded my judgment.

Attorney: (Emphatically) Your Honor, members of the jury, can I present a clue for my client's innocence?

Judge: (stunned) A clue? Proceed...

Attorney: What I have here is research. Research that delves into the struggles of today's business owners. Mr. Zoran's wrongs bear relation to these very struggles.

Judge: (Curiously) Please elaborate, counselor.

Attorney: (Confidently) Your Honor, he heard about the trials and tribulations faced by today's entrepreneurs—lack of traffic, high costs, intense competition.

From that day forward, he became a man on a mission. He traveled atop the Vudan mountain, and visited the Temple of Marketing Millionaire Monks brotherhood, he was just determined to learn their unconventional and strange practices of copywriting arts.

He understood that just average and boring copy wasn't of much use for his mission, which was helping business owners build a strong, massively profitable, niche dominating businesses with Mercedes like branding and unquestionably loyal customer base.

Jury Member 2: (Puzzled) Markething monks? Vudan temple? Copywriting arts?

Mr. Zoran: (Reflectively) Exactly, I started my training the day after arrival. It was tough, 5 hours of sleep, 19 hour workdays of physical and mental labor combined, such temptation would break the greatest of warriors.

But months after months of tireless repetitions made me resilient to pain and soreness. Only the feeling of responsibility and devotion to my mission kept me going.

Upon the completion of my training I went onto a realization of my plan. I quickly landed a few clients and started working.

Attorney: (Eagerly) Your Honor, esteemed jury members, my client had honorable intentions throughout the whole time of his writing.

He kindheartedly accepted as many clients as he possibly could and honestly tried to provide best possible results for those businesses.

Judge: (Contemplative) Proceed with your defense counselor.

Attorney: (Persuasively) Unfortunately enough, his crazy techniques worked, and his plans came true, he boosted sales of each one of those businesses at such unbelievable scale that they just squeezed 90% of other businesses out of the market.

My client could have never known that his honorable aspiration towards helping businesses could backfire so terribly.

Which is why I implore the court to consider rehabilitation over retribution. Mr. Zoran has a gift for understanding human desires, a skill vital to every business owner present here and outside today.

Mr. Zoran: (Earnestly) Your Honors, business owners, I seek redemption. My expertise, honed wrongly, could now be channeled positively to assist entrepreneurs in ethical, impactful storytelling.

Witnesses: (Several online business owners step forward)

First Business Owner: (Nervously) Your Honor, I've struggled with reaching customers and crafting messages that truly resonate.

Second Business Owner: (Eagerly) Your Honor, we need someone who understands human psychology, who can help us navigate this complex digital world ethically.

Mr. Zoran: (Addressing the court) Your Honors, esteemed jury members, business owners, I've erred gravely, but I stand before you willing to atone for my misdeeds.

I aim to leverage my understanding of human psychology and storytelling to assist businesses ethically, to mend the harm I've caused and guide entrepreneurs towards success without compromise.

I promise to assist every struggling entrepreneur out there I possibly could.

Judge: (Contemplatively) This court will deliberate. Mr. Harrison, your fate rests on the decisions made today.

Scene: TV studio

TV presenter: Here we are again, live with our colleague John in front of a courtroom. How is it going over there John?

John: The crowd in front looks a bit calmer, torches burnt out and yelling got rarer and quieter.

Judges and the jury are currently deciding on Mr. Zoran's faith. We are eagerly waiting to hear their verdict.

(Judge and jury taking their places)

John: It seems like a decision is made.

Scene: A Courtroom

(Hammer knocks)

Judge: The jury made the decision! Mr. Zoran will be proclaimed innocent on the first point of his indictment, which is niche extermination, with one condition.

He is, from now on, obligated to help any business willing to cooperate, scale, improve, and grow, using his very creative and crazy effective marketing solutions.

As for the rest of the points, this court will be in session again tomorrow, at 10 AM in the morning.

John: Wow, I really haven't expected such a turn. Mr. Zoran is proclaimed innocent for niche extermination, but with one condition.

He is obligated to help any good business owner boost their sales, elevate their business branding, and build a dog-like loyal customer base.

TV presenter: (Curiously) Wow, great! I'm glad this whole rumble settled down in such a manner. Is that all?

John: One more thing, judges ordered following link to be brought live in case any of the interested business owners are watching this right now:

<Click here to contact Zoran - the copy freak>

TV presenter: Wow, who would be so crazy to miss such an opportunity?

Will be continued...

Disclaimer: This trial has never happened. This text has been written purely as a manifestation of my abilities. None of the events mentioned or featured here are real, they are rather just a product of my imagination.