

## **4.7 Fascinations mission**

I choose to write 40 fascinations about “Why templates and regular books fail you”.

The problem with reading **regular** copywriting books and following templates is...

- You already KNOW you're supposed to grab attention...
- You already KNOW that you're supposed to build intrigue...
- And you already KNOW that you need to create urgency...

### **BUT WHAT DO YOU SAY?!?!?!?!?**

How the hell do you make this influence trigger... TRIGGER?!

**How can you come up with them?**

My point is...

If you've read a bunch of copywriting books and still lack total and complete confidence in your copywriting...

It's not your fault.

My groundbreaking new book, [Take Their Money](#), is going change that for you, once and for all.

It's the shortcut to understanding what each word and sentence in every piece of copy is doing. *Not what's written*, but what's communicated.

After you understand that, **you can come up with your own words** and sell pretty much anything with greater ease than you've ever imagined.

All you have to do is...

[Click here to discover the true nature of copy](#).

It will give you all the knowledge you need.

Peace out Copy Squad,  
Kyle

1. How to come up with your own words and sell anything with ease.
2. How to get all the knowledge you need for copywriting and start selling pretty much anything.
3. The secret to making influence trigger in your copywriting.
4. The secret to my groundbreaking new book that is going to change your copywriting once and for all.
5. Why “Take Their Money” is different from all the copywriting books you have read.
6. Why you need to understand what is communicated, not what is written.
7. What to write to grab attention, build intrigue, and create urgency.
8. What to do to make influence trigger.
9. What NEVER to do in your copywriting.
10. What NEVER to write if you want to grab attention in copywriting.
11. PLUS the exact shortcut to understanding what each word and sentence mean in every piece of copy.
12. PLUS, the only working method to make money out of copywriting.
13. 3 methods that you can use to become a multi-millionaire copywriter.
14. 5 steps that make you stand out from regular copywriters.

15. Reading a lot of copywriting books make you a good copywriter, right? WRONG. Here is why you still lack total and complete confidence in your copywriting.
16. Understanding how to write fascinations will make you trigger influence, right? WRONG. Here is how to increase mystery and curiosity in your fascinations.
17. WARNING - Don't reach out to another client until you read this book that will dramatically increase your copywriting efficiency.
18. WARNING - Don't get what is "written", but get what is "communicated" by reading "Take Their Money" that will give you all the knowledge you need in copywriting.
19. Are you afraid that you can't seem to get any new clients with your copywriting techniques?
20. Are you still not making money from copywriting after all the books you have read?
21. "Take Their Money" will make every client ready to sign up with you.
22. This hack will make your reader get Dopamine for just reading to you.
23. The sneaky way to create urgency in your reader's mind.
24. The sneaky way to grab your reader's attention.

25. Become the best copywriter in you ever known after reading this book.
26. Become the most successful copywriter, every client will want to sign up with you.
27. Did you know that most regular copywriting books follow the same old trick?
28. Did you know that you can make the reader obsessed with your writing?
29. If you are tired of the same old trick in other regular copywriting books, then you need to try “Take Their Money” that will open your mind to new copywriting techniques.
30. If you want to become incredibly rich, then you need to start making money from copywriting by reading “Take Their Money”.
31. When copywriting will actually make you rich.
32. When a book will give you all the knowledge you need to become a successful copywriter.
33. The simplest and most easy way to become a wealthy copywriter.
34. The easiest and quickest way to build intrigue and curiosity in your copywriting.
35. The truth about copywriting that will make you make thousands of dollars.

36. The truth about how to use the reader's pain and fear in your writing.
37. Better than crypto trading. Discover the best way for making money online.
38. Better than reading a bunch of copywriting books. Discover the best book for copywriting that will give you all the knowledge you need.
39. The single step you must take to become the best copywriter you have ever known.
40. The single method you must know to start making money from copywriting.