

Target market: Me

Questions:

- where are they now? They think they need to work 8 hours every day to get good at copywriting and make some serious coin with it
- Who am I talking to? The avatar is me, right now having a false belief that I need to work for super long each day to be able to create effective copy that will make my clients millions and in turn, they will pay me millions
- Where am I trying to get them? I want to get them to click on the link that will bring them to a sales page selling a course that will teach them HOW they can spend a handful of hours each day practicing and over a short period of time get extremely good at copywriting

In the process, I will focus on flipping that belief that they need to spend a lot of time practicing and reading books in order to become a great copywriter.

The outline for the emails is:

- Overall I will focus on flipping that belief that they need to spend a lot of time practicing and reading books in order to become a great copywriter.
- And I will amplify some pain in the process but not too much.
- I will write the copy in a buddy to buddy frame
- I will not provide much cred

SLs:

I have to work my butt off every day to get any good at copy right?

It is essential

to write successful copy that will bring me and my clients thousands of dollars
impactful, effective copy will make me and my clients truckloads of money right?

I HAVE to practice copy 5 hours every day to create

I HAVE to work on my copy

I HAVE to work 5 hours every day in order to write....

I HAVE to work 5 hours a day to learn how to....

I HAVE to practice 5 hours a day to write...

that will make me and my clients truckloads of money right?

EMAIL:

SL: I HAVE to practice 5 hours a day to write impactful, effective copy right?

I hate to burst your bubble but getting ridiculously good at copywriting isn't hidden in how long you work on the craft.

Yes, don't get me wrong you gotta work on your copy, practice it every day, study different structures and angles...

But doing it for 5+ hours each day isn't how you get to a point where your mind just shoots pro-level copy off the spot.

Most people will tell you "you gotta go at it every day for as long as you can. That's the ONLY way".

Nah, it's not. I'm a living example of how simple 1,2 hours every day of focused effort can make you so much money your friends will think you are the king of the world.

You see, the key lies in WHAT you do when you practice. You could be banging off 17 hour days, I would still do my casual 2 hours and I **will still learn** more and write better copy.

Plus, whenever I see guys who work their ass off all the time, they have this frustrated, angry vibe.

Because ALL they do is sit in their basement and work work work.

They are missing out on all the fun in life, all the nights out where you laugh with your friends so much your teeth start to hurt.

Or the times you pull up your favorite movie, turn off your brain and just enjoy it.

They miss ALL of that because they think working till your eyes can't stay open anymore every night equals getting closer to a \$10k month...

I mean you will get there one day buddy, but once you do, I will be sipping some ridiculously expensive whiskey on my yacht in Marbella.

[So, how can you make truckloads of money with copywriting by working 1,2 hours a day?](#)