

FROM SWIPE FILE.

HSO FRAMEWORK

SL: **THIS IS WHY...**

You are miserable and not succeeding,
You're missing one *important* thing.

Since the dawn of time, people have found amusement, healing and treasure from reading copies.

This evolved from writing on stones, to newspaper articles and direct mail. To digital copies like emails, newsletters and eBooks.

All these writers have managed to keep their readers hooked, craving for more.

What is it that they did differently that you are failing to do this whole time?

It is like you lack motivation; you don't know why you are behind that keyboard.

Now you are asking yourself, what is it that you are doing wrong? Right?

It's simple; it's right in front of you, and you're **IGNORING** it on purpose.

The majority of copywriters make this mistake,
But don't try and make yourself feel better because you are not alone.

You are still ***FAILING!***

You have put your focus on worrying about TIP OF THE PYRAMID.

Which always makes the reader lose interest...

You know that,

He who impacts the reader the most gets the **MONEY**.

The whole purpose of this email is to separate you from *rookies* and put you with the **TOP PLAYERS** of the game.

Now, you are either going to ignore the visible fact that you are failing because you don't understand the fundamentals.

[Or click here to discover the secrets of the pyramid structure](#)

PAS FRAMEWORK.

SL: LOSING SALES? YOU DID THIS.

They don't value you as a source of information.

They have lost interest in anything you put out because they know it's going to end the same way it always does.

With a boring storyline, a desperate sale and or no effort in your copy.

This has left you frustrated with no motivation to write anything anymore.

Your readers are FALLING in numbers.

And this is because you're missing a crucial foundation.

A foundation that determines whether your copies are flooded with readers or are drier than the Sahara desert.

I have noticed the same mistake from most copywriters.

You are all focusing on the **TIP OF THE PYRAMID.**

Forgetting the fundamental aspects that build the pyramid.

Your sales depend on this foundation...

[The TOP Secrets To A Successful Pyramid Structure](#)

P.S.[*This offer is free and limited to 48 hours, YOU WONDER, YOU LOSE THE OFFER.*]

DIC FRAMEWORK.

SL: THIS IS HOW TO LOSE READERS.

This is not a step-by-step guide on how to lose readers,

Because you already have accomplished that.

But the impact it has left, is what I am about to share with you as one of the biggest mistakes you made as a copywriter.

Writing to you has become something you do because what else is there to do? Right?

Shakespeare was a successful writer, not because he was talented.

But because he understood his readers; he knew what could keep them engaged.

He knew he had to focus on how his readers will feel when reading or after reading each piece of writing.

He created imagery in every reader's mind, and the imagery was so vivid that your mind plays a movie in the background.

Till this day, his work is being taught in schools.

It's very simple to trick your mind into thinking you can be the next Shakespeare and become as successful as he was.

He followed a certain structure, a structure which, if you also use, you are guaranteed **SUCCESS**.

That's if you really put in the work.

Here is how to keep your readers glued to your copies by using this simple but impactful structure.

[\[THE STRUCTURE WILLIAM SHAKESPEARE USED\]](#)