

SL: Turn off your brain when writing.

Hey (name),

I know writing copy can feel very blank sometimes – the feeling where you can't write because of the high standards you set for yourself.

You don't want to spew out a garbage piece of copy.

Trust me, I've been turned down by many \$1,000 dollar clients in the past because of this.

However, I want to share a piece of advice with you that will prohibit this blank feeling from attacking you.

Here's my advice...

Turn off your brain and write.

After being turned down from thousand dollar clients, it caused a huge sense of frustration for me.

So one Thursday morning I said,

“F*CK IT.”

And I went on a rant on a google doc page about everything I was pissed about.

That's all it took.

I even wrote in the most unprofessional way with no structure at all. I just wrote.

In fact, I even quoted a line from a movie titled “Scarface” just because I wanted to.

And 30 minutes after my google docs rant,

I had a fully written email. (very compelling btw)

That exact email generated \$3,000 in revenue in 2 days.

If you're tired of this blank and meaningless feeling when writing your copy,

[Click here to STOP this feeling most call “writer’s block” from prohibiting your ability to write compelling copy.](#)

To curing your “writer's block”,

Matt