

Hi, my name is Ben Ogren...

I'm a copywriter at Agora Financial.

Over the past 12 months, my copy has produced nearly **\$10 million in sales**.

And I can say -- with 100% conviction -- that this wouldn't be possible without the secrets you'll discover inside Kyle's newest book, [*Take Their Money*](#).

If you have any interest in writing copy for yourself or for clients that can make you *wildly rich*... **do yourself a favor and get a copy of Kyle's newest book.**

It'll shed 5 years — probably more — off your learning curve.

[You can grab it here.](#)

Ben Ogren
Agora Financial Copywriter

P.S. I am not compensated in any way for telling you this. *Take Their Money* is simply the truth. And since you showed interest, I thought you just had to know. So before you do anything else, [grab your copy of *Take Their Money* right now.](#)

Firstly, i want to start with defying everything about this copy as with andrews “how to review and break down copy”

1) What is the objective of this piece of copy?

To ultimately make people get the book *Take their money*

2) What is the writer doing to accomplish this objective? Why does it work? How could they do it better?

He starts it off with telling how successful he is. Over 10 million dollars made for businesses he works with in the past year. This instantly gives him a level of trust from the reader and makes them pay closer attention.

Then he goes on to say how all of his success is thanks to the book. He also says “secrets” which help build a bit of interest as well.

Then he kinda calls you out and basically says “Hey, if you’re ever planning on being successful as a copywriter, get this book”

Then, he tells you it’s gonna shed off 5 years of the learning curve, which is an important lesson from the bootcamp - the easier and faster something is to get, the better. In this case it’s more like “Hey, you could just go out there for 5 years, OR you could read this book and get probably even more skill in a fraction of the time”

Simple and not at all sellsy CTA, which is kinda rare imo. This helps the reader trust it more as it’s clear he’s not just trying to get money out of them. The P.S also says he’s not paid for saying all this stuff, which makes the reader trust the book and help get over the edge of clicking even more and it has another CTA that isn’t sellsy either.

WHAT HE COULD DO BETTER

He could add more CAPS or *some of this* **or this**. However, you always gotta be careful with not using those too much because then they lose their point. But I think it’s all good to add just a little bit more to build more interest - as long as you don’t over do it. To test out if you did too much, you could ask someone in the bootcamp or even better someone you personally know who would be in the target market

3) What mistakes is the writer making that is keeping them from achieving their objective? How could they fix these mistakes? How can I keep from making these mistakes myself?

"If you have any interest..." Part is a bit boring imo. On the other side of things, it doesn't sound sellsy at all, and I would say he's close to the sweet spot between too boring and too sellsy. Just a little bit more intrigue would be perfect. I think saying something like "this book is the chef's kiss if making yourself or your clients WILDY rich with copywriting is your plan... Speed things up with Kyle's new book"

4) What would the reader feel as they read this piece of the copy? They would be hooked right from the beginning because of the authority shown as soon as the copy starts. That would lead to them reading more and getting hit with the fascination bullets, which would already lead to them wanting to get the book. After that it's the shedding 5 years part, which builds even more willingness to buy the book, or at least go check out how much it costs.

The simple CTAs make it so it doesn't feel like anyone is trying to sell them something just to get some money out of them. Obviously, they know they're getting something sold to them but it feels like it's something valuable.

5) What lessons from the Bootcamp do I see at play in the copy?

The value equation, building authority, making good fascinations, being humble while writing and actually believing that you're helping people rather than just trying to sell shit to them - you can feel this guy is actually trying to help the reader.