

List out everything they did well that you can use in future long form copy projects.

AD: A MILLIONDOLLAR ADS WINNER 2022

HEADLINE

They use the headline to catch the reader's attention. "Spending a million dollars in ADS" means that they have skin in the game. It's not some random dude making up shit. It's a trustworthy source that walk it like they talk it.

The fact that this strategy can be used easily (copy, deploy and make money now) refers to the strategy of using human motivators to hype up the reader. If it was a money guaranteed strategy but extremely hard no one would buy it. Remember, people are **LAZY**.

LEAD

In the lead the advertisers separate themselves from the competition. It is NOT something you can find somewhere else. They're not offering easy money, they're teaching a good strategy. A tested strategy on advertising. It's good cause it builds trust with the reader alongside scarcity. Only **HERE** you will find what you **NEED**.

Needing is an important part of it. People do NOT buy what they want, they buy what they **NEED**.

BODY

The first part of the body they focus on building up the worth of the course. They do this using two different strategies.

1. They demonstrate how much content the buyer will get. An enormous amount of different strategies they works almost in any niche. This way the reader will think that's a **GOOD DEAL**. So much value in a simple course.
2. They show who already bought this course, their results and their testimonials. It's not a sales pitch, this is the **REAL DEAL**. People's lives are changed by that.

All that is used to put the potential customer in a buying state. Building up their emotions. Remember, purchases are not logical, they are emotional. Who impacts more the customer gets the sale.

CLOSE

They start closing the deal with a discount. WHY THAT?

1. First EVERYBODY likes saving up some money. The reader is thinking: an **80%** discount with that much VALUE offered? I HAVE to make this deal. I'm DUMB if I don't get that opportunity. That's the PERFECT BUYING STATE. Mission accomplished.
2. They put up a deal based of the results of the program. If you get the results you want you pay me more.
 - a. The advertiser puts so much trust in his work that he is allowing you to buy it almost for free with the confidence that you will make the money and pay the rest.
 - b. He is trusting you. Why would you not trust someone that already trusts you?
Everybody thinks they're a good person. He's using this belief to his advantage. "You are a hardworking good person. You will buy the course, apply the strategies, make your money and give me my cut". Simple, but **powerful**.
3. The explanation is the nail in the coffin. He's not making it for godly reasons. We know the salesman wants what's good for him. Humans are selfish creatures. Showing what he's getting out of the deal builds up trust.

He ends the close by building up URGENCY. You don't have all the time in the world to buy it. You **HAVE** to buy it **NOW**. You don't want the buyer to think more, to go talk with his wife and kids. You want they buying as fast as possible. It 's an EMERGENCY. Life and death. Get rich or die tryin.