

1. Brainstorm copywriting

a. Technique 1

- i. Marketing
- ii. Sales
- iii. Words
- iv. Persuade
- v. Influence
- vi. Business

b. What would prof Andrew do

- i. Sit down write a piece of copy then go for a walk or take my mind off the copy
- ii. Come back and asses my copy and highlight the strengths and weaknesses
- iii. Highlight the weaknesses and list them out on a doc and go back through copywriting missions + lessons + tao of marketing lessons taking notes about my weaknesses and try and incorporate my notes into my copy and then send it into trw to review my new piece of copy

1. If I had to take 3 steps to improve my copy what would it be

- a. Prioritize my copy and think when I'm analysing copy how I can include it in my copy
- b. Prioritize improving copy in my daily domination
- c. Write copy and review it with pure harshness(I didn't know another word for it) admit its flaws and consistently improve the flaws

c. Best ideas/solution

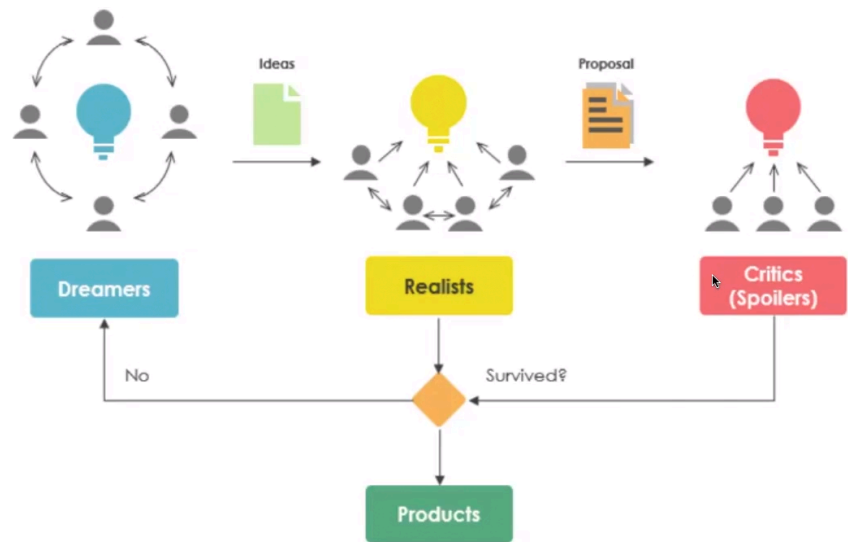
- i. Prioritize my copy in daily domination analysis copy and include the good parts in my copy
- ii. Be pure and honest with myself go over the course content and incorporate it into the copy
- iii. Just work hard and smart and you will conquer

DISNEY PROCESS

1. Dreamers brainstorm ideal solutions. They use divergent thinking to conceive creative and radical ideas.

2. Realists use convergent thinking to review the ideas left by the dreamers. They select the best idea and construct a plan for it.

3. Critics review the plan made by the realists in order to identify weaknesses, obstacles or risks. They seek to improve the plan.



BRAINSTORMING STRATEGIES

1 Sketching diagram of process

Map it out to figure it out

2 Free Flowing Word association

What words come to mind when I think of my avatar's dream state GO!!

3 Forced Connections

What does my problem have in common with a candle?

4 Roleplaying

Let's imagine I'm the prospect going through my day and checking my inbox

Let's imagine I was performing this task 1000 years ago, or 1000 years in the future.

5 Compare/Contrast with an Analogous area

How is cold email outreach like finding a book at the library?

6 Reverse thinking.

How can I make this headline as bad as possible?

7 Extra constraints.

How would I do outreach if I could only use one line?