Roy Furr - High-Velocity Copywriting Templates

High-Velocity Copywriting Templates

Let me walk you through

exact templates for writing

high-powered big idea copy…

When I created the High-Velocity Copywriting program, I realized I did my members a disservice. While I walked through the only three big idea types that consistently create big winners… And I walked through the structure of highly-effective sales copy…

I didn't connect the dots.

What was missing? Specific, explicit outlines for the three big idea types. Starting at the very beginning, with the prospect's mental state and stage of awareness… And walking through what the copy needs to do to carry the prospect from wherever they're entering the conversation… All the way to the sale.

High-Velocity Copywriting Templates is your step-by-step blueprint…

This program is not long. At a hair over two hours, it does only what it needs to do, and nothing more.

It takes the foundational principles, strategies, techniques, and tactics of High-Velocity Copywriting, and shows you specifically how to turn that into a finished piece of sales copy. Based on proven-effective sales narratives and copy outlines.

If you're writing a piece of copy to help your prospects solve an urgent problem… To introduce them to a 10X opportunity… Or to make an imminent prediction with specific recommendations on how to respond to it…

You'll have the specific templates you need to write that copy in the best, most compelling, most profitable way possible.

Plus, you get the specific walkthrough so you know exactly how to use that template and turn it into a finished piece of copy… Including the intricacies and exceptions to consider with each big idea type.

Important: Go through High-Velocity Copywriting first!

This training is meant to supplement High-Velocity Copywriting: Speed secrets and shortcuts to write better copy, faster.

You could certainly go through just this templates training and get a ton of value. And yet, you'll have a deeper understanding and be able to create much better results if you've taken these two trainings in order.

BONUS: The Copy Outline that Made My Copywriting Career…

In addition to all of my own High-Velocity Copywriting templates, I did a bonus live webinar for BTMSinsiders members. On it, I walked through the "Pretty Darned Good Copy Outline" I got from Clayton Makepeace… Which I credit for launching my freelance direct response copywriting career.

This is the outline I used when writing my first million-dollar controls. (And I know of at least one other top copywriter who got his start with this exact outline, too.)

In the webinar, I walked through the outline and shared my insights and perspectives from more than eight years of applying it on all levels: principle-based, strategic, technique-driven, and tactical…

The webinar recording plus my notes on the Makepeace outline are now available as a BONUS to the High-Velocity Copywriting Templates program, accessible in the course contents below…

See for yourself. When you join BTMSinsiders, you get the High-Velocity Copywriting Templates training, as well as the original High-Velocity Copywriting included with your membership.

Roy Furr

Founder & Lead Instructor, BTMSinsiders
"I share ideas that grow businesses." At the heart of everything he does, whether that's consulting, copywriting, speaking, publishing, or training through BTMSinsiders, that

one idea drives Roy forward. To share proven ideas for helping you grow your business today, based on the principles of effective direct response marketing.

Roy Furr is one of the world's most-recognized authorities on direct response, results-accountable marketing and advertising. As both a copywriter and marketing strategist, Roy has been responsible for multiple multi-million dollar breakthroughs for clients since 2005. Today, Roy continues working with a limited number of high-level clients on creating marketing breakthroughs, publishes the free daily Breakthrough Marketing Secrets (BTMS) essays (regularly read and circulated among the marketing A-list), and is the founder and lead instructor of BTMSinsiders.

Sales page:https://www.btmsinsiders.com/order?ct=8ceffa7c-9aac-4c3a-8153-754e1e2ff204