

Copywriting Sales Formulas

Here's How To Shave Hours Off Your Copywriting

Sales Formulas

Attention

Pull them in

Interest

Prove your case

Desire

Push them to act

Action

World Class Sales Pitches

- Here's What I've Got
- Here's What It Can Do For You
- Here's Why I'm The "Go-To-Guy" That You Should Be Dealing With
- Here are the details
- Here's how you can get it

Things You MUST Know

- Create Rapport - Write to a single person
- Light A FIRE with a **one-time** offer
- Put yourself into the head of the person you're talking to
- Vanity always wins
- Headlines should come from people in the trenches

People will NEVER...

- Read Anything at First
- Believe Anything at First
- Do Anything at First