



The Single Most Valuable **Entrepreneurial Skill**

Unlock what many consider to be the key to converting any business idea into reality.

Plus Learn powerful method that will cut your learning time in half and drive you closer to reaching all your entrepreneurial goals.

She's looking at you.

From across the way...
... you can see you have her attention.

Who is she?
What does she want?
What captured her attention?

If you can answer that last question...
You can sell anything to anyone.

Curious? Good.

The answer ~~can make you millions*~~ has made myself and my clients millions in sales...



Ever found yourself scratching your head, wondering why you're struggling to close that first sale?

The first sale is a crucial vote of confidence your audience gives you with their bank account. If you're facing this obstacle chances are you're most likely lacking in this skill

... It's the one skill that drives almost every dollar made online and off.

... It's the one skill that can transform a run-of-the-mill business into a wealth generating machine.

... It's also the one skill that many veteran entrepreneurs would confess is the toughest to master.

I never blame anyone for struggling with it. It's not a skill that is taught in school or often prioritized in college...

A Quick Note From The Author

On this page you're going to unlock what many consider to be the key to converting any business idea into reality. I'm also going to share with you a powerful method that will cut your learning time in half and help drive you closer to your entrepreneurial goals.

Sound like a good deal? Awesome. Let's get started then...



Confession time...

and this is a confession you won't often hear from an online marketer.

Confession...

Even though this skill generates the most money in my business, in reality, I'm not a "professional" at it in the traditional sense. I learned this skill out of necessity, not out of desire.

One of my biggest regrets is not learning its foundations sooner.

Most people think it's skills like...

- **Networking**
- **Advertising**
- **Social Media**
- **Money management**
- **Branding**
- **Leadership**

Are the most important entrepreneurial skills.

While these are important skills in their own way, they're relatively easy to outsource or master.

👉 So what is this always in demand profit skill? The one skill almost all successful business owners will admit is at least, in part, responsible for their success?





If you haven't already guessed it, that skill is copywriting.
Specifically, sales copywriting...

*Copywriting is the act of writing text for the purpose of advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action. **But copywriting is soooo much more than the academic definition.***

“The ability to write ads and letters that sell is by far the most wonderful money-making skill you could ever acquire. If you master this skill, you should never again have to worry about money.”

- Gary Halbert

Top Copywriter & All Around Crazy Successful Businessman (before it was cool)

I'll add to that...

Copywriting is the most profitable skill I've ever learned. Every serious entrepreneur must understand its principles if they want to reach their most audacious sales goals.



Yet, copywriting seems to be the one business skill that's riddled with... well, *riddles*.

Keep reading and I'll teach you exactly how to solve the copywriting riddle, and take the headache out of writing marketing copy for good.

I'll also hand you a copywriting method I've developed that's saved me countless hours, and I know will help you write killer content about your product or service.

One quick clarification before I share that copywriting method though.

I'm not a copywriter.

And you don't have to be one either...

→ You read that right, copywriting is a skill I use; but it doesn't make me a copywriter. I guess you could say I run a marketing agency, but I usually tell folks who ask that I'm an investor. Not in a traditional "financial investor" kinda way, **I mean I've adopted their MINDSET around making business decisions.**

You see, **what I invest in are the skills** that make myself and my clients the most return on the time I spend learning them.

... I've learned how to build highly complex marketing funnels that have generated well over \$40,000,000 in profits.

... I've learned how to create and edit high-quality videos. (I even have my own studio)

... I've learned how to design and structure great sales pages (graphics, and the tech - yes I built the page you're on now.

... I've learned how to set up incredibly intricate auto webinar systems, with dynamic follow up email and advertising sequences. ..

With one webinar having over 1M Views, you've probably seen it...

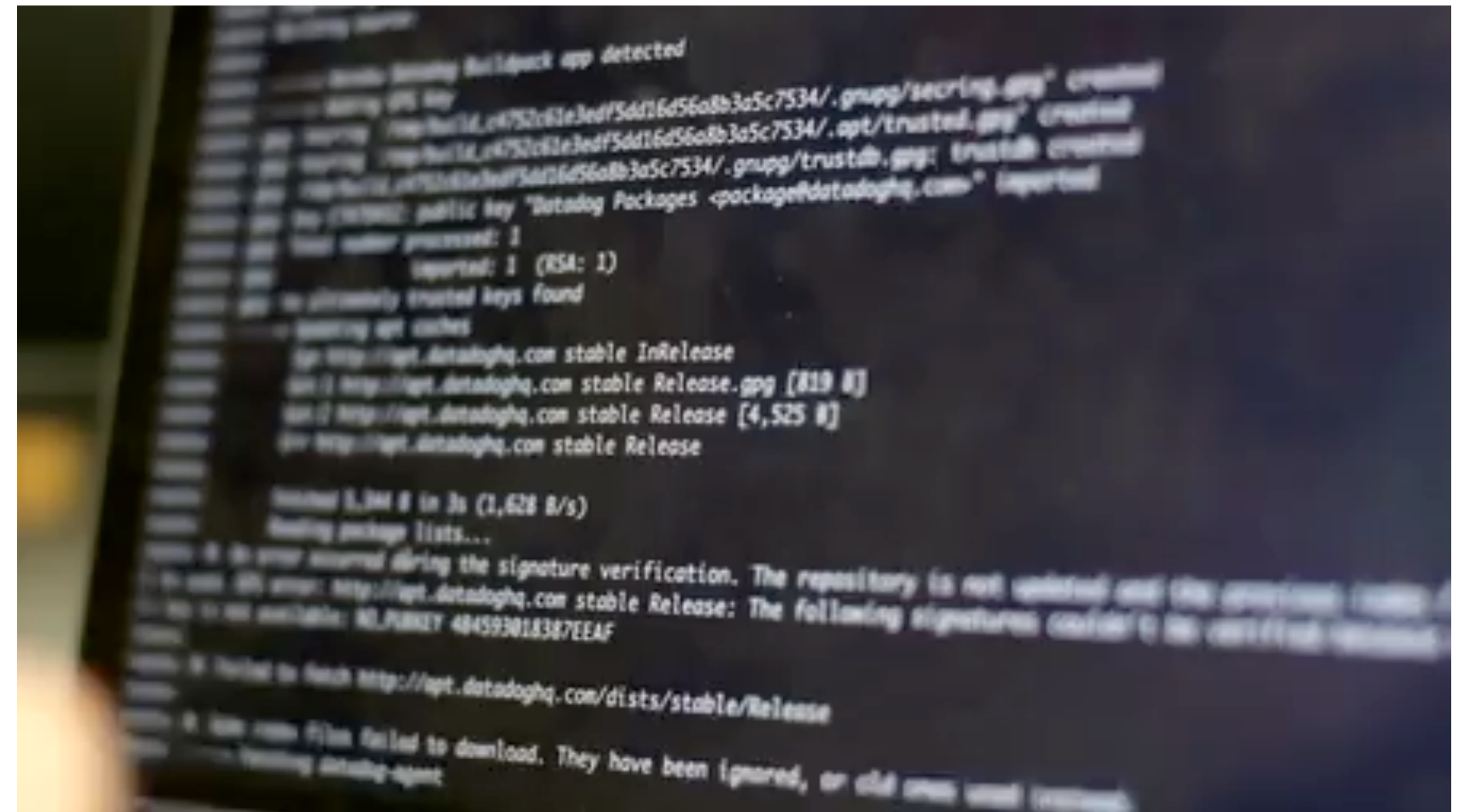
But I Digress...

NONE OF THESE SKILLS, and I really mean NONE OF THEM, can ~~shake a stick at~~ compare with the staggeringly profitable results my copywriting skills have brought to myself and clients; for many of my clients, I'm the most profitable "division" of their company since I'm able to leverage their audiences with simple copywriting strategies & tactics that brings them amazing return on their investment.



Truth is... You can be a great funnel developer, video producer, freelancer, graphic designer, “e-commerce-marketer”, or agency owner...

But, if you can't persuade people to actually buy your stuff (*or your client's stuff*)... well... you're screwed.



All major product failures I've seen in clients and customers over the years had less to do about the product, and more to do with their ability to communicate its value to their audience.

→ *Communication is almost always the missing piece.*

So, what's the key to solving the copywriting riddle?

If you dread copywriting as much as most do you must learn how to leverage copywriting methods to help you craft it QUICKLY and EFFECTIVELY.

I'm not just talking about "fill in the blank" templates, though they can be useful, I'm referring to **methods of deconstructing marketing that's already working and apply the strategy to your own marketing assets...** along with taking strategies used for hundreds of years and systematize them into your business.

In short...

If you learn how to leverage copywriting methods, **you won't always have to rely on "guessing" if your marketing will work.**



Here's an easy copywriting method you can use to dramatically increase the attention your writing receives...

Copywriting Method ONE
THE IMITATION GAME



"... great poets imitate and improve,
whereas small ones steal and spoil."
- W.H. Davenport Adams

THE IMITATION GAME

Learn How to **Quickly Craft Engaging Copy**
by Harnessing the Structure of Trending Content in 5 Easy Steps

THE IMITATION GAME

Instead of attempting to write a catchy headline from scratch, let me show you how to deconstruct one and use it's structure to craft a new one.

I like to call this method "**The Imitation Game**", and you can use it to create anything from headlines, to sales pages, to marketing emails... that's the beauty of these types of methods. Since they're principles they can be utilized in multiple ways.

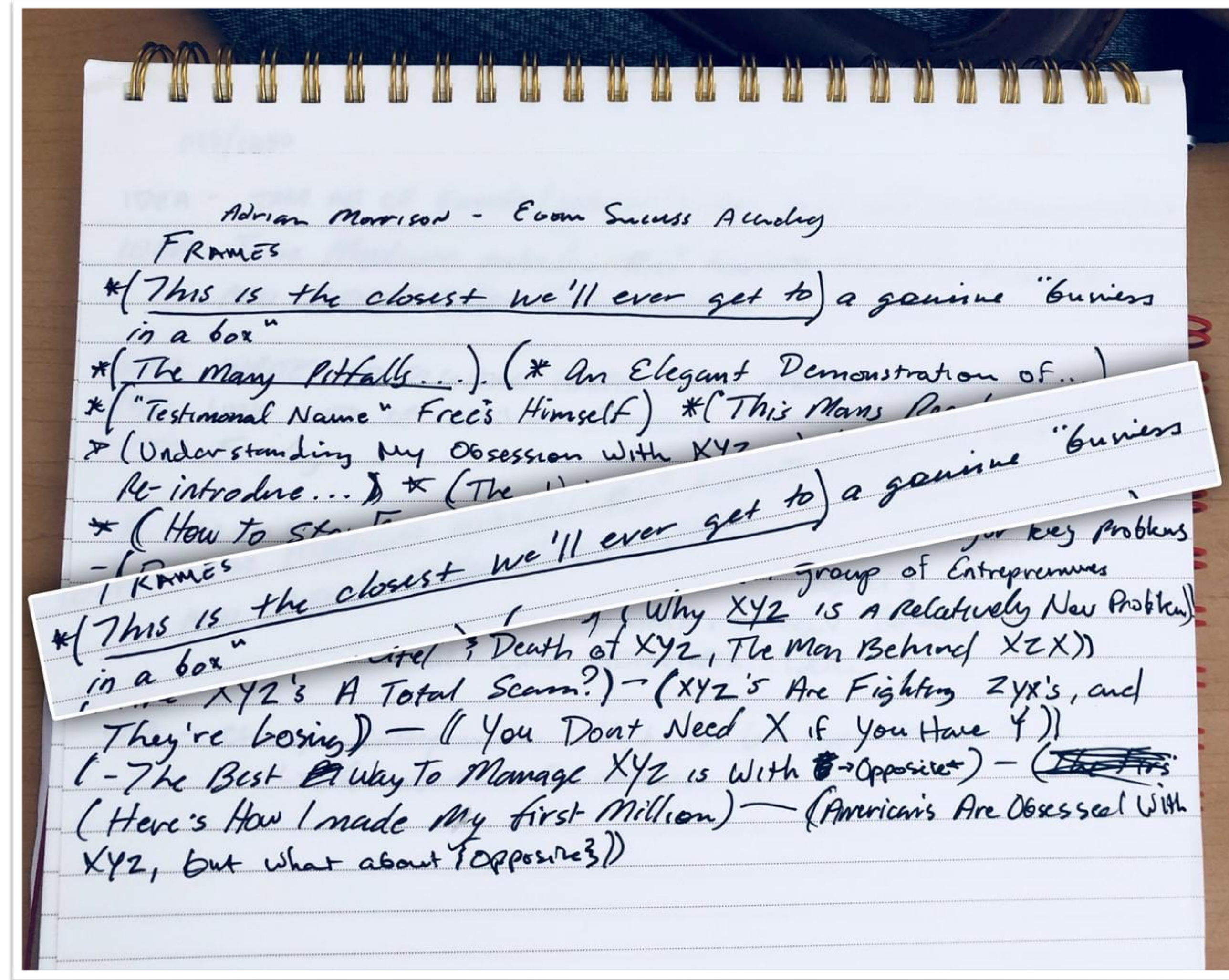
Here's how to use this method to
create highly engaging copy that captures attention...

THE IMITATION GAME

STEP ONE

First step... Take out a piece of paper and at the top write a brief description of what you want your reader to learn/understand and what action you want them to take. *Starting with the end in mind will always help you keep your focus on what's most important.*

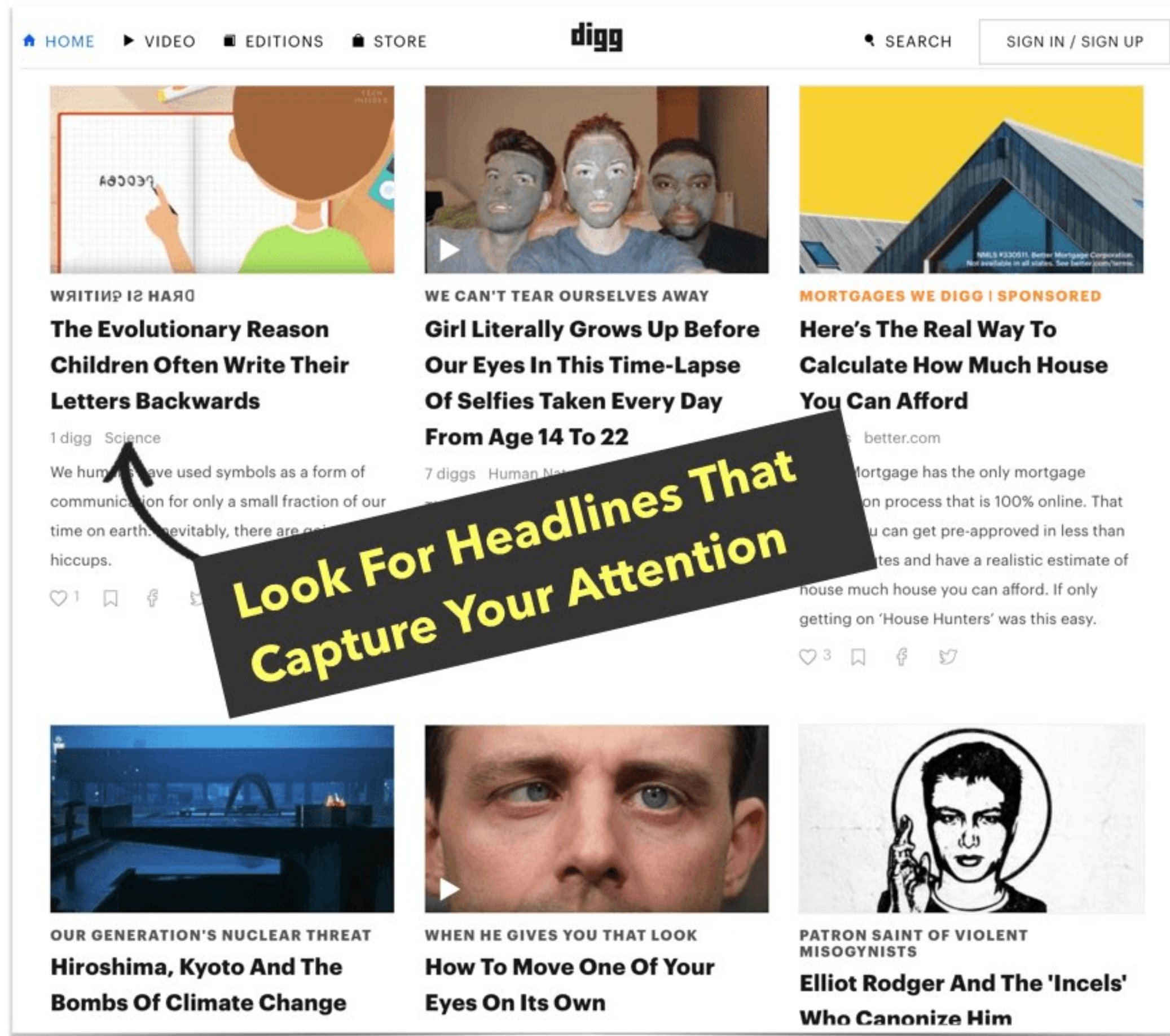
EXAMPLE: For this sales page I want to teach my reader the value of developing reusable methods & principles around complex copywriting methods. By the end of reading I want them to a.) know how to create their own methods, and b.) purchase my course on copywriting method development.



THE IMITATION GAME

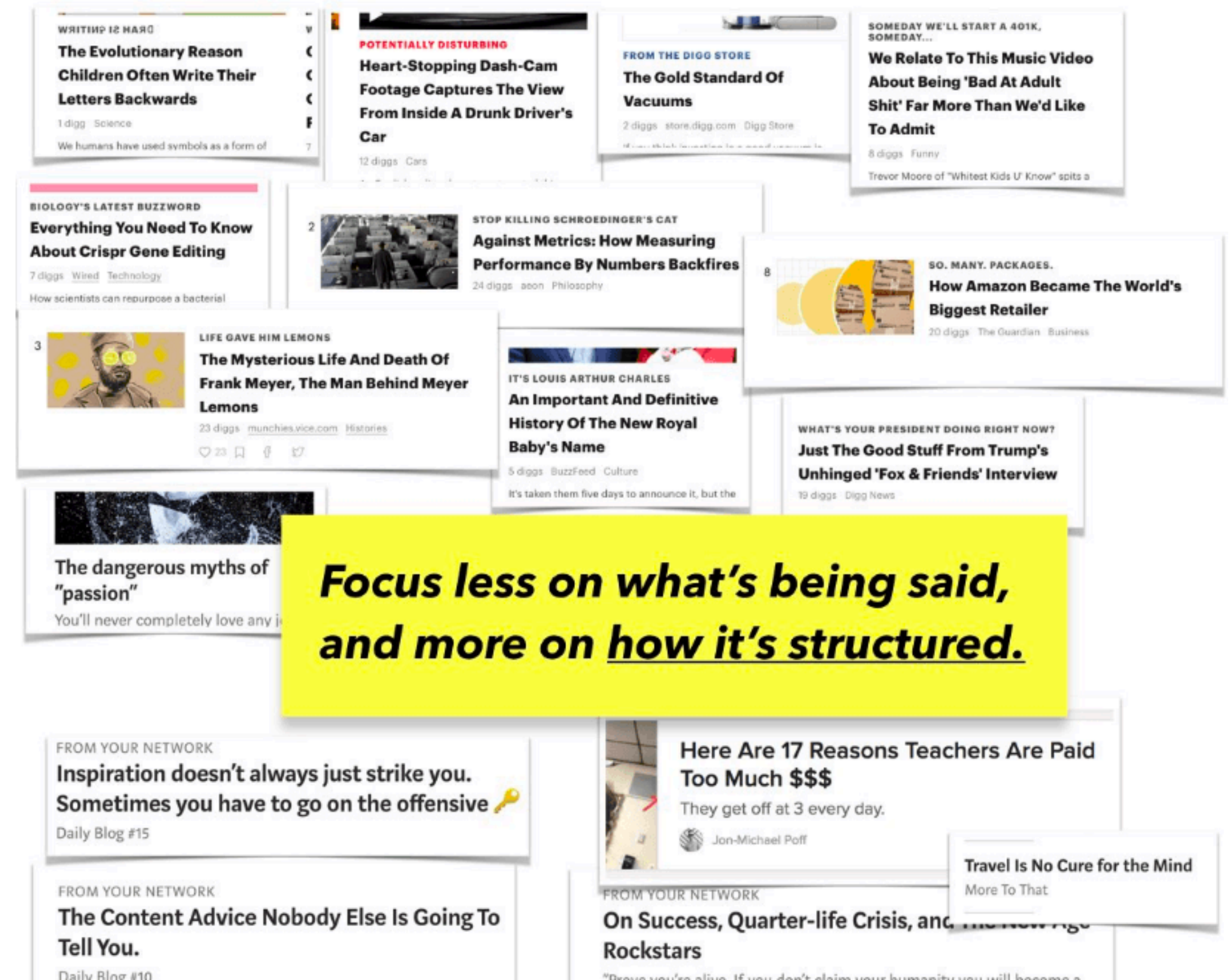
STEP TWO

Next we want to visit popular "trending content" websites like digg.com, reddit.com, medium.com, buzzfeed.com, cracked.com, news.google.com.



These sites invest a lot of money hiring writers who know how to "get the click", and we can use the structure of their headlines as a guide for our content.

Examples of Headlines From Trending Sites...



A silhouette of a person lying down against a sunset background, with string lights and bokeh lights scattered around.

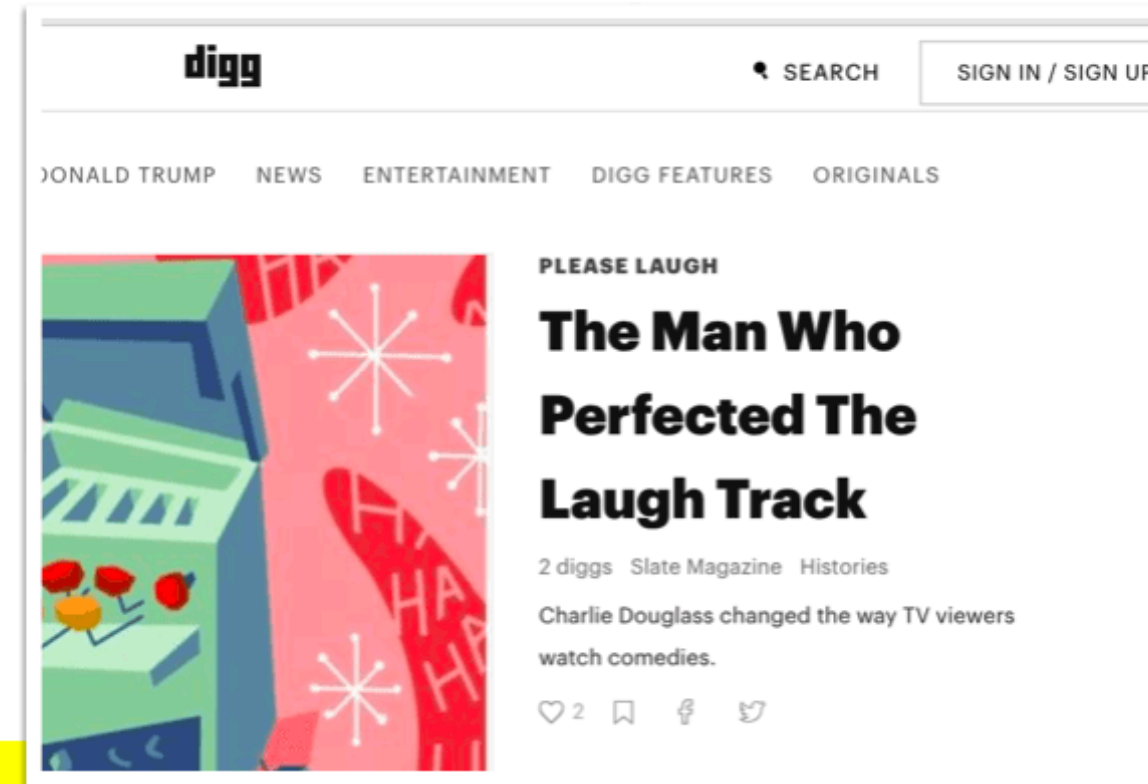
"The First Rule of Copywriting?
Get. Attention."

THE IMITATION GAME

STEP THREE

→ **After** we've selected a headline that captures our attention, we want to analyze and break it down into its core structure. The structure is "*how it's said*" rather than what's being said.

In this example the headline **"The Man Who Perfected the Laugh Track"** caught my attention, specifically the term '*perfected*' perked my interest. It has a strong implication that this is the "final best way" to do something, and I should learn what that is!



EXAMPLE
From digg.com

What it says: "The Man Who Perfected The Laugh Track"

Structure we can imitate:

"The [noun] Who Perfected The [topic]"



THE IMITATION GAME

STEP FOUR

Now that we have the structure, we can apply it to our subject matter. Let's say you're marketing an info-product for real-estate agents, specifically about the benefits of "short selling".



What it says: **"The Man Who Perfected The Laugh Track"**

"The [noun] Who Perfected The [topic]"

"The [Real Estate Agent] Who Perfected The [Short Sale]"

The 'noun' becomes our target audience, our 'topic' reflects our product we'll be introducing to that audience.

STEP FIVE

THE IMITATION GAME

Now we can expand upon the topic, **spicing up the benefits within our headline**. It's important here to think about our reader, what's in it for them (benefit) if they continue on reading our material?

What it says: **"The Man Who Perfected The Laugh Track"**

Structure

"The [noun] Who Perfected The [topic]"

"The [Real Estate Agent] Who Perfected The [Short Sale]"

Expand

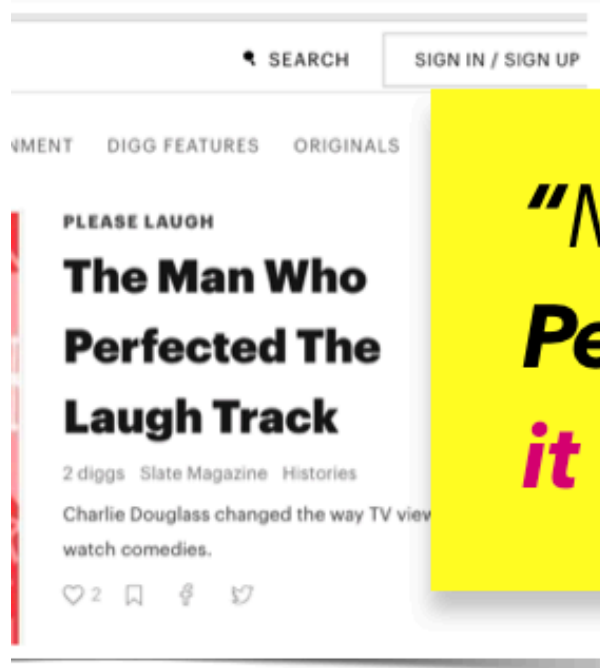
"Meet The [Real Estate Agent] Who Perfected The [Short Sale], and Learn How it 4x'd His Agency's Profits in 6 Months"

What's in it for them if they continue on reading our material?

THE IMITATION GAME

MORE EXAMPLES

Here are a few more examples of headlines pulled from trending topic sites and applied to our topic...



"Meet *The [Real Estate Agent] Who Perfected The [Short Sale], and Learn How it 4x'd His Agency's Profits in 6 Months.*"

Modifier = *End Result + Time Frame*



"*The (Astonishingly Simple) Reason [Real Estate Agents] Often Ignore [Short Sales], and How Many Miss Out On 400% Higher Profits.*"

Modifier = *Fear of Loss*



Modifier = *Fear of Change*



"*Real Estates Bleak Outlook In Three Charts and Why Short Sales Just Might Be The Simple Solution Agents Need.*"

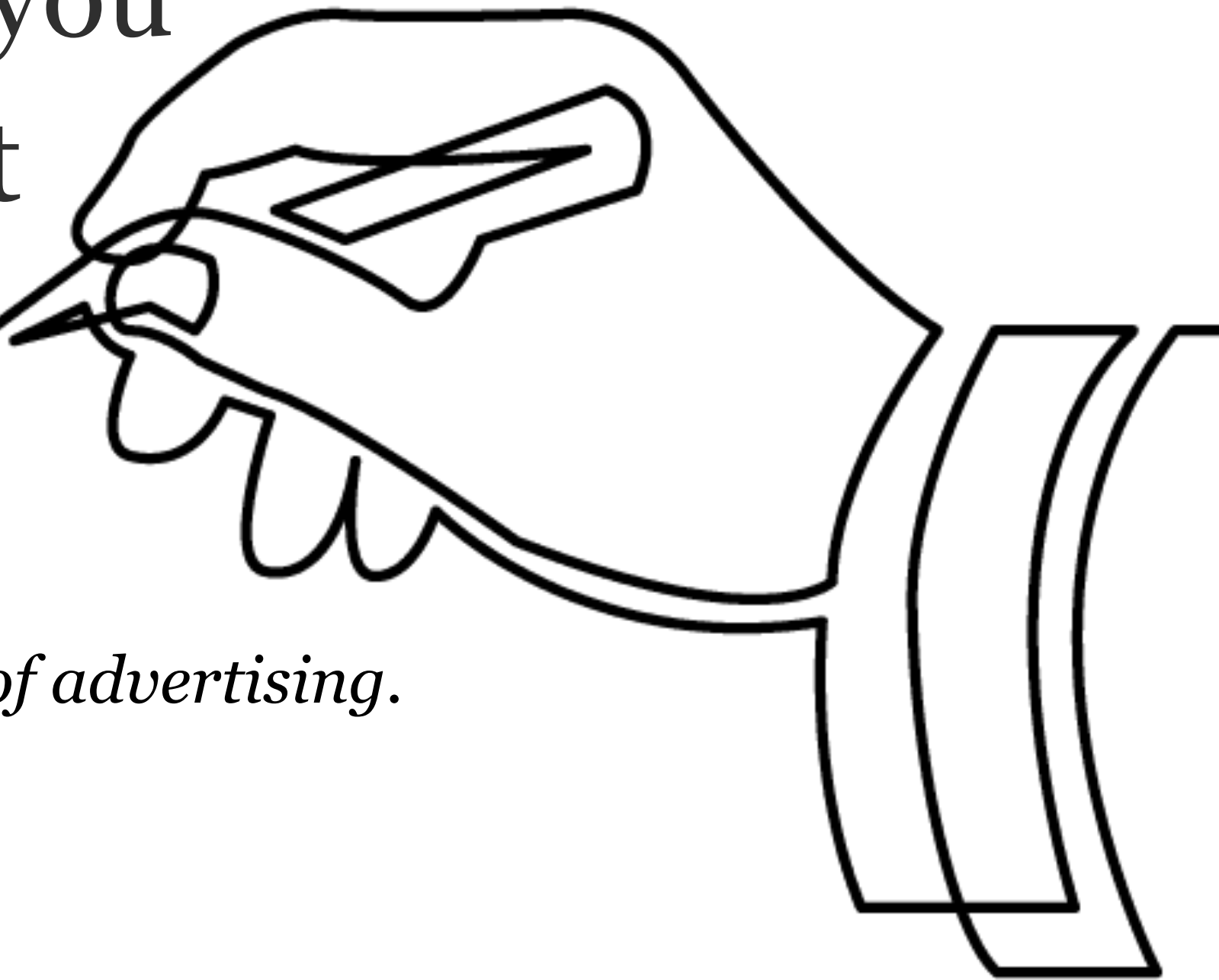
Modifier = *Fear of Unknown + Hope*



→ "On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."

- David Ogilvy

Advertising tycoon, founder of Ogilvy & Mather, and known as the father of advertising.



THE IMITATION GAME

How to Profitably Apply This Method to Our Marketing

In this method we focused mainly on “*how to generate an engaging headline*”, but what can we do with this headline? It may seem obvious, but let’s take a closer look. First, let’s look at our headline as a thesis...

The·sis - /'THēsis/ *a statement or theory that is put forward as a premise to be maintained or proved.*

Our headline/thesis is the point we’re going to be discussing in the rest of our copy. The structure of what follows the headline is really going to depend on our medium. A blog post is going to be structured differently than an email, and a sales page is going to differ from an advertisement. **However there are going to be elements that are shared between all of them.** Let’s take a look at how we can build on our thesis with the goal of maximizing our persuasiveness.

Structure of most persuasive content... - - - - -

INTRODUCTION TO THE IDEA - Build upon your headline/thesis, focus on where the outcome (often called the promise land) will take the reader. Answer the “I know you’re probably thinking...” questions your reader may have. Build credibility with facts, figures, and quotes from reputable sources.

Keep it interesting... Keep an archive of articles, screenshots of chapter introductions, collections of quotes, things that capture your attention. If you’re not sure if your introduction is interesting enough, post a part of it to your social media channel of choice. Did it generate much engagement?

If not, you may want to revamp. You can look at ways to make it more **shocking**, something your reader didn't expect; be more **revealing**, share something that most people would keep to themselves; be **controversial**, shake the pot a bit and call out a popular perspective as wrong.

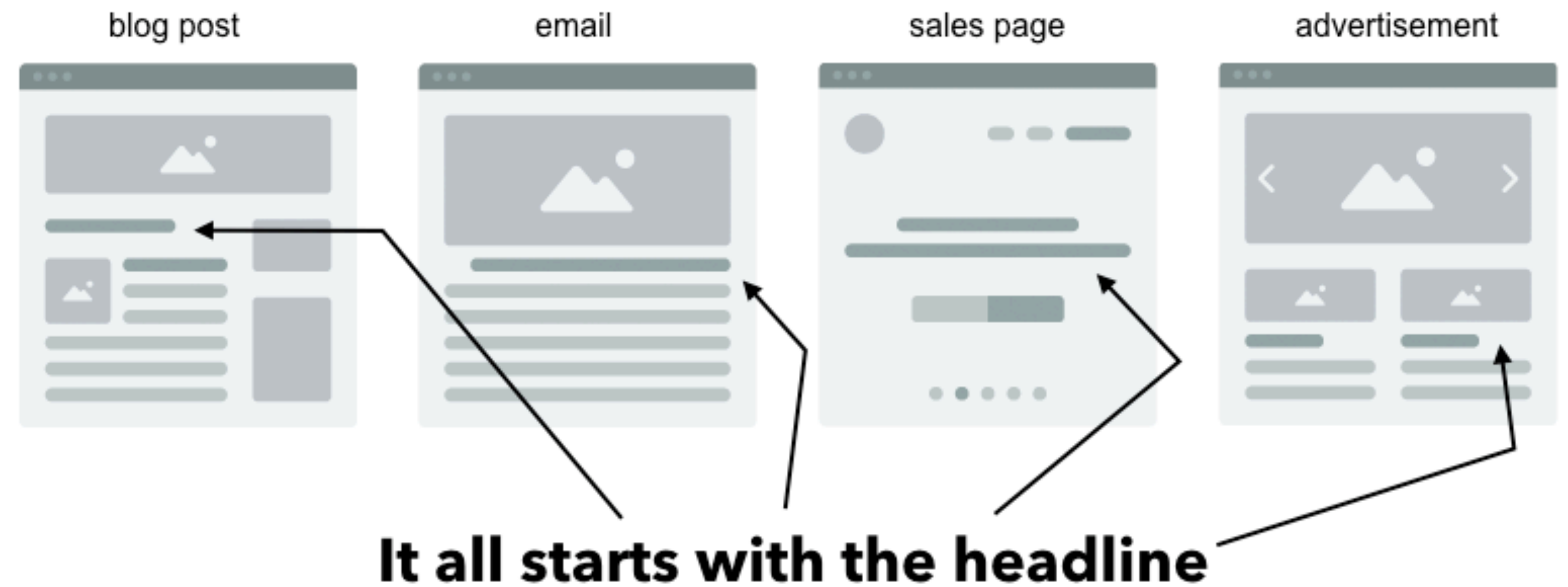
Still not sure where to start? **Here's an "introduction cheat-code"**: You can start your intro with “Even if...” to go right for the jugular objection.

THE IMITATION GAME

How to Profitably Apply This Method to Our Marketing

Headline leads to ~> Intro: "Even if you've found that XYZ hasn't worked for you in the past, let me show you how a simple change in perspective can make all the difference."

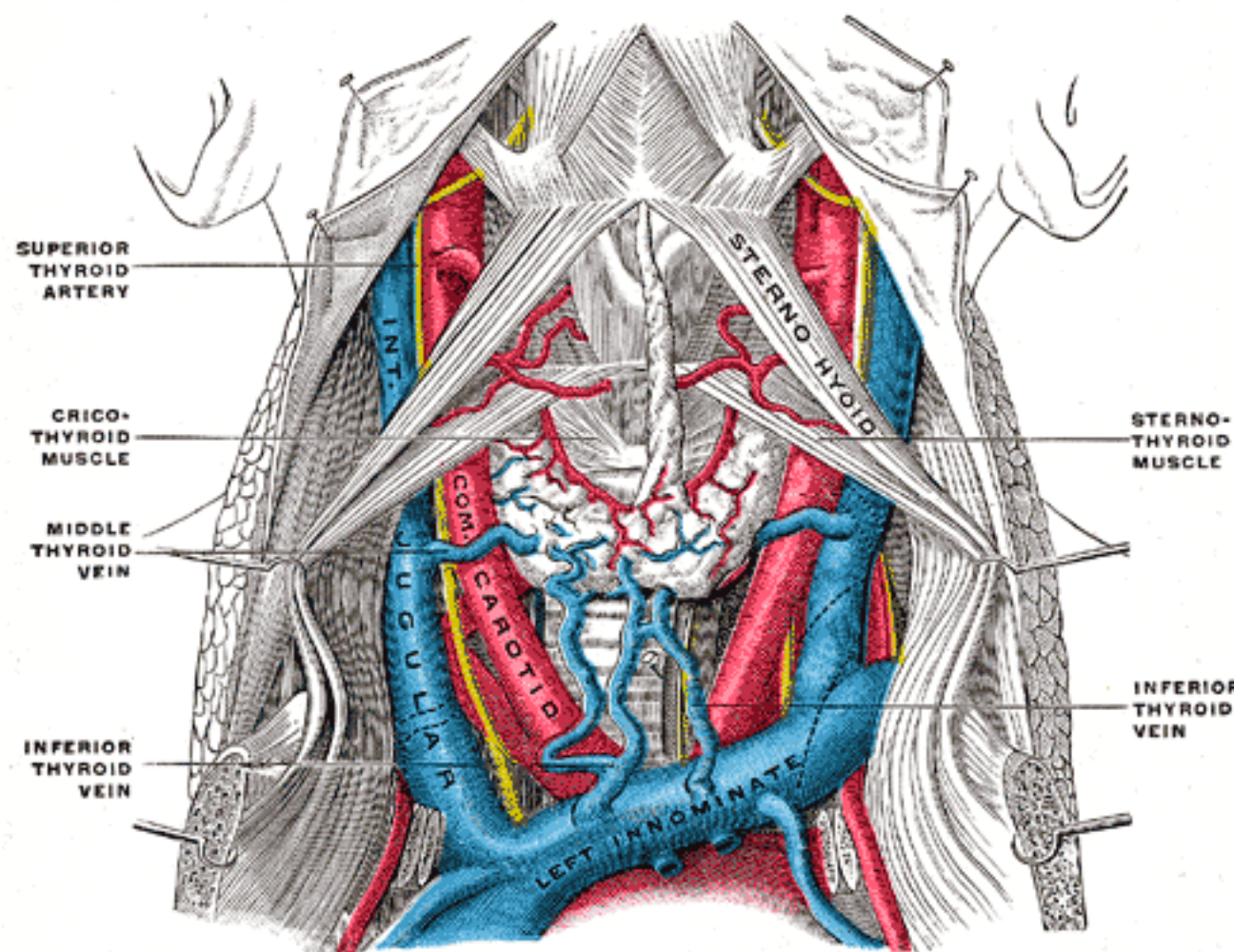
Addressing a common objection at the beginning can both entice the critic to keep reading, and reassure the believer that progress can be made... if they simply keep reading.



THE JUGULAR OBJECTION

When I teach in workshops I usually start by helping the audience *identify the single most common objection to their product or service.*

The one, that if not addressed, will lose the most people in your target audience. Your first step in writing anything should be to identify and crush this objection. Go for the jugular and you have a solid chance of winning over even the strongest critic.



THE IMITATION GAME

How to Profitably Apply This Method to Our Marketing

Illusory superiority, the **above-average effect**, the **superiority bias**, the **leniency error**, and the **primus inter pares effect** all are meant to define pretty much the same thing - most people think they are better (or unquestionably different) than the average people. "Yea maybe for them, but..." is the default response of our reader, even if it's subconscious. With our "even if" introduction we're taking the common objection away from our reader.

This insight into our readers will also will help us stop making assumptions about people's need for our offer. If everyone thinks they're special and unique their initial reaction to our arguments is "It might work for them, but it won't work for me." Understanding this will help us craft better openings to our arguments, building a better case for reading further.

A subtle goal we should keep in mind is that everything we write should, in some way, keep our reader engaged.

"What's important is that you start addressing a person's objections before they even have a chance to think them. Your prospect feels like you can read their mind - and that your product can actually solve their problems." - Benjamin Elias

➤ **Example:** *The exercise program that help even the most time crushed person lose weight!*

Even if Introduction: Even if you don't have hours to spend at the gym, this unique program can work for you, let me explain. (Keep building, here you can even start talking in terms of your own experience.) I used to get overwhelmed thinking about the time commitment I'd have to make if I really wanted to reach my fitness goals, I'm sure you can relate. Time is something we all could use more of, and with all the demands of daily life it can be easy to conclude that if something's going to get cut, it's exercise.

But here's the truth, you can accomplish so much more, in so much less time, if you simply take a few moment's to learn the "80/20 rule of fitness." Below you'll find the routine even the most time crunched person can use to get noticeable results, fast!

THE IMITATION GAME

How to Profitably Apply This Method to Our Marketing

After our introduction it's time to jump into the meat of our topic.

If this is an email, we may choose to send them directly to our offer at this point with a call to action to "find out more". If this is a sales page we can continue our content marketing piece by sharing the "outline" of our training, focusing more on the benefits of each steps than the techniques, eventually leading to our call to action to buy if they want to get the full system.

As a content piece (blog post, ebook, white-paper) we still want to focus on the benefits, but our reader can benefit from a bit deeper dive into the tactical parts of our topic; eventually leading to a call to action to learn about our offer. We'll dive further into the tactical content in Method 7 - Teach, Transform, Transact.

**That ONE 'Simple' Method Has Helped Me Write
Hundreds of Profitable Copy Pieces FAST...**

That **ONE 'Simple' Method** Has Helped Me Write Hundreds of Profitable Copy Pieces FAST...

I'm sure it's not a stretch to say that with just this one method you'd be able to walk away from this page and improve your own writing... or at the least help save you time in brainstorming profitable copy ideas.

That's precisely why I've put not just one, but 10+ different time saving and profit maximizing methods together for you to use in your own marketing.

Using these methods have helped me transform my 6 figure per year agency into a 6 figure per month agency with clients regularly paying me \$10k+ per month.

I've decided to put them all together in an easy to follow guide at an incredibly low price, let me give you a quick tour of what you'll be getting today...

7 FIGURE MARKETING COPY

Seven Proven [- maniacally powerful -]
**Methods You Can Use to Quickly
Craft** [-interesting, engaging, and
profitable-] **Marketing Copy**

7FigureMarketingCopy.com

Perfect For...

- ✓ Online Product Marketers
- ✓ Agencies With Advertising Clients
- ✓ eCommerce Stores
- ✓ Email Marketers
- ✓ Content Marketing

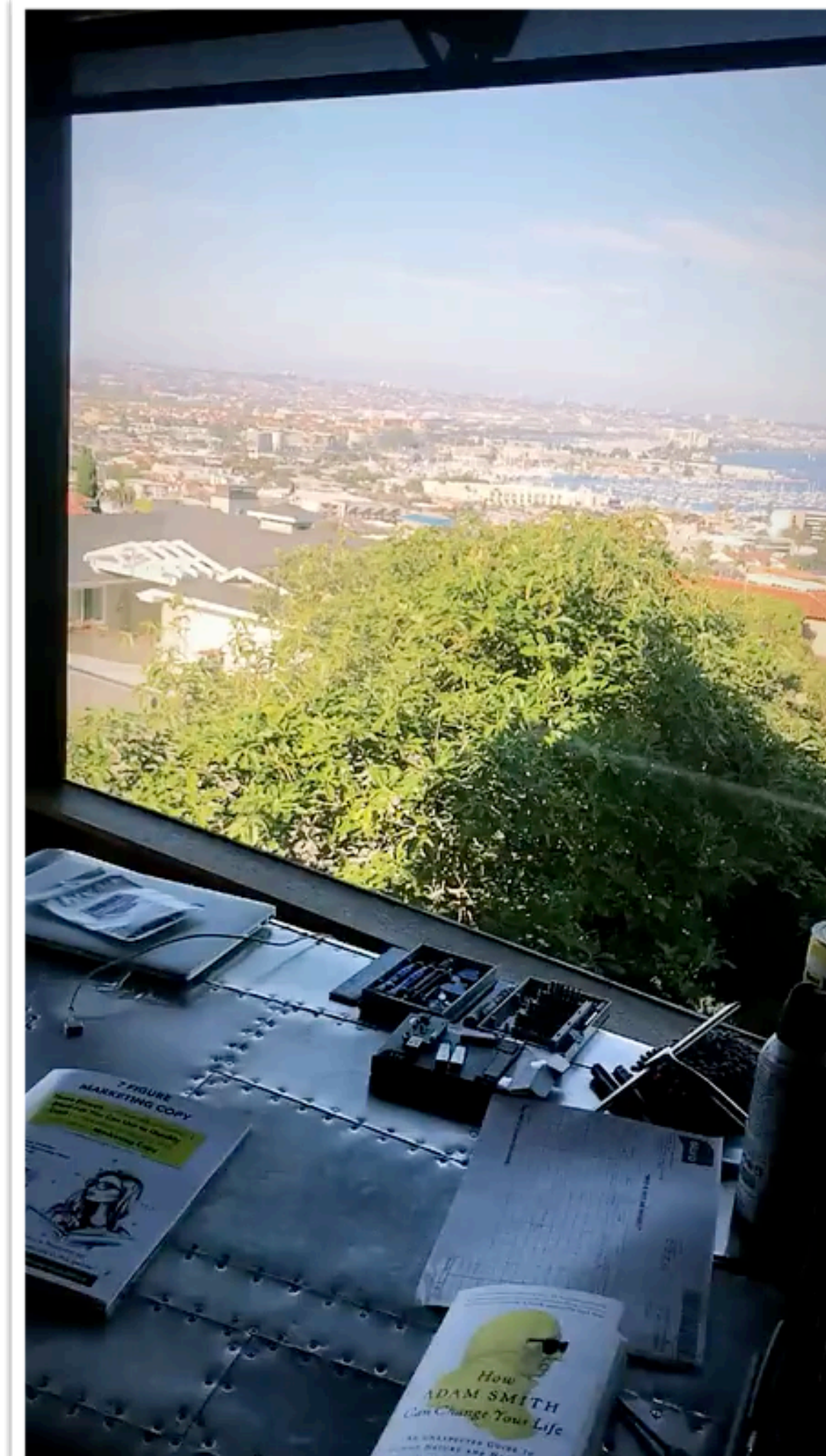


"Sean's helped generate over \$40m+ in Revenue for himself & clients utilizing methods outlined in this guide!"

By Sean Vosler // Founder of Increase Academy

Ready to Unlock More Marketing Methods?

Here's a quick peek inside your brand new guide...



This is a "Living" Book

With More Methods Added Monthly... With The Lifetime Pass You'll Be Able to Unlock ALL The Future Methods At No Extra Cost...

The Methods Included Today...

Learn How to **Quickly Craft Engaging Copy** by Harnessing the Structure of Trending Content

METHOD ONE The Imitation Game



METHOD TWO Amazon R&D



Leverage the **Power of The Powerful Yet "Overlooked"** Part of Best Seller Books In Your Niche

METHOD THREE COGNITIVE MANIPULATION

Controversial Yet Impossible to Ignore: How To Ethically Harness The Built In Bias' of Your Reader to Increase Sales



METHOD FOUR Community Arbitrage

Harness The Power of Community to **Create Lists of Benefit's That Your Leads Actually Care About**

METHOD FIVE Tried & True Formulas

Tried & True Easy to Use Copywriting Formulas... That You Can... Copy... heh.



METHOD SIX Counterintuitive Copy Structure

"This structure alone has generated millions of dollars in profits for myself and my clients." - Sean Vosler

METHOD SEVEN Designing Your Own Methods

Teach a Man to Fish & You Can Sell Him Fishing Gear



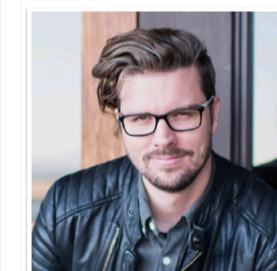
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- ✓ Email Marketers
- ✓ Content Marketing



"Sean's helped generate over \$40m+ in Revenue for himself & clients utilizing methods outlined in this guide!"

By Sean Vosler // Founder of Increase Academy

+ All Unlock All Future Methods Added Monthly

Here's a preview of the next installments coming in the next few months...

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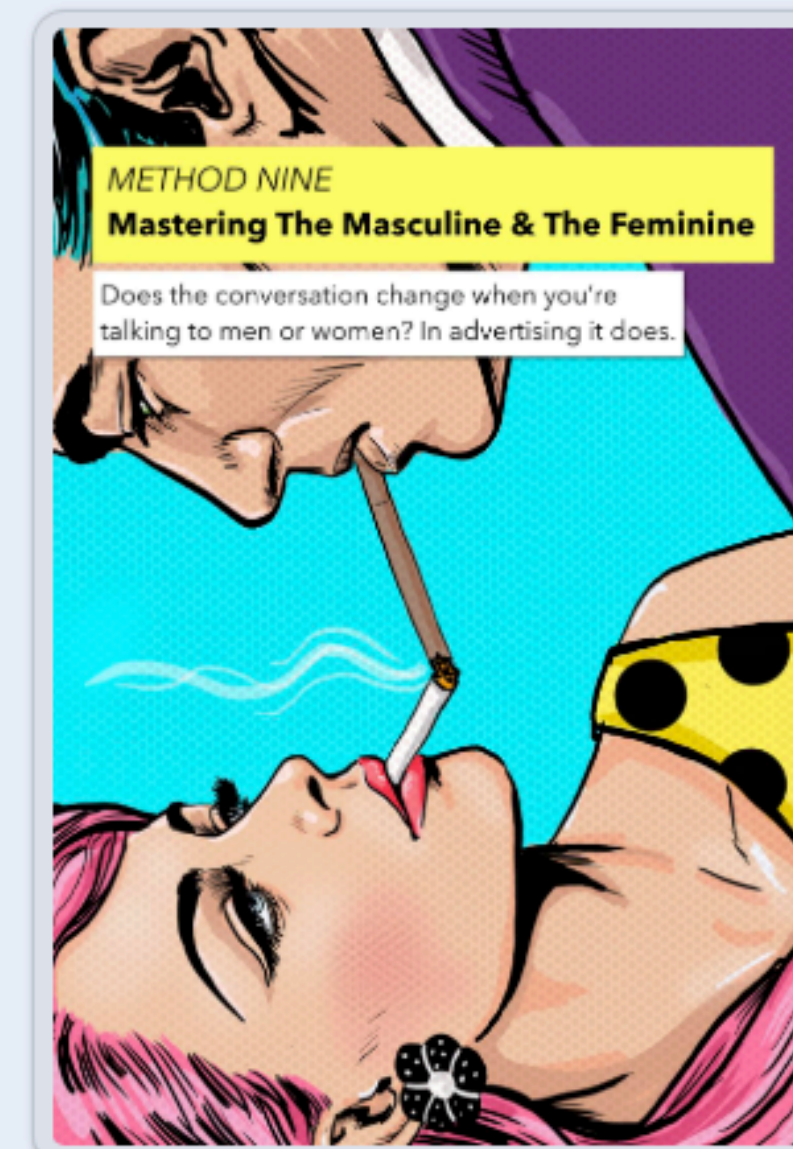
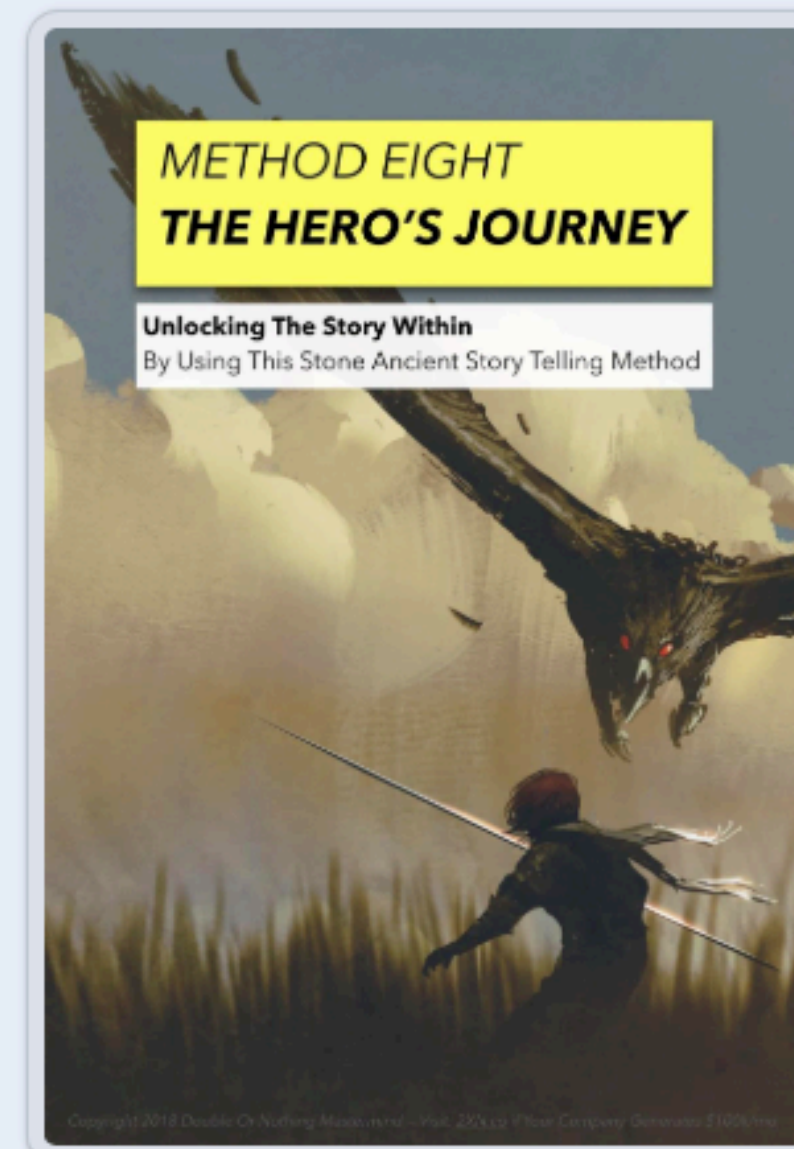
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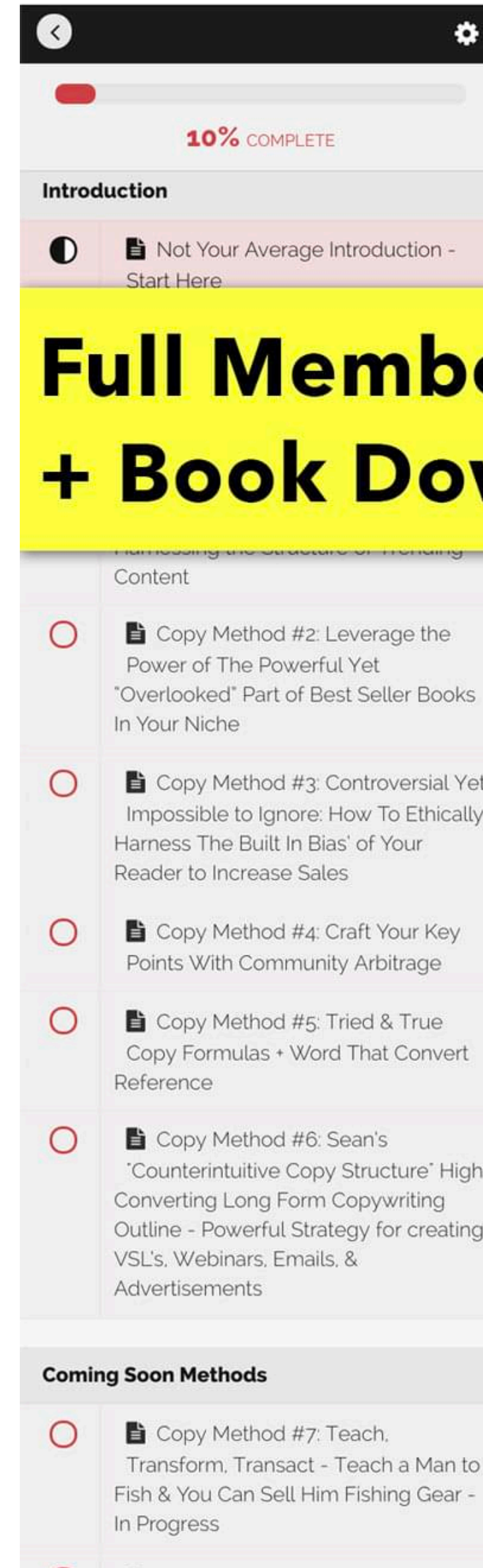
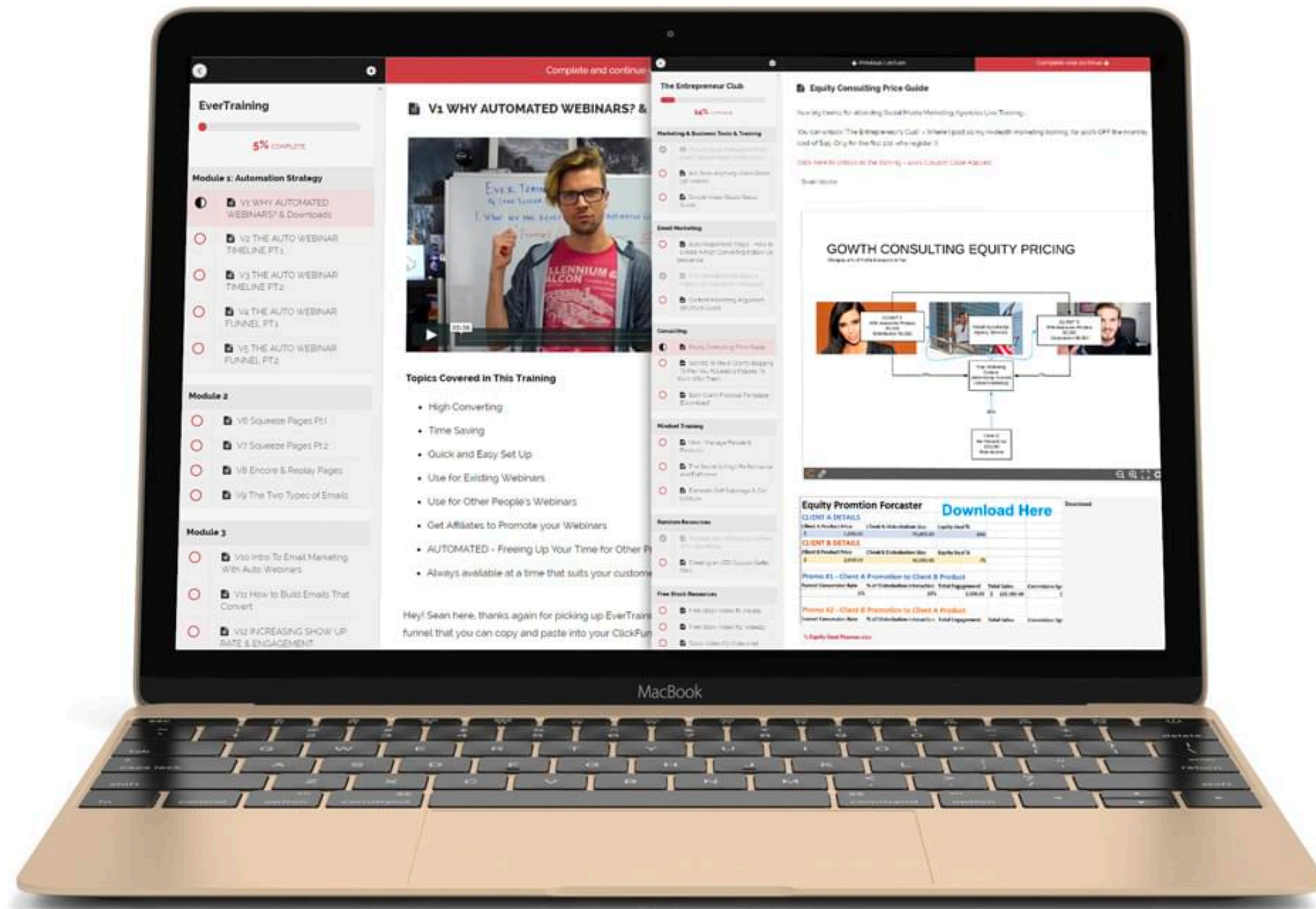


This is just a few of dozens more in progress!

WHAT'S IN IT FOR YOU?

it's simple...

This Guide *finally* Takes the Pain Out Of Writing Copy.



"Genius is the ability to put into effect what is on your mind."

- F. Scott Fitzgerald

Before We Begin I Need Something From YOU.

An admission.

It's All Included In Our Lifetime Access Membership Area dy within you, the face.

missing is the right tool. Iools to help put them in the right place. The place that makes the most impact for the most people. That's why I created this guide, and that's why I know it will help you succeed

Masculine & The Feminine - In Progress



"This is my favorite intro-to-copy guide I've seen. For Reals. Love how straight-to-the-point it is. Really nice job writing to a broad skill set... From super novice to some really surprising gems for experienced copywriters. This guide leaves the reader feeling, "I can do this too!"

- Matt Hall ~ Copywriter & Content Strategist

A glimpse into what you're unlocking today...



it's just
easy to use

ATTENTION In the first 4 methods I'll break down several insane ways to brainstorm attention grabbing content that pulls your reader into your orbit.

FOCUS One "arm-twisting" strategy to push your readers past / current / future anxieties to the side so they can focus on what you have to say.

SOCIAL STRATEGY A caveman strategy you can use to place yourself at the head of the pack when it comes to authority and social proof.

CASE STUDY STRAT Simple way to generate case studies to prove your point both logically and emotionally.

THE KENDRICK LAMAR COPY RYTHM A 4 step process to transform your everyday boring copy to prophetically profound muses.



Victor Pontes Hey Sean, I finish the reading. Man I'm already anxious about the final version. I learned a lot, thank you!

The best part of your Guide was that you all the process, you don't just give a bunch of headlines like everyone. You show where to see some good headlines, how to extract the structure of them and how to apply to your new scenario.



bye bye
industry
jargon

EGO PATHOS LOGOS The math behind the highest converting copy for the last 100 years broken down into the proven conversion ratios.

KNOW LIKE TRUST CHALLENGE CONVERT A detailed look at my high converting email sequence that you can copy/paste into your business.

BANNER BLINDNESS BUSTER Key words you can use to take a browser out of their hypnotic state so they can actively pay attention to your message.

HUNDREDS OF EXAMPLES I've combed through the best of the best examples of what's working now so you have clear cut examples to pull from.

MAKE THEM FALL IN LOVE Writing copy is a lot like dating, I'll walk you through the seductive yet respectful ways to persuade your readers.



Matt Hall At first glance, this is my favorite intro-to-copy guide I've seen. For reals. Love how straight-to-the-point it is. Really nice job writing to a BROAD skill set (from super novice to some really surprising gems for experienced copywriters). This guide definitely leaves the reader feeling, "I can do this, too!"

Really looking forward to the rest of the bonuses!

Love · Reply · 15h · Edited



1



saves you
time

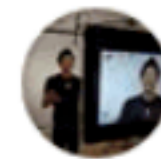
HIGH CONVERTING SALES PAGE OUTLINE Simple to follow template built on the back of 100s of split tests, it's my highest converting page!

BETTER EMAIL OPEN RATES Pick the right email subject line to boost opens, along with one trick to add a hidden "sub headline" to any email.

OPT-IN RATE OPTIMIZED SQUEEZE PAGE TEMPLATE It's not always about the percentage that opt in, it's how many of those turn into buyers!

KEEP THEM ON YOUR PAGES LONGER Bounce rates are a good indication of how engaging your content is, boost engagement with specifically engineered questions.

Like · Reply · 2w



Eric Chong Awesome, love this Sean

I love how you open with building confidence (confidence > action)

"The goal of a teacher is to create action in their students"

Love the admission bit, really sets up the mindset right from the beginning.

Step #6 is really cool for building confidence while applying a skill of modeling in copywriting, love how simply you put it. 🥰

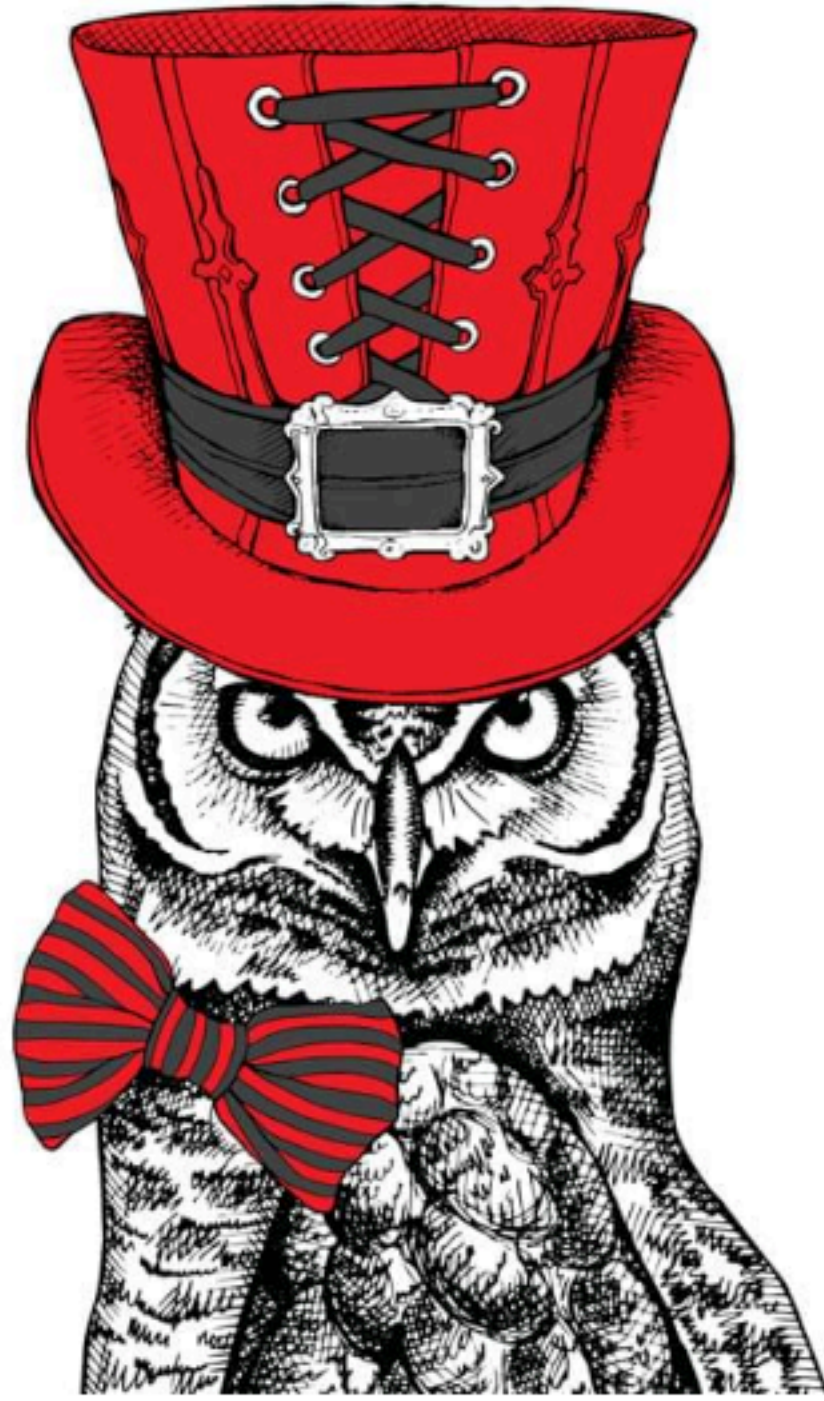
Genius breakdown of modifiers and didnt really think of subtitles that way, again clear, concise and easy steps to follow that produce a result in copywriting, classy 😎

love the bonus section at the end 😊

Love · Reply · 2w



1



increases
your sales

FEATURE / BENEFIT CONVERSION TEMPLATE Use this to take your list of features & convert them to high converting benefit bullet points.

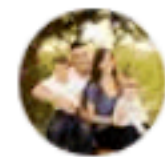
EMOTION VS. LOGIC - BALANCE GUIDE What's the right ratio of "emotional copy" vs. "logical copy"? This will help save you from having to guess with a scientific break down of the two ratios.

ETHICAL URGENCY & SCARCITY STRATEGIES FOR 2019 Do timers & limited quantities still help conversions? You bet they do... however, it's important you use them in the right way.

STORY GENERATOR TEMPLATE Follow this simple step by step guide to create magnetic and spellbinding stories to captivate and convert your audience.

UPDATED GUARANTEE TERMS TO OPTIMIZE CUSTOMER VALUE Of course you should have a money back guarantee, but you can also use this area as a key conversion point beyond just removing risk.

STOP - SNEAKY STRATEGY TO PULL IN "SKIMMERS" STOP your readers from "ignoring" key parts of your message with these simple eye catching copy and graphic tools.



Ryan McKenzie If anybody is on the fence - I pounded through the whole book/program already...

Even if you are a pro, there plenty of little nuggets in here that you can start tossing in your tests...

I know I will be.

Great work Sean

Love · Reply · 21m





easy to
follow

ONE SIMPLE CHANGE TO TRIPLE PERCEIVED VALUE The value of your product or service isn't defined by what you THINK, it always comes down to the context your reader brings with them to the sales process.

37 ITEM SALES PAGE COPY CHECKLIST Use this for your own sites or clients to make sure you've hit all the key points in your messaging. (Can easily be the difference between a dud & a winning page!)

17 ITEM ADVERTISING COPY CHECKLIST Take the guesswork out of writing advertising copy with my tried and tested ad copy checklist.

22 ITEM LEAD GENERATION COPY CHECKLIST It's not just about getting the lead, you need to make sure they're nurtured! Use this checklist to verify you have everything in place to turn a lead into a life long buyer & fan!



Jason Moffatt How is this less than \$500. Did you miss some zero's?

Haha · Reply · 44m



3



takes the
riddle out of
copywriting

CASE STUDY 1 - BTS OF MY FIRST \$500K (Profit) CLIENT Detailed break down on what it took for me to find, land, and close a 500k profit deal (from a single client!) for my agency.

CASE STUDY 2 - BTS OF MY FIRST \$227K (Revenue) EMAIL Watch as I break down one of the highest converting emails and learn how to use the principles behind it in your own writing.

CASE STUDY 3 - BTS OF MY DAILY EMAIL TECHNIQUE You should be writing your email list MORE, let me show you how to constantly come up with ideas & content to send, without burning out your audience.



EARLY BIRD BONUS Unlock 200+ example headlines for 5 different niches... These are amazing resources for the agency owners out there.

Who's This Guide Designed For?



SMALL BUSINESS OWNERS - *I started this guide for you!*

I have mad respect for anyone who's managed to build their own business (online or offline)... This guide is built in particular for entrepreneurs who understand the value of great copy, but just don't feel they have the time or skillset to create it. This guide is your marketing tool box, filled with easy to follow marketing strategies any business use to maximize profits.

AGENCIES - *I've been there!*

Better results for your customers means higher rates for your agency, it's a simple fact. If you want to be able to justify higher rates, your focus needs to shift from getting more clients to getting better results for the ones you have! Use this guide as a platform for boosting their sales, so you can justify higher rates for your services.

COPYWRITERS - *Obviously a powerful tool.*

This one's pretty obvious, however something even the most seasoned copywriter will agree with is it doesn't matter how good you are ~ you can always get better. While this guide will help improve your skills it will also do something arguably more important... *it'll help you save time.* Use these methods at the start of your project to help get clarity and maximize each hours output!

INTERNET MARKETERS - *I've helped quite a few, let me help you!*

If you make a living selling things online than you know how important copy can be. Let this guide serve as your secret weapon to creating high converting landing pages and videos. If you hit a snag while writing simply open to one of the many methods for inspiration and starting points.

Who is **Sean Vosler**?



My story's probably similar to yours, started off at a day job, hated it, decided to start a business, underestimated how hard it is, kept refining it until finally... the light bulb found the socket.

If you can harness the power of selling on and off the page, success is all but assured.

You see, I'm not just writing copy for myself and clients - I'm also constantly refining my own business model. Optimizing it so I have more time to help others do the same. As someone once said, *the best way to become successful is to help others around you do the same.*

Throughout this book my goal is to help you reach your own selling goals, and hopefully serve as your guide in what can be one of the most difficult skills to master... copywriting. I live in San Diego with my wife Victoria, son Ren & my corgi Roo :)



My Passion
Is Getting My Clients &
Students RESULTS.

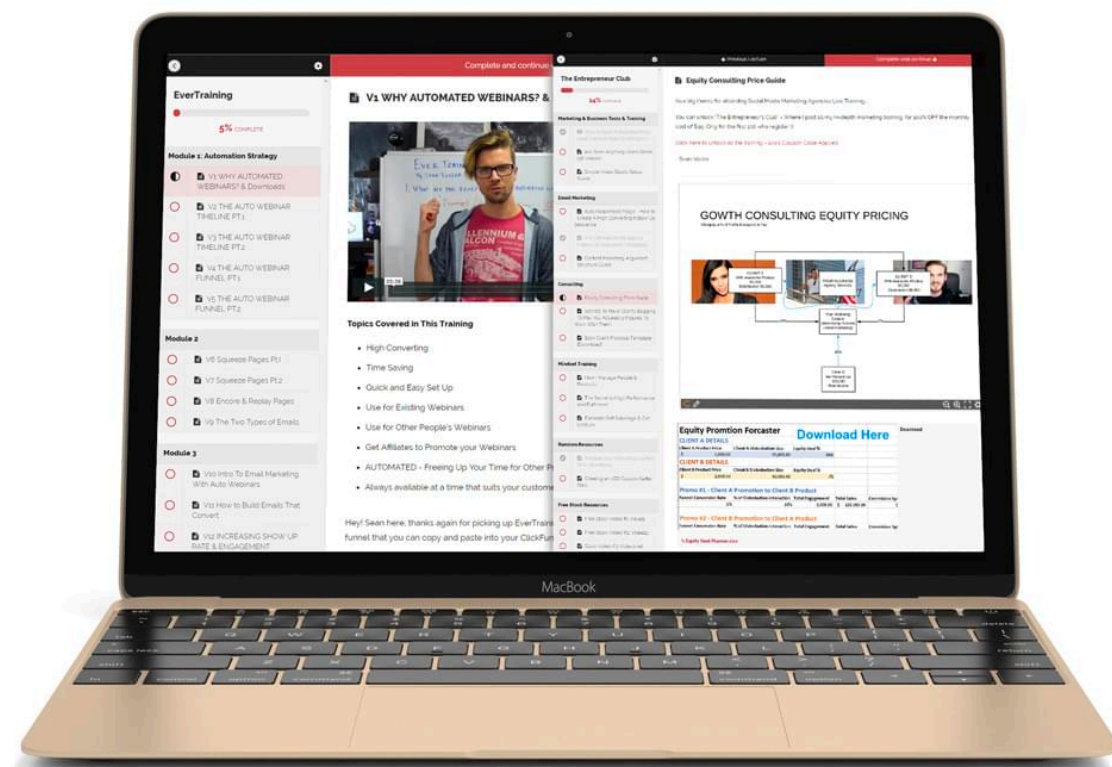
Let me do the same for you.

PRICING During our 'earlybird' opening you can get lifetime access to the **"7 Figure Marketing Copy"** guide today for only...

~~\$99~~ **\$24.75**

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7 FIGURE MARKETING COPY

Seven Proven [- maniacally powerful -]
**Methods You Can Use to Quickly
Craft** [-interesting, engaging, and
profitable-] **Marketing Copy**

7FigureMarketingCopy.com

Perfect For...

- ✔ Online Product Marketers
- ✔ Agencies With Advertising Clients
- ✔ eCommerce Stores
- ✔ Email Marketers
- ✔ Content Marketing



"Sean's helped generate over \$40m+ in Revenue for himself & clients utilizing methods outlined in this guide!"

By Sean Vosler // Founder of Increase Academy



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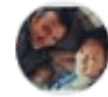
By Sean Vosler // Founder of Increase Academy

Membership Setup Process



Victor Pontes Hey Sean, I finish the reading. Man I'm already anxious about the final version. I learned a lot, thank you!

The best part of your Guide was that you all the process, you don't just give a bunch of headlines like everyone. You show where to see some good headlines, how to extract the structure of them and how to apply to your new scenario.



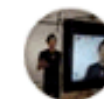
Matt Hall At first glance, this is my favorite intro-to-copy guide I've seen. For reals. Love how straight-to-the-point it is. Really nice job writing to a BROAD skill set (from super novice to some really surprising gems for experienced copywriters). This guide definitely leaves the reader feeling, "I can do this, too!"

Really looking forward to the rest of the bonuses!

Love · Reply · 15h · Edited

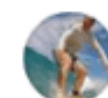


Like · Reply · 2w



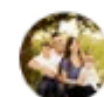
Eric Chong Awesome, love this Sean I love how you open with building confidence (confidence > action) "The goal of a teacher is to create action in their students" Love the admission bit, really sets up the mindset right from the beginning. Step #6 is really cool for building confidence while applying a skill of modeling in copywriting, love how simply you put it. 😊 Genius breakdown of modifiers and didnt really think of subtitles that way, again clear, concise and easy steps to follow that produce a result in copywriting, classy 😎 love the bonus section at the end 😊

Love · Reply · 2w



Jason Moffatt How is this less than \$500. Did you miss some zero's?

Haha · Reply · 44m



Ryan McKenzie If anybody is on the fence - I pounded through the whole book/program already...

Even if you are a pro, there plenty of little nuggets in here that you can start tossing in your tests...

I know I will be.

Great work Sean

Love · Reply · 21m



✓ **Step 1:** Is Easy... Set Up Your Membership

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✓ 'earlybird' Coupon Applied: Save 75%

Get Access Today Only...

~~\$99~~ **\$24.75!**

♥ Questions? Call 415.483.9446 or support@increase.academy



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About The Author



Never been a fan of writing up a bio on myself, I know it's a key part of the page... but still, one of the least fun parts of writing IMO is writing about yourself.

However, giving some context on my background will not only show you I know a bit about this stuff, but my hope is also that it might just inspire some of you who are facing the consequences of not being able to sell the "magic" behind your product or service.

I've been blessed with some of the best clients in the industry, and am proud of the \$40 million + in revenue I've helped them directly generate (and many millions more in residuals).

Now's my chance to share with you much of what I've learned through the process!

Some of Sean's Clients



Tai Lopez

8 Figure Affiliate Management



Sam Ovens

Multi-7 Figures in Promotions Managed



Adrian Morrison

Multi-million Dollar Launches



Anthony Morrison

7 Figure Product Launches



Mike Long

8 Figure Launch With OMG Machines



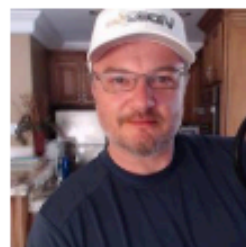
Alex Becker

500k In A Day Launch + \$1 Mil Gross



Chris Record

Affiliate Management and Consulting Client



Andy Jenkins

Mentor and (3x) 7 Figure Launch Client



Mike Filsaime

Mentor and (3x) 7 Figure Launch Client

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