

Would You Like To Pull In More Sales And Increase Your Profits by 917%

Now you can increase your profits by 917% with a simple, proven formula for creating much more effective copy.

"Your concepts immediately shot our profit straight through the roof. I increased my profit on one project by a very real 917%!"

Gerry Hoylie, CEO
Allana Enterprises

Do all your web promotions get the results you're really after? Are they as profitable as you'd like them to be?

Even if your web marketing pieces are doing alright - wouldn't you like to increase your results substantially, even by as much as 9 times?

One of my clients did just that. Using what I'm about to show you, she increased her profits by 917%. Many others increased their profits by 300% or more, as well.

How have my clients managed to produce such remarkable results time and time again? And how can *you* start enjoying similar results with your web marketing?

The answer is simple. If you want to improve your sales and profits exponentially, the secret to doing it is:

More powerful content and copy

It's really that easy. Look, I don't care how great your product or service is, how attractive your web site may be, or how you market yourself.

It's all a waste of time if you don't have the kind of powerful, compelling sales copy that converts the maximum number of prospects to cash paying customers.

The bottom line is this: if you don't do an exceptional job of motivating your prospects to take immediate action, or don't do the strongest job possible of closing them once you have their attention...

You're cheating yourself out of all the profits you could be earning

Have you created copy to revamp your home page or copy for a new promotion on your site you were sure would sell like crazy, only to have it fail?

I know this painful outcome is all too familiar. Because over 90% of my clients tell me they've been through this.

They also tell me they wish they were much better at writing web copy.

Here's How To Put An End To Poor Results - And Start Increasing Your Sales And Profits Right Away

If you'd like to put an end to the dismal results you've been getting... if you'd like to be able to write the kind of copy that makes products disappear off the shelves and sells services like crazy... I've got good news for you.

I've just created a powerful new program that will show you, step-by-step, everything you need to know to write the most compelling copy imaginable. Copy that sells and sells - then sells some more!

It's called **How To Write Your Way to Millions**

You Get Tested, Proven Techniques...

For the first time, the entire formula is broken down into a simple recipe anyone can follow to produce record-breaking sales. It's all there in this new program, **How To Write Your Way to Millions**.

Now, I could tell you about all the great results I know you'll get by using this program. But instead, I'm going to let my clients tell you how well my copy techniques work.

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"One simple strategy took me five minutes to apply. It increased my profits by a whomping 60%."

Ed McHugh
Self-Employed

"Your copy increased our gross sales by 600% for this product line - almost overnight. Then I put the sales letter up on our web site and it's bringing in 6-figures annually with almost no effort on our part whatsoever."

Ed Hamerhan, CEO
MD, Inc.

If you'd like to start getting similar results, **How To Write Your Way to Millions** is for you. I guarantee these techniques will have a powerful impact on your sales and profits.

Writing Powerful Web Copy Is Made Easy By A Unique Approach

The biggest complaint I hear from my clients is that all the books they read on copywriting tell them "what" to do but don't show them *how* to do it. **How To Write Your Way to Millions** is different.

It's set up as a simple program that shows you everything from start to finish on how to write compelling web copy.

First, this unique formula is laid out in complete detail, chapter-by-chapter. The entire process is revealed in comprehensive detail, giving you a model you can plug in any time you want to create highly profitable web copy.

But it doesn't just stop there. You see, after each step of my formula is carefully explained, I kick the whole process up another notch. I devote one chapter at the end of the book by demonstrating the entire formula in action. Every strategy and technique is fully explained and every question you could imagine is answered to get to the heart of how to create highly profitable web copy. Every detail is put under the microscope. So you can see precisely how to use every tip, trick, and technique in the formula to its full advantage.

For the first time anywhere, you'll have an insider's opportunity to understand *every* key factor of a highly effective sales piece. And you'll be able to take the hands-on lessons and apply them to your own web marketing pieces for spectacular results.

Here's a quick look at just some of the powerful advantages you'll gain from this unique, comprehensive training:

- * **Immediately kick your sales copy into high gear by understanding the one crucial component for producing copy that nearly writes itself.** You'll be shocked when you discover this component. I'll tell you this: it's by far the most important thing you can do to improve the selling power of your Internet copy. Yet it's almost never used by even the most seasoned copywriters.

- * **"Pre-Requisites" - what you must have in place before you ever write a word of copy.** Getting your prospects to respond is nearly a done deal when you have these components in place. But without them, you expose your marketing to far more risk than necessary. Don't put your sales at risk. Plug these components in and watch your sales rocket up the charts.

- * **How to create headlines that compel almost any reasonable prospect to stop and read your marketing piece.** Headlines are one of the most important components of any marketing piece. Years of testing have proven that a single headline change can increase your results by as much as 400%.

- * **Gain another crucial advantage by understanding "Power Words" and "Deadly Words".** Some words are absolutely golden. Others can instantly flush all your time, effort, and money down the drain.

- * **Discover how to avoid crucial copywriting errors that doom your promotions.** These days, one thing is certain. The marketplace is unforgiving. If your copy slows your prospects down, confuses them, doesn't hammer home the benefits as powerfully as possible, or makes them work too hard - you're doomed.

- * **Increase the selling power of all your copy by creating maximum response offers.** I'll let you in on a major secret. In today's market, your offer makes or breaks your success. Crafting a powerful, highly profitable offer is easy when you understand how. You'll get comprehensive details on how to

do just that and start enjoying greater sales volume right away.

* **Harness the immense selling power of the only two things people really buy.** The simple fact is, people really only buy two things - solutions to their worst problems, or ways to achieve their most important goals. Get complete details on how to imbed these powerful motivators into all your copy, resulting in even greater levels of sales.

* **How an ingeniously simple technique called "shifting the risk" can double or triple your sales immediately.** One of the greatest barriers to making the sale is your prospect's natural skepticism. They've been lied to, cheated, and burned by unscrupulous businesses more times than they care to remember.

I'll show you how to overcome this serious problem by "shifting the risk" completely off the customer and onto you - plus how to eliminate almost all real risk at the same time, and double or even triple your sales.

There's more. Much more including all the insider techniques for writing powerful sentences and paragraphs... how to identify your most compelling benefits... how to make optimum use of visuals and graphics... how to check copy to make sure it will sell before you ever invest a cent in it... proven testing methods for squeezing every last dime of profit out of your copy... and even more than I have room to go into here.

I promise to reveal every last strategy and technique used to sell literally millions of dollars worth of products and services on the Internet. No holds barred.

You'll never again have to spin your wheels writing and rewriting your copy. You'll never again have to settle for poor results because of lukewarm copy. **How To Write Your Way To Millions** gives you all the tools you need to create top copy that delivers maximum sales and maximum profits.

This comprehensive book is the foundation of the entire program. Everything I've just described above is covered in complete detail. Most marketing material tells you *what* to do and very little else. That's not the case here. Not only are you told what to do, the reasoning behind every step you take is thoroughly explained. And, most important of all, you are given complete step-by-step details showing you precisely *how* to carry out each step.

In addition, the workshop takes you through the actual creation of a highly profitable web marketing piece, giving you a step-by-step model you can use to create your own successful promotions.

That in itself is quite a lot. But it's just the beginning. You see, I've put together the most comprehensive package you could ever ask for. Nothing has been left for you to wonder about.

It's Easy To Get Started