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Week 3



How To Read Your Prospect's Mind And Design Genius Marketing Strategies

Downloads

📄 HIC Class 3.mp3

📄 Bonus: \$250 Million Dollar Swipe File.pdf

High Income Copywriter™ - Season 2 / 7-Week Certification / Week 3 / How To Read Your Prospect's Mind And Design Genius Marketing Strategies

WEEK 3

How To Read Your Prospect's Mind And Design Genius Marketing Strategies

Mark as Complete



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Homework

Now, as always, here's your homework assignment to complete before our 4th class next week.

Step 1: Shape Your World With NEW Words

EVERY DAY:

- READ the HIC CREED (Within the downloads of Week 1)
- HAND-COPY the HIC CREED once a day
- Start the morning with Dan's [Attitude of Gratitude](#) video.
- Then in the afternoon, the [Millionaire Mindset](#) video, which covers powerful daily affirmations you can tell yourself.
- Then lastly, before going to bed, watch the video on programming your [Subconscious Mind for Success and Wealth](#).

Step 2: Immerse Yourself In Dan's Teachings.

Re-Watch This Week's Class

Watch Dan's videos on [YouTube](#).

- Watch a minimum of 10 every day. You will get MORE out of HIC by watching Dan's videos.

- Especially the ones on copywriting, high-ticket sales, and productivity.
- Remember to take notes while watching. NEVER watch passively. Reflect and ponder on what you're learning.

www.getwsodo.com

Step 3: Read At Least ONE Advertising Book A Week

- Made To Stick - Chip Heath and Dan Heath
- One Sentence Persuasion - Blair Warren
- Dazzling Dialogue - James Scott Bell
- On Advertising - David Ogilvy
- On Writing Well - William Zinsser
- The Adweek Copywriting Handbook - Joseph Sugarman
- How To Write A Good Advertisement - Victor O Schwab
- Great Leads - Michael Masterson

Step 4: Handcopy Sales Letters From the \$250 Million Swipe File

- Handcopy Minimum 30 ~ 60 Minutes A Day
- Which parts of the sales letter appeals to their specific MARKET?
- What HOOK is the sales letter using?
- What was the stage of MARKET SOPHISTICATION?

Step 5: Do Your Own Research

Imagine you are selling a NOTEBOOK, there are 3 markets we could target for the notebook:

- College students
- Corporate Professional
- Affluent Antique Collector

Choose ONE market (Student/Professional/Collector)

Use the methods you learned today to research the market:

- Their DEMOGRAPHICS
- Their PSYCHOGRAPHICS
- Their LANGUAGE
- Their SECRET DESIRES

BONUS Book Deal:

As promised in the class you can find a special price for the 'Breakthrough Advertising' book [[Here](#)].