

Welcome

Success Roadmap

7-Week Certification

Bonuses

Week 1



The Mindset Secrets To Attract Massive Success As A High-Income Copywriter

Downloads

- HIC Class 1.mp3
- High Income Copywriter Creed.pdf
- HIC Phone Creed.jpeg
- Bonus: Wall-Street Journal Ad
- Bonus: Lazy Mans Way To Riches
- Bonus: One-legged golfer
- Bonus: Quite Frankly Sales Letter

High Income Copywriter™ - Season 2 / 7-Week Certification / Week 1 / The Mindset Secrets To Attract Massive Success As A High-Income Copywriter

WEEK 1

The Mindset Secrets To Attract Massive Success As A High-Income Copywriter

Mark as Complete



◀ Previous

Next ▶

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HIC Class 1.mp3

Homework

Now, as always, here's your homework assignment to complete before our 2nd class next week.

Step 1: Create an Affirmation List

1. Compile a list of everything you want.
2. Convert your "want list" into a goal list.
3. Convert your goals into affirmations.
4. Begin each affirmation with the words "I".
5. Use words in the present tense, not the future or past.
6. Use words that carry feelings of gratitude, love, inspiration, or enthusiasm.
7. Say each affirmation out loud at least TWICE a day. Say them clearly and with feelings.

Step 2: Shape Your World With NEW Words

EVERY DAY:

- READ the HIC CREED (Within the downloads of this post)
- 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](#).

www.getwsodo.com

Step 3: 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.

Step 4: Watch This Mad Men Clip

Click [\[Here\]](#) for the video

Step 5: 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 6: Hand Copy The Best Performing Ads Minimum 30 ~ 60 Minutes A Day (These can be found in Downloads on the side)

- **Wall-Street Journal Ad:**
Some people consider this the greatest sales letter of all time - selling over \$2 billion from 1975-2003 (that's a longggggg time), most ads today can barely remain profitable for a couple months. Take notice to how they use a story to sell their subscription which can be seen as a commodity if sold otherwise.
- **Lazy Mans Way To Riches:**
With people only mailing him \$10.00 in 1970s through direct mail... Joe Karbo made over \$10,000,000.00 with this one single letter. Do the math - that means a MILLION people read this letter, wrote out a cheque, mailed it back out, and waited two weeks to receive their book.

None of the instant one-click buys you see on Amazon today... and it STILL pulled over a million sales - that's how you know this letter works.
- **One-legged golfer:**
This letter is from John Carlton - he's a master of grabbing your attention even if you think you've "heard it all before". He does this through having compelling "hooks" and angles to how he pitches an idea - hence the "one-legged golfer" idea. Carlton is a known for his great hooks and ideas. Sometimes, all it takes is one great idea to make millions of dollars like Carlton does with every letter.
- **Quite Frankly Sales Letter:**
This letter is responsible for generation BILLIONS of dollars in new business for the credit card company. If you have an American Express card in your wallet, you can thank this letter for setting the foundation for the company.

Step 7: Write A Check To Yourself

Write out the FIRST amount you want to make as a High Income Copywriter.

\$500, 1000, \$2,000, \$5,000, \$10,000
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Describe realities that are possible, not fantasies with impossible time frames.

Put that in your WALLET. It's a powerful wealth trigger.