

Welcome

Success Roadmap

7-Week Certification

Bonuses

Week 2



Copywriting And Sales Psychology Secrets - How & Why People Buy

Downloads

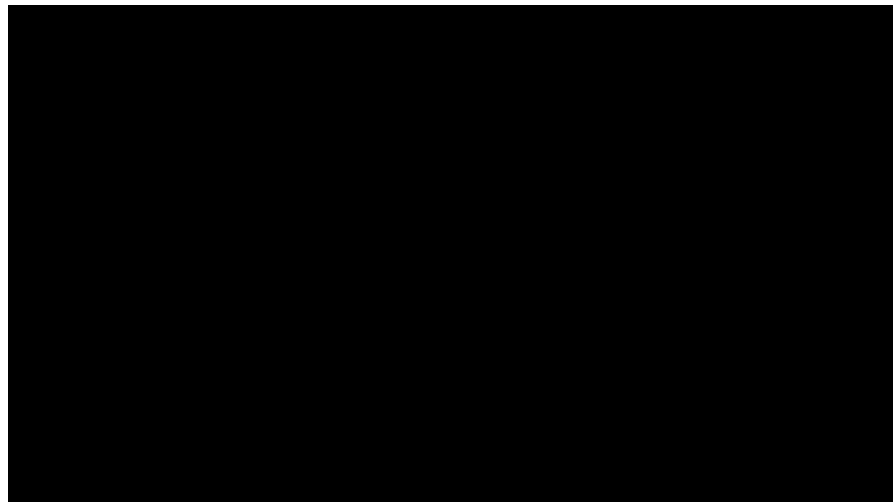
- 📄 HIC Class 2.mp3
- 📄 Bonus: 10 ORIGINAL Sales Letters Of Alan Jacques.pdf
- 📄 Bonus: Top-Secret Sales Letter Checklist.pdf
- 📄 Bonus: Complete Research Template.pdf

High Income Copywriter™ - Season 2 / 7-Week Certification / Week 2 / Copywriting And Sales Psychology Secrets - How & Why People Buy

WEEK 2

Copywriting And Sales Psychology Secrets - How & Why People Buy

Mark as Complete



◀ Previous

Next ▶



Homework

Now, as always, here's your homework assignment to complete before our **3rd 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: Dissect Alan's 10 Letters

On the left side of the screen you can find The 10 ORIGINAL Sales Letters Of My First Copywriting Mentor, Alan Jacques

You want to:

- Print them out.
- Highlight the passages that appeal to what emotions.
- Now read the letter again and review your your answers. Did you change your mind?
- Which psychological trigger did he use? How?

Step 5: Sales Letter Checklist Of Million Dollar Copywriters

There are two ways to use the checklist:

- First, (early in your work on a new pitch / offer) as an idea starting device.
- Each question can trigger an idea you can include in the pitch and might trigger "the big idea" you need to formulate the pitch.
- Second, as a final review of your ad, sales pages, emails, etc. to be certain you have not missed anything you should include.
- Few marketing messages can or should include all of the elements asked about here, but this review will make sure you don't omit anything accidentally.

Step 6: Hand Copy Team Dan Lok's Copy Minimum 30 ~ 60 Minutes A Day

Perfect Closing Script [\[Link\]](#)

Closers In Black [\[Link\]](#)

Pay attention to more than just words. Watch the all the videos. Notice the different elements. (visual and auditory)

Step7: Write A Letter To Your Younger Self

- Think back to a time in your life when you could have used advice from a wiser you.
- Before writing, take a moment to close your eyes, breathe deeply, and bring yourself back, back in memory to that time in your life, re-experiencing the events, emotions, and thoughts of that time.
- Think about what you have learned about yourself and life since then. The longer the letter, the

better.

- Be real and honest. What regrets and disappointments have you had? How have you lived your life so far? What triumphs and successes have you had? What struggles and challenges have you overcome?

www.getwsodo.com

Write your letter. Shut out all distractions and take your time. This should take a few hours.

- Wait a day or two, then read your letter with fresh eyes. What do you notice? What emotions come up for you? What might you change in your life today as a result of what you wrote?
- Take a few minutes to journal your honest responses. – Come back to the HIC community and share a little about your experience. (Let's learn together.)

Step 8: Write A Sales Letter To Your Future Self

- Imagine writing to your future self 3 years from now – what would you say?
- What kind of person would you be?
- What do you want to be 3 years from now?
- What are the goals and dreams you want realized by then?
- What promises and commitments would you make to your future self?
- Seal the letter. Date it to exactly 3 years from now. Store this letter in a safe place.