

www.getwsodo.com HIGH-INCOME COPYWRITER

Welcome

Success Roadmap

7-Week Certification

Bonuses

Week 4



How To Create Irresistible Offers That Sell Like Crazy

Downloads

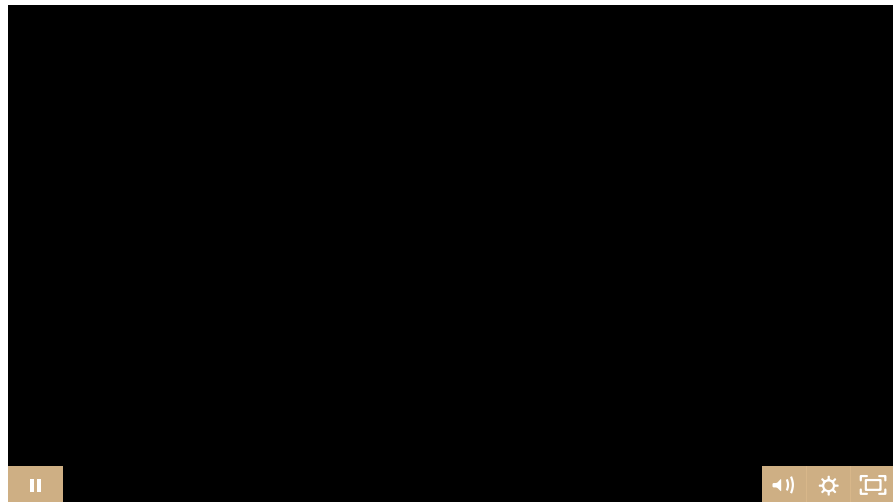
- HIC Class 4.mp3
- Bonus: \$250 Million Dollar Swipe File.pdf

High Income Copywriter™ - Season 2 / 7-Week Certification / Week 4 / How To Create Irresistible Offers That Sell Like Crazy

WEEK 4

How To Create Irresistible Offers That Sell Like Crazy

Mark as Complete



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Homework

Now, as always, here's your homework assignment to complete before our **5th 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.

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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 These Offers From the \$250 Million Swipe File

- The Ultimate Persuasion Formula p.25
- Direct Mail Bootcamp p.41
- Do You Make These Mistakes When Trying To Build Muscle Mass p.99

Dissect them based on:

- Hook
- Primary Promise
- Price & Terms
- Bonuses
- Guarantee

Step 5: Create An Offer For Sifu

Imagine we are going to offer a \$25,000 high level high-income copywriter 1 year mentorship program.

How would you create an irresistible offer that doesn't require any of Sifu's time?

- Imagine you're writing copy for Sifu
- Sifu is paying you \$5K to write this
- What offer would you come up with for this?
- Be sure to submit. Sifu wants to see what you can come up with
- Send your offer to assignments@highticketsales.com