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As an entrepreneur or a copywriter, you know the ability to sell with the written word is everything. You've seen great sales letters and you realize how effective they are. You've certainly been tempted to buy more than once, and you've probably experienced the power of great copy yourself, either because you've sold something with it... or you've bought something with it... or both. But no matter how good you are or want to be, there's always that lingering doubt that you could do better and it could be easier for you.

How often have you marveled at the sheer money-making power of copy, well-executed? You've probably heard of the famous copywriters who have written sales letters that rake in \$1 million – or more – in a single day. And you've wondered what it was like to be able to write copy like that, or use copy like that in your business. Everyone thinks about things like that from time to time. Well, what if you didn't need to make a million dollars every day... if you could be happy doubling or tripling your current sales rate? Suppose you found out that's something you could actually do, that it's possible for you?

As you read sales letters today, you have at least some idea of what they're doing. You definitely recognize strong headlines, powerful bullets, great offers. Maybe you think you could do something like that yourself, and as you think about it you realize how much different your life would be with copy that raked in large sums of money, day after day. You can imagine what a great feeling it is and how many things you might have given up on long ago are now available to you.

One of the things that holds many people back is the time it takes to write a good sales letter, and another thing is the difficulty. You would like it to be easier, and you suspect there are tricks the pro's use they are not telling you. It might make you mad that these secrets have been held back, and since it's not fair, you know you would do what you could to get a hold of these secrets yourself and put them to work for you.

You have taken advantage of some opportunities before that have made you very glad you did. You know the ones I'm talking about – the opportunities that paid off, that made you feel confident and capable. Now you are starting to realize there's a different world, a better world, available to you. It's something you've wanted for a long time and now there's no reason for you to wait any longer. You finally accept the long-hoped-for promise of easily and quickly writing copy that reliably makes money for you whenever you choose. It's real. It's yours, right now.