

Copywriting for Cheapskates

Free and Cheap Ways to Learn How to Become a
Copywriter and Make Money



Mark Elmo Ellis

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Dedication

Alex Cohen

An awesome mentor and a kind friend who got me started on my own copywriting career.

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Why You Need to Read This eBook

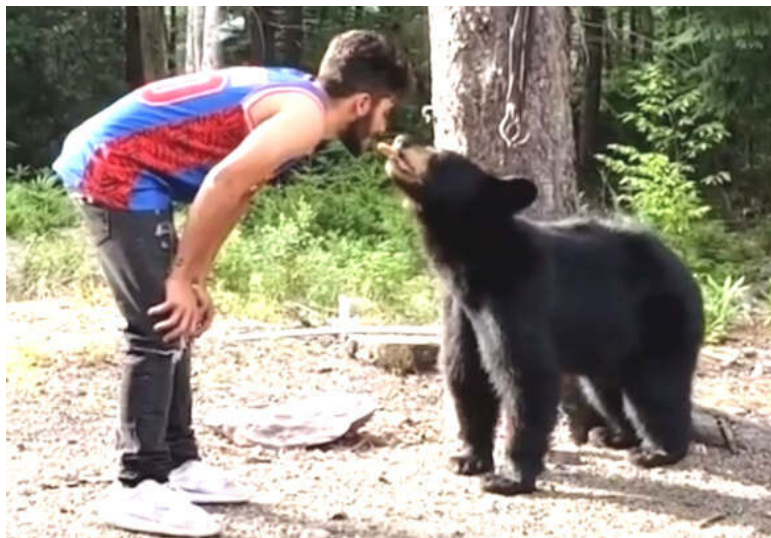
In this eBook, I'm going to show you where to go to learn copywriting without spending a pant-load of money.

But before I do that, I have a little story for you.

When I first got the bug up my butt to learn copywriting, I was green.

In Alaska, there is a term for the type of person I was...I was what the natives called a “cheechako”. (I lived there back in the '80s, I guess some of the native cultures rubbed off on me.)

Basically, a “cheechako” is a person who is new to the Alaskan wilderness. You know, like a newb, a greenhorn, wet behind the ears — that sort of thing.



Cheechako's do moron types of things like trying to feed a grizzly bear a marshmallow with their teeth or trying to use an outhouse in 40 below weather. (Yeah, it's always fun trying to get your nekkid butt cheeks off of a frozen toilet...)

So in the copywriting realm, I guess you could say I was a “copywriting cheechako” when I got started.

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Yep, I did a lot of really stupid things like:

- Sending out several hundred sales letters with misspelled words in the title
- Critiquing seasoned copywriters/entrepreneurs on how I could make their copy better
- Not having a niche to write for
- Marketing to entrepreneurs that obviously didn't have any money
- Not studying and practicing the craft enough before approaching experienced clients
- Asking busy professionals for help...for free...Ugh!
- Advertising my services on Craigslist
- Thinking Fivver and Upwork were going to make provide me a stable income

You know, stupid junk like that.

The Gauntlet is Thrown – Learn Copywriting or Die

The one good thing I did was not cry about all of these failures.

I didn't mind being a copywriting cheechako, but BECOMING A WIMPY SNOWFLAKE OR QUITTER WAS NOT AN OPTION.

So if you can take one thing away from this, it is **persistence pays off**. The problem with most people is that they start a business or venture and expect immediate success.



I've owned at least 4 businesses and in all cases, it took years to get experience and marketing traction.

Starting a copywriting business is no different. Initially, for most people going into the business, it takes a lot of time and effort to get started. However, if you work it hard you'll see results.

The best advice I got from another copywriter is to make sure you market your business and work on your craft every day.

If you're any type of entrepreneur, you need to know the principles of copywriting.

If you're selling something online or off, copywriting will help you sell using words. (Wouldn't you much rather send out one letter to a targeted audience than hire an entire sales force?)

If you're selling online, knowing how to write copy will increase your conversion rates. You will get a lot more traffic if your advertisements are compelling.

Not only that, but knowing how to write great sales letters and advertisements will save you a ton of money.

If you ever have to hire a copywriter you'll know what you need to have written in advance. You'll understand the copywriting process and what your writer has to do to get the job done.

You'll also be able to tell if you have hired a decent copywriter or not.

Incredible Free Resources on How to Write Sales Copy

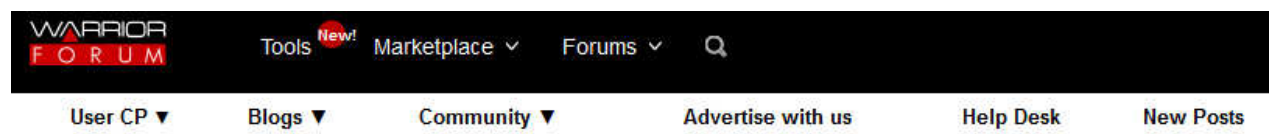
There are a lot of places where you can learn copywriting online for very little or for free.

Over the years, I've collected a large library of copywriting courses and books. My shelves are loaded with stuff by copywriters like Dan Kennedy, Bob Bly, and Gary Halbert.

I'm going to take you off-road to other [copywriting resources](#) that will help you learn copywriting. These are copywriting courses and sites that are very reasonable.

I have used these sites myself and they loaded with great information.

The Warrior Forum The Warrior Forum (A.K.A. the WF) Is the Internet's top forum for entrepreneurs to learn and exchange ideas.



Warrior Forum - The #1 Digital Marketing Forum & Marketplace / Copywriting / 1000th Post: Resources for New Copywriters

On the WF there are sections on how to run and market an online business. There's also a section on copywriting, where copywriters answer questions and exchange ideas.

Many times, members of the WF will post ideas about how to get started in copywriting. Usually, these are very long sections that are a collection of posts that you can read and learn from.

The posts on the WF that will be the most valuable to you is the [1000th Post: Best Resources for Copywriters](#)

That one post has tons of information for you to read on the subject of becoming a copywriter. I guarantee you could spend weeks trying to read this section and never get finished.

Of course, the material is divided into sections so that you can look at only the stuff you need.

Cult of Copy– This is a site run by a gentleman named Colin Theriot. The premise of the site is to use the “darker side” of persuasion in marketing and copywriting.



I have taken several of Colin's courses in the past and they were excellent.

The course I took breaks down an entire sales letter step-by-step. He goes through each section in a very detailed manner so you can understand what he was thinking as he wrote it.

His courses are screen capture videos with audio which makes it very easy to learn copywriting. So, you can see what section he was working on as he discusses it with you. His sales letter course will run you over \$100 bucks but it is well worth it.

You can also learn a ton from Colin by going to his YouTube site. (More on this later.)

He also has a presence on Facebook the Cult of Copy page. That page has gained a massive following and also a lot of information on it. Much of the information is from copywriters that have been practicing their craft. (Once again, more on this later.)

Online Courses that Teach Copywriting

Over the last couple of years, online courses have become very popular. The primary reason for this is the delivery systems make it easy for teachers to set up a course.

Udemy is one of the learning sites that are most popular. (The other contender is Lynda.)

When I last checked, Udemy had **60 different copywriting courses**. Most of those didn't cost more than \$49.00 to take. Almost all of those courses were videos and included worksheets and assignments.

One of the video courses I looked at showed that the course offered 2.5 hours on-demand video, 6 Supplemental Resources, Full lifetime access, Access on mobile and TV, and a Certificate of Completion

How do you weed out the good courses from the bad?

If you know who wrote the course, and if they have a good reputation, that's an excellent sign.

The best way to tell is by checking the comments and reviews by the people that took the course. You'll need to look carefully at the reviews because people are sometimes being nice.

Not only that, but a lot of people would like to comment and get on with their day, rather than waste time writing a review.

If you see very simplified answers like, "I liked the course." or "good course!" you may want to read as many comments as you can and probe further.

If you see several detailed answers, then that's a good indicator of a well thought out and honest review.

Try to figure out a way to contact several people that have taken the course, so you can ask them questions. People are usually very interested in helping others when it comes to stuff like this. Remember to stay polite and thank the folks you get help from graciously.

AWAI – America Writers and Artists Inc. is a massive freelance writer's course site that has been around for years. I have a subscription to this site and it is massive.

You can subscribe to the membership site for about \$50 or you can buy one of their courses. The courses on this site run from about \$50 up to \$700.

Usually, you can make payments on the more expensive courses of around \$150 a month until it's paid off.

One of the more expensive courses that are well worth it is Joshua Boswell's "[Start Your Copywriting Course in a Day](#)" course.

It is very popular and well worth the money and presents different methods you can use to learn copywriting.

As you can see, you can learn copywriting without spending loads of money. However, writing copy is one of those arts that requires a lot of time.

Just like learning a musical instrument, you'll need to take time each day to learn and master your craft.

If you've been learning how to write copy and know of any other great freelance writing courses, please leave a comment below, I'd love to hear from you.

If you got some valuable information from this site please share it with your friends by clicking one of the social media buttons on this page. That will really make my day.

I'm going to tell you how to learn copywriting — I'll even show you how you can learn copywriting free without paying for a course.

I used to be like you. Frustrated. Confused. Dying to know how to write copy and make big money.

However, it wasn't until I got a torch stuffed up my butt that I finally figured it out.

By the end of this book, you're not going to have any excuses for not learning [copywriting](#).

But before we get started, I want to tell you that if you're not fired up to do this — STOP READING NOW.

Why?

Because what I'm about to show you requires work, dedication, and time. And if you don't have these 3 key elements, you might as well forget it.

The good news?

If you follow my advice, you'll know how to learn copywriting free and become a paid writer.

So, let's get started.

How to Learn Copywriting – A Tactic I Learned as a Kid

Believe it or not, I became a professional jazz trombonist in just 5 years. In 1971, I started learning how to play trombone and by 1975 I was a professional.

When I say professional, I mean I made my entire living off of my horn.

I got 2 benefits from that experience. First, I got a trade I could make money from, and second, I learned how to learn.

This idea is important so I'll repeat it: **I learned how to learn.**

Going from zero to pro in just 5 years wasn't easy. I had all kinds of obstacles in the way. My old man, being a janitor couldn't afford to buy me a trombone, so I had to get a job washing dishes at the local Moose Lodge.

(However, my dad got a job as a bartender at that same lodge, so he kicked in most of the money. I had a great Dad.)

The reason why I'm bringing this up is that I'm a firm believer in the Total Immersion Learning System (aka TILS).

For the first time in my life, I had something I was hyper-passionate about. I spent every second I could practicing my instrument. I sought out every local private teacher, signed up for every competition, went to school early, came home from rehearsals late, and volunteered to play in every organization I could.

And my practice sessions were epic.

It wasn't unusual for me to put in at least 4 hours a night. My mom would beat on my door at 10 PM because the neighbors were complaining.

Why I'm Bringing Up My Childhood Passion

As I got older, I realized that if I wanted to learn something hard enough, I would have to immerse myself in it. If you put enough time and concentration into a subject you would get some great benefits.

There are a lot of benefits to totally immersing yourself in your passions.

- **Saves time** – You could learn a skill or subject much faster than normal.
- **Expertise faster** – You would have a skill you could carry with you for the rest of your life.
- **Sense of accomplishment** – You would gain confidence in the fact that you have another skill.
- **A proven system** – A way you could learn things over and over again. If you learned something like this once, you can do it again and again.

However, when you use a system like this you have to be careful. You can't learn 20 new things at once; you can only learn one subject at a time and some of them will take you years to master.

If you're going to become an architect, it'll take most of your life to become good at it. The same principle applies to learning music, math, or even copywriting.

The good part is - you don't have to become a genius at copywriting to make money with it.

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You only need to know more about it than most business owners to write copy for them. Now if you want to become in the top 1%... *That's another story!*

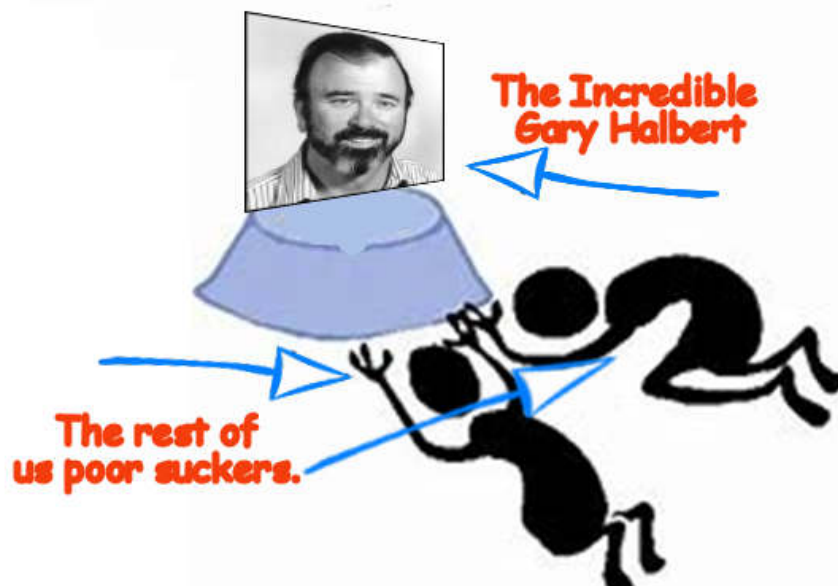
But, once you hit a certain proficiency level with a vocation you can make good money. (You can also keep getting better at it too.)

You can use this same method of totally immersing yourself to learn copywriting free. I say “free” because of the methods I’m going to teach you are free. You won’t need to pay someone a pant-load of money to learn how to do it. All you’ll need is a fire in your belly and a conviction to never give up.

How I Got Validation From the World’s Greatest Copywriter

Gary Halbert is the undisputed champion of direct response copywriting.

When you speak of him to other copywriters you better do it in hushed tones and get down on one knee. He had an amazing track record of bringing in massive amounts of money for his clients and himself.



Quick Ways to Learn How to Become a Copywriter and Make Money

I never met him personally, because he passed away several years ago (2007). However, I've read and studied his work considerably.

The reason why I say I got “validation” from him, is that his method of learning copywriting was very similar to my musical education.

In other words, he immersed himself in learning everything he could about it.

When I started reading how he acquired this skill, I related immediately to what he was saying. He practiced his craft every chance he got, sought out the best copywriters, collected and studied their ads, bought every book he could on the subject, etc.

In other words, he became the Bruce Lee of direct response copywriting.



So when I read Mr. Halbert's advice on how to learn copywriting free, I immediately agreed with his method. In the same way, I immersed myself in learning music, he used similar principles to learn copywriting.

When you think about it, great examples of this are everywhere in every kind of discipline. Pick a sport, art, trade, or career of any kind and you'll find other's who have used these methods to become great at what they do.

The Halbert Method of Learning Copywriting

So, here is [Gary Halbert's advice](#) on how to learn copywriting free:

Step 1: Learn the Basics of Advertising Principles

He said that you are to read the following books and nothing else. (He also said NOT to take notes while you do this.)

- “*Scientific Advertising*” -by Claude Hopkins
- “*The Robert Collier Letter Book*” -by Robert Collier
- “*Tested Advertising Methods*” -by John Caples
- “*How To Write A Good Advertisement*” -by Vic Schwab
- “*The Gary Halbert Letter*” (all back issues) -by Gary Halbert
- “*The Boron Letters*” -by Gary Halbert
- “*The Lazy Man's Way to Riches*”-by Joe Karbo
- “*Break-Through Advertising*” -by Eugene M. Schwartz
- “*7-Steps To Freedom*” -by Ben Suarez

Read through these without taking notes as fast as you can. Make sure that you keep copies of them because they will become reference books you can read over and over again.

Step 2: Copy This Stuff Out by Hand

Now some of the serious work can start. (I told you I was going to teach you ***how to learn copywriting free*** not ***how to learn copywriting easy!***)

The next step Mr. Halbert said to do was to get copies of the 9 following advertisements: (Do a Google search for the one's that don't have links.)

1. [“Do You Make These Mistakes In English?”](#)
2. [“What Everybody Should Know About This Stock And Bond Business“](#)
3. [“The Nancy L. Halbert Heraldry Letter“](#)
4. [“How To Burn Off Body Fat, Hour-By-Hour”](#)
5. [“At 60 Miles An Hour, The Loudest Noise In This Rolls Royce Is The Ticking Of The Electric Clock”](#)
6. [“Why Men Crack”](#)
7. [“How To Collect From Social Security At Any Age”](#)
8. [“The Admiral Byrd Transpolar Expedition Letter”](#)
9. [“The Lazy Man’s Way To Riches”](#)

I have found some of these ads for you online and provided the links above. It would be a good idea to save them as PDF files onto your computer hard drive.

What you’re going to do next is copy these suckers out by hand. Gary’s suggestion was to do it by hand and he was very specific about it.

I’ve heard that some copywriters have used their computers to copy them, but since Mr.H is a genius in this realm, I’d do it exactly the way he said to.

Step 3: Create a Diagram

You are now going to take those ads and create hand-drawn layouts of each one. I think a lot of people skip this step, but I would still do it.

When I took a music composition course years ago, my class had to learn the fundamentals. We started by studying the earliest compositions of Gregorian chant . (No kidding.)

Why?

Because it was an early building block of how music is composed. So, if you’re going to learn all you can about how to create great advertising copy, practice the basics and diagram them out.

A lot of ad agencies are still using some of the old formats, believe it or not. I picked up a copy of Reader's Digest at the store the other day, and there were still full-page advertisements in them that followed the older formats.

Another reason why I'd learn how to do this is that some of you may move into different areas of professional writing. You may want to write articles for magazines which is a different area of copywriting. Many magazines, like Reader's Digest, use dynamic layout schemes like this:



Copyright – Reader's Digest (Example deliberately blurred to protect content.)

Even though it seems “old school” to learn to do it this way, you should follow Gary Halbert's advice and do it.

Step 4: Get One of Your Pieces Typeset

The next step is to take one of your ads and its layout and get it typeset.

When Gary wrote these instructions it was before computers dominated all aspects of our lives. If you're good at using Microsoft Word, you can edit words and pictures into a layout exactly as you want them.

You can also hire a company like [Mayfly Design](#) to typeset your ad for you.

The main reason why you'll want to do this is to get experience working with a company that can provide services like this to you.

Just like any other business, you'll never know what problems can occur with the layout of your ads, so getting your ad professionally typeset is a valid and good experience.



Step 5: Reread and Take Notes

I know I told you I was going to show you how to learn copywriting free, I didn't say I was going to show you how to learn copywriting "easy".

When you read this stuff, you start thinking, "He's out of his mind. Nobody would go through all this trouble!"

I've read a lot of what Gary Halbert has written about his quest to become a copywriter. He was so driven to become the best, he would hop on a plane just to go to a distant library to read a book on the subject. (Thank God we now have the Internet and online stores like Amazon!)

So, don't think for a second he's kidding around about this.

Quick Ways to Learn How to Become a Copywriter and Make Money

Now, you're going to pull all of those books out again and reread them, this time taking notes.

Gary also said to go back and reread all of his newsletters too. You are going to write down all of the great ideas you can get from them. By the time you're done, you should have hundreds of notes.

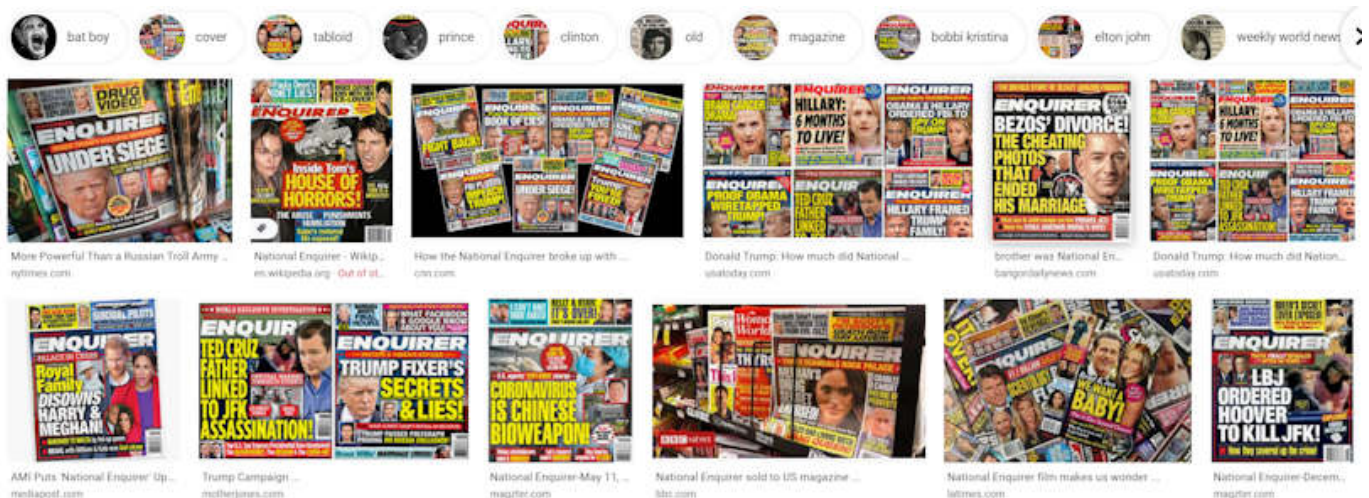
Step 6: Write Out All The Best Headlines

Take out those 9 advertisements and write out the headlines from them. Also, take out the books he told you to get and hand write any headline examples that are in them too.

He then wanted you to get your hands on issues of Cosmopolitan Magazine and National Enquirer and hand copy out any headlines you found that were repeated (or similar). You are then going to copy the headlines from the covers of these publications.

Note: You can easily access almost any kind of magazine cover you want by using Google.

Just type in the name of the magazine you want to access and then click the "Images" button at the top of Google's search results. You'll be taken to a page that looks like this:



Since these magazines pay mega-bucks to get these cover headlines written, it would probably be sufficient to use them in practicing your headline writing.

There are thousands, if not millions of images of magazine headlines you could access this way.

Here are a few other magazines with covers that produce great headlines:

- Success Magazine
- Men's Fitness
- AARP (Currently America's most-read magazine.)
- Reader's Digest
- Woman's Day
- Maxim
- Us
- Money
- Seventeen
- Guideposts

As mentioned above, if you see very similar headlines repeated over and over, concentrate on those.

Step 7: Compile All this Stuff on Notecards

Take out all those notes and headlines and write them out onto 3 by 5-inch notecards. Once you're done doing that, put them all into shoeboxes.



Step 8: Take a Break

It is now time to take a break, according to Gary. His instructions were to do whatever it was you normally do and not even think about it for a few days.

Step 9: Begin Writing Your First Advertisement

This could be an advertisement, online sales letter, direct mail piece, or anything similar to these formats.

You are now going to collect and read every successful ad you can find that is similar to what you are selling. If you're selling a service or product online, find all of the best websites about them you can.

(If you're using a website copy, print them up and keep them close at hand too. An easy way to do this is to use [Evernote](#). Evernote has an app which will convert a webpage into an easy to read page for you, taking out all extraneous ads and other bothersome web junk.)

Also, if you are using online resources like this as examples, make sure you find out how successful they were first. You don't want to study a webpage's copy only to find out that it was a piece of crap that got low conversion rates.

One good way to do this is by using [Ubersuggest](#). This service will show you the sites and blog posts with the most shares on them.

Step 10: Repeat Step 8

Yep, you read that right. Take another couple of days off. (Look, I didn't invent this system; I'm only reporting on it.)

Step 11: Find Your Fortress of Solitude and WRITE!

Now you should be ready to write the first draft of your sales letter, advertisement, or website sales page. You will need to isolate yourself in a room or place of your choosing.

The fewer distractions you'll have, the better.

Make sure that you take your shoeboxes with all your note cards in them and start scanning them. Take out the ones which catch your attention and have relevance to what you'll be writing about and read them. Think about how your ideas and headlines could be used on your project.

Mr. Halbert suggested that you think about how the headlines could be modified to fit your project.

Here's an example Gary Halbert used for this point:



COULD BECOME...



***These are Mr. Halbert's Words, Not Mine.**

So basically, you're taking other people's headlines and changing up a bit to suit your copy. It takes time and practice to learn how to do this. I read an article recently where a copywriter said she wrote her blog post headlines about 50 different ways before she settled on one.

Keep going through your index cards and keep reading them. Write down ideas as they pop into your head.

He also suggested shuffling the note cards as if they were like playing cards while writing down any dumb headline ideas you think of. You'll also start writing down headlines that sound darn good, too.

Also, write out these suggestions:

- Write out “How to...” Headlines
- Write out Number Headlines (“23 Ways to...”)
- Write, write, and write some more.

Step 11: Write Like a Madman (Or Madwoman)

If you look at the original Halbert Newsletter article (I left the link further up the page) with Gary Halbert's advice in it, he was saying stuff like, “Go Go Go Go, Write Write Write Write...”

In other words, just let all of your ideas flow from your brain and write as fast as you can without editing too much. Just get excited and get all of your ideas out into the open.

Step 12: Take Some More Days Off

Rest a day or two and contemplate how awesome it is you're getting to learn copywriting free. (I added that last part, myself.)

Step 13: Get Back to Work (Again)

We are now directed by the “Prince of Print” to sequence what we've already written out previously.

Here's the sequence:

1. Say something that gets attention
2. Tell your prospects why they should be interested
3. Also, tell them why they should be interested
4. Prove that your information is true
5. List and describe all the benefits
6. Tell your audience how to order the product or service
7. Tell them to order now.

Step 14: Edit

Now that you've finished with the sequence above, it's time to start editing. Check your spelling, grammar, and take out any extraneous words and phrases which make your copy sound complicated.

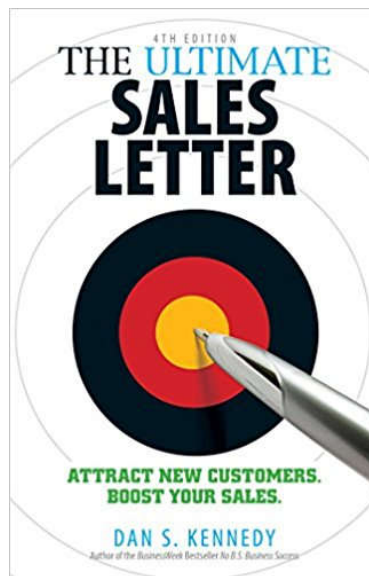
Once you've cleaned up your copy a bit, read it aloud. You will uncover any weird places in the copy that may sound complicated or weird. You'll hear how your copy doesn't flow easily from one sentence to the other.

Reduce your sentences and paragraphs and make them shorter if you can. (This is called making the copy tight.) He also suggests using one-word sentences and paragraphs.

Gary finally tells you to use subheads to make your copy interesting. If you've read the books that he told you to, you should be very familiar with subheads and how to write them.

The Dan Kennedy Method of Learning Copywriting

Another titan of copywriting and marketing is Dan Kennedy. He has written one of the most definitive books on copywriting ever – [The Ultimate Sales Letter](#).



His method of learning how to write direct response copy is pretty intense too. Mr. Kennedy claims, ” I sucked at everything and had a slow crawl to competence.”

So, for 25 years he had a routine that looked like this:

1. **Read a book a day.** (Books, magazines, newsletters, anything relevant to his goals of copywriting and marketing. Not Harry Potter.)
2. Visited the public library weekly.
3. **Learned a needed skill very thoroughly that he became an expert at it.**

In order to get really good at copywriting he:

1. Studied copywriting at least an hour a day.
2. **Listened to recorded material on it constantly.**
3. Sought out and networked with the top people in the copywriting field.
4. **Collected the best direct response ads and copied them out by hand 21 times each. (He did that for 100 ads.)**
5. Gathered over 200 books on the subject and immersed himself in them.
6. **Built organized files of great copy (aka swipe files) that would fill a room.**
7. Traced all of the masters of copywriting back through each copywriter so he even knew the genealogy of them.

Dan Kennedy is really good at writing long copy. I once got a direct mail piece from him about an information marketing seminar he was running that was about 30 pages long.

If you can get your hands on some of his marketing materials, do it. He also has a great magazine/newsletter that you can subscribe to that is excellent and packed with tons of great information.

You Don't Have to Learn Copywriting Free

If you want to spend some money on courses, go ahead.

The worst it will do is it will accelerate your learning curve in the game of becoming a great copywriter. Here are some of my recommendations of people you can learn from who are excellent in their abilities and courses. (I make no money from any of the courses listed below.)

Serious Money Courses

Dan Kennedy's [Copywriting Mastery](#) and Sales Thinking Bootcamp. There are 9 CD's with this course and 2 books with rare, hard to find information about learning the art of writing copy that sells. Price \$997.

Colin Theriot's [Cult of Copy](#) Courses. This guy is a real genius when it comes to writing copy, generating tens of millions of dollars for his clients. The only way you can access the courses he offers is by having a Facebook account. (If you don't have one, get it and get on board with this guy.) \$99 a month.

Nevill's [Kopywriting Course](#) – This guy is not only a great copywriter, but he's also pretty funny and makes the process of learning fun. However, you can get seriously good by taking his course. (Or is it, "Kourse"?) \$900 a year subscription.

Modestly Priced Courses

Jon Morrow's [Blogging and Writing](#) Courses – Jon Morrow is the uber-blogger on the planet right now. You can make decent money as a copywriter by writing for company blogs and webpages.

John Carlton's [Copywriting Secrets](#) of a Marketing Rebel course. This is one of the most popular copywriting courses ever and I think it is a great value at a mere \$199. (You can make 3 monthly payments of \$77, too.)

Obviously, you have to put in some serious time if you want to get good at copywriting. You can get on board with all the great copywriting courses you want to, but if you don't "bank the time" you'll never get good at it.

One suggestion I'd like to make is that you get a good book on time management.

Most people whine about not having any time to write, but I'm pretty busy myself and I still find the time to get it done.

The key thing is commitment. If you want it bad enough you'll find a way to get it.

Even More Cheap Resources to Learn From

If you want to [learn copywriting](#), now is the time to do it. You've got more opportunities to make money with your words than ever before.

[Learning how to write](#) copy is an important marketing skill. Even if you don't master the craft, you should understand what good copy looks like.

Because if you ever want to hire a copywriter, you'll need to know what and whom to look for.

So, I set out to find the cheapest, yet best sources of information I could on the subject.

Yeah, I'm a cheap jerk.

In my defense, the Internet is *supposed* to be the place where you can learn just about anything, right?

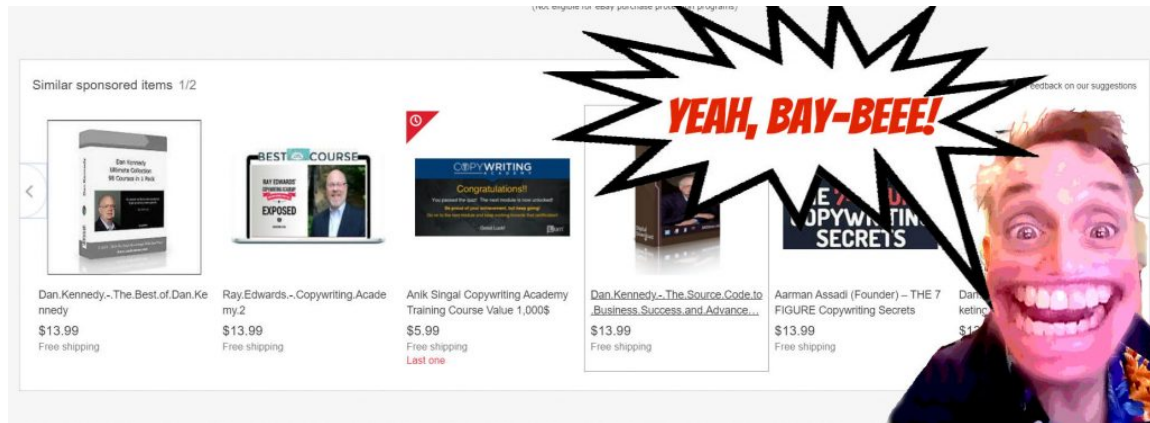
(I don't see where there's a rule that says you have to pay megabucks for it.)

Learn Copywriting Dirt Cheap on eBay

On eBay I found all sorts of great resources from books to audio courses that I could buy for a lark. The real value was the excellent deals I got on the audio courses.

As of January 2020, here's an image of some of the courses I found on there.

Quick Ways to Learn How to Become a Copywriter and Make Money



Even though these courses have been on the market for years, every lesson is 100% valid.

(Just because some guru-wannabe bought the stuff and never used it, doesn't make it bad. As a matter of fact, the material I have purchased from online auctions has been excellent.)

The following resources are ones that I have actually purchased. Of course, by the time you read this, the prices may have changed or they may no longer be available.

Dan Kennedy's Copywriting Clinic – If you don't have any of [Dan's resources](#) on your shelf, you aren't that serious about copywriting or marketing. He is a leader in these fields, and the sheer volume of the resources he has produced is staggering.

Recorded years ago, the valuable lessons contained on this 6 CD set are priceless. This was an expensive seminar that Dan was teaching to a group of businesspeople and released on audio CD's.

It is not a recording of a bunch of gurus giving quick speeches, but a detailed, well -thought out course. Dan takes you in steps through the entire process of writing great copy. He teaches you everything from writing headlines to call to action sequences.

I got the Copywriting Clinic on eBay for \$15 and it is an excellent course if you want to start learning.

Magnetic Marketing by Dan Kennedy - This was the first course on copywriting that I bought. I used it to sell products worldwide and it brought in so much business we couldn't handle it all!



This is a huge set of pre-written sales letters that span a wide variety of businesses. Each sales letter is a template that you can rewrite and use for your own business. (Dan has released the rights for this material so you can use these letters for your business.

If you're trying to learn copywriting studying these lessons will be invaluable. You can use them in your business, dissect them, and rewrite them.

Since I have bought this course, I have seen it many times on eBay! running anywhere from \$25 to \$60. Those prices are a steal for the incredible marketing lessons you can learn from this set.

[John Carlton's Copywriting Courses](#) – I have also bought quite a few of John Carlton's courses on eBay for a fraction of the cost you would have to pay on other sites.

Mr. Carlton is one of the top copywriters on the planet. He was fortunate to have had the opportunity to work with the famous Gary Halbert as he was learning his craft. His courses are well organized and take you step-by-step through the entire process. I've seen quite a few of John's courses on eBay recently in the \$70 to \$100 range and they are worth every cent.

The thing I liked about them is the blunt, no-nonsense approach he uses to get his point across. He also dissects his sales letters so that you can understand his entire thought process.

Great Copywriting Books from Amazon – Cheap!

Another great place to get courses and books from is Amazon.

Note: I'm not going to post the links to these books, because the links on Amazon change so frequently. So I'm just going to give you a short review of these copywriting books. All you have to do is a search on Amazon to find out where they are.

Amazon has used books for sale as a part of their sales process. If they can't get you to buy their books at the regular price, you can get them at used prices.

Amazon has incredible books on copywriting that you can buy for dirt cheap prices.

Here's a list of the copywriting books I've bought:

The Boron Letters by Gary Halbert

If you are new to copywriting and want to learn, you need to know about Gary Halbert. The late Mr. Halbert (A.K.A. "The Prince of Print") is the undisputed "uber-copywriter".

He once had a direct mail campaign that was so successful his bank had to hire a large staff just to process his checks. No kidding.

The Boron Letters are letters that he wrote to his son while in prison. (The book doesn't elaborate on why he was in prison or how long he was there.)

These letters not only reveal Mr. Halbert's views on life but also on his craft.

He writes a lot about how he became an A-level copywriter and how to conduct a direct mail campaign. This book is not a course, but anyone that is serious about writing great copy and conducting a direct mail campaign should read it.

The Ultimate Sales Letter by Dan Kennedy

If I had to pick the very first thing you should buy, this would be it. **The Ultimate Sales Letter** is the beginner's guide to writing a sales letter.



Once again, Dan Kennedy has produced an excellent resource for writing a sales piece. He devotes a chapter to each step of the process so that you'll have a blueprint that's easy to follow.

The steps are clear, and he explains each part of a sales letter. Dan uses real-world experiences to explain how the parts work together so that you'll know why they work.

Once again, this should be the first resource you should devour.

How to Write a Good Advertisement: A Short Course in Copywriting by Victor O. Schwab

I have a disagreement with the title of this book. It is not a short course. This is a very detailed, step-by-step instruction manual on how to write advertising copy.

Written in 1962, this book has become a hallmark of how to write copy that sells. Schwab uses analogies and examples that help you understand how and what to write.

You will not be able to get through this book in a week because it is very detailed. Schwab even put test questions at the end of each chapter to challenge your mind. An excellent book to have in your library if you want to know how to write to sell.

Secrets of a Freelance Writer and The Copywriter's Handbook by Bob Bly

These two books are indispensable. Bob Bly is the Copywriter's Copywriter. He's an expert supreme on the subject with over 96 published books to his credit. Both of those books cover every aspect of how to write professional copy.

Once again, I'm amazed at how cheap you can get these excellent books by Mr. Bly. As of this writing, (January 2020) you can get these books for under \$6. Amazing! Once you get one of these books in your hands you'll see the value you get for your money.

Also, David Ogilvy's and Ben Suarez's books grace my shelves as well. **Ogilvy** is a high-end agency copywriter who has been dubbed "Father of Advertising". His books and insight come from many years working at his own agency where he was extremely successful.

The Ben Suarez book, **7 Steps to Freedom** is massive. Actually, the first quarter of the book deals with copywriting, the rest is about creating information products and how to market them and sell them.

Off the Radar – Unusual and Unknown Places to Learn Copywriting

I love off-beat stuff.

The cool thing about the Internet is there are so many interesting sources of information, you never know what you'll find. I've bounced around so much, that I've found some sources of information that are off the beaten path.

Here are a few examples of what I'm talking about.



The Guy on Reddit Who Makes \$300,000 a Year Copywriting


Last year, I decided to look at Reddit to see if anyone was posting interesting information on the social media site. After some digging around, I found this guy who said he made \$300,000 a year copywriting.

At first, I thought he was bragging a bunch so he could sell his readers something. However, it's all information.


Not only that, it's excellent information. Rather than posting all the links to the instructional videos he made, I'm going to post a single link here: [Reddit Copywriter Who Makes \\$300,000 a Year](#).

Cult of Copy


Groups See All



The Cult of Copy ✓ Joined
Group · 30K members
Do you like copywriting and persuasion and mind control and all that sneaky kind of stuff? Me too. Let's chat about it. From ad me...
Member since July 2015



Cult Of Copy Job Board ✓ Joined
Group · 25K members
NOTE: This group is ONLY for either posting to offer copy services, or posting jobs to hire copywriters. The same goes for comments ...
25 unread posts
Member since December 2016



Cult of Copy Colosseum ✓ Joined
Group · 6.1K members
This is where Cult of Copy members (and probably others) can ask for brutal, honest feedback on their copy. These are the rules:....
3 unread posts
Member since December 2017

The [Cult of Copy Facebook Pages](#) is an excellent resource for anyone who wants to learn copywriting.

CollinTheriot is the master copywriter and entrepreneur behind these Facebook business pages. He has a massive following and his advice on writing copy is top-notch.

As a matter of fact, his advice and knowledge are so good I often copy the text and make my own pdf files from it as reference books.



The Warrior Forum – Copywriter’s Section

If you’re brand new to copywriting, you should go to the [Warrior Forum \(WF\)](#).

There are all sorts of copywriters on there, and they even have their own section. (Just look for a drop-down menu under one of the headings and you’ll see “copywriter”.)

The thing that’s cool about the WF is there are some very savvy copywriters on there and they’re more than happy to help a newbie out.

However, if you’re sensitive about getting criticized you’ll either have to grow another layer of skin or find some other way to make money. Because if you ask those guys to critique your copy, it’ll get shredded.

However, their comments and advice are usually spot on and they’re nice people that want you to learn copywriting and succeed.

Udemy Courses

I’ve taken at least 2 courses on [Udemy](#). One was called “Win Top Paying Copywriting Jobs with My Copywriting Copywriting Secrets” and the other was from a pro in London, England. Her name is Claire Lynch is a professor at Cambridge University had her own copywriting agency, Claire Lynch. Her course was called, ” [Freelance Copywriter – How to Succeed as an Elite Copywriter](#)“.

Usually, these are courses that will run you around \$12 and they had between 7 to 15 lessons in them. The courses have video lectures on them with resources and worksheets. An incredible bargain considering you're learning a valuable trade.

Learn Copywriting with Free Lessons on YouTube

Youtube is loaded with great lessons on how to learn copywriting.

And guess what?

They're dirt cheap because you can watch them for free. However, there is a catch.

The reason why these copywriters are putting their expertise out on video for free is exposure. They know you'll see their excellent videos and want to learn more.

Usually, they give you all the sizzle and just a little bit of the steak. But they know if you're impressed with their lessons you'll want to take their course. Or if you're in the market for a good copywriter you may see one of these videos and want to hire them. But with all of the "How to Learn Copywriting" YouTube videos out there, you can learn a lot.

Here's an example of what I mean from an excellent copywriter, [Ray Edwards](#):

Here's a list of the copywriters and their Channels that I watch most frequently on YouTube:

Ray Edwards

There are 2 copywriters I watch with the name Ray Edwards but this is the Ray I watch the most because his analysis of writing copy is excellent. He likes to "back engineer" copy from classic ads to see what makes them tick.

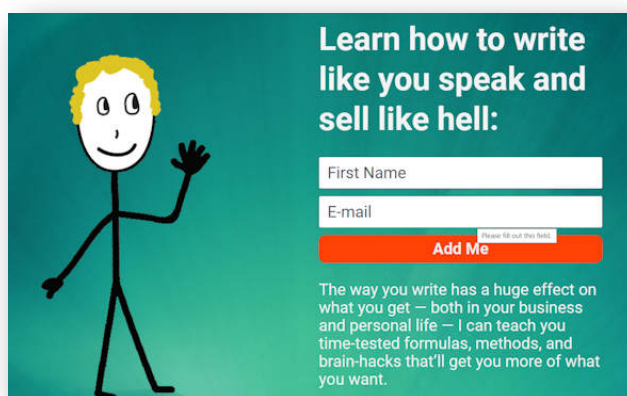
Neville Medhora's Copywriting Course Channel

You remember when you were a little kid, and there was this other bigger kid who you admired and wanted to be like when you got older? Well when I grow up, I want to be just like Neville. He's cool, he's funny, and he is an awesome entrepreneur/copywriter.

And he does some of the most interesting things too!

Once he decided to be homeless just to experience what it was like and then write about it. (My favorite writer Harlan Ellison once wrote a story called “Web of the City” where he joined a street gang to get his source material. So, it's not uncommon for good writers to do this.)

I like his “artwork” too. Just look at one of his landing pages:



Ok, so he's not Jack Kirby, but you get the idea.

Actually, that's what I love about Neville's style, he makes everything so simple and easy to understand and his illustrations crack me up. **His videos** are excellent and I highly recommend them.

Dan Kenndy's No BS Channel

If you remember back to the beginning of this post, I told you to get Dan's book, “The Ultimate Sales Letter” because it's the best primer on how to start writing copy. His free YouTube chats are excellent too.

Not only does he have an entire series on copywriting, but he has a lot of excellent marketing videos as well.

But wait....

We're not through here, because I've got a list of excellent **FREE** eBooks you can get...

Free Ebooks on How to Learn Copywriting

There's a ton of free eBooks you can get too. Instead of going into great detail on some of these resources I'm just going to hand you a list of them and their links so you can dive right in.

- **T.J. Rohleder**. He is giving away [63 eBooks for free](#) on copywriting and starting your own business.
- [Make Your Words Sell](#) by **Joe Robson and Ken Envoy**. This is part of a course that teaches you how to market your business.
- [The ABC of Copywriting](#) by Tom Albrighton 97 pages long, full of great copywriting information.
- [How to write a B2B Website](#) by Tom Albrighton shows you how to write copy for your landing pages.
- [Swipe Files for Lazy Copywriters](#) gives you a ton of headline phrases you can swipe for your advertising copy or blog posts.
- [The Copywriting Sourcebook](#) by Andy Maslen is a 214 page eBook that goes over the art of writing copy extensively. Note: when you click on this link it will let you download it immediately. I've downloaded it myself and it's safe.
- [Copywriting 101](#) by Katie Yagel is a writer with AWAI and her book is about turning your writing passion into a career.
- [Copyblogger's Copywriting 101](#) is a highly professional ebook written by one of the copywriting industry's most reliable source of information.
- [Fear Not Confidence-Building Insights, Tips, and Techniques for Freelance Writers](#) by Carol Tice. Ms. Tice is absolutely amazing. Her Freelance Writer's Den is a world-class training ground for copywriters. After reading this eBook you should check out her site because it's the best place to learn the business of copywriting on the planet.
- New item

I won't lie to you, learning how to write copy is not easy.

However, it can be learned cheaply if you start out with these resources and work diligently at it. Like learning a musical instrument, it may take you years to learn how to write it, but once you master it, you will be able to turn money into cash.

How to Write Your First Sales Copy

Hey, Bunky, if you're writing for websites I've got an easy hack for ya – its a copywriting formula or template.

Using one of these suckers, just about anyone with some time and practice can write their own copy.

If you're a beginner and you're trying to write for your home or landing page it will be a real challenge. Matter of fact you might start pulling your hair out.

For now, let's just keep it a secret that you don't know what you're doing. Because by the end of this section, you'll have a website copywriting formula you can use over and over again.

And the best part?

Each time you write one you'll only get better at it.

Get This Right or Your Landing Page Copy Will Suck

I realize how fast you want to get started, but before I unleash this template upon you I think it would be wise to caution you.

When you're first learning how to do use this formula make sure that you remember one simple rule otherwise it won't work.

And the rule is to make sure you treat each component of this template just as important as the other.

OK?

Another thing to keep in mind is to not fall in love with the first thing you write. You may have to write each section many times before it's good enough to publish online.

Many top-earning bloggers learned copywriting first because blogging and copywriting are so similar. And just like a direct response copywriter, you sometimes have to write out a section many times. I've personally written out a headline 30 or 40 times just to get it right. (And by some copywriters and bloggers standards, that's a low number.)

Just so you'll know, this copywriting formula or template for webpages is nothing new. (Actually, when it comes to copywriting, there is no new thing under the sun.) It was first written about back in the 1920s and was used a long time before that.

AIDA – Not a Verdi Opera But a Copywriter's Template

I know you're kinda new to the realm of copywriting, so I'm hitting you with the very basics.

There are all kinds of other templates and formulas you can use, but this one is the most basic.

So here is the AIDA formula in all of its splendor and glory.

The AIDA Formula/Template

A = Attention

I = Interest

D = Desire

A = Action

Whew. I know that's a lot to throw at ya, but what the heck.

So let's look at each section to see what they are about and how they're used.

A – Attention: You want to grab the reader’s or buyer’s attention. For a website, this is your headline or the large text that announces your site.

Note: With direct response copy, (advertising that requires you to take some sort of action like call a 1 – 800 number or mail in a response card, etc.) the pretext, headline, and subtext which are used at the very top of a sales letter are collectively called “deck copy”.

Here’s an example of that:

The Whole Thing is called... Deck Copy

Pretext



Headline



For Internet marketers fed up with poor results...

"The Amazing Secret Of The Most Profitable Sales Letter In The History Of The World!"

Stop losing money promoting your website... and... start converting visitors to paying customers like crazy (while generating serious cash flow for your business) with the secret of **The Most Profitable**



Advertisement In History!

Subhead

Quick Ways to Learn How to Become a Copywriter and Make Money

So immediately you'll want to capture your reader's attention with amazing copy right from the start. Once you've got their attention you're not out of the danger zone yet because now you've got the grab their...

I – Interest: You've gotten their attention, now you have a chance to lead them into getting absorbed into your message.

The reason why this part is so important is that you have mere seconds to hold their attention so they will want to read further. With a sales letter, you might have 5 or so seconds before they will decide to read on further or throw it away.

Online, your website has 3 seconds or less before they decide to look at your site further or click and go somewhere else.

Here are examples of a few websites that have high conversion rates:

The image shows a screenshot of the Square website's landing page. The main headline is "START SELLING TODAY" with a sub-headline: "Accept credit cards from an iPhone, iPad, or Android with Square. We'll mail you a free card reader to get started." Below this is a prominent blue "GET STARTED" button. The page features a background image of hands using a smartphone and a Square card reader. Red arrows and text annotations are overlaid on the page: "Attention/Desire" points to the headline; "Interest" points to the "GET STARTED" button; "Action" points to the "GET STARTED" button and the card reader image. Below the main content, there is a section titled "SET UP IN MINUTES - NO COMMITMENTS" with a sub-note: "Signing up for Square is fast and free, and there are no commitments or long-term contracts." This section is followed by a three-step process:

- 1 Request your free reader.** Sign up and we'll send you a free Square Reader to take payments on an iPhone.
- 2 Download Square Register.** Square Register is a free app that works with Square Reader to turn a smartphone
- 3 Go places. Sell things.** Plug in Square Reader, sign in to Square Register, and start swiping. Send receipts

As you can see, you can combine some of these elements and use them in different places on your landing pages.

D – Desire: Desire is fulfilling your prospect's needs with what you're offering. People in business want a very simple way to process credit card orders, and they want to fix that problem as fast and easy as possible.

In the case of the Square advertisement above, **Attention** and **Desire** are combined into the headline. Also, desire is used in the image by showing viewers how easy it is to use the product.

A – Action: You must tell your readers what it is you want them to do. (Of course, you'll want them to buy your product or service, right?)

And make no mistake about it, you must tell them exactly what to do. In the case of this website, it's really simple; it says, "Get Started".

AIDA – How to Use it To Write Webpage Copy

Now we'll get into the exact steps you'll need to begin writing each section of your website landing page copy using the AIDA formula. It doesn't matter what section you decide to write first.

You could start with the call to action, or you might want to work on the Interest section; it doesn't matter.

Note: By the way, you can use this same formula to start writing blog posts, sell items on Amazon or eBay, or run ads on Craigslist.



Grabbing Attention With Your Headline

To grab the attention of your target audience, you need to present the most important benefit the product or service will provide to the customer.

To accomplish its mission, your website headline needs to do 3 things:

1. It should grab your prospect or readers attention
2. Reveal the biggest benefit your product or service provides
3. Be brief and no longer than 20 words (try to keep it around 10 if you can)

Let's take a look at how different websites did this so we have a clear understanding of how to do it ourselves.

Dropbox

Dropbox Business

"Everything Teams Need, All In One Place"

Dropbox is a popular file-sharing site that makes it easy for you to share files with a group of people. So, their main benefit is to help business teams securely share files.

You'll notice there is no razzle-dazzle or large explanations. Just the main benefit of what their product does in the briefest manner possible.

Warning: *Don't be deceived for a second by the simplicity of this headline. It probably took a crap-load of hours of writing and testing before the company came up with the exact words they needed.*

Lifehack

“Achieve Your Life Goals and Start Living Your Best Life”

Lifehack is a site that helps individuals focus on their life's meaning and main mission. It helps you to accomplish your personal goals and overcome your limitations. As you can see, this is all wrapped up into 10 words.

AURA



AURA TRANSFORMATION

Get your **FREE** step-by-step video courses for effortlessly engaging women with confidence

Yes, Send My Video Course Now!

The reason why I'm using a visual on this last example is so you'll see that you can use text elements to enhance the headline.

Notice how the word **FREE** is all capitalized. Also, the call to action right below it sticks out like a sore thumb just begging you to click it.

Anytime you can use text-tricks like this, do it.

Quick Ways to Learn How to Become a Copywriter and Make Money

If you look at older advertisements you'll see that they used all kinds of tricks with the text to add emphasis to the copy.

Here's an example of what I'm talking about:

**Starting This Month,
You Can LOCK-IN 16% Returns
On Your Investment Dollars**
Starting Right Now, You Can Get High
Returns By Investing In Tax Certificates

**27,168 Tax Lien Certificates
Will Be Auctioned Starting At 8:30am
On February 14 In Phoenix, Arizona**
I'm Planning To Attend That Auction

Before The Auction Begins...
I plan to check out and evaluate the
properties — **In A Large Tour Bus** —
You could ride along with me!

Then I plan to research all the
nitty-gritty property details
at the County Public
Records. You could come
with me and my staff of
experts and learn the tricks of the trade.

If You Take Action Quickly... You can attend 3 days of
Auction Workshop Classes and a Bonus 4th day going to
the auction with us on the bus.

**Take Action Before December 9th
and you'll SAVE \$500!**

In this particular ad, the copywriter used all kinds of different forms of text like emboldened and italicized text, different fonts, and dashes.

Now, I wouldn't use all of these at once on a landing page headline, but I did want to make you aware of the different text elements you have at your disposal.

And because you've got about 3 seconds to generate interest in what you're putting out, you need to know what all your options are.

Keeping Their Interest With Subheads

While headlines can get your reader's attention, it can also generate interest. But usually, a headline alone can't hold a prospect's attention. So you need a subhead to keep the ball rolling on your message.

This is often the text right underneath the headline, but sometimes it can be further down the page.

Notice: *When you are on a computer, the part of the webpage you see from the top to the bottom of your screen is often referred to as "the top of the fold". This area is the most important part of the webpage because it is the part the reader sees before having to scroll down further.*

So the subhead is the text right underneath the headline...usually. Here's a good example of what I mean:

The image shows a screenshot of the FreshBooks website. At the top left is the FreshBooks logo with the tagline 'cloud accounting'. To the right of the logo are links for '1-866-303-6061', 'Accountants', 'Pricing', 'Login', and a 'Sign Up Free' button. The main headline reads 'Accounting Made for You,'. Below this is a subhead 'subhead the Non-Accountant', where 'subhead' is written in red and a yellow arrow points to it. Underneath the subhead is a line of text: 'Join 5 million people using FreshBooks to painlessly send invoices, track time and capture expenses. Watch the TV ad to see why.' Below this text are two input fields labeled 'Company Name' and 'Email Address', followed by a green button that says 'Try it Free for 30 Days'. At the bottom of the page, there are four icons representing 'Invoices', 'Expenses', 'Time Tracking', and 'Reports'. The background of the page is blue and features images of a laptop, a tablet, and some office supplies.

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In this case, the subhead (or subtext) is right under the headline. It says:

- Join 5 million people using Freshbooks (validation through large numbers)
- to painlessly send invoices (main benefit)
- track time and capture expenses (secondary important benefits)
- Watch the TV ad to see why. (call to action.)

I want to remind you that you need to take this part of your website's copy just as seriously as you would your headline.

You don't need to write a lot of words, but you must pull out your biggest guns – your most important benefits, testimonials, numbers, organizations related to your business, anything that'll make the reader want to take the action you're directing them to take.

If that doesn't work you'll need to...

Ignite their Desire to Keep Them Interested



Sometimes when you're writing a webpage or landing page copy, you'll won't need to use all of the elements. Of course, it's best if you do, but sometimes your headline or subhead text will create a desire. In the Freshbooks landing page above, the headline and subhead did the trick.

Just like the Aura webpage, the Freshbooks page uses a video sales pitch to fan the flames of desire in their prospects.

Desire Can Motivate Your Prospect

There are several different ways you can get “desire” to work for you seamlessly in your copy.

The first way is to appeal to the prospect's pain.

In other words, you want to find out how your product or service can solve nagging problems in the life of your potential customer.

And the more you can zoom in on those problems and make them seem like a bigger pain in the butt, the better.

If you want to see copywriters who go nuts with this type of tactic, then watch the infomercials on TV. (As a matter of fact, you should go on YouTube and watch as many of these as you like.)

Usually, you'll see a scenario where a person is having a very tough time trying to complete a task. Of course in most TV commercials of this type, you'll see people struggling like crazy with a common problem.

With video, not only can you make your words more dramatic, but you can also add visual elements to express the pain more.



Ethical Warning of Using Desire to Motivate

I know what you're thinking.

You're thinking that this is preying upon the fears and desires of people who are unaware.

And if I was selling something with the sole intent of deceiving people, then you would be right. However, neither I nor you can speak for everyone.

So here's a personal story to illustrate what I mean.

One day, my wife dropped a small bottle off of a shelf in our laundry room. Of course, I was dispatched to fetch it for her, and as I reached for it, I cut my arm on a piece of sharp metal.

I would have killed to have one of those "Grab It" devices. I mentioned to my wife I wish I had one of those things to extend my reach.

Point is, those little scenarios as funny as they may seem, actually happen. As a copywriter, you have to decide how far you have to push the envelope.

More Ways to Ignite Desire

Another way to ignite desire is by giving them the solution to what they need. When considering “need” you are sometimes dealing with a simple product.

If you’re dealing with an emotional/ego service, like dating website copy, your solution may be more complicated to address.

Either way, you’ll need to do some serious research before you begin your writing to make sure you keep their interest.

Making Desire Relevant

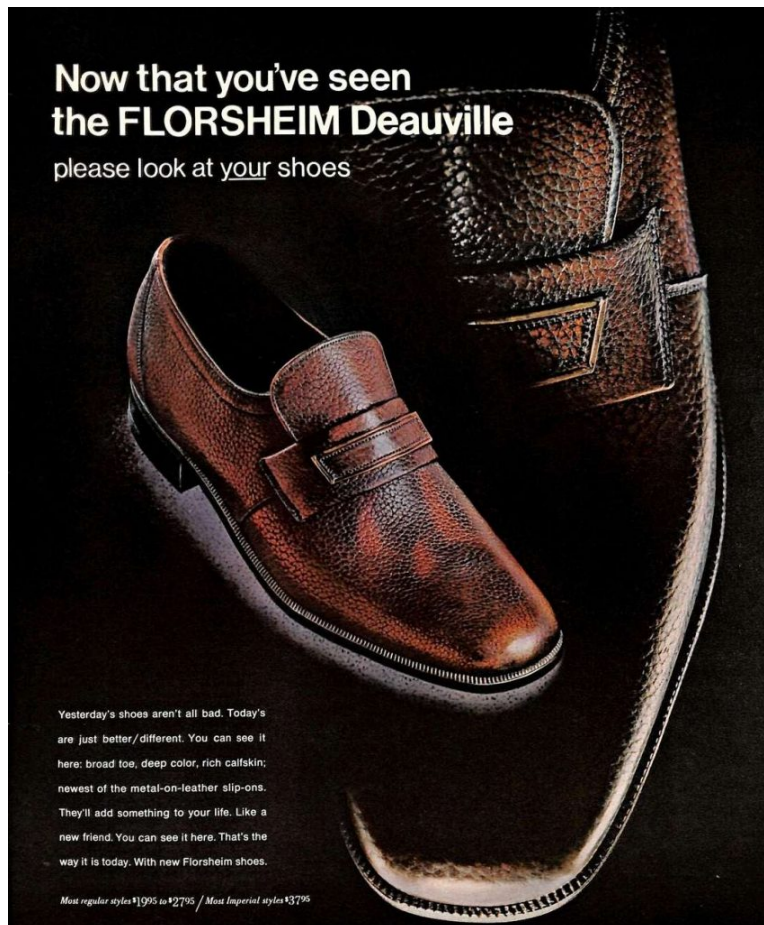
The last way to address desire is to acknowledge your readers by relating to them. The reason why this is so important is that people identify better with other people *who understand them*.

A good way to show you what I mean is by looking at the two examples below.

This is an ad for a pair of skateboarding shoes, called “Wuss”.



As you can see, this ad uses terms and images that are for a young skateboarding crowd. I guess you could say it's a little different from the shoe ad below.



This ad by Florsheim is addressing an entirely different crowd than the “Wuss” skateboard shoe ad.

So when you are adding “desire” into your AIDA formula, you will want to speak to the ego of your prospects. Use their language, speak to their age range, talk about things that are important to them and their culture.

Getting Your Prospects to Take Action on Your Webpage

The final element in your AIDA copywriting formula is the “Action” element.

Once again, I want to remind you that this part of the formula is just as important as any other part. As a matter of fact, many top-dog copywriters will tell you this is almost as important as the headline.

This is the part where you ask your readers to take the next step. (This is also known as CTA or “Call To Action”.)

There are several different ways to do this:

- Provide Value
- Create Curiosity
- Give Social Proof
- Offer incentives
- Use Urgency

Providing Value in Your CTA

This is where you want to tell your readers and prospects what they’ll get by either subscribing, buying, or giving you their email address.

You may be giving away a free lesson, or selling an entire course but you must make your value as enticing as possible while delivering on that promise.

[Jon Morrow](#) is one of the most successful men in blogging on the planet. Here is a view of his CTA offer and the value it provides.

freedom MACHINE

Introducing Freedom Machine: The Complete, A-Z System for Earning \$1,000/Month from Blogging

Based on the step-by-step system Jon Morrow used to generate:

- Over \$100,000/month in passive income
- 9,000+ new leads every month (without spending a dime)
- 23,000+ happy customers

All while being paralyzed from the neck down.

This simple approach works even if you have no idea and know nothing about business.

You don't even need a website (we'll build one for you — for free!)

And here's our guarantee: You make \$1,000 per month in extra income, or it's free.

[Yes! I Want to Join Freedom Machine](#)

Annotations: Red arrows point from 'Social Proof' and 'Value' to the headline and guarantee. Red underlines are under 'Blogging', '\$1,000/Month', and '\$1,000 per month'.

After giving you a lot of value propositions, Jon Morrow has a large orange button that says, “Yes! I want to join the Freedom Machine”.

Rather than commanding you to “Click Here Now to Join”, his CTA button is making it sound like it’s totally your decision to take the next step. *Very clever copywriting.*

(By the way, studies have shown that orange is the most noticeable color on a webpage. That’s why Jon Morrow, Neil Patel, and many other bigtime entrepreneurs choose this color for their CTA buttons.)

Create Curiosity in Your Call to Action



Your brain: Yeah, I want to know!

Google Analytics tells you what's happening.

KISSmetrics tells you who's doing it.

A screenshot of the KISSmetrics login interface. It features a white input field on the left with the placeholder text "Your Website URL" and a blue button on the right with the text "Log In with Google". A thick red brushstroke is drawn over the top of the input field and button.

Personally, this is what gets me to click every time. If someone says, any of the following, I'm likely to click on it, especially if it's a free offer.

- Top secret tips
- Guide that the pro's use
- Get the formula that made me \$100,000!
- Ultimate no-risk guide to getting tons of traffic overnight

Now, I've had at least 4 businesses in the last 15 years, and all of them required me to bust my buns to make money at them. In short, there are no short cuts to success in any business. And yet, when I see a call to action telling me to:

"Click Here to Find Out How I Made \$2344 Blogging in Just 10 Days"

It hooks me every time.

Anytime you can find a way to add an element of curiosity, do it.

People Can Give You the Proof You Need

Testimonials on your webpage are vital and you want as many of them as you can get. You also want to legitimately mention how many people either bought, used, or downloaded your offer as you can too.

There is power in numbers. Take a look below.

The image shows a screenshot of a ClickFunnels advertisement. At the top left, there is a blue button that says "Start Free 14 Day Trial Now" with the subtext "Start Building Your First Funnel Right Now!". Below this, there is a video player with a play button and the text "the demo: #funnelhacker". To the right of the video player, there is a large red text overlay that says "Look at these numbers...". Below this, there is a white box with the heading "Changing The Lives Of Entrepreneurs" and the text "Join the 99,089 entrepreneurs who are actively using ClickFunnels to easily get their products and their message out to the world!". Below this text, there are four statistics: "99.0K Users", "980M Contacts", "5.77M Funnels", and "\$4.1B Processed". Each statistic is underlined with a red line. A red arrow points from the "99,089" in the text above to the "99.0K" in the statistics below.

Users	Contacts	Funnels	Processed
99.0K	980M	5.77M	\$4.1B

[ClickFunnels](#) does a lot of business, and they aren't afraid to use it in their advertising.

It's always amazing to me how many people I've worked with that won't use this angle on their home or landing pages. I've had accountants with over 30 years of business and thousands of clients who won't give an estimate of how many people they've successfully serviced as proof.

Any business that has had success for several years could easily leverage this.

Use Urgency and Scarcity in Your CTA

Scarcity and urgency in a call to action are a killer way to get people to respond. If you know that you have only 5 minutes left before the webinar starts to make millions of dollars selling gerbil food, chances are you'll act. (OK not selling gerbil food, but you get the idea.)

Other ways of using this strategy:

- We have only 10 left and then they're gone
- I'm booked solid for 2 months, but if you call today...
- You have exactly 5 minutes and 34 seconds to respond, after that, I can't guarantee you'll get one
- I'm retiring next month, so...(I actually got that one from a famous copywriter who has been getting ready to retire for the last 20 years.)

While this part was rather extensive, it will provide you a blueprint for using the AIDA formula on your Webpages.

Remember that each section is just as important as the other and that you need to test a lot before settling on copy for your landing or homepages.

This isn't the only formula you can use to write copy, but it is one of the most basic. If you conduct an Internet search for more copywriting templates and formulas, you'll be amazed at how many different kinds there are.

There is No Law Against This Kind of Swiping

Do you remember earlier where the awesome Gary Halbert said you should practice by copying some of the greatest sales letters ever? Well, not only are you going to copy them but you are going to start collecting them and using them.

Why?

Because by collecting all kinds of great copy like sales letters, advertisements, website sales pages, email sequences and advertisements you get in the mail, you can use them over and over again.

No, you are not going to use them to write your copy line by line, but you're going to use them to get ideas from.

Yep, there's nothing sweeter than getting a gig writing an advertisement for a product or service and having a pile of great ads in the same niche to draw ideas from.

Don't worry, just about all professional copywriters use swiped stuff. As a matter, a fact a collection of these resources are what they call a "swipe file". An interesting thing I've noticed is the better the copywriter is, the larger his or her swipe file is.

In this section of this eBook, I'm going to show you some of the best places to get swipes so you can build your own file.

Get on Mailing Lists - If you can get on mailing lists of companies who use direct mail to sell to you - do it. I got on Dan Kennedy's mailing list for his seminars, and you wouldn't believe how many sales ads I got sent to me. I once received a 40 page sales letter from him. No kidding.

Email Sequences - I'm sure that you look at your email frequently and so do I. However, when I look at my email I check the subject lines. If the subject lines are written in a way that catches my attention, I'll copy and paste the lines into a word document. Why? Because if the subject lines are good, they've probably been written by a competent copywriter. Not only that, but I will try to get on their business's mailing list.

Also, if you know of a company who uses copywriters, you need to get their entire email sequence. About a year ago, I was tasked to write an email sequence for a college so I signed up for as many universities and colleges as I could. It's amazing how well these school's email campaigns are these written and executed these days.

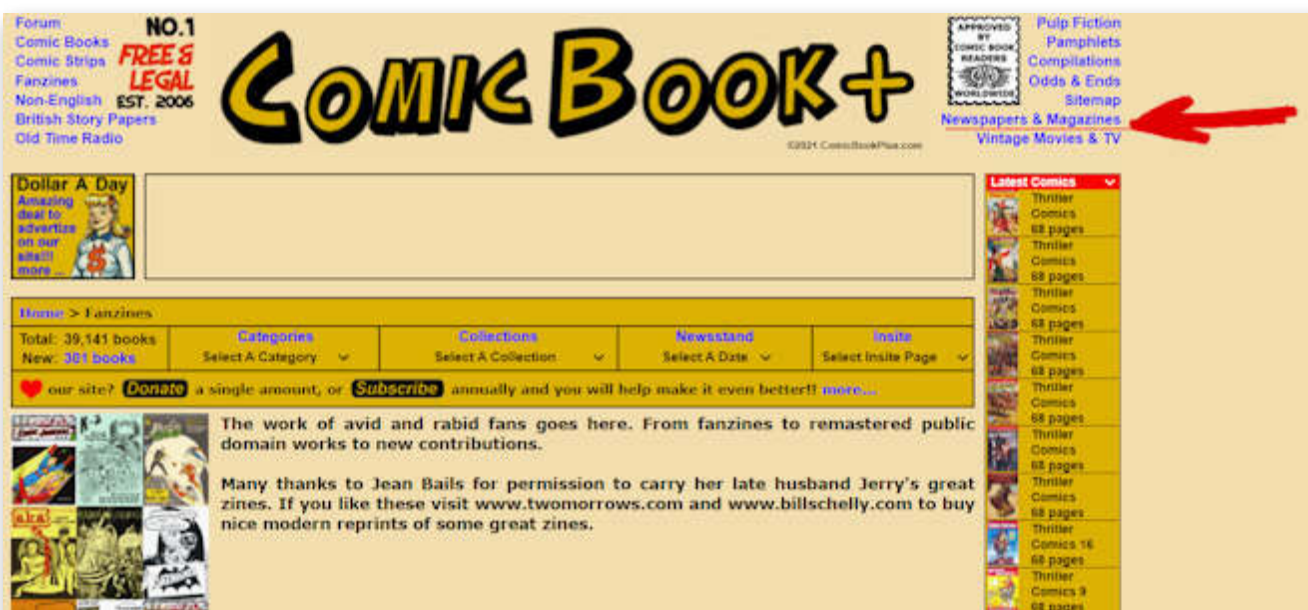
Pinterest - I don't really see why people like Pinterest so much, but different strokes for different folks! People collect images of all sorts of things and then categorize and share them. Even though I've never really wanted to post images on the social media site, it can help you build a swipe file if you know where to look. If you do a search on Pinterest for magazine ads, you'll find all kinds of images your can peruse through.

If you click on one of the images you can easily download the image as a jpeg (graphic) file. There are other searches you can do like infographics, newspaper ads, website sales pages, etc. You know, any other copywriting nice you may want to explore.

Use Your Cellphone - So you're in a grocery store and you pass by the magazine rack. You see a copy of Sports and Field Magazine and decide to pilfer through it. Low and behold you see a full page ad for a woodstove that has some of the best copy you've ever read in it.

However, if you're a cheapskate like me, you don't want to buy an entire magazine just to get the ad. So you whip out your cellphone and take a picture of it. You can also do the same thing with billboards, vehicle signage, and anything else that grabs your attention.

Comic Book Plus - This is a super-fun site that has tons of ads from back in the 40s, 50s, and 60s. I love looking at the old superhero comics from back in those days. However, the real value is the link they have on the top left of the site. There is a small link in the upper left hand side of the site that says "Newspapers and Magazines". You can click on that and the page will open to a whole horde of magazines. Don't scoff at those magazines because they are old. There are tons of full page ads in them for you to swipe and learn from. Don't blow them off, they were written back in the days where it was a disaster to have an ad underperform. The cost of running full page ads and even quarter page ads in a national magazine were expensive in many of these publications.



Use Google Images - You can get tons of swipes from Google. Just click on Google's image tab and do a search of famous copywriting ads. One of my favorite ways to use Google images is to do a search of magazine covers. Success, National Enquirer, Men's Health, Opra, etc. have incredible headlines that are written by A-list copywriters who specialize in writing headlines. (I've heard that these writers get paid thousands just to write headlines for these magazines because they are so good at it.)

Swipe Files From Other Copywriters Portfolios - I love [Bob Bly's site](#). He has a huge and diverse professional portfolio of material that you can swipe. Not only that, you can get on his email list and he will send you offers for products he's selling at least twice a week. The links to the products he's trying to sell send you to sales pages he's written. Also, you can get on [Robert Ringer's](#) email list. He has a conservative political slant but he'll try to sell you stuff as well, but you can swipe that copy and learn from it.

Wikipedia's List of Copywriters - If you go to Wikipedia and search for a list of copywriters, you'll get an extensive listing of the one's who are considered noteworthy. You then use their names in a Google Image search to find some of the advertisements they wrote and save them to your hard drive.

Swipe File.Com - This site is kind of like Pinterest. It is run by a copywriter who has collected about 1300 different swipes and placed them into different categories. You can find flyers, headlines, direct mail pieces, magazine advertisements just to mention a few. You can copy and save these pieces so you can keep the ones you want.

Blog Posts - [Carmine Mastropierro's Site](#) has an entire method for getting great swipes. So any blog posts you can access which will give you good advice on how to get swipe files will be a major help.

Swipe Files for the Lazy Copywriter - This eBook by Brian Scott is a compilation of 2000 different components of copywriting that you can use to generate ideas from. It has chapters of persuasive words and phrases that you can use on sales copy, blog posts, headlines, email campaigns, etc. It is a valuable resource that you can pull up on your computer to use anytime you want. Well worth the few minutes it takes to download it.

How to Get Ads and Images Easily From Websites

This is a way you can get entire sales pages from websites. You can easily turn any webpage into a PDF file so you can look at it all you want using Adobe Acrobat or a similar program.

Quick Ways to Learn How to Become a Copywriter and Make Money

For a long time I was using the keyboard short cut of using the "**prt sc**" (print screen) for copying pages on screen or images. I would then paste them into a graphic program like Photoshop and crop and save the image.

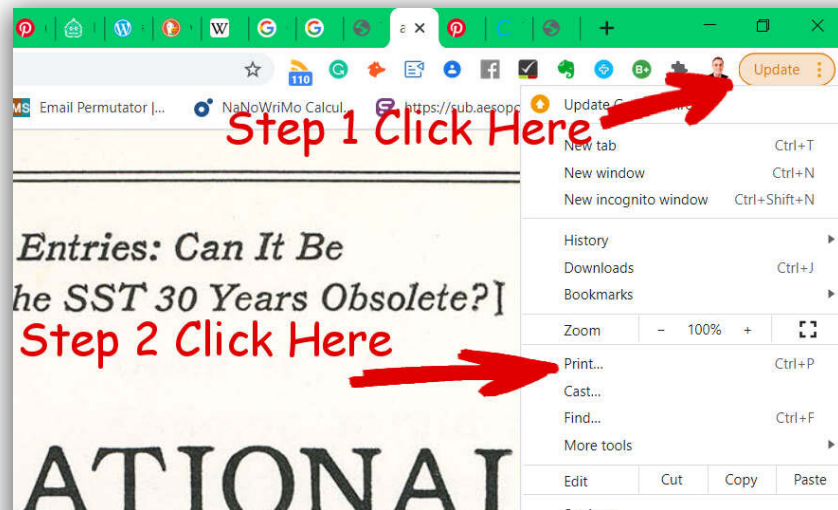
However, I eventually discovered a way to save images much more easily. Since it will save you crap-loads of time, I'll run the risk of telling you how to do this just in case you don't know.

Step 1

Navigate to the image or advertisement you want to make a copy of and click on the browser button in the top right side of your screen. Almost all browsers have a menu button similar to Google's Chrome browser.

Step 2

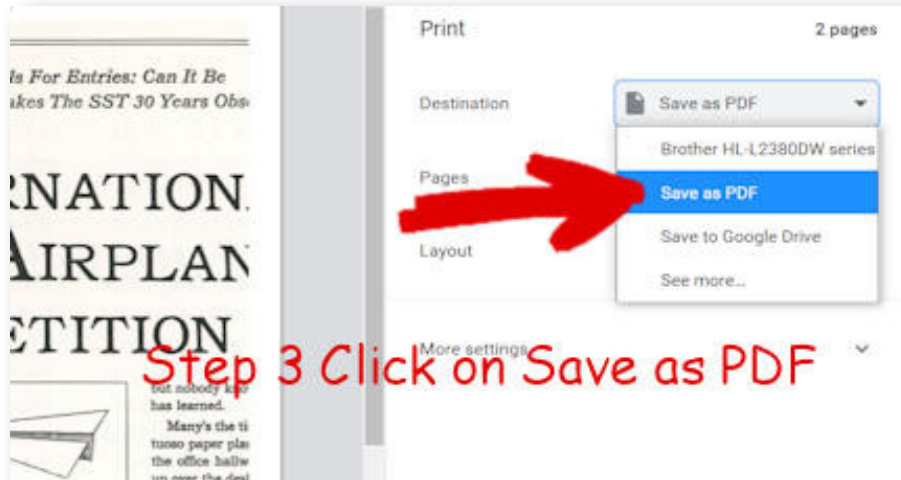
Click on the word "**Print**" on the dropdown menu.



Step 3

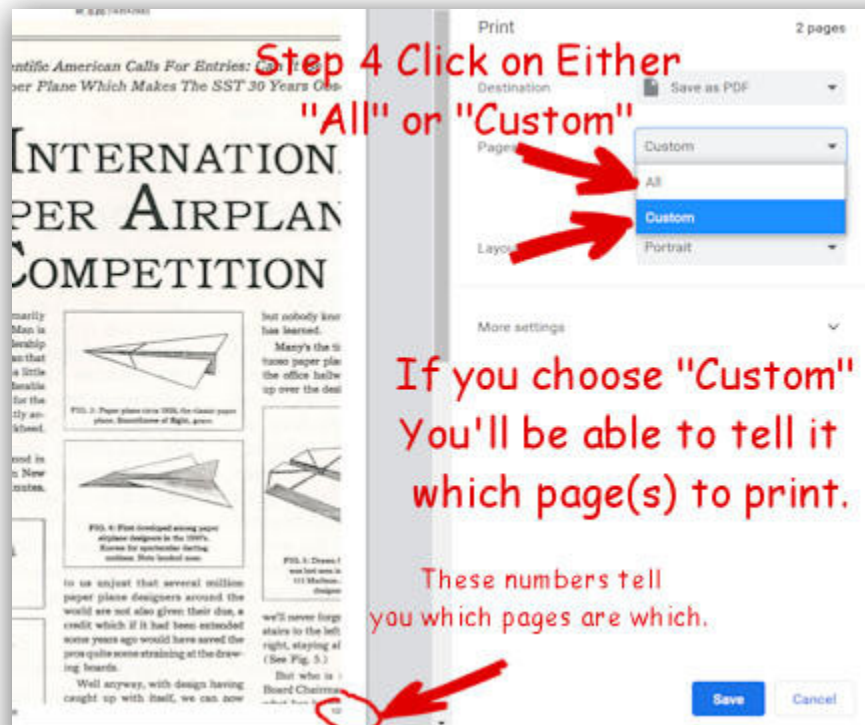
After you click on the dropdown menu button, click on the words "Save as PDF".

Quick Ways to Learn How to Become a Copywriter and Make Money



Step 4

Once you click on "Save as PDF" a dropdown menu will ask you if you want to print all the pages or just selected ones. **Example:** If you just want to print the second page in the custom field you would place a "2". If you want to print pages 2, 4, and 7, you would place the numbers in the field like this: 2,4,7 (with commas or dashes between the numbers).



Once you've clicked the "Save" button, your computer will ask you where you want to save your PDF file. Usually, your computer will open up the file so you can see what it looks like in all its PDF glory.

As I mentioned earlier, if you didn't know how to quickly save webpages for your swipe files, this will save you a lot of time. Time is important in being a copywriting entrepreneur and anything you can do to save it will help you tremendously.

Now It's Time to Roll Up Your Sleeves and...

If you've read all the way through this book you should have tons of ways to learn copywriting for free or very cheaply.

If you were to go through all of the materials listed here, it would take you at least a year. However, in order to start making money at it, you can start after a week or two. No, you won't be good enough to make thousands of dollars per client yet, but you can start.

The easiest way to get started is to join an affiliate program or create your own product and start writing copy for your own stuff. This will help you to start building your own portfolio of copywritten materials to show potential clients. Once you've done that, you can also join sites like Upwork, Fivver, or any of the other freelance sites where you can get started writing for people.

Word of Warning: Freelance sites usually are loaded with bottom-feeders. These are people who will hire you for next to nothing. In my opinion, they are great for getting started because you will need to get used to dealing with clients. But you will probably not want to stay with those sites once you get good at writing copy. You will eventually get frustrated with them because they will constantly try to get you to write for next to nothing.

I could write an entire book on how to find and deal with clients, but I want to leave you with another resource that will help. As you can probably tell, I'm a cheapskate. If I can learn how to do something for next to nothing, I'll do it.

However, when you start making money at copywriting you'll be able to buy decent courses. Currently, I pay \$25 a month for one site that is mostly dedicated to helping copywriters get clients. Carol Tice is a world-class copywriter and her site [The Freelance Writer's Den](#) is excellent. It is loaded with hundreds of courses and resources you can use to better your copywriting business.

And the the best part of Carol's site is that it is so modestly priced for all of the great courses, advice and other valuable resources \$25 a month is well worth it.

It is now time for you to roll up your sleeves and start learning, writing, pitching clients and immersing your self into your copywriter business.

If you do it right, it'll be fun - I promise you.

Get Your Free Bonuses at ElmoCopy Here:

\$ Bonuses \$



Learn to be a Copywriter for Almost Nothing!

This book is a resource guide to help you become a copywriter. This is not a series of lessons on how to write copy. It is a compilation of information on how and where you can learn the art of copywriting either for free or very cheaply.

In this book I've included:

- Free videos you can learn from top-notch copywriters.
- Where to get outstanding, free eBooks on how to write copy.
- Online forums where copywriters hang out and give you free advice.
- The best and cheapest printed books on the subject.
- How to get pages of the best copy online and learn from it.
- A way to get started writing your very first sales copy.

If you use this book, you can become a copywriter without spending all kinds of money. If you are up to your eyes in debt from getting an education, you'll be pressured to make money quickly. So, the goal of this book is to give you all the resources you need to learn this skill as cheaply as possible. You won't need to spend loads of money, just a willingness to learn and practice. ***Get your copy now so you can get started on a well-paying career as a copywriter today.***