

Master Copywriting - Audio Interview

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When Legendary Marketer Ted Nicholas Confessed He Didn't Know The Answer To My Question I Was Shocked - But His 'Alternative' Response Was So Powerful It Changed The Way I'll Think About Business Forever Here's Your Chance To Crawl Inside The Mind Of A True Marketing Genius And Discover First Hand His Powerful, Sales Boosting Secrets... Dear Marketing Top Gun, When Ted Nicholas first went into business he was in debt to the tune of \$96,000 and the future looked bleak - He quickly realized the little cash his small business was making fell short of his monthly outgoings. He had to think and act fast... But then necessity led him to a novel idea. Digging deep into the little reserves of cash he had left Ted came up with a genius master plan to draw in the crowds BINGO! It worked (and far more than he could have ever imagined), Amazingly, Ted's simple idea led him to make a magical discovery that changed the rest of his life. And what a life . . . Today Ted Nicholas is without question the living, breathing embodiment of entrepreneurial success - He's a successful international speaker and author, an expert marketing consultant, and one of the most successful and highest paid copywriters in the world. For anyone in business (of any kind) Ted's story is truly inspirational. You'll discover how from the basement of his home he laid the foundations of a publishing empire. (Ted has written and published 56 Best Selling books and you'll learn direct from him how he did it ...) And you know what? You'll also hear first hand about the insider techniques and strategies that Ted used to generate in EXCESS OF \$4.9 BILLION DOLLARS in sales for himself and his clients - (amazingly he did it with little more than a yellow jotter pad and a pencil.) So... Get ready to spend a mind blowing 99 minutes in the company of a marketing legend and grab a business education like no other! This is 'life changing listening' and it's yours for the taking... You'll hear the answers that could literally explode your business growth and earnings. And you'll gain privileged access to a wealth of advice and knowledge that other marketers and business owners have paid thousands to hear. And get ready to be inspired because we guarantee you'll be brimming with new ideas and your mind will be racing with excitement just thinking about how to put Ted's suggestions into action. Presenting... Master Copywriting With Ted Nicholas As soon as you start listening to Master Copywriting with Ted Nicholas it'll be obvious that this is unlike any interview you've heard before... No

more theory, no more guesswork and no more fluff - Ted's been there, done it and sold the T-shirts and now he's handing you his best kept secrets! You'll discover how Ted elevated himself from adversity and financial obscurity to millionaire status in just 3 short years. The fact that you have read this far tells me you're a serious entrepreneur or a business owner who recognizes the benefits of learning from a genuine master. And you will - When it comes to direct-response marketing, advertising, publishing online & offline copywriting you'll find no finer teacher - Ted has run more space ads than any other marketer in the US in the last 50 years And he's also run thousands of marketing tests, spent millions of his own money to research exactly what gets customers to buy now and buy more. Here's Just A Tiny Fraction Of The Wealth Of Ideas You'll Discover In This Exclusive Interview Arrow Discover the 3 key questions you must answer before starting to write a sales letter (and these answers will turn a simple sheet of paper into your first draft of powerful copy). Arrow How to create sales letters that will explode your conversion rates (Even if you can't write a simple letter home, this one technique, will guarantee your words pull orders faster than a speeding bullet.) Arrow Discover how important it is to get 'the sequence' right when you're creating your marketing materials (this is vital to a successful campaign) Arrow How to release a flow of creativity every time you sit down to write (Many people get brain freeze at those critical moments never let it happen to you) Arrow What really works - (Long Vs. Short Copy)... After thousands of tests Ted really knows the truth! (But discover the exception to the rule that will kill your orders dead.) Arrow How to create powerful attention grabbing bullets that propel your readers to the 'buy it now' button. Arrow Discover how to persuade your readers to follow your commands with a strong call to action that delivers results. Arrow How to work Ted's 'formula' into your guarantees so they'll actually work like mini order magnets in your sales materials. Arrow Learn how to use testimonials to devastating effect, create instant credibility and maximise your order conversions. Arrow Stop your emails and regular mailings getting junked within 3 seconds of your prospect receiving them. (Ted reveals a simple to avoid mistake that turns people off instantly.) Arrow Discover the little known 'signature secrets' that will increase buyer confidence in all your products and services. Arrow Discover Ted's power 'PS tactics' that can tip people over the edge and get them to buy right there and then... Arrow The Secret that Rich People Know That Poor People Do Not and the 2 key skills to master to become successful. Arrow Discover what Ted believes will help anyone become more successful and his top tips to generate tens of thousands of dollars hands free. Arrow Ted's 'Tap Dance To Work' formula for life and the 4 key elements you must get

in balance for success. If you're a student of copywriting then this exclusive interview must be added to your collection today But if you're an entrepreneur or a small business owner these nuggets of wisdom could literally change the rest of your life. . . Here's What I'm Talking About . . . Arrow Already a student of copywriting? - Have you ever followed all the rules in your sales copy but it still bombed for a client? Alarmingly this happens all the time but no one ever tells you why, (or more importantly how to fix it). Well Ted talks about this in depth, you'll discover the ingredient you missed so it'll never happen to you again. Arrow How often do you get to hear about the mistakes? Even though mistakes often make for good learning experiences, most top marketers shy away from confessing to any... In this section Ted talks frankly about his biggest blunder and how it cost him a staggering \$350,000.00 in one campaign. As your business expands the risk of this happening gets very real - Remembering what you learn here will stop it happening to you. Arrow Do you use order forms? - If so, do you know if they're working for you or are they turning your prospects away in droves? Discover exactly how to create powerful forms that work - (After listening to this section of the interview you'll understand how to craft order forms so powerful they'll sell your product for you on their own.) Arrow Do you create information products? Then you're in for a treat... Ted has sold Millions of Dollars worth of 'how to' products and you'll get to hear about the very essence of why people buy them. (Understanding this common human desire and knowing how to create products to satisfy this demand will change your life!) Arrow Discover Ted's thoughts on why you shouldn't sell 'books' - Amazing coming from a man who has published over 50 Best Sellers !!! Instead listen to Ted reveal the 'thing' people really want and how to use this knowledge to create a lifetime of financial freedom for yourself... Get Your Copy Of Master Copywriting With Ted Nicholas You'll Receive: * The entire 1 hour and 39 minutes (unabridged) interview (download this instantly and listen on your PC or on your Ipod/MP3 player) * A professionally created transcript in PDF format (read along while you listen or print this out and read at your convenience)

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