

The Art of the Click

Glenn Fisher

Audiobook Worksheet

Introduction

Hello there.

And thanks for popping over to my **AllGoodCopy.com** website and downloading this special little document.

Chances are, you're here because you bought the audiobook version of my book, ***The Art of the Click***.

If that is the case:

Thank you.

I'm so grateful to everyone who chooses to read or listen to my book and I hope you thoroughly enjoy it. I'd love to hear how you get on with it.

When we came to produce the audiobook version, we thought it would be useful to create this document so you have some visual aids to help with a couple of sections in the book.

They're by no means essential to your enjoyment of the book, but hopefully you'll find them useful. Every exercise or task I recommend is something I've done myself at some point in my career as a copywriter. Doing them helped me, so I hope they'll help you too.

Of course, if you've stumbled here by chance and you're wondering what on earth this is all about, then you might find it useful to pick up a copy of my book, ***The Art of the Click***. Everything will make a whole lot more sense then.

Either way, as I point out in my book, copywriting is always evolving and I see the book as just the beginning of a wider conversation and – *hopefully* – a deeper relationship with you as a reader or listener.

To connect and talk more, you can find me on Twitter at **@allgoodcopy**

Thanks again for choosing to listen to my book and I look forward to connecting more with you in the future.

Best,



Glenn Fisher
Author
The Art of the Click

EXERCISE:

Turning features into benefits

Following my advice in the book, for each, I'd like you to jot down a feature and a benefit. It shouldn't be too tough. This is just to get a basic understanding so you can quickly see how a feature can be improved by turning it into a benefit. Don't rush, and if you can, try to think of more obscure examples to test your knowledge.

Item	Feature	Benefit
<i>A can of coke</i>		
<i>A running shoe</i>		
<i>A pint of beer</i>		
<i>A calculator</i>		
<i>An iPhone</i>		
<i>A bar of chocolate</i>		
<i>A holiday in Spain</i>		
<i>A £10 note</i>		
<i>An ice cream</i>		
<i>A book of fiction</i>		

VISUAL REFERENCE:

Structure of the Four Ps

As with all theories of copywriting, it depends who you ask...

But I was always taught that direct copywriting greats Bill Bonner and Mark Ford came across this pattern when they set to analysing all the successful pieces of long copy they'd been producing in the 1980s.

I've heard elsewhere it was prolific copywriter Bob Bly who came up with these.

Others say it was my good friend and the first apprentice of Bill and Mark – a guy called John Forde.

It doesn't really matter.

The point is that a lot of copywriting loosely follows this structure.

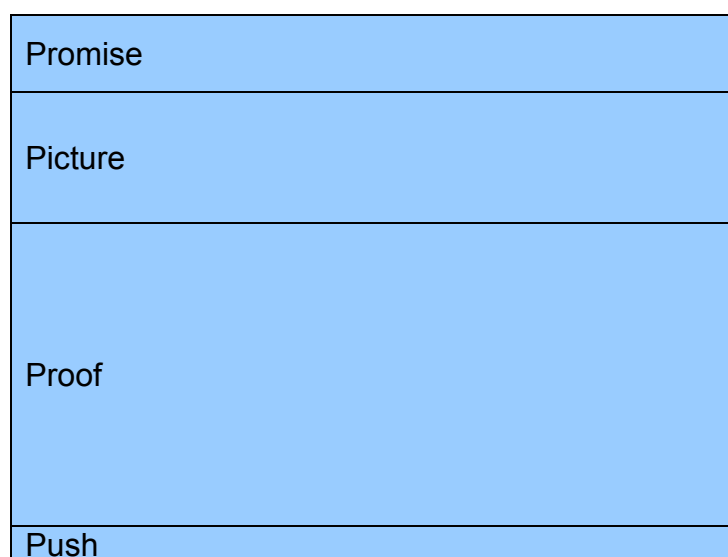
First the writer makes a promise. Then they paint a picture. Following that, they provide proof of the promise and picture. And finally, they push the reader to take action.

In rough theory, the picture and proof are the biggest sections.

Obviously, the more proof you're able to pile into your copy, the more likely someone will be persuaded to click and take action.

In theory, at least.

A very rudimentary way of looking at this structure would be something like this:



It's a simple formula – but a strong one.

VISUAL REFERENCE:

Examples of Four Us

Here are the headlines I chose from Clickbank at random:

Headline One:

**"FINALLY LEARN HOW TO
MAKE MONEY ONLINE!"**

Headline Two:

Swing Traders, Spread Betters & Investors....

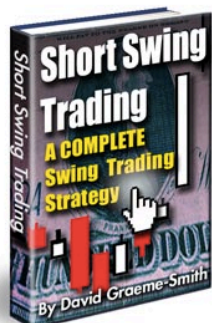
**Copy my trading strategy and you could be making
consistent profits month in, month out!**

STARTING NOW!

Whether the market is going **UP** or **DOWN**

Years of research, testing and trading finally paid off! And it's all in my book

Short Swing Trading



... for **you** to **PROFIT** from!

Whether you are:

- New to trading
- Or an experienced trader

....you will learn to use my **comprehensive and complete** trading strategy to get returns like this...

Headline Three:

**Ever wondered what the Bible has to say
about your health and what foods to eat in
order to prevent cancer, heart disease,
diabetes and high blood pressure?**

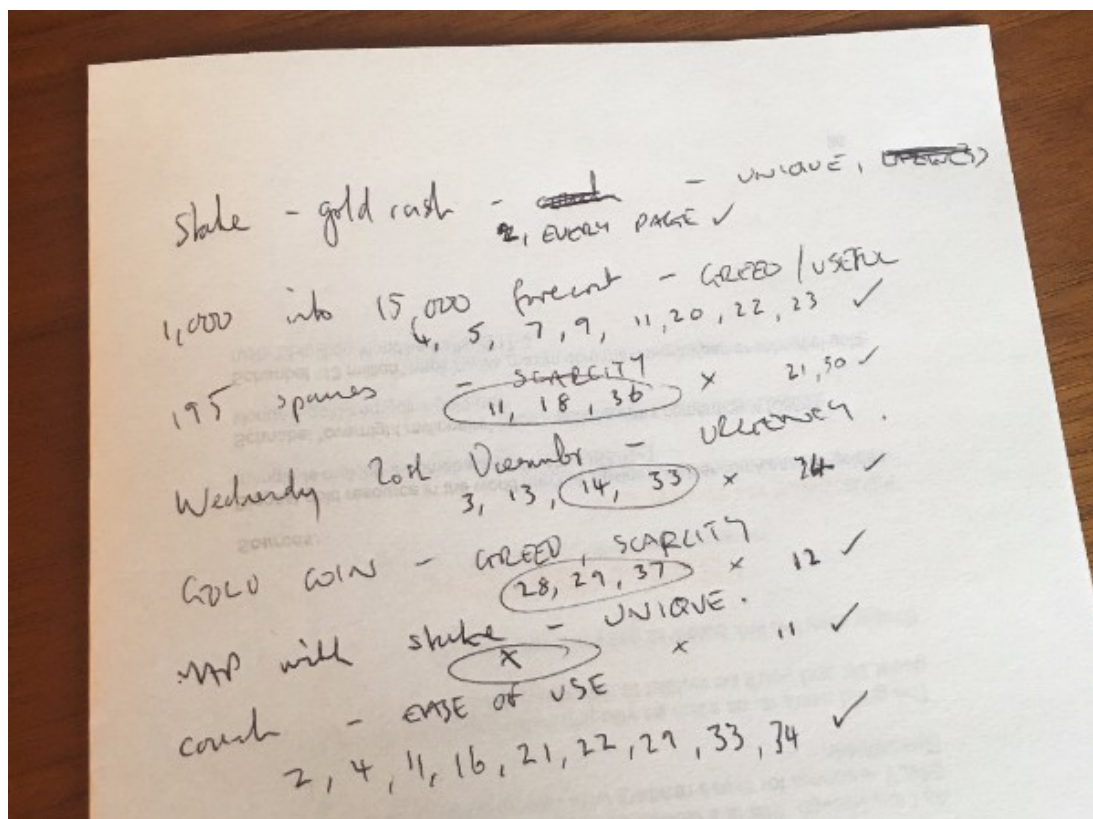
God spoke about His Health Laws in the books of Deuteronomy,
Exodus and Leviticus. Haven't you read?

VISUAL REFERENCE:

Checking the thread

In chapter ten I refer to a note I made about checking the thread of your copy.

Here you can see the note itself, where I've picked out the main ideas I wish to cover and made sure they're mentioned regularly throughout the copy.



EXERCISE:

Writing out a sales letter

Here's the big one.

The rest of this document is the copy I used for an old sales letter I wrote about a copywriting guide I made once upon a time.

When I first became a copywriter, this is one of the first things I did. I know it sounds like a pain, but I do believe writing out the below by hand will help you more than you realise.

Direct-response copywriting expert, Glenn Fisher, reveals more than 20 tried and tested techniques for improving your sales copy, starting with...

The simple secret to writing copy that sells

Whether you're working on copy for a sales letter, a website or an 'off the page' advert - the advice I'll share with you will help to make it more effective

In fact, I'd like to arrange a **one-to-one copy critique** with you so we can discuss how to improve a specific piece of copy you're working on

But first, there's a **myth about copywriting** and how people address potential customers that I'd like to dispel...

Fellow Marketer and Copywriter,

People think only *difficult* writing is *good* writing.

For years we study the classics, we build our vocabulary, we learn how to craft our sentences and paragraphs.

All through this period there is an unspoken suggestion – if you don't understand what you're reading, it's your fault. It's not that the book is difficult to understand, it's that YOU are too dumb to understand it.

So you read more, you learn more, you waste your time working through impossible literature that means nothing to you.

I've done it.

He's done it. (*I'm talking about the imaginary guy sat next to me*)

And if you're a writer of any kind, you've probably done it too.

Don't worry. It happens.

Only problem is, if you decide after all this that you're going to work in advertising – you're bugged.

The first thing I had beaten out of me - and the first thing I beat out of any trainee copywriter - is the misapprehension that only difficult writing is good writing.

The crappy flowery language that 'writers-to-be' adopt in their early days (*to prove themselves as 'an artist'*) needs slapping down. In fact, it needs to be slapped down, taken outside and then stamped on repeatedly until it resembles a Jackson Pollock painting.

When you're hoping to sell something to someone who doesn't really want to be sold to, you need to speak as simply and as directly as possible. You need to write as though you're explaining it to a mate.

Be casual. Be long-winded if you need to be. But be natural.

Because if you can be yourself in your writing, your message – whatever it may be – WILL shine through, trust me.

Whether you're a copywriter or a marketer, when it comes to write sales copy, the fact is...

You write to sell.

And the more you sell; the more money YOU make.

It figures, right?

That's why **it is so important** that your copywriting is as effective as it can be. Hell, it doesn't matter if you're writing copy for your own products, or you're writing copy for somebody else's...

The more effective YOUR copy, the more YOU get paid.

That's why, right now, not only would I like to arrange a one-to-one copy critique, I'm going to share more than 20 quick and simple techniques that I have *personally* used to at least double the conversion of my own writing and sell a hell of a lot more.

In fact, I'm not bragging, but these very tactics have helped me write copy that has made **over £10 million**, selling everything from online marketing courses to Elvis' hair.

- **Each technique has been tested and PROVEN to increase conversion.**
- **Each technique is simple to understand and easy to apply to ANY sales copy, regardless of what product or service you might be selling.**
- **And each technique can be used over and over again to boost the conversion of your copy whenever you need it.**

Whatever level you are at as a copywriter, you'll be able to use these **tried and tested techniques** to improve your copywriting and make a ton more sales.

Seriously.

Even if you have *already* written copy that has sold millions, you'll still discover a number of techniques that you have **NOT** tried before... and they could very easily **make your copy EVEN MORE effective.**

And remember...

The more effective YOUR copy, the more YOU get paid.

Of course, if you ARE an experienced copywriter, you know that, right?

You *already* realise how important it is to collect as much expert insight as you can.

And hey, if you're new to copywriting...

Well, I'm sure you understand that too. I'm sure you understand that studying the techniques of fellow writers who have had great success with their own sales writing is ESSENTIAL to *your success* as a copywriter.

The good news is that the techniques you'll discover today will give **you new skills and insight** to help you write copy that will sell far more than you ever realised you could – no matter what copywriting experience you have.

Just like Blanca here, who wrote to report:

*Write Better Copy is a life jacket for those who are dipping their toe into the wild marketing waters and sinking. When I started to study copywriting, I desperately needed **the right tool** to tidy all the information I was receiving in my mind. I found it in **Write Better Copy**.*

Blanca, Journalist and Copywriter

And, of course, during our one-to-one copy critique (I'll explain how it'll work in a moment) we can discuss these ideas further so that you can take your copywriting to a whole new level.

Personally, I have seen these tactics **multiply conversion four or even FIVE times** on more than one occasion.

And just think about how that could change your copy...

There's no need to start from scratch - just take a few minutes to tweak your existing sales material and you could make twice as many sales

Best of it is, applying just a handful of these techniques could not only *increase the conversion* of your current copy...

They could do it INSTANTLY.

You see, to take full advantage of these **simple** and **straight-forward** techniques, you only need you to make a few quick tweaks to your *current* copy!

There's absolutely NO need to rewrite everything you've already done.

I mean, you've undoubtedly put a lot of hard work into your copy, right?
The *last* thing you want to do is start again.

Before we do anything then, I just want to help you make the most of what you've *already* got.

So, just pick **one or two** of the techniques I'll share with you today...

Take **a couple minutes to tweak** your current copy accordingly...

And then just get it in front of customers and **let your new, super-charged copy do its work.**

Hey, if you want to test the new version against the old version, go for it.

In fact, you probably should so you can see exactly how much my advice helps you.

But to be open with you, I really am **100% convinced** that you'll discover that any copy you tweak using these techniques will outperform your existing copy.

I mean, you'll discover:

- **The one thing you MUST do before you write a single word of copy – whether it's a sales letter, a PPC advert or a website banner, you need to make sure you consider this before even putting pen to paper...**
- **A way of thinking about what you're selling that will help you write breakthrough headlines – approaching copy like this will not only make more sales, it will free up your time to enjoy the money you make from copywriting...**
- **The right way to end your copy that will increase the amount of sales you make and change the mind of anyone who was previously sceptical – this is one of the biggest mistakes made in copywriting and you can avoid it...**

- An ‘inception trick’ you can apply to a few sentences in your copy that will force an idea into the mind of your reader without them even realising it – you shouldn’t overuse this, but when you do use it, it’ll make your copy irresistible...
- How to use an experimental writing technique that will not only make your reader WANT to buy the product or service you’re selling, they will actually learn from you and want to thank you for selling it to them...
- How to properly deal with an author’s image in a way that is fundamental to the success of ANY sales letter – even the best copywriters in the business get this wrong and damage their conversion because of it...
- The one thing I insist on doing with every single product or service I write copy for – this one factor alone contributes more to the success of my own copywriting than anything else I’ve ever learned...
- How adding a distinctive ‘SympAck’ section to a failing promotion could transform it into a huge sales success – most people don’t do this, but it could be the difference between a breakthrough and a complete flop...
- Why you should never use more than twelve words for one key element of your sales promotion (and it’s not the headline)– this is so simple, but when you see how it works you’ll always do it without fail.

I don’t know which you’ll use first, but whichever one it is, you can be sure the result will be the same...

Your copy WILL be more effective.

And hey, don’t get me wrong...

If you decide that the tried and tested techniques that I’d like to share with you today aren’t going to help you increase the conversion of your current copy...

That’s fair enough.

In fact, even though I am 100% convinced that these WILL help you, if you get hold of a copy of the guide I’ve put together and decide in the next 60 days that it’s not going to help you...

You can get a **full** and **complete refund**.

I won't hold it against you or make you jump through any hoops...

Just let me know and you'll get the cost of the guide right back.

I don't want you to have to take **ANY** risk here. Why should you?

I just want to share these ideas with you so they can make a difference to your copy.

Actually, that's an important point...

Not only can you make your current promotions more effective, you'll discover simple 'copy workouts' that you can use to help teach yourself

Of course, it's up to you how you play it...

You could just read through each of the different ideas you'll discover today and put them into action without giving it a second thought.

That's fine.

But because **I'm a copywriter like you**, I understand that it is much more valuable to learn WHY one certain copy technique increases conversion and another doesn't.

It took me years to figure out what works and what doesn't...

Not to mention a hell of a lot of money spent on seminars, flights around the world and more 'how to' books than I care to recall.

But by **studying under copywriting legends** like *Bill Bonner, Michael Masterson* and *John Forde* and dissecting the teachings of past masters like *Claude Hopkins, Eugene Schwartz* and *Gary Halbert*...

I realised something very simple but very fundamental.

The key to truly improving your skills as a copywriter is practice.

You simply can't beat putting ideas and concepts into actual, real-life, 'pen to paper' practice. I know that doesn't sound 'sexy' and it sure as hell doesn't sound like fun... but it's not actually all bad and it will make you more money in the long-run.

That is a simple fact.

That's why, with each of the tried and tested **conversion booster tactics** I've laid out in this guide, I've also included a simple '**copy workout**' that you can do whenever you want to flex your muscles and improve your own copywriting abilities.

Not only have I used these workouts to help hone my own copywriting skills...

These very same exercises have been used to train very successful copywriters working in the business today and have helped them to **bank a lot more money than they ever thought they would ever make.**

Together with the techniques I'll share with you, these '**copy workouts**' will enable you to constantly improve your copy.

And remember, you can checkout the workouts and test each of the tactics over the next 60 days and if you're not *completely* and *utterly* confident that they will help you write better copy...

You can get a full refund.

No questions asked.

You'll have an entire 60 days to read through everything and make your own fully-informed decision.

There's no catch. I'm just making a simple offer to share the techniques that **I have personally used to generate over £10 million in sales.**

Look... all these ideas will help you write better copy.

And as I said before, it doesn't matter if you're writing copy for your own products and services, or you're writing copy for somebody else's...

The more effective your copy, the more you get paid.

That's why I'd like to share these quick and simple **conversion-boosting techniques** that I have *personally* used to at least double the conversion of my own writing and sell much, *much* more.

But the fact of the matter is: this is **just the start** of us sharing ideas.

COPY BOOSTER BONUS #1:
You'll receive access to an exclusive video series revealing my personal methods for fixing broken copy

This is a first...

In fact, there is simply no other way you can get access to this EXCLUSIVE video series.

But when you get hold of the techniques I'd like to share with you today, I will give you unlimited access to the series at no extra cost.

The only thing I do ask is that you **keep these methods to yourself.**

You see, in each video I reveal one of *my own personal techniques* for examining sales copy that isn't performing as well as it should be and fixing the problem.

You'll discover:

- **How the 'Three Strike Strategy' works and how it can help you rid your copy of boring sections that turn off your readers and lose you sales – you'll be**

able to put this simple strategy into practice straight away on all your current copy...

- **What to do when you finish a sales letter to view it from the reader's point of view with absolutely no bias – you'll need to do this when no-one is watching or else you'll look strange, but I GUARANTEE it will improve your writing...**
- **The four things you need to check of any headline to make sure it grabs a reader's attention so that they simply HAVE to read it – this has helped me turn failed promotions into consistent profit makers time and time again...**

As soon as you pop your details in today, I'll direct you to an exclusive members area where you can watch the videos whenever you want to and as many times as you want to.

But that's not the only bonus you'll receive today...

COPY BOOSTER BONUS #2:

Get a promotion of your choice personally reviewed by me – you'll get specific and tailored advice on how you can improve it

This would *normally* cost you around £1,000...

And even then, I only usually do this for a **very select group** of close copywriting friends.

But because I want to help you today as best as I can...

And because, as I say, I really want this to be *just the start* of our relationship...

When you get hold of the guide I've put together for you full of these incredibly effective direct response techniques, you'll also receive a **one-on-one, personal email consultation**.

I will personally critique the promotion of your choice – whether it's a new one you're working on, or it's one that isn't working so well and you need to improve it – and give you **specific and tailored advice** on how to tweak it so that it makes more sales.

This is about me and you working out how to make your copy stronger...

Together.

Just like I've worked with copywriters who have gone on to write breakthrough sales promotions that have grossed thousands and thousands of pounds...

I'll be working with YOU to make sure your promotion works as best as it can do. As soon as you get your details down today... along with access to the special member's area where you'll be able to watch the EXCLUSIVE video tutorials (which I insist you get for no extra charge)...

You'll also receive details of where to send the promotion you'd like to work on with me so that we can get right on it.

Actually though, as a brief aside, you're probably wondering why I'm in a position to be showing anyone how to improve their copywriting in the first place?

Well...

Everything I've learned about copywriting comes from strict direct-response tests that prove one thing works better than another

To be completely honest, I don't want to talk about myself too much...

Because this is all about helping **YOU**.

But I realise that one of the biggest objections I would have if someone was telling me they knew how to improve their copywriting is: why do you know anymore than me?

To be fair, if I've learned one thing in life, it's that I don't know much...

But I do seem to know a bit about copywriting and I have **one advantage** over most...

Everything I have discovered is **PROVEN** by testing.

You see, one of my biggest clients is Agora, who are one of the biggest information publishers in the world. You might have heard of them.

If not, the company was started by a legendary copywriter in his own right, Bill Bonner, along with another legendary copywriter called Mark Ford (who you might better know by his pen name: Michael Masterson).

Not only have I been lucky enough to be taught by Bill and Mark personally, but because of the sheer size of Agora's customer database, I have been able to **split-test my own copy to an incredible degree.**

Of course, a lot of the **conversion-boosting techniques** I've discovered were initially based on my own gut instinct, but through *rigorous* testing I've been able to analyse copy like few other copywriters have the opportunity to do.

Especially on such a scale.

So while I could go on about all the success I've personally had as a copywriter – *it's taken me around the world to many places I wouldn't have ever have been otherwise* – that's NOT really what qualifies me to share these ideas with you...

What *really counts* is that **everything** I'll share with you has been tested and proven to increase response.

So, it's not so much *me* teaching you anything.

What will be informing **your increased success** are the reactions of the very customers you'll be selling more too.

But we were talking about the copy boosting bonuses you'll receive today...

COPY BOOSTER BONUS #3:

You'll receive regular ongoing insight and advice about how to write better copy – and it won't cost you a penny...

So, as well as getting your hands on more than **20 techniques to improve your direct response copy...**

As well as receiving access to the **EXCLUSIVE video tutorials...**

And as well as being able to **work one-on-one with me** to improve a sales promotion of your choice...

You'll ALSO get my weekly e-letter, which is entirely dedicated to helping you learn how to write better copy.

In each issue of the e-letter you'll discover one important idea that you can put into action to **increase how effective your copywriting is** so that you can make more sales and make more money.

And hopefully, you'll have fun reading it too. I mean, the whole aim of the e-letter is to be informative but entertaining at the same time.

In recent issues I've shared with readers:

- **How sleeping with your readers could actually improve your copywriting – don't worry, this isn't as dangerous, or as perverted as it sounds... but it really could help you when it comes to writing your next breakthrough promotion...**
- **What Woody Allen can teach you about copywriting – if you only spend your time reading textbooks written by hacks who worked for some ad agency once upon a time, you'll get nowhere. You can find inspiration for copy from the strangest people...**
- **Why it is so important to repeat yourself even when you think you shouldn't – it's one of the most contentious points in professional copywriting and online marketing, but readers discovered why it sometimes pays to go against the grain...**

And here's the best thing...

Even if you decide that the guide isn't for you and it's not going to help you improve your copywriting...

Not only will you **still** be able to get access to the video tutorials...

Not only will you **still** be able to receive my weekly e-letter...

I will **STILL** provide you with a one-on-one copy review to help you improve a promotion of your choice.

You can get hold of the guide today, take a look over it and decide it's just not right for you and claim a refund and you'll still get all three of these excellent copy booster bonuses.

Of course, I don't think you'll want to refund.

In fact, I think you'll probably be thinking **you have pulled a swift one on me** anyway because you'll be getting so much value for so little.

You see, to download a copy of the guide – that I've simply called **Write Better Copy** – and discover more than 20 quick and simple conversion-boosting techniques that I have *personally* used to at least double the conversion of my own writing and sell much, *much* more...

To get exclusive access – *access that you genuinely can't get anywhere else* – to a special **series of tutorial videos** in which I'll show you my own techniques for fixing sales copy that doesn't work...

To receive a **one-on-one, personalised copy review** by email, in which we will work together to improve the sales promotion of your choice...

And to start receiving a copy of my personal weekly e-letter delivered directly to your inbox full of copywriting insight and advice...

All you'll pay today is **just £19.95 or \$30.98 if you're in the US.**

That is a one-off cost...

There are absolutely no hidden charges...

And you can pay securely and with 100% confidence through Clickbank, using whichever currency you prefer.

Really, to receive the conversion booster techniques... the exclusive tutorial videos... the one-on-one copy review... and the weekly e-letter...

It will cost you a small, one-off payment of just £19.95 or \$30.98 if you're in the US.

Considering that putting just ONE of the conversion booster tactics into action could more than double the conversion of your current sales promotion, that's nothing.

But when you think about how many different **conversion-boosting techniques** you'll discover today and how much of an effect they could have on your copywriting...

I hope you'll consider it a wise purchase.

And I mean, that's not even considering how much it would cost you to hire me to go through a sales promotion with you and give you specific, tailored advice on how to improve it.

Even so...

You'll have an entire 60 days to put all this to the test to see first hand how it helps you improve your copy and make more sales

Look, I really wanted to over-deliver here...

And hopefully, you'll think I have.

But look...

If you decide to give this a shot today to see how these **proven techniques** could help you to improve your copy...

To have a watch of the **exclusive tutorial videos**...

And to even go through the **one-on-one review** process with me...

Your money **still** won't be committed in any way.

You see, at ANY time during the next 60 days you can request a refund and you'll be paid back your £19.95 or \$30.98 if you're in the US, without me raising a single objection.

Really: if you decide this isn't for you at any point over the next two months, you can get a **full** and **complete** refund, with no questions asked.

I am of the firm belief that if this isn't for you, **you shouldn't have to pay for it**. As I say, you can still have unrestricted access to the videos, you can still get a one-on-one copy review with me by email and you can still continue to receive my weekly e-letter...

Consider it thanks for at least giving this a go because I really do respect anyone who actively seeks to improve their skill set like you are doing right now.

BRAND NEW COPY BOOSTER BONUS:
**A free copy of my five-star rated e-book,
which reveals 10 rules every direct response
copywriter should follow when starting out**

As I say, I really want to provide you with as much advice and insight as I can and help you become a more successful copywriter...

So, if you get hold of **Write Better Copy** today, you'll also be able to download a copy of **Buy This Now: A Beginner's Guide to Direct-Response Copywriting**. In this easy and entertaining book you'll discover ten simple things that you can always do to make sure your copy stands out above the crowd.

From understanding the importance of a varied vocabulary to learning how to swallow your creative pride, **Buy This Now** will give you the perfect stepping stone to a long and successful career as a direct response copywriter.

In fact, you can see here just how useful people have found it:

This is definitely my go-to resource for direct response copywriting. Glenn's engaging writing style makes you want to read to the end in one go. Even his sentence construction made me understand how direct response advertising works. If you have any inclination to make money with copywriting, download this book now!

Elizabeth, Copywriter

Absolutely cracking book. Well written (obviously) and plenty of 'highlight' worthy nuggets of wisdom. This book will undoubtedly be on the "need to re-read that again" list!

Matt R, Copywriter

I am about to launch a website with a direct response letter to increase sales for my latest book. Man o man am I glad I found this. I have read extensively on the art of copy writing, but I got to say this gem is one of the best. He is not only practiced and a professional copywriter but quite literary and funny. How refreshing to find someone who connects on so many levels.

The Happy Hombre, Entrepreneur and Copywriter

When it comes down to it then, it's pretty simple...

Right now, I'd like to share more than 20 quick and simple **conversion booster tactics** that I have *personally* used to at least double the conversion of my own writing and sell much, *much* more...

And if over the next 60 days you don't find them useful, you can get your money back.

In addition to the guide itself, you'll also receive access to my exclusive video mini-series, you'll get a one-on-one copy critique, you'll get my regular advice emails...

AND you'll get a free copy of **Buy This Now**.

Thinking about it like that hopefully makes you realise that you really can't lose ANYTHING by giving this a go...

In fact, considering all you'll get just for giving it a go, then it'd be a bit silly to ignore this opportunity now. But that's **YOUR** choice to make.

For my part, I hope that you understand that this is *just the first stage of the relationship we've started today* and I hope that we'll be able to share ideas more and more over the coming weeks and months...

And it's important to remember that everything that I want to share with you today is not made up or hypothesis... these are **tips, techniques and even a few tricks** that *I have personally used* to write better copy.

You know better than anyone that the more effective your copy, the more you get paid.

So, to make your copy more effective today...

Just click the link here or the 'Order Now' button below to get your copy of *Write Better Copy* for just £19.95 or \$30.98 if you're in the US.

ORDER NOW

Best wishes,

A handwritten signature in blue ink that reads "Glenn Fisher". The signature is written in a cursive, flowing style.

Glenn Fisher
Direct Response Copywriter
Author of *Write Better Copy*

P.S. Remember, not only will you be able to download your copy of ***Writer Better Copy*** as soon as you've got your details down today...

You'll also get immediate access to the **exclusive video tutorials** I've put together for you...

And you'll be able to get in touch to arrange when we can sort out your **personalised one-on-one copy review** by email.

ORDER NOW

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Best,

A handwritten signature in blue ink that reads "Glenn Fisher". The signature is written in a cursive, flowing style.

Glenn Fisher
Author
The Art of the Click