

## ADVANCED COPYWRITING TECHNIQUES COURSE

- 1 The Methodology of Copywriting
- 2 How To Eat An Elephant - Logical Thought Sequence
- 3 How To Write In Thought Bites
- 4 My Headline Methodology
- 5 The Value Proposition
- 6 The Curiosity Factor
- 7 The Specificity Advantage
- 8 The Hook - How To Get It & How To Set It
- 9 How To Write Max Impact E-Mails And Sales Letters
- 10 The Importance of Sub-Headlines
- 11 Writing Long Copy Made Easy
- 12 How To Sell A High Value Service
- 13 Credibility Letter Template
- 14 Taglines: 3-Second Branding
- 15 4 C's of Copywriting
- 16 How To Sell Your Product With A Story
- 17 13 Undeniable Truths of Copywriting & Marketing : Quick Refer Guide
- 18 5 Steps To Becoming a Darn Good Copywriter : Quick Refer Guide
- 19 5 Elements That Get Your Emails Opened, Read & Clicked : Quick Refer Guide
- 20 Copywriter's Ultimate Checklist : Quick Refer Guide
- 21 Elements Of A Perfect Landing Page : Quick Refer Template

## OFFERS & RISK REDUCERS

- 1 Do You Ignore 94% Of Your Prospects?
- 2 5 Now Offers That Fall Flat And Five That Work Like A Charm
- 3 10 Most Compelling Future Offers
- 4 Take Away The Risk Of Buying...And Make More Sales
- 5 9 "Set Their Minds At Ease" Risk Reducers

## HEADLINE TOOLBOX

- 1 5 Golden Headline Tips From "Madman" David Ogilvy
- 2 10 Fascinating Facts About Headlines
- 3 10 Fascinating Facts - Quick Refer Guide
- 4 19 Headline Techniques That Sell
- 5 35 Sure-Fire Formulas For Attention-Grabbing Headlines
- 6 49 Recommended Fonts
- 7 False Alarm Headlines

- 8 [Headline Power Guide - 11 Rules To Write By](#)
- 9 [99 Best Money-Making Headlines Of All Time](#)
- 10 [The Importance of Sub-Headlines](#)
- 11 [Power Up Your Headlines \(ADVANCED\)](#)

## OTHERS

- 1 [Glossary of 77 Marketing Terms](#)
- 2 [Blog Like A Madman - Over 100 Articles by Alan Tarr](#)