

Alan Tarr's "How To Write Copy: Your Million Dollar Advantage"

Write Like A Madman University Contents

OUR SIGNATURE COPYWRITING COURSE

Write Like A Madman and Make Money Like Crazy (VIDEOS)

- 1 **Introduction** - General Overview and Strategy
- 2 **Use the Correct Psychological Approach** - Is Intellectual or Emotional Best For You?
- 3 **Create Your Unique Message** - The most Important Writing You Will Ever Do.
- 4 **Structure Your Message for MAXIMUM Impact.** Get More Sales and Conversions (Pt I)
- 5 **Structure Your Message for MAXIMUM Impact.** (Pt II)
- 6 **How To Write Dynamite Sales Copy (Pt I)**
- 7 **How To Write Dynamite Sales Copy (Pt II)**
- 8 **Advanced Copywriting Techniques.** Learn the Secrets of the World's Best Copywriters
- 9 **How To Write Emails and Blogs.** Content, content, content - and a great Email List
- 10 **Layout and Design** - Use the right design to make prospects WANT to buy from you.
- 11 **The Influencers.** Work of the greatest copywriters of all time, The Madmen.
- 12 **Small Business Real-World Examples.** See how other businesses your size have met the challenge.
- 13 **Recap and Review.** Just watch and listen to Paul Levno on the piano, while you soak it all in again.

COPYWRITER'S TOOLBOX

- 1 4 C's Of Copywriting - Updated
- 2 5 Steps To More Clicks From Your CTAs
- 3 Good Copywriters Break The Rules - Intentionally
- 4 13 Rules When Writing For Print Media
- 5 15 Rules For Writing A Press Release

- 6 20 Commandments For Wannabe Better Copywriters
- 7 23 Easy Ways To Increase Selling Power
- 8 25 Overused, Meaningless, Trite, and Hackneyed Cliches
- 9 25 Most Impactful Words In Marketing Today
- 10 25 Types of Evidence To Prove Your Excellence
- 11 39 Timeless Tips From The "Madmen" For Max Results
- 12 45 MoneyWords For Kick-Ass Results
- 13 49 Recommended Fonts For Best Readability
- 14 "Don't Write To Be Understood. Write So You Can't Be MISunderstood"
- 15 How To Sell Your Product With A Story
- 16 Copywriter's Secret Code (Video)
- 17 The Specificity Factor
- 18 The Copywriter's Secret
- 19 Features & Benefits Template
- 20 Features & Benefits Case Study: Max Coolman
- 21 Give Customers What They Want (Video)
- 22 How To Write Max Impact Emails And Sales Letters
- 23 Irresistible Facebook Ads In 5 Easy Steps
- 24 John Boyens' Credibility Letter Template
- 25 Make It Memorable
- 26 Oh, Those Mah-vel-ous Memorable Words
- 27 Psychological Approach Worksheet
- 28 Taglines - 3 Second Branding
- 29 The Final 15 - Checklist
- 30 Case Study: Yogi in the Barbershop/AFLAC
- 31 Book Bonus: How To Write Copy: Your Million Dollar Advantage
- 32 Report: How To Make Real Money As A Freelance Copywriter
- 33 3 Steps To Creating The Perfect Radio Campaign

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

ADAPTING TO DIGITAL

- 1 Organic Search - One Great Hack
- 2 Why Website Doesn't Produce - And How To Fix It
- 3 Writing Web Copy? Do These Three Things
- 4 Writing Web Copy? : Quick Refer Guide
- 5 3 Step Power System For Lead Generation, Engagement, And Sales
- 6 3 Step Power : Quick Refer Guide
- 7 I'll Trade This Helpful Info For Your Email Address
- 8 Conversion Copywriting Is Critical To Your Success
- 9 First, Create A Powerful Message (Video)
- 10 How To Write Write Irresistible Facebook Ads In 5 Easy Steps
- 11 SEO vs PPC - Which is Best For YOU?
- 12 The BETTER Elevator Pitch (Video)
- 13 7-Minute Website Power Test
- 14 7 Questions To Answer Before Even Starting To Build Or Rehab Your Website
- 15 7 Top Reasons People Buy From You Test
- 16 Can Your Home Page Pass This Write-In Test?
- 17 Techies Can't Write; Writers Can't Tech

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)

SELF-TEST TOOLBOX

- 1 7 Questions To Answer Before Even Starting To Build Or Rehab Your Website
- 2 7 Top Reasons People Buy From You Test
- 3 7-Minute WebPower Test
- 4 33 Point Website Self-Evaluation
- 5 Cut The Word Count Test
- 6 The Differentiation Test - With Real Case Studies
- 7 The Write-In Self-Test

VIDEO & AUDIO TOOLBOX

- 1 The True Definition of Marketing (Audio)
- 2 Marketing Has 2 Functions (Video)
- 3 First Create A Powerful Message (Video)
- 4 Differentiate (Video)
- 5 USP (Video)
- 6 Copywriter's Secret Code (Video)
- 7 What Are Your Marketing Goals (Video)
- 8 Thought Leader Interview (Video)
- 9 "Hello, Dad?" (Radio Spot)
- 10 "How Far From Prescott To NY?" (Radio Spot)
- 11 Stan Freberg's Classic - "In The Crapper"
- 12 Case Study: Benefit Rich Videos (Video)
- 13 Ed Phillips Talk Show (Video)
- 14 Phil Mershon Interviews Alan Tarr (Video)
- 15 My First Copywriting Lesson (Video)
- 16 My AHA! Moment (Video)
- 17 PM Interview: What Is A Copywriter
- 18 PM Interview: Don't Be Misunderstood
- 19 PM Interview: Thought Bites
- 20 PM Interview: Write to be Read
- 21 PM Interview: Call-To-Action (CTA)

TWIZDOMS™ INFOGRAPHICS TOOLBOX - QUICK REFER GUIDES

- 1 13 Undeniable Truths of Marketing & Copywriting
- 2 2 Skills To Sharpen To Boost Your Marketing Skills Right Now
- 3 3 Step Power System
- 4 4 Key Elements of a World-Class Website
- 5 5 Cautions for Start Ups
- 6 5 Critical Elements That Get Your Emails Opened, Read, & Clicked
- 7 5 Highly Prized Qualities of an Indispensable Person
- 8 5 Obstacles To Website Success
- 9 5 Smart Ways To Build Your Email List 10X Faster
- 10 5 Steps To Becoming A Darn Good Copywriter
- 11 6 Franchising Facts of Life
- 12 7 Deadly Sins of Marketing And How To Avoid Them
- 13 7 Questions To Answer Before Even Starting To Build Or Rehab Your Website

- 14 7 Top Reasons People Buy
- 15 7 Truths About Creativity In Marketing
- 16 10 Fascinating Facts About Headlines
- 17 15 Marketing Mistakes Small Business Makes
- 18 AIDA Code - The Copywriter's Secret
- 19 Avoid the Spam Police
- 20 Bedrock Business - The Backbone of the American Economy
- 21 Blogs As Part of Your Marketing Strategy
- 22 Differentiate Your Business or Die
- 23 In Praise of the Original Madmen
- 24 Radical WebPower Effectiveness
- 25 SEO vs PPC - Which is Best For YOU?
- 26 Top Ten Reasons for Hiring a Marketing Advisor
- 27 Copywriter's Ultimate Checklist
- 28 Upgrade This ONE Skill & Increase Your Market Value
- 29 Writing For Websites? Do These 3 Things
- 30 Are You Using The Proper Psychological Approach?

OTHERS

- 1 Glossary of 77 Marketing Terms
- 2 Blog Like A Madman - Over 100 Articles by Alan Tarr