

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 Curiosity 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

MARKETING FOR SMARTIES

101

- 1 Marketing for Smarties 101
- 2 2 Types of Marketing
- 3 Better Writing = Better Results
- 4 9 Reasons Marketing Fails **+(Audio)**
- 5 17 Mistakes Small Business Makes All Too Often
- 6 Improve Your Customer's Life - Even For A Day

- 7 What are your Goals (Video)
- 8 Marketing Has 2 Functions (Video)
- 9 Thought Leaders Interview with Alan Tarr (Video)
- 10 Sync Inside Reality & Outside Perception + **Audio**
- 11 True Definition of Marketing & Why It Matters
- 12 13 Books That If You haven't Read, You're Dead

102

- 1 Marketing for Smarties 102
- 2 15 Action Steps Vital To Small Business Success
- 3 & 4 7 Deadly Sins of Marketing And How To Avoid Them + **I-G**
- 5 5 Fatal Blunders Guaranteed To Send Your Prospects Packing - And How To Fix Them
- 6 Differentiate **(Video)**
- 7 Differentiate or Die: Quick Refer Guide
- 8 Unique Selling Proposition - USP (Video)
- 9 Money v Message - Which Is More Important
- 10 John Smith's Eyes
- 11 Continually Educate Your Customers And Prospects
- 12 Clear Concise & Conversational (Video)
- 13 25 Overused, Meaningless, Trite, And Hackneyed Clichés Nobody Believes
- 14 If Your Business Is So Great... Prove It!
- 15 84 Proven Ways To Pump Up Your Marketing
- 16 The Better Elevator Pitch (Video)
- 17 How To Be A Trade Show Pro
- 18 Are You Ready To Succeed? (Audio)

MARKETER'S TOOLBOX

- 1 3 Step Power System
- 2 3 Step Power System Quick Reference I-G
- 1 Taglines: 3-Second Branding
- 2 Do You Ignore 94% Of Your Prospects?
- 3 5 Critical Elements That get Your Emails Opened, Read, & Clicked
- 4 39 Timeless Tips From The "Madmen" For Maximum Results
- 5 How To Sell A High Value Service
- 6 In Praise of the Madmen: Quick Refer Guide
- 7 Features, Benefits & Satisfactions Template
- 8 F&B Case Study: Max Coolman
- 9 17 Mistakes Small Business Makes All Too Often
- 10 Clear Concise & Conversational
- 11 The Secret Formula For A World-Class Website

- 12 Tactical vs Strategic Marketing
- 13 The Better Elevator Pitch
- 14 15 Action Steps Vital To Small Business Success
- 15 Sample Consumer Guide - Auto
- 16 Sample White Paper Report
- 17 WIN THE MARKETING GAME & STOP WASTING MONEY - AUDIO BOOK
- 18 My Favorite Marketing & Copywriting Quotes

OUR SIGNATURE WEBSITE SCIENCE & STRATEGY COURSE

Radical WebPower - The Most Important Change In Website Science And Strategy Since The Stone Age!

- 1 **The 7-Inch Solution** - Little Known Formula Revealed. Make the Above The Fold area of your homepage truly effective. Cut Bounce Rate.
- 2A **13 Essentials Your Website Absolutely, Positively Must Have To Win** (Video Pt I)
- 2B **13 Essentials Your Website Absolutely, Positively Must Have To Win** (Video Pt II)
- 2C **13 Essentials Your Website Absolutely, Positively Must Have To Win** (PDF)
- 3 **The Value Proposition** - The Heart of your Message
- 4 **How To Eat An Elephant - Logical Thought Sequence**
- 5 **How To Write In Thought Bites**
- 6 **Steps To More Clicks From Your CTAs**
- 7 **Look & Flow Small Business Website Template** - Scientific Design.
- 8 **Colors & Your Website - A Psychological Approach.**
- 9 **Features, Benefits, & Satisfactions.** Know the differences and help your customers
- 10 **Features & Benefits Case Study - Russell Athletic**
- 11 **9 Top FAQs From Our Webinar**
- 12 **Bonus - How To Write Max Impact Emails and Sales Letters.** Get more opens and
- 13 **3 Step Power System** : Quick Refer Guide
- 14 **4 Key Elements of a World Class Website** : Quick Refer Guide
- 15 **5 Obstacles To Website Success** : Quick Refer Guide
- 16 **7 Questions To Ask Before Buiding Your Website** : Quick Refer Guide

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

TUTORIALS & TOOLBOXES

WIN THE MARKETING GAME AND STOP WASTING MONEY (AUDIO BOOK)

- 1 1-- Introduction-Welcome (Audio)
- 2 2-- Bedrock Business (Audio)
- 3 3-- True Definition of Marketing (Audio)
- 4 4-- Tactical and Strategic Marketing (Audio)
- 5 5-- STOP Wasting Money (Audio)
- 6 6-- Does Perception Match Your Reality (Audio)
- 7 7-- 9 Reasons Why Marketing Fails (Audio)
- 8 8-- Five Steps to Greatness (Audio)
- 9 9-- Are You Ready To Succeed (Audio)
- 10 10-- Differentiate (Audio)
- 11 11-- Communicate-Choose the Correct Approach. (Audio)
- 12 12-- Communicate-Interrupt and Engage (Audio)
- 13 13-- Communicate-Headlines (Audio)
- 14 14-- Educate (Audio)
- 15 15-- Facilitate (Audio)
- 16 16-- Evaluate (Audio)

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)

FRANCHISING TOOLBOX

- 1 45 Truths About Franchising - Ignore Them At Your Peril
- 2 6 Critical Franchising Facts Of Life

- 3 6 Franchising Facts Of Life - I-G
- 4 6 Top Reasons Franchisors Fail
- 5 How To Pick The Right Franchise Consultant
- 6 Franchising Case Study - Cold Stone Creamery

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
- 8 Copywriting Aptitude 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)

- 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
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- 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