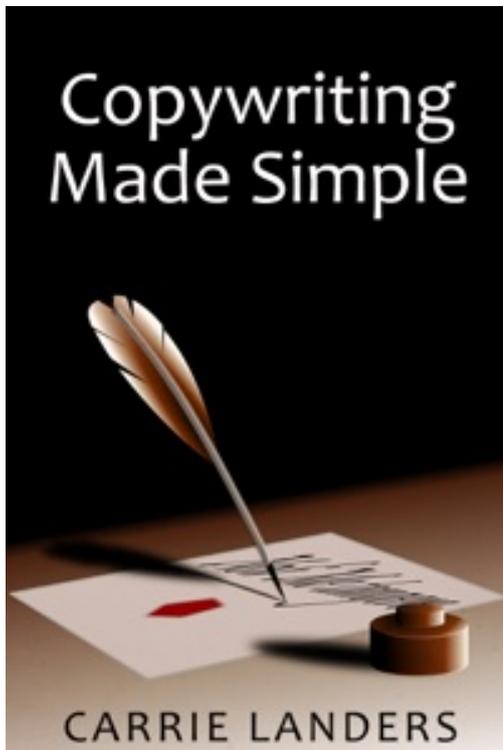


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So what can you do? Your first option is to continue to write sub-par copy for most of your sales letters; and simply hope that it will do the trick. However, if you're more realistic with yourself, you'll probably quickly see the problem with doing this—namely, that you're leaving hundreds or even thousands of dollars on the table every time you create a sales page that converts 1%, rather than 2% or 3%. And this is precisely why you must learn the art of copywriting: it will not only save you

money, but it will also ensure that you have a master copywriter working on every project you initiate. In this eBook, I hope to help you develop a robust, powerful set of copywriting strategies. I will not only show you how to improve your writing and your sales skills, but I will also give you a step-by-step, 30-day outline that you can use to guide you through the process.

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