



## Copywriting For Authors

### Number One: getting to escape velocity

Want reviews and subscribers on autopilot?

You need an offer nobody in their right mind would ever resist!

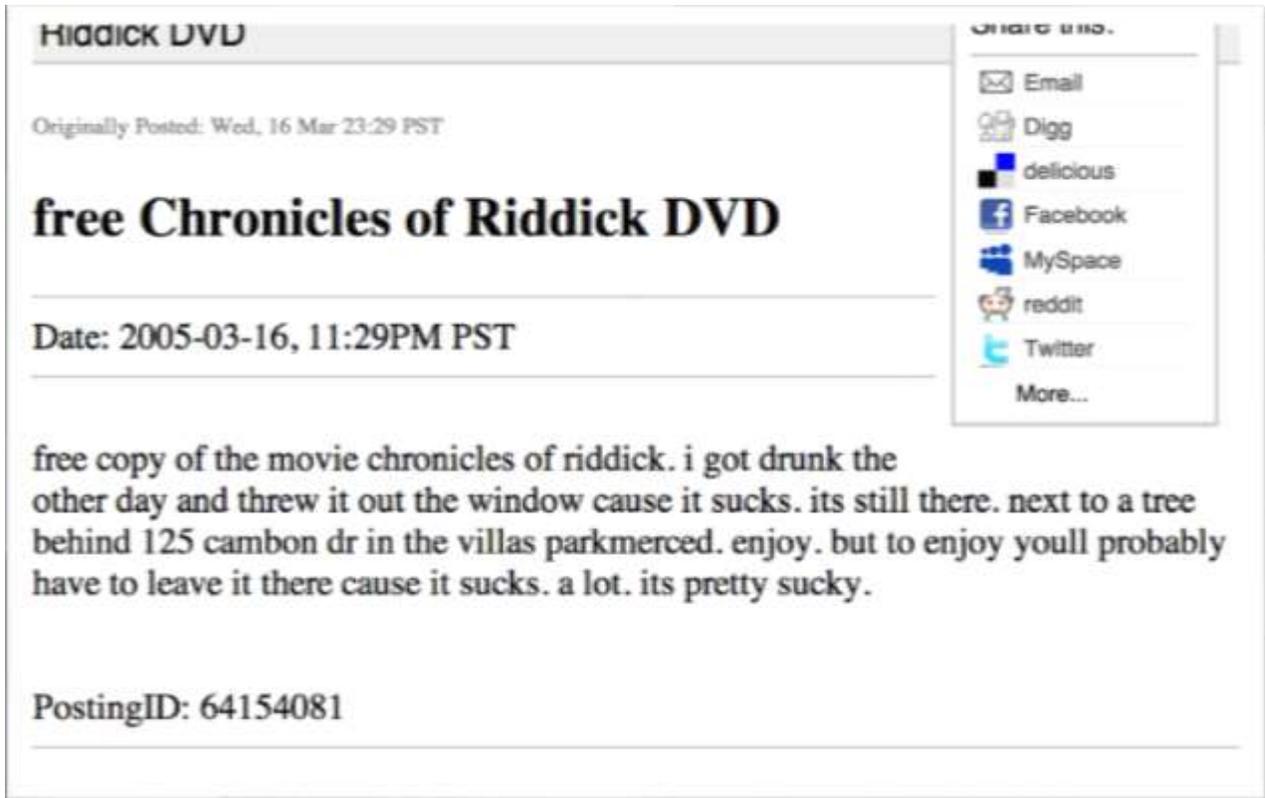
(And just so we're on the same page... you DO want reviews from people who are in their right mind, usually. 😊 )

Getting that “escape velocity” of momentum behind your work is like breaking through a castle wall. Just one step of the battle, but a MASSIVE sign of pending success.

Giving your work away can sometimes get you there. But sometimes... you can't even GIVE your work away.

Think about it. If you automatically snatched everything you saw that was free you would need to set up a garage sale every week in your backyard.

Taking something into your life, even if it's free, represents a commitment of TIME and ENERGY. Even if it's free, you've gotta sell it and make it appealing.



Sorry... what?

If you're spending 45 minutes cranking out copy that reminds people of the trash that's already in their inbox, you'll have fewer subscribers and fewer dollars.

Your copy for your free product should look like copy for a \$97 product – something cool that's got genuine value... not your old DVD of a movie you didn't even like.

>> [LINK HERE]

I've put together a class that's aimed on showing you how to do that – and I even have a wildly successful example of my own "giveaway" page, that did a lot better than that Craigslist ad.

Next time we talk, I'll throw you some good advice on how that's done – how we make something sound appealing and worth the time. It's VERY vital for any Kindle author or an entrepreneur of any stripe.

## **Number Two: making it worth your time.**

Ever had a really cool dream?

Imagine jumping out of bed from a vivid dream, giddy to inform the first person you see.

And then you give your dad or husband the details, and it already sounds... a little underwhelming.

"Sounds like something you'd dream about. The brain can get a little wacky when you leave it to settle."

That's so frustrating. Beside yourself, you think: "How does he not get this... like I do?"

Explaining your work is hard. Nobody can comprehend it unless they experience it for themselves, page by page.

So many book ads blast enthusiasm, but don't convince readers personally why they should dish out an hour or two of their lives to read it.

"Riveting... roller coaster of a book. It will suck you in...and shatter your expectations into-the next page!"

Now you already know what's in your book, and naturally enthusiastic to let others dig into it.

But so many ads actually run straight past a reader's direct motive to pick up an individual book.

If you're writing an ad for Amazon's KDP ads service, or something like Bookbub, there are a couple ideas to keep in mind:

FIRST – shout your reader out directly. You've got to get their attention and knock them out of the page they're on. Tell them about the genre and story, or the problem your book solves.

- "Love a good mystery?"
- "Struggling with repairing your SUV?"
- "Need to lose weight this month?"

SECOND – Quickly explain why your book is better than the others. Or if you're writing fiction, explain the character's predicament.

- "Ex-Marine Rod Kimball needs to figure out who killed his friend – but everyone he knows insists he's actually alive!"
- "This SUV repair course has the 20 simplest and most common fixes without expensive tools."
- "The Keto diet has been clinically proven to reduce weight by 10 pounds in the first month."

THIRD – Remember your call to action. Tell them to start reading, right now!

Now you're talking about these dreams in a way anyone can understand. Powerful stuff.

Salesmanship in print is always, always important!

### **Number Three: my “magic flash drive”**

Writing is kinda like playing dodgeball.

Every word you write is a hard throw at something the reader needs or wants. It has to come straight at them in such a way they can't just walk around it.

Because if they can they will.

And that's what they're constantly doing anyway. They can only focus on the 2-3 things out of 10,000 that really prove worthy of their precious time.

So they have to dodge everything else in sight.

It's how they survive.

And the only way your book can possibly overcome dodge-worthy status is by helping them do that. Not only survive. Helping them get one step farther.

Helping them win.

Helping them kick down the enemies that would otherwise crush them into a corner forever and ever.

And how long will it take them to read your book? Imagine they'll only be attentive for a few hours... to something that probably took you 100 hours to make.

I'm sure that all the books I've read would add up to millions of hours that the authors spent to produce them.

And across the globe millions of hours are wasted every month by authors who don't know the secrets to drawing people toward the very book that was written for them.

You're trying to do something that most authors fail at.

But the key is not like some treasure lost in the ocean.

It's within grasp. And thankfully the puzzle has already been solved.

I've got something that's going to make writing and (more importantly) SELLING on the Amazon platform a lot easier and a lot simpler. Check it out:

>> [LINK]

This is Copywriting For Authors. It's only an hour and a half long – a small set of videos that can fit on a flash drive.

Inside there are four sessions – walking you through Amazon ads, helping you write free books for your squeeze pages, writing descriptions for your main Amazon listing, and “free gift” copy that goes inside your book.

Once you've written the book and lived the dream...

This is the “magic” that will help communicate it to others.