

ASK Method Segmentation Funnel including Funnel Diagrams

Product: Write Like A Pro (WLAP)

All data, copy and diagrams are the products of Sharon Langshaw.

Swimlane diagram & Email Funnel Maps: WLAP

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But first, a quick win!

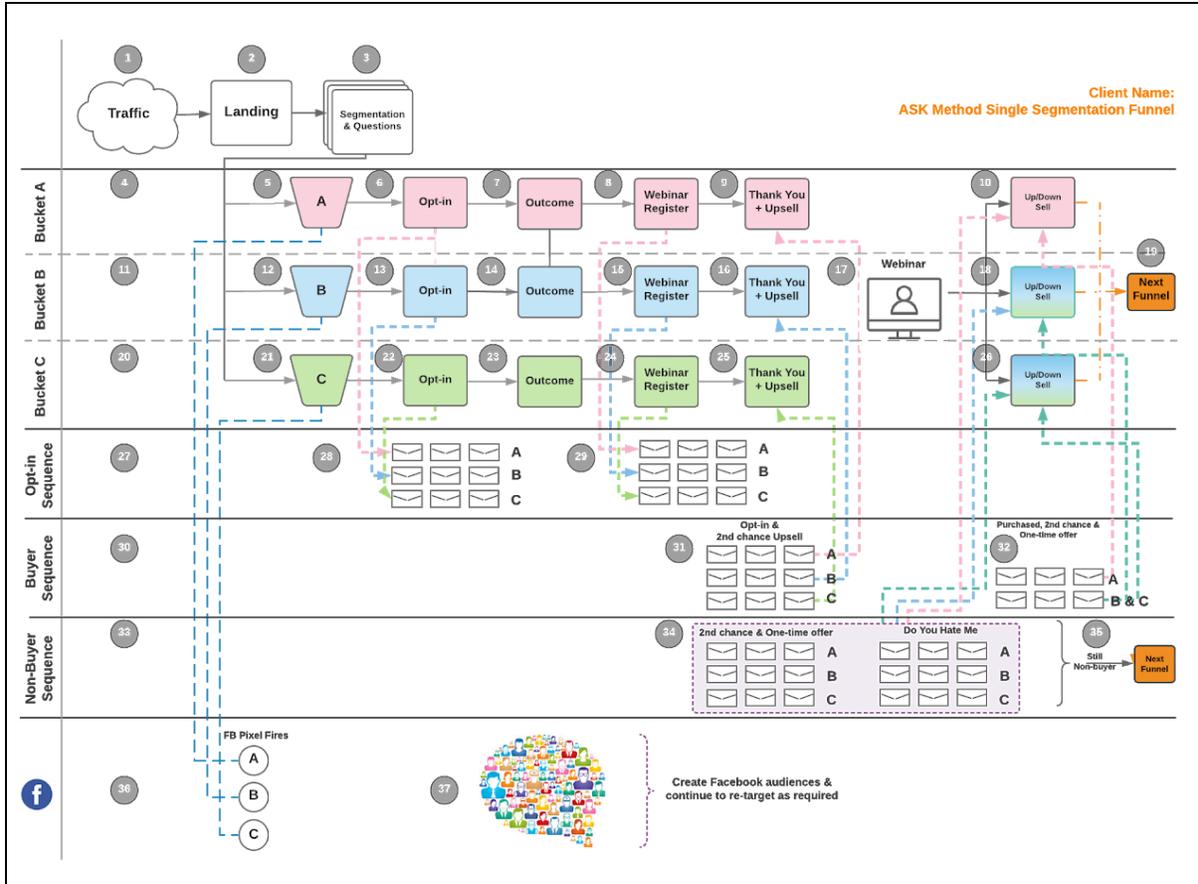
The ASK Method is a segmentation methodology. It's a big deal with lots of moving parts during planning and implementation.

The client made \$10k right out of the gate and we were only just getting the data from the Deep Dive Survey (DDS). Paid for myself before I even got started! #winning.

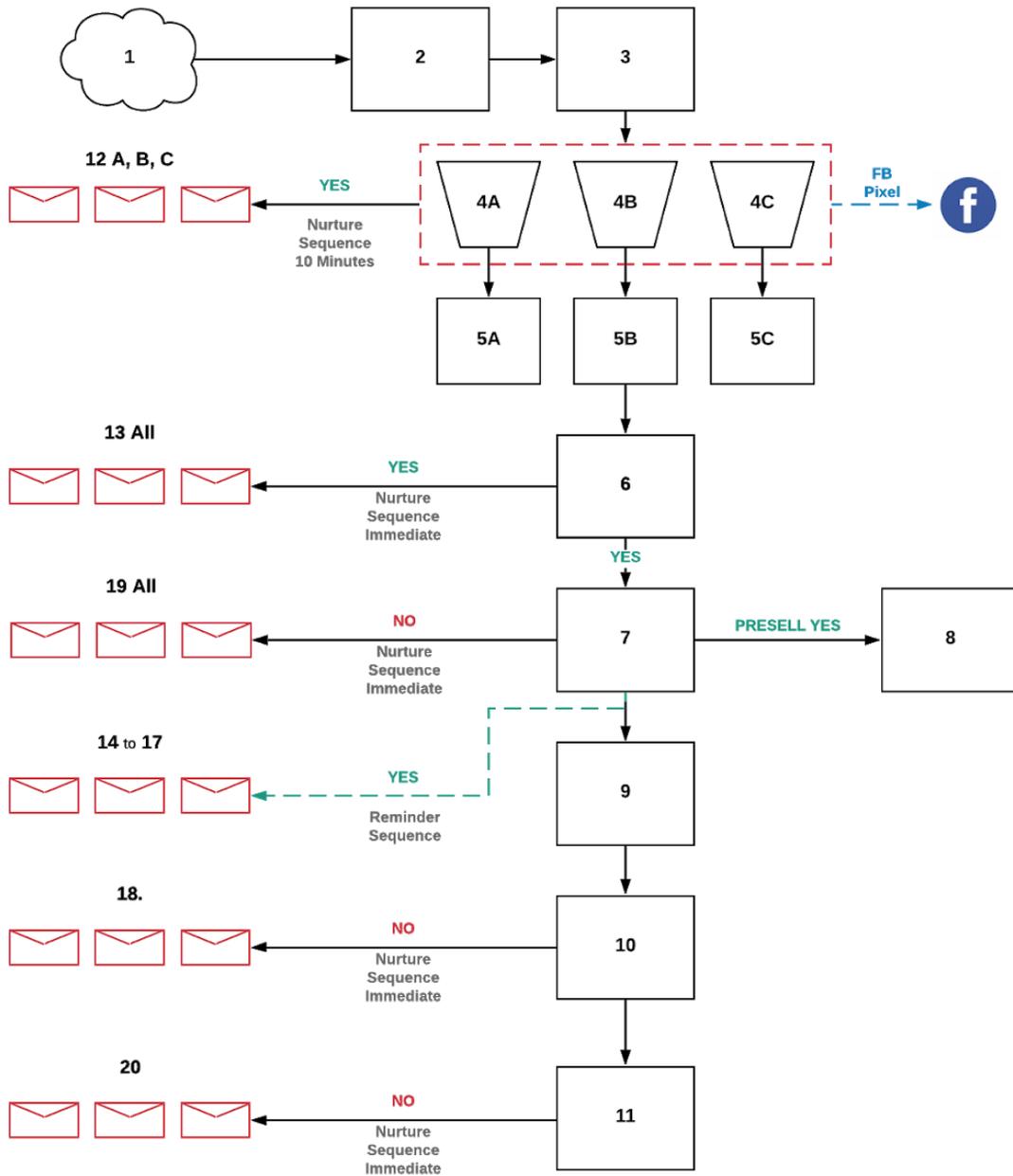
I was engaged to write the DDS, the Segmentation funnel and implement the tech (bucket.io).

<input type="checkbox"/> Campaign	Open Rate	Click Rate	Placed Order <small>▼</small>
<input type="checkbox"/> DDS3 <small>A/B Test</small> Sent A/B on Sep 18, 2017 at 8:17 a.m. — <u>4 - Subscribers (Non-Buyers), 5 - Subscribed Customers (Buyers)</u> View Campaign · Clone	7.8% <small>2599 recipients</small>	1.0% <small>319 recipients</small>	\$8,342 <small>146 recipients</small>
<input type="checkbox"/> DDS2.1 <small>A/B Test</small> Sent A/B on Sep 13, 2017 at 7:36 a.m. — <u>People Who Received DDS1 but didn't open</u> View Campaign · Clone	3.1% <small>157 recipients</small>	0.5% <small>24 recipients</small>	\$945 <small>12 recipients</small>
<input type="checkbox"/> DDS2 <small>A/B Test</small> Sent A/B on Sep 13, 2017 at 6:57 a.m. — <u>Customers (Buyers)</u> View Campaign · Clone	2.0% <small>115 recipients</small>	0.3% <small>15 recipients</small>	\$0 <small>0 recipients</small>
<input type="checkbox"/> DDS 1 <small>A/B Test</small> Sent A/B on Sep 7, 2017 at 9:46 p.m. — <u>Customers with 2+ purchases No Purchase 89 Days, Subscribers with 1 purchase</u> View Campaign · Clone	4.4% <small>232 recipients</small>	1.1% <small>55 recipients</small>	\$1,018 <small>15 recipients</small>

 **\$10,305**



Segmented Webinar Funnel



LEGEND

- | | |
|----------------------------------------|-----------------------------------|
| 1. Traffic | 12. Opt-in Emails |
| 2. Welcome Page | 13. Webinar Registration Email |
| 3. Segmentation Questions | 14-17. Webinar Reminder Emails |
| 4. Buckets | |
| 5. Outcome Pages | 18. 2nd Chance |
| 6. Webinar Registration | 19. Webinar NO |
| 7. Webinar Thank You & Presell | 20. Last Chance / Do you hate me? |
| 8. Shopping Cart | |
| 9. Webinar | |
| 10. Shopping Cart | |
| 11. Thank You Page & Upsell / Downsell | |

WLAP: Email Sequences

COPY	NAME	STATUS	REVIEWED
Not Req'd	Welcome Opt-in (if double opt-in needed)	DRAFT	
12(a)	Opt-in Email: Bucket A	DRAFT	
12(b)	Opt-in Email: Bucket B	DRAFT	
12(c)	Opt-in Email: Bucket C	DRAFT	
13(a)	Nurture Email 1: Bucket A	DRAFT	
13(b)	Nurture Email 1: Bucket B	DRAFT	
13(c)	Nurture Email 1: Bucket C	DRAFT	
14	Webinar.YES. Reminder Email: All	DRAFT	
15	Webinar.YES. Reminder Email: 1 Day	DRAFT	
16	Webinar.YES. Reminder Email: 3 Hours	DRAFT	
17	Webinar.YES. Reminder Email: 1 Hour	DRAFT	
18	Webinar.NO.2ndChance [Do You Hate Me]: All Buckets	DRAFT	
19	Webinar.Pre-Sell.BUY:All Buckets: Deliver purchase	DRAFT	

WLAP.Welcome.ALL: Opt-in Confirmation Email

NOT Required

Subject line: Almost there... just one click away

Before we go any further, let's make sure we're on the same page.

(Because inboxes fill up quickly, and I want you to feel like a million bucks when the name xxxxxxx pops up in your inbox.)

Confirming your subscription means I have permission to contact you. It also means you get the freebie you signed up for.

Click the button for instant access.

Subscribing to a new list is a fundamental act of trust—one I take very seriously.

You can expect regular updates from me, on all things xxxxxx.

Think big. Be different.

xxxxx

If you received this email by mistake, go ahead and delete it. No harm, no foul. You won't be subscribed if you don't click the confirmation link.

12(a) WLAP.Welcome.A: Opt-in Confirmation Email

Timing: 10 minutes after they OPT-IN

=====
Subject line: Here's your freebie
=====

You did it! Awesome.

Click here to get your [\[add link to freebie\]](#)—a guide to ... [\[BUCKET A\]](#)

Heads up, Gmail users! Drag this email into your “personal” tab to make sure you don't miss a thing from me.

Here's to new friends.

Signing off...

xxxxx

12(b) WLAP.Welcome.B: Opt-in Confirmation Email

Timing: 10 minutes after they OPT-IN

=====
Subject line: Here's your freebie
=====

You did it! Awesome.

Click here to get your [\[add link to freebie\]](#)—a guide to ... [\[BUCKET B\]](#)

Heads up, Gmail users! Drag this email into your “personal” tab to make sure you don't miss a thing from me.

Here's to new friends.

Signing off...

XXXXX

12(c) WLAP.Welcome.C: Opt-in Confirmation Email

Timing: 10 minutes after they OPT-IN

=====
Subject line: Here's your freebie
=====

You did it! Awesome.

Click here to get your [\[add link to freebie\]](#)—a guide to ... [\[BUCKET C\]](#)

Heads up, Gmail users! Drag this email into your “personal” tab to make sure you don't miss a thing from me.

Here's to new friends.

Signing off...

xxxxx

13(a) Nurture Email: Bucket A

Timing: 1 Day after they OPT-IN

=====
Subject line #1: Does this sound like you?
=====

I'm stoked that you've jumped aboard Team Thomson.

There are a few things I've found that my readers/clients are looking for more of—I wonder if you can relate.

Any of these make you go, "Yes! More of that, please!"?

[insert outcome of working with you]

Thanks for giving me the chance to share some of the strategies I've learned from working with thousands of clients over the last 15 years.

I'm honoured to share the best of what I know about **Nailing Winning Hooks and Big Ideas**.

You can expect actionable insights delivered to your inbox on a regular basis.

I know, I know your inbox is busy, so I'll only send you my very best stuff.

Here are a few great places to start:

[links to your website content]

You'll hear from me again real soon.

And in case the link got lost in the shuffle, here's where you get the freebie you signed up for—Click here to get your [\[add link to freebie\]](#)—a guide to ... [\[BUCKET C\]](#).
You're going to LOVE it.

Think big. Be different.

<name>

P.S. I love hanging out on [Facebook](#) so c'mon over and join me if we're not connected yet.

13(b) Nurture Email: Bucket B

Timing: 1 Day after they OPT-IN

=====
Subject line #1: Does this sound like you?
=====

I'm stoked that you've jumped aboard Team Thomson.

There are a few things I've found that my readers/clients are looking for more of—I wonder if you can relate.

Any of these make you go, "Yes! More of that, please!"?

[insert outcome of working with you]

Thanks for giving me the chance to share some of the strategies I've learned from working with thousands of clients over the last 15 years.

I'm honoured to share the best of what I know about **Finding the Right Words and Knowing What to Say** [each and every time].

You can expect actionable insights delivered to your inbox on a regular basis.

I know, I know your inbox is busy, so I'll only send you my very best stuff.

Here are a few great places to start:

[links to your website content]

You'll hear from me again real soon.

And in case the link got lost in the shuffle, here's where you get the freebie you signed up for—Click here to get your [\[add link to freebie\]](#)—a guide to ... [\[BUCKET C\]](#).
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Any of these make you go, "Yes! More of that, please!"?

[insert outcome of working with you]

Thanks for giving me the chance to share some of the strategies I've learned from working with thousands of clients over the last 15 years.

I'm honoured to share the best of what I know about **Being a Perfectionist and Procrastination**.

You can expect actionable insights delivered to your inbox on a regular basis.

I know, I know your inbox is busy, so I'll only send you my very best stuff.

Here are a few great places to start:

[links to your website content]

You'll hear from me again real soon.

And in case the link got lost in the shuffle, here's where you get the freebie you signed up for—Click here to get your [\[add link to freebie\]](#)—a guide to ... [\[BUCKET C\]](#).
You're going to LOVE it.

Think big. Be different.

<name>

P.S. I love hanging out on [Facebook](#) so c'mon over and join me if we're not connected yet.

14. Webinar Confirmation: Bucket A, B, C

Timing: IMMEDIATELY AFTER SIGN-UP

=====
Subject line: RESERVED: You're In!
=====

Thanks for registering for my free live webinar - **My Top Secret Strategies To Upgrade Your COPY!**

I get that you're busy, so I want you to know that I've power-packed this webinar with my very BEST stuff.

You'll get the full details on:

- **how you can step into your copywriting power**
- **take control of your writing,**
- **earn what you deserve**
- **make a lasting difference to your business, your life and the life of your family**

There's heaps more but I've decided to save it for the 22nd.

Now more than ever you have the ability to grow your business to whatever size you like...

IF you have the tools and techniques to:

- break through those Copy blocks
- release all those negative stories you're telling yourself
- become more empowered around your writing
- Save time
- Create and deliver copy that's appropriate to your business [no more copy your competitor]

I could go on forever list is endless.....

How to join the webinar:

Info in here

Join the webinar online: linky link

Think big. Be different.

<name>

P.S. Make sure you join me live because I have a very special ANNOUNCEMENT

PPS. PLUS there's a 2nd very special, time sensitive surprise [for 10 people] but it's ONLY for those on the call...

15. Webinar Reminder -- One Day: Bucket ALL

Timing: Twenty Four Hours BEFORE Webinar

=====
Subject line: RESERVED: You're In!
=====

Thanks for registering for my free live webinar - **My Top Secret Strategies To Upgrade Your COPY!**

I get that you're busy, so I want you to know that I've power-packed this webinar with my very BEST stuff.

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Info in here

Join the webinar online: linky link

Think big. Be different.

<name>

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PPS. PLUS there's a 2nd very special, time sensitive surprise [for 10 people] but it's ONLY for those on the call...

16. Webinar Reminder -- 3 Hours: Bucket ALL

Timing: 3 Hours BEFORE Webinar

=====

Subject line: REMINDER: Live Webinar Today (access details inside)

=====

Hola!

I can't wait for our webinar in just a few hours!... it's free and brand new...

Here's all the details again so you can JOIN ME LIVE:

My Top Secret Strategies To Upgrade Your COPYWRITING with <name> Thomson

Tuesday 22nd August

Times to go in here:

[Convert to your time zone here.](#)

Click Here To Join The Webinar Online:

See you soon!

<name>

P.S. If you can't join me live, watch out for an email later today with the webinar replay and details of the NEW special offer how you can work with me and our community on your Copywriting.

17. Webinar Reminder -- 1 Hours: Bucket ALL

Timing: 1 Hour BEFORE Webinar

=====
Subject line: REMINDER: The Webinar with <name> starts in 1 Hour
=====

Don't miss out!

We're on -- just you and me in ONE HOUR...

It's 150% free . . .

Here's all the details again so you can JOIN ME LIVE:

My Top Secret Strategies To Upgrade Your COPYWRITING with <name> Thomson

Tuesday 22nd August

Times to go in here:

[Convert to your time zone here.](#)

Click Here To Join The Webinar Online:

See you soon!

<name>

P.S. If you can't join me live, watch out for an email later today with the webinar replay and details of the NEW special offer how you can work with me and our community on your Copywriting.

18. Non-buyer Sequence: Bucket ALL

Timing: 1 Hour AFTER No-Buy Exit

=====
Subject line: Was it something I said?
=====

Hola Ahoy!

Here's something I've noticed lately ...

Some people love being the centre of attention.

They're the type that become politicians or actors who have a crazy secret that gets 'leaked' and there's a scandal and tears and cameras etc. You know the ones.

Or maybe they dye their hair magenta [and they talk being cyan — when everyone else just says PINK].

Perhaps they run for President or start a movement or a petition.

How'bout those fun peeps who post 17 selfies a day, now that's hard work ...

You get the picture attention!

Some people hate attention [I won't talk about them coz they're anti-attention]

Which one are you? [And no, this isn't a trick question]

Whichever group you're in, I'll tell you this --

If you're an entrepreneur and you need buyers, clients and Facebook | Twitter | LinkedIn | Instagram [and YES, Instagram has words and a bazillion #tags so COPY]

So **one kind of attention** you should be basking in.

And that one kind of attention is:

Great copy.

On your website, your sales pages, your social media posts, your emails.

- Words that sound like you, and make your audience fall in love with you.
- Words that let people know you're exactly what or who they've been looking for all this time..
- Words that give people a shiver when they're thinkin' "OMG [your name] totally gets me!"

That's positive attention.

And guess what?

This kind of attention boils down to -- means more fans, more subscribers, [more stalkers], more sales, more money.

Who isn't up for that?

I have a **PROVEN** way to help you get that attention!

So:

- If you want the power to write **addictive, money-making, attention-getting** copy...
- If you want people writing to you that "**your blog post last week changed my life!**"
- If you want to be able to **dash off an email that gets buyers** within minutes after you clicked "send"...

But guess what?

You ain't gonna get any of that attention if you're not tuned in on:

Webinar Details in here

My powerful, binge-watchable online copywriting course:

WRITE LIKE A PRO

It's helped so many people I've lost count --- but I reckon it's around 9,842.

Check out this email from XXXXXX TESTIMONIAL PERSON:

<name> --- Can I have a testimonial or two??

Think Big. Be different.

<name>

PS. Get in on the action in Tuesday's Webinar where I'll be teaching you a few ways to give CPR to your copy -- BREATHE LIFE into anything you write for your business, even if it's as dead as last month's leftovers ...

19. BUYER PreSell Sequence: Bucket ALL

Timing: Immediately

=====
Subject line: Oh, it's nice in here
=====

HeyThanks for having me in your inbox.

I always love being invited back! :)

BTW: What's new in here? Spring clean? Is that desk lamp new? The place looks great.

Because your time's precious I won't rabbit on too much ...

By the look of that towering stack of free checklists, sales letters, blueprints, shocking reports and smoothie recipes you got pile up over here in your virtual corner [or stashed under the virtual rug]

You've been searching for the perfect Copywriting solution for a while now.

Well, the wait is over!

Get stuck into the [PRESELL OFFER NAME]

It's a "blow by blow, all you'll ever need to get started, page turning, all night binge-watching thriller" of a product which will have you pumping out your **best work yet!**

And NOW because you're an action taker — it's sitting here in your Inbox, waiting to make you money.

In fact, this baby delivers you the exact tools I use when I work with my 6- and 7-figure clients [who pay me thousands for a day] to come up with copy that has people hooked and hungry for more **from word one**.

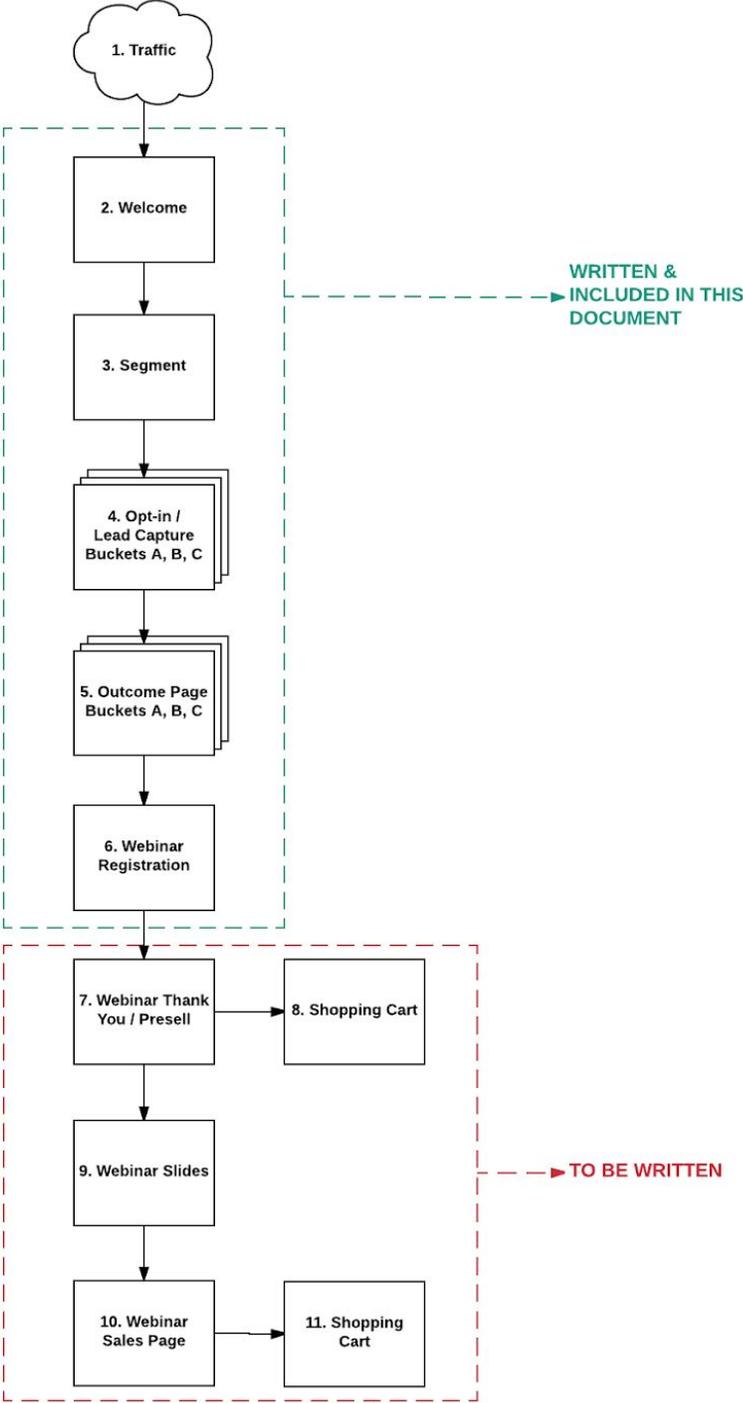
As for the rest that those never used freebies, give them to your competitors.

Think big. Be different.

See you 'round town! ("Town" being your inbox.)

<name>

WLAP Funnel Pages [bucket.io]



1. Traffic Sources

Possible Traffic include:

- Email List
- FB Ads
- Google Ads
- Youtube Ads

2. Welcome Page

Discover The Solution To Your Biggest Copywriting Challenge Even If You've Looked Everywhere and Haven't Been Able To Find An Answer!

When it comes to improving your copywriting skills, there's **no one-size-fits-all answer...**

But if you take a moment to tell me a bit about you and your situation, I'll be able to share the #1 thing you need to do next to **whip your copywriting skills into shape**, designed specifically for YOU (and absolutely **FREE**).

Click the button below to get started now.

Yes Bret, Show Me How To Improve My COPY!

3. Segmentation Page

When it comes to WRITING COPY what's the biggest challenge or frustration you're having right now?

Bucket A: I'm not great at nailing the BIG IDEA or HOOK

Bucket B: I struggle to find the RIGHT WORDS and knowing what to say

Bucket C: I'm a PERFECTIONIST who doubts myself and procrastinates

4. Lead Capture

Bucket A: I'm not great at nailing the HOOK or BIG IDEA

How To NAIL Your Hook or Big Idea in Minutes To STAND OUT From Your Competition & Convert More Sales... No Matter How Busy You Are!

I can help ... based on everything you've told me about your situation, I've put together the #1 thing you need to do to get going with your **Hook & Big Idea** . . .

Watch <name>'s FREE Video on How To NAIL The BIG IDEA and HOOKS That Convert!

Enter your EMAIL and I'll see you on the other side:

YES BRET, GIVE ME INSTANT ACCESS!

Your privacy is super important to us . . . we'll never share (ever).

Bucket B: I struggle to find the RIGHT WORDS words and knowing what to say

How To Find the RIGHT WORDS and Punch Out MAGNETIC Sales Copy *FAST*... Even When You're Rushed or Feel STUCK!

I can help ... based on everything you've told me about your situation, I've put together the #1 thing you need to do to **Finding the Right Words and Write COMPELLING Sales Copy FAST!** . . .

Watch <name>'s FREE Video Now!

Enter your EMAIL and I'll see you on the other side:

Yes! I'm Ready! Show Me the Way...

YES BRET, GIVE ME INSTANT ACCESS!

Your privacy is super important to us . . . we'll never share (ever).

Bucket C: I'm a PERFECTIONIST who doubts myself and procrastinates

How To Punch Out MAGNETIC Sales Copy In MINUTES... Even If You're A Perfectionist Or Doubt Yourself Too Much!

I can help ... based on everything you've told me about your situation, I've put together the #1 thing you need to do to...

Go from 'Perfectionism and Procrastination' To punching out magnetic sales copy FAST!

Enter your EMAIL and I'll see you on the other side:

Yes! I'm Ready! Show Me the Way...

YES BRET, GIVE ME INSTANT ACCESS!

Outcome Pages

Outcome Page: Bucket A

How To Find Your Hook or Big Idea Even If You Think It's a 'Small Idea' Pretending To Be The 'Big Idea'.

No doubt you've heard "You Are Just One Big Idea Away From A Million Dollar Pay Day!"

Yeah, I've heard it too ... heck, I've even said it a gazillion times.

I get it ... when I got started I would get so in my head about coming up with the **Hook** or the next **Big Idea** on the spot.

It was like it had to arrive on the doorstep 10 minutes early AND change lives forever or IT WILL BRING SHAME TO MY FAMILY.

Then it hit me I just needed to find someone to show me how to **find that sweet spot**, how to come up with the winning words that **make it rain gold** plus how to tap into **my own genius**?

Today, you're in luck!

I've put together an awesome event that will tell you E-V-E-R-Y-T-H-I-N-G you need to do to: *Find and Nail that Hook and Big Idea **without** breaking you.*

I would love you to join me on this special event Webinar:

Tuesday 22nd August

To Sign Up [NAME OF WEBINAR]

Click the button below and I'll see you on the **22nd!**

YES <name>, I WANT IN!

Outcome Page: Bucket B

You Can Come Up With Words That Sound Interesting & Compelling

Let's start by saying "It's going to be Okay"

If you're like most people I help, you're probably a pretty good writer

You've even kept that winning, A+ book report you did back in '97 on *Wuthering Heights* to prove it.....

But in the meantime it's 2017 and you can't seem to make your Web copy, Blog posts, Facebook ravings or emails **come alive** let alone **convert** into **cash**?

Afterall, we all know that boring copy is the perfect formula for busting that insomnia streak
ZZZZZZZZ.

What you may not know is that it's probably that **impeccable** grammar on your About page or Facebook Ad that's **causing** the problem ...

You know the one

It's about as *dry as my 'snow-blasted' face in a Thredbo winter?* (Yes, I've tried aloe vera, paw paw ointment and sorbolene, thanks.)

See what I did just there?

I threw in a **quick anecdote** and got your mind running with an **open loop** [then I closed it straight away]

Telling a **Story** or throwing in an **anecdote** are just two quick ways to '**draw**' a **scene** or **interest** that make your reader sit up and take notice!

Writing for business today is a **whole different ballgame**

You need to be more personal and **conversational**.

I'm an expert at helping you loosen up so you start sounding like a **real person** instead of a **robot**.

The way I see it is sometimes, we have spinach in our teeth and we need to be told about it so we can fix it.

It's the same with Copy, we don't get any better by just thinking we're an amazing writer or by channelling *Mrs Clarke (my Year 9 English teacher).

Today, you're in luck!

I've put together an awesome event that will tell you E-V-E-R-Y-T-H-I-N-G you need to do to: *get going with breathing some life into that dying copy (R.I.P. boring copy) . . .*

I would love you to join me on this special event Webinar:

Tuesday 22nd August

To Sign Up [NAME OF WEBINAR]

Click the button below and I'll see you on the **22nd!**

YES <name>, I WANT IN!

Perfectionism & Procrastination Are Copy Killers!

Ever wonder if serial killers get lazy and need encouragement?

Or if their perfectionism prevents them from doing what they love? Yeah, me too.

Sometimes I wonder if they ever say *"I just can't be bothered plotting and planning let alone going through with it. I'll get it wrong anyway or do it in the wrong order <raspberry>"*

See what I did just there?

I told you a **quick story** and got your mind running with an **open loop** it's a kick a*se way to side track that 'perfect procrastinator' inside each of us and make him/her sit up and take notice!

If you're like everyone else, you might think about writing the most awesome copy E-V-E-R on a Sunday afternoon ...

But come Monday, there's suddenly 7 million other things to do and you get over it

Maybe you put it off for another day ...

... or you *re-read, edit, spellcheck, double space and italicise* that puppy till it's **perfect!**

Believe me when I say I can absolutely help you *get focus*, write *great Copy* and *kick that Procrastination to the kerb*.

Imagine how relieved you'll feel for the rest of the day when you smash it out **before** 9:15am.

What YOU do is important, those people aren't going to just serial-kill themselves you know [wink, wink] ...

Let's get going

I've put together an awesome **event that will tell you E-V-E-R-Y-T-H-I-N-G** you need to do to breathe some life into that *'never gonna happen in a million years'* copy ...

I would love you to join me on this special event Webinar:

Tuesday 22nd August

To Sign Up [NAME OF WEBINAR]

Click the button below and I'll see you on the **22nd!**

YES <name>, I WANT IN!

6. Webinar Registration Page [All Buckets]

ANTHONY ---- this goes in ZOOM

FREE ONLINE TRAINING

"How to Write Like A Pro"

Who is this for?

Amazing and ambitious entrepreneurs and motivated business owners wanting to change the way they write Copy F-O-R-E-V-E-R . . .

- Problem/Objection/Bucket 1
- Problem/Objection/Bucket 2
- Problem/Objection/Bucket 3

What to expect / You're Going To Learn...

How To

A simple trick that

The Fastest Way To ...

An Exact Copy of

Plus Tons more . . . but running out of room here :-)

WARNING: Space is limited. We are limited to 250 seats on this webinar, and we usually (almost always) max out on attendance. If this sounds good, lock in your seat by clicking the button below.

Interested?

Sign up quickly.

These events are a special 'one of a kind; opportunity (plus a whole lot of fun). Click 'JOIN US' and answer the questions on signup. **See you on the 22nd!** 😊