

Copywriting Secrets for Infopreneurs



With David Garfinkel

*The **Right Words** Can Help You Sell A Lot More
Speeches, Services and Products!*

1. Where you start writing your copy: _____

2. David Garfinkel's "10 Magic Words":

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

3. The "sure-thing" reason people will always buy is: _____

4. Two techniques to improve your copy's credibility: _____ and _____

5. 11-step formula for writing copy that converts:

- | | | |
|----|----|-----|
| 1. | 5. | 9. |
| 2. | 6. | 10. |
| 3. | 7. | 11. |
| 4. | 8. | |

6. Resources:

World Copywriting Newsletter: <http://www.copynewsletter.com>

[Advertising Headlines That Make You Rich](http://www.tinyurl.com/255kny) (book): <http://www.tinyurl.com/255kny>

[Guerrilla Copywriting](http://www.tinyurl.com/24up5m) (audiobook): <http://www.tinyurl.com/24up5m>

World Copywriting Blog: <http://www.world-copywriting-institute.com/blog>