

# 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.copynewsletter.com) (book): <http://tinyurl.com/255kny>

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

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