

- [3:33] TWO master copywriters Ramit Sethi told Daniel to study when he was starting out. After taking this advice, Daniel was soon charging clients \$200/hr for his services...
- [4:32] The ultimate method for developing a unique brand voice. How Daniel's approach to personality-driven copy gave him one of the most distinctive writing styles in the game...
- [6:52] When to write your daily email for maximum creativity. The time of day MATTERS – and Daniel pays close attention to the clock...
- [08:15] Being 100% “authentic” is always the best way to build rapport with your audience, right? Wrong! Daniel reveals why some fiction in your emails can be more profitable than the truth...
- [09:50] Low open rates? Low engagement? High unsubscribes? You might be falling into THIS common email marketing trap (HINT: It's something your readers will commonly ask you to do!)
- [13:48] The fastest way to KILL attention when telling stories in your emails. You'll keep readers hanging on to your every word if you avoid making this mistake...
- [18:30] How to create raving “Superfans” in as little as 2 hours. Daniel's unusual method isn't suitable for everyone – but it can convert cold leads into “white whale” customers in record time...
- [26:28] The one type of email almost GUARANTEED to generate sky-high engagement. This can bring you an avalanche of enthusiastic replies and profitable clicks – if used sparingly...
- [27:02] What caused Daniel and email legend Chris Orzechowski to become fierce rivals. It has NOTHING to do with competing for market share – but everything to do with email supremacy...
- [29:44] The truth about Daniel's infamous, fiery alter-ego. The real reason why he chooses to ditch his natural shyness and controversially wage war on his enemies...

AND LOTS MORE!

FROM JOHN:

For this competition - like with any copy job - I asked myself...who's the audience?

The audience is other copywriters (of course). Many of them will have heard of Daniel Throssell. Some of them will be on his list and be big fans of his. And maybe some haven't heard of him (I'd imagine they're the smaller segment). So I wrote mainly for the segment who would know Daniel. What do they want?

They want to emulate his success and get insights into how to 'make it.' They want tips, hacks and tactics...(even though being a Ben Settle fan, I imagine Daniel is more of a 'principles' man!) And his more dedicated fans would just like to know about HIM, the way we always want to know more about celebrities/people we admire.

So I made every bullet drive toward a benefit the target audience would want, based on that criteria...apart from Bullet #9, the Daniel vs Orzy rivalry. There was no real benefit there for the reader. It was a pure curiosity hook and nothing more. People love *National Enquirer*-esque gossip...conflict, drama, fights. So I homed in on that.

As Daniel and Kevin pointed out, I tried to focus on one core idea/one core benefit in a bullet and then stoke curiosity. And I always remind myself...if you think your audience will think they know the answer, you have to overcome that in the bullet (or if the answer is just too obvious, strike it out and choose a different idea. A bullet you can 'guess' the answer to is literally pointless...the bullet is not doing its job).

I'll run through my bullets with notes. As a way to show my thought process.

- [3:33] TWO master copywriters Ramit Sethi told Daniel to study when he was starting out. After taking this advice, Daniel was soon charging clients \$200/hr for his services...Kevin and Daniel explained this. Just who are the two copywriters who helped skyrocket Daniel's career, merely by him studying their copy? Every copywriter will want to know their identities.
- [4:32] The ultimate method for developing a unique brand voice. How Daniel's approach to personality-driven copy gave him one of the most distinctive writing styles in the game...Brand voice seems to be hot right now. People want to get good at this. Learning a method for developing it...that's the secret. That's the hack. 'How to develop your brand voice' is not as irresistible as discovering an ultimate method.
- [6:52] When to write your daily email for maximum creativity. The time of day MATTERS — and Daniel pays close attention to the clock...Arguably the

world's most recognizable email copywriter telling you that he works his genius at a specific time of day? You want to know WHAT the time is, and you want to know WHY this time is better than others (to see if you can try it yourself).

- [08:15] Being 100% “authentic” is always the best way to build rapport with your audience, right? Wrong! Daniel reveals why some fiction in your emails can be more profitable than the truth...This was 100% Kim Krause Schwalm. She taught me the 'Right? Wrong!' bullet. Mention a commonly-held belief/theory, then debunk it. Leave the reader wanting to know the 'real' truth.
- [09:50] Low open rates? Low engagement? High unsubscribes? You might be falling into THIS common email marketing trap (HINT: It's something your readers will commonly ask you to do!) This is an example of you being 2 steps ahead of the reader. They'll start taking guesses at what the 'email marketing trap' is, and they might THINK they know the answer. So you throw a curveball. You can either say 'it's not XYZ, like you think' or you can say something a bit 'out there', to make them second-guess themselves. They THOUGHT they knew the answer, but now thanks to your curveball, they don't. So they have to tune in to find out.
- [13:48] The fastest way to KILL attention when telling stories in your emails. You'll keep readers hanging on to your every word if you avoid making this mistake...This taps into loss aversion. We all want to know how to gain something, but often figuring out how to not LOSE something is more irresistible (perhaps because it's perceived to be easier?)
- [18:30] How to create raving “Superfans” in as little as 2 hours. Daniel's unusual method isn't suitable for everyone — but it can convert cold leads into “white whale” customers in record time...As Kevin and Daniel pointed out, the specificity of the promise - 2 hours - makes this believable and intriguing. The 'unusual method isn't for everyone' is a damning admission that also adds to the promise's believability.
- [26:28] The one type of email almost GUARANTEED to generate sky-high engagement. This can bring you an avalanche of enthusiastic replies and profitable clicks — if used sparingly...Once again, doubt and a damning admission create believability. I like to use so-called "weasel words" that other copywriters are told to avoid. 'Almost guaranteed' is so much more powerful than 'guaranteed' because it's BELIEVABLE. 'If used sparingly'

means it doesn't work all the time, so it increases believability. You feel like you can trust the information this bullet teases.

- [27:02] What caused Daniel and email legend Chris Orzechowski to become fierce rivals. It has NOTHING to do with competing for market share – but everything to do with email supremacy...Touched on this one. Pure drama to create pure curiosity. Only people who've heard of Daniel would be interested in this, but that's who I'm writing to.
- [29:44] The truth about Daniel's infamous, fiery alter-ego. The real reason why he chooses to ditch his natural shyness and controversially wage war on his enemies...'The truth' and 'the real reason' are phrases that break a belief, debunk a myth, tease at something you should know but you don't know. It implies a very beneficial result...Daniel's no fool. He's waging war on people for a reason. What's the reason?