

Antonio Banderas

(Just kidding...it's Antonio Perez!)

How Daniel dominated a copywriting contest with his first piece of copy...listen closely to the advice Ramit Sethi gave him [3:17]

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Skeptical of Upwork? Don't be - Discover how Daniel launched the #1 best selling book ever in Australia...and climbed the ranks to demand \$200 per hour [4:26]

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Daniel's beef with morning writing routines...discover how to churn out spell binding emails in half the time with the *"productive procrastination"* framework [7:11]

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Boring characters ruining your stories? Run them through the "Audio EQ" email filter...to make them pop and come alive in your readers mind...(imagine cranking out irresistible stories that rival Netflix Blockbusters!) [8:39]

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The two biggest reasons copywriters jump on your email list for...that you must avoid writing about...your engagement will plummet while unsubscribes skyrocket [9:54]

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Keep your eyes peeled for this metric that will predict if your offer is a stud or a dud...(no email marketing program can catch this) [11:36]

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Comedy can't be used in copy, right? WRONG! Discover how to hammer out emails that leave your audience in stitches...with Daniels "*slick slide*" joke formula (but only if you structure the punchline like this) [12:46]

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Catapult new subscribers into a feeding frenzy with "*dual reality quest*" welcome sequences...clawing at you for your entire email sequence...(imagine them eating up every offer you throw their way with hidden stories...that aren't on your list?) [18:23]

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Writing to grab attention? Forget it. Write with this core desire in mind to keep engagement strong (hint – this is the backbone of 5th Ave advertisers) [24:27]

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"My husband's so mad at me...you ruined my birthday!" - Keep your audience glued to their screen with provocative *"copywriting conflict" emails*...this works even if your reader has more pressing matters at hand [32:59]

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