

A graphic of a baseball diamond, tilted 45 degrees. The diamond has a green infield and a brown outfield. The bases are represented by white squares at the corners. The title is centered in the green area.

Homerun Copywriter's Course

**Write sales copy that turns suspicious
readers into trusting, eager to buy customers
at the blink of an eye...**

"Homerun Swipe"



The Powerful secret to the success of many Grand Slam Hitters

Swipe Folder-Copywriter's Best Kept Secret

- Certainly, the BEST-KEPT weapon of every top copywriter or online marketer has got to be their swipe file.
- Swipe files are a collection of the best ads, headlines, sub-headlines, bullet points, closings, call to actions, guarantees, emails, etc., and it is used for, "guided inspiration".
- If you have not heard of the term "swipe file," or have never kept one yourself, NOW is the time to start doing so.
- Do not just copy and paste. This would be considered plagiarism. Look for and pick out the basic ideas and put it into your own words.

Keys To Using Swipe Copy

- Awareness. Focus on a few key areas and you'll quickly develop a sense of what can work for you in your market.
- Study the structure of potential swipe.
 - ❑ Look for the use of the AIDA formula.
 - ❑ Look to see how sub headlines are used.
 - ❑ How the sales page design is laid out.(format)
 - ❑ Study the emotions being hit upon.
- Practice
- Research and know your target audience.

Integrate Swipe Smoothly

- Creating a smooth flow is a must.
 - ❑ Blend the swipe copy into your own copy smoothly so that it looks like it naturally belongs there.
 - ❑ Re-write in your own voice- conflicting voices within a sales letter is something you need to avoid.
 - If your reader even senses that something, "just isn't right" they will click away.
 - ❑ Stay away from the, "just cut-and-paste job!"
 - ❑ Retain your own USP (Unique Selling Proposition) throughout your copy

Know Target Markets Level Of Awareness

- Research to determine how much knowledge your target audience has of the techniques being used as a standard for sales copy which targets them.
 - ❑ Do your very best to stay tuned in with what's going on in the whole marketing arena for your product or service.
 - ❑ Over time the market's level of awareness will increase which tends to make some of the techniques seen even a few years or months ago less effective than they started out being when first used.
 - ❑ Do not make the mistake of using worn-out copy from the past that every marketer has seen a million times.

What To Save In Your Swipe File

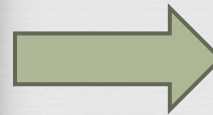
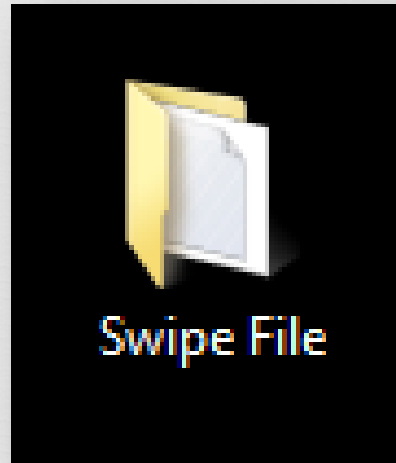
Start collecting those sales letters that get you to take your credit card out of your pocket and buy.

- Take note of everything that appealed to you!
- What is it about the letter that appealed to your emotions?
- What pain/problem were you looking to solve when you came across the particular copy.

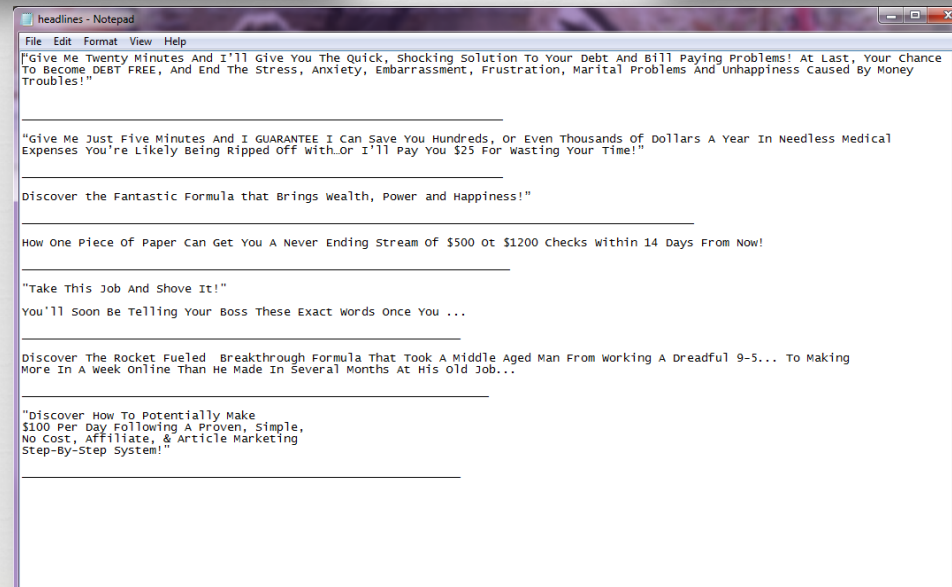
What To Save In Your Swipe Folders

- Headlines From Newspapers, Magazines, Sales Copy
- Bullet Points
- Sub-headlines
- Sales Page Closers
- Email Subject Lines
- Email Copy
- Call To Actions
- Guarantees
- Squeeze Page copy
- Screen Shots of Sales Videos
- Screen Shots of Webinar Closing Slides

Organizing Your Swipe Folder






- Bullet point swipes
- call to action swipes
- closer swipe files
- email subject lines
- gaurantees swipe files
- Headline Swipes
- Postscript swipes
- Sales Page openers
- Subheadline Swipe



Re-writing Your Swipe Copy Examples

Internet Marketing Methods Revealed: Lay Your Hands On The Secrets Most Internet Gurus Will Never Tell You About Learning How To Really Make Money Online!

The Complete Guide to Becoming an Internet Marketing Expert

-  Understand Internet Marketing with this practical, friendly, and easy-to-use self-study guide.
-  Techniques to help even the most novice Internet Marketer successfully build traffic to their website, business or service.
-  The Best Places To Find Products That Will Make You The Most Affiliate Money!

Enter Your First Name And Primary
Email In the Form To Your Right To
Receive Your Free Copy!



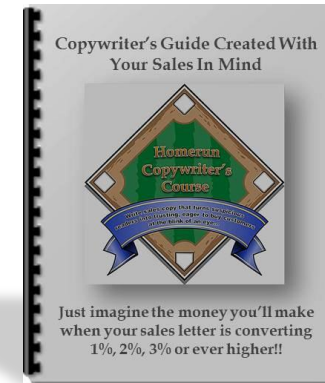
First Name:

Your Email:

**Copywriting Methods Revealed:
Lay Your Hands On The Copywriting Secrets Most Internet
Gurus Will Never Tell You About Learning How To
Really Write Top Converting Sales Copy That Turns Skeptical
Visitors Into Eager To Buy Paying Customers!"**

The Complete Guide to Becoming The Most Sought after Copywriting Genius!

- 🔴 **Finally** understand **how to write sales copy like the experts** with this practical, friendly, and easy-to-use self-study guide.
- 🔴 **Secret copywriting** techniques to help even the most novice copywriter successfully write sales pages that connect with your visitors state of mind and gets them to pull out their credit card and buy!
- 🔴 **The Best Places To Find High converting swipe copy** to add to your secret weapons armory!



**Enter Your First Name And
Primary Email In the Form To Your
Right To Receive Your Free Copy!**

First Name:

Your Email:

Re-Writing Headline & Sub-Headline Swipe Example

“Give Me Twenty Minutes And I’ll Give You The Quick, Easy Solution To Ending Your Debt And Bill Paying Problems! At Last, Your Chance To Become DEBT FREE!”

“If You Can Read And Follow Simple Instructions, You Can Be OUT OF DEBT, Quickly And Easily!”

“At last...Your Chance To Become DEBT FREE, And End The Stress, Anxiety, Embarrassment, Frustration, Marital Problems, And Unhappiness Caused By Not Enough Money Left At The End Of The Pay Check!”

End the pain and suffering that comes with having un-paid bills still remaining after the pay check is spent just by following these simple proven methods!

Re-writing Bullet Point Examples



Learn how to add a MASSIVE re-occurring revenue stream to whatever you're *already* doing -- plus the exact System for generating *Fast* results with this proven program.



Literally your "Fans" are WAITING for you to show up! Know *exactly* how to use this to your advantage to create "Ultimate Product Positioning" above EVERY other marketer in your category (you really should have been taught this LONG ago)



Learn how to **quickly generate** a MASSIVE stream **of income** to whatever you're *already* doing -- plus the exact **Blueprint** for generating ***Rapid*** results with this proven **blueprint that will give you the belief that making money online really is possible for you!**



Your "Fans" are WAITING! **Finally be able to properly Position your products correctly in the minds of your customers and beat out the competition in your Targeted Niche.** (Has anyone ever taken the time to reveal **ALL** of the benefits of proper product positioning to you before?)

STOP!

Thank You & Congratulations For Landing On This Special Page...

(You'll see this page ONLY ONE TIME - so don't miss out . . .)

ONLY 50 8 Packages Remain For A Special \$10 Discount



Claim Your **\$10 Discount** Right Now For Today Only!

Get

For **Only \$27**

Don't Wait, Download Your Copy Now

Add To Cart



STOP!

Thank You & Congratulations For Landing On This Special Page...
(You'll see this page ONLY ONE TIME - so don't miss out . . .)

Only 50 **23** Packages Remain For A Special \$100 Discount



Claim Your **\$100 Discount** Right Now... For Today Only!

Start showing those big guys just who they are
dealing with and Grab Your Spot Right Now In The
Home-Run Copywriter's Coaching Program!

Don't Wait... Reserve Your Exclusive Spot Today!

Add To Cart



Thank you for joining this training

- Do not copy your swipe copy word for word... Study your swipe copy and look for the emotions and thought-process of the person who wrote that copy.
- Integrate your swipe into your own copy smoothly.
- Use your own voice.
- Keep your USP going throughout your sales letter.
- Get on your competitions email lists so you can receive their emails to study. You will find some very good sales copy is written specifically for email.

4 main mistakes that kill your chances at good converting copy.

1. Sales copy lacks real POWER!
2. Your reader feels that what they are reading is not relevant to them, or it was written for someone else.
3. Your sales copy looks like some book report you may have written in school.
4. Your copy is very boring and lifeless, It is doesn't leave a lasting impression.

How to fix these problems.

- Research, Research, Research... Really know and understand your customer.
- Know and understand your product.