

## How to Start and Run a Successful Copywriting Business ...

... and Take Your Copywriting Skills to the Next Level -- This Year!

Dear Copywriter (or Soon-to-Be Copywriter):

It's no secret that the internet is filled to overflowing with a flood of copywriting training programs – more than you can shake a stick at – that promise to turn you into a superstar copywriter.

But how do you choose the right one for you ... and separate the legitimate training offered by successful practicing copywriters vs. those who primarily teach rather than do?

The problem is....

...You have never heard of the instructors.

...You don't know whether they are successful copywriters.

...You don't know how much experience they have in the field.

...You don't know whether they are still active, working copywriters today.

...You don't know who their clients are (if any).

...You don't know whether the copy they write actually works for real clients.

...You don't know what their clients say about them.

...You don't know their copywriting credentials.

...You don't even know whether they are good at teaching copy, let alone writing it.

So here's my suggestion: When investing your hard-earned money in training in the craft of copywriting and how to become a successful working copywriter, why not do it with a course instructor who you know meets all of the important criteria listed above.

## Have you heard of *me*?

I'm Bob Bly. And if you're one of my e-newsletter subscribers, book readers, seminar attendees, prospects, or clients, then you've already heard of me ... and may even know a little something about me, my work, and my reputation in the field.

If so, then you're at least a little familiar with me ... and maybe you like what I do ... and me personally. And based on that alone, taking my new Pilot Program "How to Start and Run a Successful Copywriting Business" is likely a safe, smart, and sensible choice for a copywriting course for you.

Years ago, a young copywriter went into the business of being a copywriting mentor and teacher when he had less than 2 years of

experience as a copywriter.

I thought, “This guy has balls to declare himself a copywriting guru.”

But is it really a good idea for you to learn from a so-called copywriter teacher who has for far fewer years of experience than many of his students, paper-thin qualifications, and a miniscule client list not containing recognizable names of top clients?”

By comparison, my bona fides include:

- **4+ decades of experience as a full-time professional copywriter.**
- Former adjunct professor of copywriting at New York University.
- AWAI Copywriter of the Year and many other writing awards.
- Author of 100 books including *The Copywriter’s Handbook*, a standard reference work in the field.
- **Have written copy for 100+ clients including IBM, Kiplinger’s, AT&T, and GE.**
- Have earned 6 figures annually for decades and accumulated a 7-figure net worth, all from freelance copywriting.
- Still an active copywriter today working 60-hour weeks—and writing every day of the year.
- Featured in major media including CBS Hard Copy, Los Angeles Times, Nation’s Business, and many more newspapers, magazines, TV, and radio shows.
- **I write promotions that have boosted response rates for my clients from 10% to 900%.**

- Have written over 100 articles for publications including Writer's Digest, Cosmopolitan, City Paper, and Successful Meetings.
- I have written copy and content for virtually every marketing channel, from radio commercials and video sales letters, to direct mail packages and email marketing campaigns, to websites and white papers.
- **No copywriter alive today has written for more industries than I have** –from dietary supplements and investment newsletters, to equipment for refineries and chemical plants, to wastewater treatment and air pollution control, to telecommunications and software, to food and furniture – and many more.

Now, of the items above, one stands out....

Specifically, I strongly advise you to make sure your copywriting teacher is still an active practitioner writing for real clients.

Reason: Marketing is evolving so rapidly today, you want to learn from a copywriting instructor who is right in the thick of it, on the front line, helping clients increase sales and make more money. Only working copywriters are current on and practiced in modern marketing -- and up-to-date on new sales channels and selling methods.

On the other hand, steer clear of courses from copywriting gurus who proudly proclaim they no longer write for clients. Once they decide to get out of the game and sit on the sidelines, they can no longer keep up with or teach you what's working in today's multichannel marketing world.

**“It's about time Bob Bly stepped up to the plate!”**

Although I'd like to think that in copywriting I've “done it all,” that's not quite true ... because there's one thing my followers constantly ask me

for that I have – until now – never delivered: a comprehensive Master Class in copywriting – both the craft of writing copy --- as well as the business side of freelance copywriting.

That’s why I’ve created and am launching the Pilot Program for my new course—“How to Start and Run a Successful Copywriting Business.”

I figure that my stepping up to the plate – and teaching the things that matter most in the copywriting field – is long overdue. I think I owe it to writers and marketers. And I always pay what I owe—and more.

And just to be clear, let me repeat:

This is not just training on how to write A-level copy, although copywriting is the skill I help you master but it also shows you *how to succeed as a six-figure freelance copywriter*.

You see, in sharp contrast to many who now just teach copywriting, I am in the trenches every day actually doing it—60 hour a week, 51 weeks a year. This is a very different perspective than many classes being offered.

Here’s just a sampling of what we’ll cover in this Pilot Program for my new course—“How to Start and Run a Successful Copywriting Business” ....

### **Part I: The world’s best-kept copywriting secrets**

First, I give you an in-depth understanding of the most powerful copywriting secrets.

These persuasion principles have been proven to work like magic for decades, and continue to do so today – both digitally and in print.

Including:

- The definitive and tested answer on when long copy works best vs. where short copy works best – plus an easy-to-use diagnostic tool for

determining the optimal copy length for any promotion you write.

- The critical difference between writing A-level copy vs. B-level copy.  
Hint: It's not what you think.

- The #1 mistake copywriters make that causes clients to take an immediate dislike to your copy ... and 3 easy steps to ensure that it never happens to you.

- A field-proven 5-word headline formula that can triple response to your emails, ads, and sales letters.

- The 3 critical elements of a winning Unique Selling Proposition (USP). Can you name them all and use them persuasively?

- What the world's top copywriters know about making content marketing and copywriting work together that most other copywriters and content writers don't.

- How to craft irresistible and compelling offers that can multiply your response rates and sales up to tenfold – as incredible as that sounds.

- This simple trick that top trial lawyers use to win million-dollar judgments and settlements in their cases can also send your copy's response rates soaring into the stratosphere.

- People buy from people they like. Here's how to write copy that almost instantly makes prospects like you – a lot. And therefore gets more sales!

## **Part II: YOU: a millionaire copywriter**

Not only does my Copywriting Success Pilot Program give you the tools and knowledge you need to be better than 97.5% of all other copywriters out there today...

But I'll also show you step-by-step how to succeed as a 6-figure freelance copywriter – and accumulate a 7-figure net worth – all from your writing!

Including:

- The 1-page sales letter that launched my freelance copywriting business. It generated a 7% response. I'll also share the second version that produced 10% response – and show you the simple formula that made them work for me ... and can get you leads and clients, too.

- How I closed a \$25,000 assignment -- when the prospects asked me to come in for an interview to discuss the project -- and I refused!

- How to make sure your price is within the client's budget – before you quote it and without turning them off by asking, “What's your budget?”

- You write a letter that you think is some of your best copy ever ... but the client emails you back right away to say she hates it. Now what?

- The secret of the “takeaway close” – and how Somers White did it successfully using only 4 words.

- The \$4.47 mailer that got me a new Fortune 500 client who paid me over \$67,000 in copywriting fees -- in one single check!

- How to reply when the prospect challenges you with this objection: “I already have a writer who will do the job for less.”

- How to get a client to hire you for a copywriting job even when you have zero experience in their industry.

- And so much more....

**Just look at all you get!**

Okay. Now, let's take a quick look at what's included in your training when you become a member of my Pilot Program for “How to Start and Run a Successful Copywriting Business”....

- *12 weeks of training sessions.* You get 2 sessions every week. One is a lesson, given by me, in webinar format, in real-time. And to keep you safe and healthy during the pandemic, all sessions are currently virtual.
- *The second session each week* is like an informal writer's group, as if we were sitting around a table (though again, to keep us safe, for now it's virtual). I can answer your specific questions, and you can also share ideas with your fellow students.
- *Password-protected online replays.* All of the 12 lectures will be available to you on a password-protected, members-only website, for replay whenever and as often as you want. From time to time, we plan to add new videos, audios, and other bonus content to enhance your learning even more.
- *Weekly copywriting assignments.* You'll get 10 weekly homework assignments. You don't have to do all or even any of the assignments. Although I recommend you do as many as you have time for, it's totally up to you.
- *Personalized copy critiques.* I will personally go over each assignment you submit. You get my professional critique on your copy—what's works about it; where it could be stronger; and my suggestions for improvement.
- *Copywriting reference library.* Includes special reports, articles, books, and also a portfolio of some of my most successful print and digital copy.

**Book my FREE Consultation**

**What my students, readers, and clients are saying!**



"I don't know a single copywriter whose work would not be improved by reading this book (The Copywriter's Handbook, by Robert W. Bly). And that includes me. After reading it, I am a born-again fundamentalist."

--David Ogilvy, author, Ogilvy on Advertising

"Bob's copywriting genius allowed me, as one of seven sales agents, to capture over 80 percent of all company sales during my very first year with Micell Technologies, a biotechnology company in Raleigh, North Carolina."

--Dick Barry

"Fabulous! I thought it was a delight to read, with just the right level of excitement, enthusiasm, and belief in the product. (We are British, after all...) Just thought you might be interested in an update on the print ad (I've run it four times now). Sales: £25,657. Gross profit: £11,627. I'm pleased with the results."

--Andrew Gardner, Care & Comfort Products Ltd.

"Thanks Bob – it's a really strong piece – great work. I think I'll have something else towards the end of next week. I wish we'd started working with you sooner – we could have really used your help. Very few copywriters put the effort in you are."

--James Stafford, Advanced Media Solutions Ltd.

"Bob is my copywriter and has helped make me millions of dollars by dramatically improving my copy and giving me suggestions that made an enormous difference in my income and life."

--James Lange, CPA/Attorney

"Very strong open rate and CTR, strong revenue, and overall MUCH better than anything we tested before."

--Jeff McGeary, Healthy Back Institute

"Bob, you have written some of the biggest smash hits in print for me. Ads you wrote for me 20 years ago made me millions then and are still

controls today!"

--Peter Nicholas, Hilife Health & Beauty

"I am grateful to and for you. Thank you for being a phenomenal teacher and sharing your hard-won, real-world experience and wisdom."

--Neil Dhawan

"You are at the top of your league! I am very grateful following and learning from you for so many years."

--Peter Jovanovich

“What you do is exceptional, and you'll be hard to replace even if you ever decide to retire. Exceptionally good people, those with unique constellations of talents & achievements, are hard to really replace...people continue to value your work, your books, your advice, your kindness, etc. To us, you are irreplaceable!”

--Juli Ann Weber

**But hurry. Only 10 seats are available.**

Because this is the Pilot Program for “Start and Run a Successful Copywriting Business,” the group will be limited to the first 10 copywriters who register for the course. Once those seats are taken, registration is closed and it’s too late.

Now, all else being equal, wouldn’t you rather get training in how to write kick-butt copy ... earn an annual 6-figure income as a freelance copywriter – and accumulate a 7-figure net worth – from a guy who has not only done it ... but continues doing it – not only because it’s extremely lucrative – but also because I love it!

**Want to start and run a successful  
copywriting business -- this year?**

**Then take the next step--FREE.  
And without obligation of any kind.**

Okay. Let's say you are chomping at the bit to have me train, coach, and mentor you in starting and running a successful copywriting Business ...

Or, maybe you're undecided about my copywriting course ... or even just a little bit curious, or skeptical, or both.

If so, I urge you to click the button below for a FREE, no-obligation consultation to see whether (a) my course is right for you and (b) you qualify to take the training.

There is no cost for the consultation. And no commitment of any kind. So why not click below and schedule a free consult now. You'll be glad you did:

## **Book My FREE Consultation**

Sincerely,

Robert W. Bly, Copywriter

P.S. This Pilot Program is more than an opportunity for you to get more personalized attention from me than in any other forum, precisely because the group is so small and is limited to just the first 10 people who register.

In addition, we'll be offering the Pilot Program for 50% off what we're going to charge for the training once we roll out the course to a larger audience.

But one caveat. My copywriting client roster and project schedule, already crowded, are growing at an accelerated rate – probably because the coronavirus pandemic results in many businesses needing more leads and sales.

And copywriting for clients is my first love and the core of my work. So if I get to the point where doing both the course and my copywriting projects is too much, I'll have to—with real regrets—close down the course.

So click below now for your free, no-obligation consultation ... and to see whether you qualify for the Pilot Program of “Start and Run a Successful Copywriting Business.” You have everything to gain – and nothing to lose!

**Book my FREE Consultation**

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