

**Lead magnet emails**

**Day 0: Pint of Beer Ad Challenge – link to lesson 1**

**Subject:** Your best ad starts here...

Hello,

Stan Dahl here. Thanks for registering for John Carlton's Pint-of-Beer Ad Challenge – where, in the time it (should) take you to guzzle down a pint of beer, John will show you how to write one of the best ads you've ever written.

(This works with a large mug of coffee, too.)

If you've not already watched the first of three lessons in the Pint of Beer Ad Challenge, you can [go here to watch it now](#).

I urge you to set aside just a few minutes today and go through this short, yet powerful lesson.

You'll learn *exactly* how to write a money-making ad.

Your days of staring at a blank page, not knowing where to start, are over.

The Pint-of-Beer Ad Challenge is made up of 3 mini-lessons. Each includes a quick exercise. It takes most people 10-20 minutes to complete the challenge and exercises.

Thousands of other students and clients have proven John's formula for writing killer copy works.

Today, it's your turn:

[Go here to watch the Pint-of-Beer Ad Challenge](#)

I'll be in touch with you soon with more info on how you can get the most out of the Pint-of-Beer Ad Challenge.

Until then, enjoy today's lessons.

Cheers,

Stan Dahl

John Carlton's Biz Partner & Co-Creator of The Simple Writing System

**Day 0 + 6 hours: Segmentation email – Quick email asking them to click an option to say what category they fall into, so they can get more relevant valuable emails.**

**Subject:** Help me, help YOU

Welcome aboard.

I hope you've been enjoying the Pint-of-Beer Ad Challenge.

To help you get the most out of the Pint-of-Beer Ad Challenge, I'd like to send you some relevant content that is tailored to where you're at, right now.

So, could you let me know which one of the following best describes you?

- [Business owner](#)
- [Rookie copywriter](#)
- [Pro copywriter](#)

To help me, help you, just click on whichever link above describes you best.

Cheers,

Stan Dahl

John Carlton's Biz Partner & Co-Creator of The Simple Writing System  
SimpleWritingSystem.com

### **Day 1 am: Pint of Beer Ad Challenge – link to lesson 2**

**Subject:** How to instantly seize the attention of your ideal prospect

Before you can successfully sell your Perfect Prospect on buying what you have to offer, you've got to figure out what's going on in their head.

What problems and needs does your Perfect Prospect have?

This is what lesson number one of the Pint of Beer Ad Challenge focused on...

Now, it's time to lesson number two, where you'll discover how to use a never-fail, fill-in-the-blank phrase to seize the attention of your ideal prospect...

... Plus...

You'll also learn a quick and simple way to effectively sell your Perfect Prospect on what you have to offer.

Sound good?

Then go ahead, and [click here to watch lesson #2](#).

Cheers,

Stan Dahl

John Carlton's Biz Partner & Co-Creator of The Simple Writing System

SimpleWritingSystem.com

**P.S.** If you haven't completed the exercise for lesson #1 yet, carve out some time to do that, pronto, before moving onto lesson #2.

These lessons are structured in a very specific order, and they build on each other.

So, to reap the full rewards of the Pint of Beer Ad Challenge, it's important you complete each of these lessons before moving on.

[You can watch lesson #1 here.](#)

**P.P.S.** Want feedback from a pro-copywriter & copy-coach on all 3 of the exercises in the Pint-of-Beer Ad Challenge?

[Then go here for all the details on that.](#)

**Day 1 pm: Credibility email (who's is John, who is Stan, what have we done and why should you listen to us)**

**Subject:** An easy way to know who's the real deal

The online business and marketing world is filled with so many self-proclaimed experts...

... it can be hard to know who you can trust.

Thankfully, you can quickly work out who's the real deal by asking 3 simple questions.

What's their background, what results have they gotten for their clients or customers, and why should you (or shouldn't you) listen to them?

To help answer those questions for you, here's a brief intro to John Carlton and I.

John's career has gone down two major paths:

Early on, he was one of a handful of hotshot "A-List" ad-writers in direct response, with a global reputation based on massive results.

However, during years of partnering with Gary Halbert and going deep into the entrepreneurial world alongside other legends like Jay Abraham and Dan Kennedy, he became more of a one-stop "problem solver"...

... quickly fixing the sticking points and profit-murdering missteps that plague small biz owners...

... while also transforming their advertising into something awesome.

The decades he's spent deconstructing problems for clients and finding solutions that work like crazy – over and over again in almost every business niche you've ever heard of – has

given him a unique experience-based view of how to help you create advertising that really resonates with your prospects, and compels them to buy.

Today, he specializes in showing others how to craft ultra-profitable sales messages, too.

And he does such a great job at it, many marketers now refer to John as “the most respected writing teacher alive”.

And then there’s me... Stan Dahl.

I bring 25 years of marketing and business process analysis and improvement to the table.

Before John and I joined forces, I specialized in bringing data-driven analytics and solutions to businesses big and small, located all over the world. (I was implementing “Big Data” solutions years before most business owners and CEOs had even heard of the concepts.)

These days I focus on helping clients create and implement realistic and efficient marketing strategies and funnels.

So, as you can see...

The business-boosting insights we share are drawn from many decades worth of time spent deep in the trenches of marketing, sales, and advertising...

... figuring out what *really* works.

And now, you can start putting those priceless insights into action in your biz, or copywriting practice, with the Pint-of-Beer Ad Challenge.

If you haven’t already, you can [click here to watch the 2<sup>nd</sup> Pint-of-Beer Ad Challenge lesson, now.](#)

And don’t forget to complete the exercise that goes along with it. Doing that is how you’ll reap the real rewards from this little challenge.

Cheers,

Stan Dahl

John Carlton's Biz Partner & Co-Creator of The Simple Writing System  
SimpleWritingSystem.com

**Day 2am: Pint of Beer Ad Challenge – link to lesson 3**

**Subject:** How to close the sale

Now, it’s time for arguably the most important part of any sales message – getting paid.

You won’t stay in business long if you can’t close the sale. Yet it’s one of the biggest stumbling blocks I find business owners, and copywriters struggling with.

Lesson 3 of the Pint-of-Beer Ad Challenge takes care of that...

... giving you not just one, but two powerful techniques packed with all the persuasive salesmanship required to close the sale.

[Just click here to watch lesson #3 now.](#)

And don't forget to complete the accompanying exercise, too.

Because once you do, you'll have yourself a concise ad that you can put into action right away.

Cheers,

Stan Dahl

John Carlton's Biz Partner & Co-Creator of The Simple Writing System  
SimpleWritingSystem.com

**P.S.** If you haven't completed the exercises for lesson #1 and #2 yet, I encourage you to do that first before you get stuck into lesson #3.

You're going to get the biggest benefit from these lessons if you complete them in the order intended.

[You can watch lesson #1 here...](#) and... [You can watch lesson #2 here.](#)

**P.P.S.** Want feedback from a pro-copywriter & copy-coach on all 3 of the exercises in the Pint-of-Beer Ad Challenge?

[Then go here for all the details.](#)

**Day 2pm: Email selling them on the Pint of Beer Ad Challenge coaching, plus reminder to go through the lessons**

**Subject:** How to supercharge your persuasive powers

Want to know the fastest way to almost instantly make your sales messages (and yourself) much more persuasive?

The answer:

Personal mentoring from a professional copywriter and copy coach.

It's the secret tool that many of today's top copywriters have taken advantage of to skyrocket their careers.

And in my opinion, there's no better shortcut you can get, anywhere else, at any price, if you're serious about writing sales messages that sell like crazy.

Why am I telling you this?

Well, by now, hopefully you're well on your way to completing all 3 of the short exercises in the Pint-of-Beer Ad Challenge.

On their own, these 3 simple exercises will give you all the info you need to write a truly kick-ass mini advertisement.

But when you combine these exercises with personal coaching from a highly-successful copywriter & copy coach, who's been hand-selected by John Carlton...

... it will be an absolute gamechanger for you.

That's why, I'd like to give you the opportunity today to get this kind of one-on-one mentoring with a *Pint-of-Beer-Ad-Challenge Coaching Pass*.

Here's how it works:

Your coaching pass gives you 30 days' worth of one-on-one mentoring from a seasoned pro-copywriter & coach on ALL 3 of the exercises inside the Pint-of-Beer Ad Challenge.

The coaching runs on your schedule.

Just complete the exercises, any time within the next 30 days. Post them under the comment section below each video. And then...

After each exercise, you'll get personalized feedback from your coach within the next 48 hours (and sometimes even on the same day.)

All of the coaches providing feedback have been hand-selected by John Carlton, and are highly successful copywriters in their own right.

You will be mentored by someone whose copy and marketing know-how has produced *millions* in sales for themselves and their clients.

... And the personalized feedback they provide is packed with high-level insights that can radically improve the way you sell.

Many students have credited the coaching with sparking much needed "A-ha!" moments that have transformed their businesses for the better.

So, this is an amazing opportunity to get feedback on your writing from a pro... which is by far the fastest way to skyrocket your ad-writing ability.

Interested?

[Then click here now, to get the full details on the Pint of Beer Ad Challenge coaching pass.](#)

Cheers,

Stan Dahl

John Carlton's Biz Partner & Co-Creator of The Simple Writing System

SimpleWritingSystem.com

**SWS with coaching emails**

Day 3: Life changes when you know these secrets... – It's easy when you know the system

3 separate emails out of this concept, for 3 different customer avatars (small business owner, rookie copywriter, pro copywriter) – specific problem and pain points for each avatar, followed by solution > SWS

**General “catch-all” email/small biz email**

**Subject:** Life changes when you know these secrets...

It's not rocket science.

Unless you tell yourself it is and keep yourself in the dark.

If you choose that fate for yourself, then you'll always believe it's a mystery why some businesses thrive and some (maybe yours?) struggle and fail.

If you want a business that makes the big bucks you work so hard for...

... and turns a profit so you can serve the people you dream of helping...

... it comes down to this.

When you know exactly how to tell an interesting story to your best prospects...

... and how to make the exciting conclusion to that story...

... your prospects pulling out their credit cards...

... you will make sales.

And your business will grow.

This is the magic you'll learn in [The Simple Writing System Coaching Program](#).

Follow our step-by-step process...

... guided by your personal coach who will help you through all of it...

... and you will know exactly how to write everything you need to make your business rock and roll.

Every time. Time after time.

Because once you know The System, you'll use it over and over again.

[All of the details are right here.](#)

Including the super-affordable payment plan and our You Risk Nothing guarantee.

Class starts next week. It runs on your schedule and at your pace, not ours.

Check out The Wall of Simple Writing System Case Studies and Success Stories, sent to us by people who once struggled to write sales pages, video scripts, social media posts, emails, etc.

Those people don't struggle to make sales anymore.

Today is your chance to join them.

[Get all the details here.](#)

Looking forward to seeing you on the inside.

Cheers,

Stan Dahl

John Carlton's Biz Partner and Co-Creator of the Simple Writing System  
SimpleWritingSystem.com

**Rookie copywriter email**

**Subject:** How to learn copywriting FAST

Imagine a business where almost anyone with a decent grasp of the English language can make a living tapping keys on a laptop from anywhere in the world.

Sounds pretty good, right?

Freelance copywriting is just such a business.

Only there's one problem...

You don't know where to start.

Let's say you've identified copywriting as the path to success and freedom...

...You may have even written a few sales messages before...



...But your business as a freelancer is far from paying the bills.

As I see it, you have 2 options:

**Option A:** Struggle mightily and tread water for at least a couple of years before you get your foot in the door. (Most people give up before they make it when they choose option A).

OR

**Option B:** Get [John Carlton's Simple Writing System](#), which helps rookie copywriters get started, develop confidence, and establish themselves as professionals, even if they have no prior experience.

I'll give you a hint -- Option B is one heck of a lot better than Option A.

Here's why...

Although the price is not cheap, if you absorb the lessons and apply them to your work, you'll make back your investment in the course after just a few good contracts.

From there it's pure profit.

If you study the [Simple Writing System](#)...

... then take massive action...

...Your freelance business will be up and running in a matter of weeks.

This proven system for writing killer copy works every time you sit down to write an ad and it works for whatever sales message you need to write.

And the best part about it is how FAST you can learn John's system.

Most folks take between 4 and 8 weeks to finish the course...

...But some students have done it over a long weekend...

...They changed the course of their lives in less than a week!

As a copywriter, the ability to make your readers whip out their credit cards is the key to living life on your terms.

This course will help you:

... Develop your copy chops...

... Build confidence in your ability...

... And learn a skill that turns words into cash...

... All in record time and at your own pace.

You've been dreaming about being your own boss...

... The money...

... The freedom...

Maybe it's time to make that dream into a reality.

If you're ready to become a professional copywriter...

[All of the details are right here.](#)

Cheers,

Stan Dahl

John Carlton's Biz Partner and Co-Creator of the Simple Writing System  
SimpleWritingSystem.com

**Pro copywriter email**

**Subject:** The cure for "writer's block"

Ah the blank page...

...The white screen with a tiny black bar flashing in the top left-hand corner.

You sit there staring at your computer wondering, "how am I going to get this project done"?

You're racking your brain about how to craft an ad for one of your clients and you just aren't getting anywhere.

Copywriting becomes a whole lot simpler when you have an easy-to-follow system, for creating any kind of sales message imaginable.

[John Carlton's Simple Writing System](#) helps professional copywriters write faster, eliminate writer's block, and ultimately put more dollars in their bank account, even if they're currently operating in the red.

Keep in mind, this is the same system that John used to create heaps of ludicrously successful advertisements.

But the system doesn't just work for seasoned professionals, it works for nearly everyone that applies it.

Just look at the [heaps of success stories](#). (Scroll down to the bottom of that page to see the wall of testimonials.)

Take this one from direct-response copywriter Carolynn Ananian:

*"If you have to pick just one resource for learning copy, The Simple Writing System is it.*

*I read all the copy books, yet I was still frozen by performance anxiety every time I sat down to write.*

*Good writing isn't a fluke, it's a formula."*

Using the system that John created (and 1,000's of others have successfully applied) you'll be able to sit down and confidently write copy that gets your clients results.

And the best part is that it works with whatever medium or subject you need to write for.

What does that mean for you?

It means a simplified workflow process that churns out high-performing sales copy like clockwork...

...No more blank screen...

...No more writers block...

...With the [Simple Writing System](#) you'll always know where to start and you can work in peace knowing the result of your efforts will be a massively persuasive sales message.

Copywriting is easy if you have this simple system.

If you're ready to take your copy-chops to the next level...

[Get all the details, right here.](#)

Cheers,

Stan Dahl

John Carlton's Biz Partner and Co-Creator of the Simple Writing System  
SimpleWritingSystem.com

**Day 4: Lay out the offer email – A direct email listing out everything they get when they buy today (Main offer + Bonuses)**

**Subject:** What is the Simple Writing System?

If you've been wondering what EXACTLY you're going to get when you join the Simple Writing System coaching program...

... wonder no more.

**Because I've laid it all out for you, here:**

- **John Carlton's Simple Writing System for creating brilliant advertising, on command – that's been perfected over the past 9 years by training over 1,000 students...**

The system is broken down into 18 video lessons. Each one focusing on one key element of the process behind creating your own killer sales messages.

Best part:

As you complete the 18 easy writing-exercises that accompany each lesson...

... you'll have written your own kick-ass sales message that you can start using to make more sales, almost immediately.

- **The Simple Writing System Workbook & Swipe File**

The SWS workbook contains all the slides from the videos, so all your notes are already written for you, in an easy to read format...

... PLUS – the workbook is also loaded with the FULL version of every proven ad used in the

videos... so you can see exactly how each step fits into real-world marketing.

- **Shocking amounts of one-on-one personal coaching from a highly-successful copywriter & writing teacher**

You will be mentored by someone whose copy and marketing know-how has produced *millions* in sales for themselves and their clients.

There's no better shortcut for boosting your copywriting skills in a hurry.

If you were to hire any of the SWS coaches yourself, you'd pay \$500 per hour for their time, at the very least!

But with the Simple Writing System, 2-months' worth of highly-personalized coaching from these ad-writing superstars is included in the price.

- **Bonus #1 – A lifetime of advanced “How To Apply The SWS” Training Programs**

We're creating a series of bonus tutorials that will show you exactly how to apply your new killer salesmanship skills to pretty much every aspect of online and offline marketing.

These tutorials and others will be added to the SWS Library over the next several months.

And as they are added, you'll get access to all of them... *PLUS* all updates and new bonuses as we add them in the years to come.

- **Bonus #2 – The Best of SWS Coaching**

Over the years, the Simple Writing System faculty has included several of the world's most notoriously-successful copywriters, including...

... David Deutsch, Kevin Rogers, David Garfinkel, Lorrie Morgan, Chris Haddad, and “Million Dollar” Mike Morgan.

Because I want you to learn copy from all of these coaches, we've put together the very *best* of the Simple Writing System Classroom coaching from previous training programs.

So, you'll have access to the collective-copywriting wisdom from some of the best marketing-minds on the planet...

... all laid out for you to use, learn from, and *profit* with.

- **Bonus #3 – The Most Requested Report John's Ever Created: The “Power Words Report”**

John created this powerful report by combing through his most successful ads, and pulling out the snarling phrases and specific words that pumped up the response rates.

For years now, many of the best copywriters on the planet have kept this report near their

desks when writing the really important stuff.

This report isn't available for sale anywhere, at any price...

But when you buy the Simple Writing System, I'll have this report rush-shipped straight to your doorstep.

- **Bonus #4 – Full Membership to the Marketing Rebel Insiders Club**

And finally, I'm giving you a full 2-month membership in the Marketing Rebel Insider's Club, where you'll get...

... a rotating archive of proven ads, along with insight into what made the ad so successful...

... unlimited chances to bend the ear of the Marketing Rebel Team on any biz, marketing, advertising, or even lifestyle questions you have...

... PLUS, the opportunity to be chosen for a private Hot Seat consult with John Carlton and I, which we do monthly.

And there you have it.

Your sales message is the foundational key to success in any type of business...

... and the Simple Writing System will show you how to quickly create brilliantly-persuasive sales messages capable of skyrocketing your sales.

So what are you waiting for?

[Get started with the Simple Writing System & Coaching Program, now](#)

But please remember...

Due to the personalized nature of this offer, and the huge amount of one-on-one attention you'll be getting from your copy coach, spaces in the SWS coaching program are limited and filling up fast.

To ensure you don't miss out on this current round of coaching, act now.

[Go here to get started.](#)

Cheers,

Stan Dahl

John Carlton's Biz Partner and Co-Creator of the Simple Writing System

SimpleWritingSystem.com

**Day 5am: I'm perplexed email – email where you're confused why they haven't bought yet... ask them to reply saying why they haven't bought yet (could have a support person handle any questions/objections that come through)**

**Subject:** Quick question

Hello,

I noticed you haven't decided to join the Simple Writing System coaching program yet, and it got me wondering...

**Is there anything in particular that's stopping you from investing in the Simple Writing System and coaching program right now?**

Hit reply, and let me know.

Or, if you're ready to join this round of SWS coaching, while there are still spaces available...

[... Click here to get started, now.](#)

Cheers,

Stan Dahl

John Carlton's Biz Partner and Co-Creator of the Simple Writing System  
SimpleWritingSystem.com

**Day 5pm: Who it's not for email – Position SWS against the way that companies like AWA sell... It's not for those who're looking to "get rich overnight"... and work just a few hours per day, barefoot on the beach. But if you take the time to learn the SWS... benefit, benefit, benefit**

**Subject:** Why you should NOT buy the Simple Writing System

Over the past few days I've told you about many of the great things you'll get when you join the Simple Writing System, including:

- **John Carlton's personal system for creating brilliant advertising, on command** – that's been perfected over the past 9 years by training over 1,000 students...
- **A slew of bonuses, including John's highly sought-after "Power Words Report"** – Many world-class copywriters I know keep this report on their desk for inspiration on how to craft their own hooks, headlines and killer copy...
- **Shocking amounts of one-on-one personal coaching from a highly-successful copywriter & writing teacher** – There's no better shortcut money can buy for boosting your copywriting skills in a hurry...

However...

... to help you make an informed buying decision, it's only right that I tell you all the reasons the Simple Writing System might NOT be a good fit for you.

For starters:

The Simple Writing System is not cheap.

Think of it like this...

Imagine you're buying an airline ticket, and you have 2 options.

- **Option #1:** This flight is the cheapest option.
- **Option #2:** This flight costs a little bit more... But it'll get you to your destination 5 hours faster. And it leaves and arrives at a more convenient time. And you'll have more legroom.

If you're the type of person who'd pick option #1 (*i.e. you shop solely on price without considering quality*) ...

... then the Simple Writing System is not for you.

And secondly:

If you're looking for something that's going to make you magically rich overnight... again... the Simple Writing System is not for you.

While it *is* true that the SWS has brought wealth to the thousands of freelancers and high-producing business owners who have wisely taken the time to learn it...

... that type of success rarely happens overnight.

And unlike some other marketers, I'm not going to promise you that once you learn this Simple System, you'll suddenly be getting paid handsomely to work just a few hours per month, while laying on a tropical beach, sipping mojitos.

That's just not realistic.

However, if you're prepared to invest a small amount of time into learning John's Simple Writing System (a few hours per week is all it takes)...

... then you'll have a tried-and-tested formula for transforming yourself and your business, enabling you to quickly and easily write every kind of sales message imaginable, making your business cook on high heat.

This is powerful stuff, for people who are serious about achieving success.



A single new sales message that “hits all the hot buttons” of your market can generate massive results...

... making the price of this system nothing more than a brief investment on your part... *quickly* recovered.

The SWS hands you a proven process for creating brilliant advertising, on command.

It's been perfected over the past 9 years by training over 1,000 students.

You'll learn the system fast, by watching value-packed videos, and doing short, fun, easy-to-understand exercises.

Go through these fun exercises at your own pace...

... and by the time you've completed them, you'll have written a kick-ass advertisement.

And whether you're a raw-rookie, entrepreneur, or veteran copywriter, you can use my simple system over and over again, to create oodles of powerful sales messages.

Are you ready to get started?

[Then go here for the full details.](#)

Cheers,

Stan Dahl

John Carlton's Biz Partner and Co-Creator of the Simple Writing System  
SimpleWritingSystem.com

#### **Day 6pm: Final call for SWS with coaching**

**Subject:** Last Call: Copywriting coaching is starting...

Hey -- This is the last reminder you'll get from me on this.

We're shifting gears to focus on getting everyone who's part of this SWS Coaching Program into their small, online classroom...

... and connecting them with their personal SWS Coach.

If you know it's finally time to stop making excuses and to start making sales, [join us right here.](#)

This program works. It has changed lives.

If you know your business and your life is just one good sales message away from all the big things you've been dreaming of, [click here](#).

(Maybe it's time to live your dream?)

There's a wall of testimonials, case studies, and success stories people just like you have generously shared with us. Have you seen them? ([Would you like to join them?](#))

Cheers,

Stan Dahl

John Carlton's Biz Partner and Co-Creator of the Simple Writing System  
SimpleWritingSystem.com

**SWS down-sell emails (no coaching)**

**Day 7am: Does 1/2 price work better for you? – Down-sell email to course only, no coaching**

**Subject:** Does 1/2 price work better for you?

Does this sound like you?

Almost everyone who contacted us says there are two reasons they didn't commit to the Simple Writing System Coaching Program right now.

1) The Cost

Nobody denies it's a screaming bargain (considering the intense mentoring you get)... They just can't swing the full cost right now.

2) The Time Commitment

They don't have the time this month to take advantage of personal coaching. They're crazy-busy right now... Have a trip planned... Kids will be on break next week... etc.

If this one-two sounds like you...

I've got some great news that's going to show you exactly how you CAN get started learning the secrets of killer copy (i.e. turning words into cash)...

... for less than 1/2 the price of the full Coaching Program.

Sound good?... Here's how it works -

1) [Pick up The Simple Writing System Home Study Course today.](#)

2) Add on SWS Coaching later (if you like).

AT NO EXTRA COST over what you'd pay if you began the full SWS Coaching Program this week.

It's really very simple -

We :

Give you access to all the SWS Materials - All the videos, the workbook, and bonus lessons.

Immediately.

You :

Invest less than 1/2 of what the full coaching program requires.

This allows you to go through the program entirely at your own pace.

Meaning you'll be under no pressure to find the extra time to work with a coach in the next few weeks.

Then... somewhere down the line... when we offer another SWS Coaching Program... if you like (you don't ever have to do this) ...

... you'll be able to pay just for the coaching (since you already have the materials).

We don't charge you any more if you take this 1-2 path to success.

What this means (if you think about it)...

... is that you can spread your payments and your time over a much longer period.

As long as you like.

[Get started with The Simple Writing System Home Study Course here.](#)

There are just 2 more points I want to make sure you and I are clear on -

1) Please don't misunderstand me...

... I believe the Coaching Program is what you want. Eventually.

It's a game-changing opportunity for anyone serious about increasing results fast.

But the truth is, the SWS was developed to be a do-it-yourself, at home training program.

Coaching is not required.

So you can [learn the secrets of killer copy](#) by going through the materials at home, on your own, at your own schedule.

2) Coaching is not for everybody.

You are not required to sign-up for coaching later.

If you're the type of person who likes to go it alone... learning from videos and the dozens of examples included in the SWS materials...

That works, too.

When we offer another SWS Coaching Program, you will always be welcome to join us...

... and pay just the difference between price of the materials and the price of the coaching program.

But you are not committing to that now. (Or ever, if you don't want to.)

[Get started with The Simple Writing System Home Study Course here.](#)

Thousands of smart marketers and business owners have taken this path.

This isn't an idea I baked up this morning.

It's another proven way John Carlton can help you to finally unlock the secrets of selling your product and services online (or through the mail, or face-to-face, or any way you want.)

If you really want to taste the highest level of success in this business... I suggest you go to [SimpleWritingSystem.com](http://SimpleWritingSystem.com) and start your journey today.

Cheers,

Stan Dahl  
John Carlton's Biz Partner & Co-Creator of the SWS  
[SimpleWritingSystem.com](http://SimpleWritingSystem.com)

**Day 7pm: Testimonial email: highlight some testimonials focused on the benefits of the SWS**

**Subject:** What others are saying about the Simple Writing System

Earlier, I told you how you can get your hands on the Home Study version of the Simple Writing System...

... for less than ½ the price of the full Simple Writing System coaching program.

All the materials are exactly the same as they are in the full Simple Writing System. The only difference is, there's no one-on-one coaching involved...

... making it the perfect fit for anybody who either doesn't want the coaching, or if you couldn't commit the time over the next few weeks to take full advantage of the coaching.

And if you do decide you'd like to add-on the coaching later, you can pay the difference when we next open a Simple Writing System classroom, meaning you'd pay no more than you normally would.

Sound good?

[You can get Simple Writing System Home Study course here.](#)

Or if you're still on the fence, just take a look at what others are saying about the Simple Writing System:

**Chris McCombs, had this to say:**

"Before I discovered John Carlton I had NO IDEA how to write good copy... and I'll admit I was pretty skeptical about investing in his programs because it just didn't seem possible that I would be able to influence people with print like John does.

Well let me tell you that **John's teachings have not only helped me increase conversions by over 511%, but John has been one of the backbones to me earning a high six-figures annually online.**"

**Then there's Kamrom Karington who said:**

"John, I made over \$25 per minute using JUST your "power words" list. Increased click-throughs by 107%, and stuffed \$10,500 in my pocket while sipping my morning coffee, using your tactics to rewrite some lame headlines for a client."

**And freelance copywriter, Jorge Garcia, who wrote:**

"You should change the acronym from SWS to ROI. I'm making three times as much on freelance projects as I used to and now I HAVE TO TURN DOWN JOBS ON A WEEKLY BASIS.

My new copy is bursting at the seams with an irresistible voice and pinpoint salesmanship and people are seeking ME out to work with them (and paying me much more than the other guys). No other book or course comes close.

This is the end-all, be-all for copywriting courses."

This is just a small handful of the success stories that have come from the Simple Writing System home study course.

To see many more, just check out the [Wall of Testimonials at the bottom of this page.](#)

Would you like to become the next success story?

Then your journey starts here >>> [Click here to get the SWS Home Study Course, now](#)

Cheers,

Stan Dahl  
John Carlton's Biz Partner & Co-Creator of the SWS  
SimpleWritingSystem.com

**Day 8am: John's story of his career path, and how having a Simple System for writing high converting sales copy was so important for John... and how it can help you, too.**

**Subject:** The secret to John Carlton's success

If you have trouble with writing killer sales messages, that get your prospects to eagerly read and buy from in their droves...

... in my experience, there's usually one main reason for this.

You don't have a simple system for consistently creating ultra-profitable sales pitches.

A system so easy, and so uncomplicated...

... it removes all the "sticking points" that can paralyze you when it comes to writing sales letters, websites, emails, video scripts, and everything else required for a profitable business.

Don't believe it can be that easy?

Well just consider this:

The first copywriter John Carlton ever met told him.

*"Don't even try to become a copywriter. You'll never figure it out – It's way too hard!"*

Yet despite this, over the last 30 years, he's gone on to create some of the most successful and legendary ads, websites and sales messages in advertising history.

And no... it wasn't all smooth sailing.

But after massive amounts of trial and error... making every mistake in the book (and learning from them), he developed a simple writing system that makes writing devastatingly-effective sales messages incredibly easy.

This system enabled John to rise to the top of his industry...

... writing ads for some world's largest and most successful direct-response marketing companies in existence...

... and creating massively-successful ad-campaigns for entrepreneurs and small businesses of all kinds.

Luckily for you, John's distilled his personal process for writing multi-million-dollar sales messages down into a few easy-to-follow steps.

And he's packaged it up inside his Simple Writing System.

Now, I know you've already decided that the Simple Writing System coaching program isn't a good fit for you right now.

However, you don't need one-on-one coaching to learn all of John's greatest copywriting secrets.

Because for less than half the price of the full coaching program, you can get your hands on the Simple Writing System home study course.

All the materials are the exact same.

You'll get the same workbook and video trainings from the full Simple Writing System. Only it won't cost you nearly as much...

... And you can discover all the secrets of writing killer copy, at home, on your own schedule, at your leisure.

Plus, if later down the line you decide you do want to add-on the coaching...

... then you can just pay us the difference, so you won't have to pay anymore than you otherwise would.

But of course, that's completely up to you.

So, if you're ready to get your hands on this outrageous bargain, and unlock the mysterious secrets to crafting mega-persuasive sales messages...

[... go here to get the Simple Writing System home study course now.](#)

Cheers,

Stan Dahl  
John Carlton's Biz Partner & Co-Creator of the SWS  
SimpleWritingSystem.com

**Day 8pm: It's a jaw-dropping bargain... – Final reminder about down-sell offer**

**Subject:** It's a jaw-dropping bargain...  
Final reminder on this Less-Than-Half-Price offer.

It's a jaw-dropping bargain...

... and it really can quickly transform your ability to create mega-persuasive sales messages that bring in the Big Bucks.

You CAN learn the secrets of killer copy (i.e. turning words into cash)...

... for less time and money than you might have thought.

Here's how -

1) [Pick up The Simple Writing System Home Study Course today.](#)

2) Add on SWS Coaching later (if you like).

This option costs NO MORE than what you'd have paid to start the SWS Coaching Program this week.

We :

Give you immediate access to all the SWS Materials. All the videos, the workbook, and bonus lessons.

You :

Invest less than 1/2 of what the full coaching program requires...

... and go through the entire program at your own pace. Online. From anywhere in the world. On any device. At any time.

Somewhere down the line... when we offer another SWS Coaching Program... if you like (you don't ever have to do this)...

... you'll be able to pay just for the coaching (since you already have the materials).

We don't charge you any more if you take this path that lets you spread out your payments (SWS materials now, coaching later) and your time.

[Get started with The Simple Writing System Home Study Course here.](#)

Please don't misunderstand me...

... I believe the Coaching Program is what you want. Eventually.

It's a game-changing opportunity for anyone serious about increasing results fast.

The truth is the SWS was developed to be a do-it-yourself, at home training program.



Coaching is not required.

So you can learn the secrets of killer copy by going through the materials at home, on your own, at your own schedule.

Coaching isn't for everybody.

You are not required to sign-up for coaching later.

If you're the type of person who likes to go it alone... learning from videos and the dozens of examples included in the SWS materials...

... that works, too.

When we offer another SWS Coaching Program, you will always be welcome to join us...

... and pay just the difference between the price of the materials and the price of the coaching program.

But you are not committing to that now. (Or ever, if you don't want to.)

[Get started with The Simple Writing System Home Study Course here.](#)

Thousands of smart marketers and business owners have taken this path.

Cheers,

Stan Dahl  
John Carlton's Biz Partner & Co-Creator of the SWS  
SimpleWritingSystem.com