

# World's Most Respected Ad-Writing Teacher Reveals His *Shockingly* Simple System For Writing High-Converting Sales Messages...

***... Even If You Flunked High-School English And Have  
Zero Professional Writing Experience***

You're about to hear from the grizzled sales & marketing veteran, John Carlton – A.K.A. “the most ripped-off copywriter on the web”.

Over the past 30-years, he's created countless legendary advertisements, making his clients *obscene amounts of money*.

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”.

So, without further ado, here's the man himself:

Hi. I'm John Carlton.

Do you struggle with consistently writing sales messages that people eagerly read and buy from?

If so, you're in luck...

'Cause over the next few minutes, I'm going to reveal **the key to quickly and easily crafting sales messages so compelling...**

***... they're practically guaranteed to transform droves of prospects into loyal customers.***

## Who Is This For?

**[SPLIT OFF INTO 3 COLUMNS]**

## **Small Business Owner**

If you're a small-business owner, and know your superb products aren't reaching as many people as they could, then keep reading.

Because the *simple system* I'm about to reveal to you has already helped flocks of biz-owners create devastatingly effective advertisements which have skyrocketed their sales.

For example, take business owner, Craig Woolven, who said this after discovering my system:

**“Your Simple Writing System has instantly turbo-charged my sales letters. \$11,000 of new business in 48 hours using just a few of your wickedly effective sales strategies.”**

## **Aspiring Pro-Copywriter**

If you're an aspiring pro-copywriter who'd like to kickstart a fabulous career dripping with wealth and notoriety, then keep reading.

Because the *simple system* I'm about to reveal to you has already launched mobs of newbie copywriters into lavish careers, and global fame... writing for every major industry out there.

For example, take direct-response copywriter, Sam Clitheroe, who said this after discovering my system:

**“After just 6 months of starting my freelance career, I'm now traveling parts of the world while serving a small handful of satisfied clients... and I give all the credit to John Carlton ...”**

## **Pro Copywriter**

If you're a pro copywriter looking to take your copy-chops to the next level...

... by shortcutting the learning curve to becoming a highly-respected & well-paid, world-class copywriter, then keep reading.

Because many copywriters have credited the *simple system* I'm about to reveal to you as the defining method which shot their copywriting skills into the stratosphere.

For example, take pro-copywriter, coach & consultant, Lorrie Morgan, who said this after discovering my system:

**“When my copywriting business was operating in the red, I bit the bullet and invested in John's stuff. Know what? I started making money. Lots of it. The subtle tweaks and step-by-step system I learned from John shot conversion rates through the roof. And I confidently raised my fees by 60% because of everything I learned from him... and my fees continue to rise.”**

[Disclosure: Lorrie has turned into such a successful copywriter and consultant that I frequently trust her to coach others in my ad-writing methods.]

**[RETURN FROM 3 COLUMNS TO 1 COLUMN]**

## **The real reason why writing effective advertising is such a struggle... and how to fix it!**

Writing world-class sales pitches doesn't have to be complicated.

You don't have to be an amazing writer, chock-full of natural talent, or a creative genius to write an effective sales message.

Nor do you have to spend hours on end staring at a blank screen, feeling stressed, worried, or anxious, because you can't find the right words that are sure to knock your prospects off the fence, triggering them to buy.

Because:

In my experience, there's *one main reason* people struggle with writing killer ads.

**They 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 consider this:

**The first ad-writer I ever met told me this:**

*“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, I’ve gone on to create some of the most successful and legendary ads, websites and sales messages in advertising history.

**And when I show you how I did it...**

**... you’ll see just how quickly and easily you can create wickedly-persuasive sales messages, too!**

Plus, you’ll have the advantage of avoiding the same pitfalls I’ve fallen into.

And there’s been plenty...

**Back in my early thirties, I was a total screw-up.**

I was sleeping on a friend’s couch, yet again, having lost my girlfriend, my job, and my place to live... all within a very short period of time.

Then I had an epiphany.

I finally realized if I was going to turn my life around, it was going to be up to me.

So, I got serious:

I started with nothing — no mentors, no business experience, no investment capital, no idea at all what to do...

... and figured it all out by making every mistake possible.

My decades-long “school of hard knocks” included working with and for the legendary Gary Halbert, Jay Abraham, and Dan Kennedy...

... writing ads for some of the 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.

So when I gained some honest notoriety as one of the hottest advertising-writers in the world, it was because I earned it.

And along the way:

While I was figuring out how to create famous ads and make people rich through killer sales pitches...

**... I also developed a *simple system*  
for creating devastatingly-effective sales messages  
that *prospects eagerly read and buy from***

**I've distilled my own personal process for writing multi-million-dollar sales messages down into a few easy-to-follow steps.**

I call it **The Simple Writing System.**

This formula will transform you and your business, by enabling you to quickly and easily write every kind of sales message imaginable, making your business cook on high heat...

I'm not just talking about the building blocks of a good sales message.

I'm talking about EVERYTHING required to create absolutely-*killer* marketing materials that attract prospects in their droves...

... and expertly persuade them to buy from you.

This includes all your websites, all your ads, all your emails, all your videos...

... everything that presents your sales message.

The *Simple Writing System* was my secret weapon as a freelance ad-writer, and the reason why I rose to become one of the best in the biz.

Over the years, the Simple Writing System has helped a massive mob of people to create their own ads and sales messages... quickly and easily, on demand...

... including rookie and professional copywriters, new entrepreneurs and veteran biz owners.

Even folks who thought they'd never figure out how to write any kind of ad or sales message have had massive success with the Simple Writing System.

**And now, you can get your hands on my system, too**

Once you see how it works, you're going to know exactly how to create every piece of sales material for your business.

It doesn't matter whether you're writing on the web, or offline. This system for

writing words that sell can be used *anywhere*.

**And when you put it into action, I think you'll be amazed at:**

- How much more money your marketing starts raking in, almost overnight...
- How quickly writers block disappears...
- Plus, how effortless writing high-converting sales pitches becomes...

Now, before we go any further, I must warn you:

**The *Simple Writing System* is not cheap.**

**And it's certainly NOT for everyone.**

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, because there's no layovers.

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

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

However:

If you're the type of person who'd pick option #2, and the SWS is a good fit for you, you'll be *delighted* to hear...

... this system has brought wealth to my clients, and thousands of freelancers and high-producing business owners who have wisely taken the time to learn it.

Such as:

**3 TESTIMONIALS IN 3 COLUMNS**

**Anthony Ruffin,**  
Matthews, NC

**Write more effective copy in less time**

“The Simple Writing System gave me a blue print where I can focus my efforts on each step of the puzzle. Now I can write more effective copy in less time. **It gives me the ability to write my own sales letters without using someone else's work as a template for the whole thing**”

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**Dr. Ken Newhouse**  
Dental Consultant

**30% more business!**

“You showed me how to take my marketing campaign over-the-top. Because of you I had to increase my fees three times. **My income has tripled**, and your techniques allowed me to develop a waiting list of clients that is 6 months long.”

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**Chris Payne**  
United Kingdom

**Profits Through The Roof**

“I used Carlton's tactics in my advertising online, and profits went through the roof. That meant we could move into a bigger house, and I've kit it out with the most amazing high-tech gear. **I would not be here today without John's help**”

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What's more...

My students and clients include many of the top online marketers who are now notoriously well-known...

Many of them credit me with providing the system that put their careers on steroids.

Such as:

**3 TESTIMONIALS IN 3 COLUMNS**

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### **Frank Kern**

Highly sought-after marketing consultant

“Just before the famous StomperNet launch, everything was in doubt. We cornered John for advice, and in just a few minutes he provided such clarity that the fog melted away... and I was finally able to write the pitch that made Internet marketing history, with record results. ...

... When John talks about changing your life, he's not kidding around.”

[**Full Disclosure:** We received this quote from Frank before he was “*the Frank Kern*”, the well-known marketing expert. We are now colleagues and recommend each other's materials.]

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### **Dan Kennedy**

Author, No B.S. Marketing Series

“John Carlton is a copywriter I would hire, and there are damn few of those. Further, I would pay to be in a room to learn from him, and there are even fewer people on that list.”

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### **Joe Polish**

Piranha Marketing, co-host of iLoveMarketing podcast

“Phenomenal content. Of all the marketing, advertising and copywriting experts I pay attention to, John Carlton is by far the most articulate and passionate and knowledgeable (and funny). **I get more value just from your hilarious, ballsy stories alone than from the serious efforts of most other gurus.** Man, you've helped my advertising get wicked-good.”

[**Full Disclosure:** John has known Joe since he was a carpet cleaner with hair running halfway down his back. Now, Joe has significantly less hair (he's bald) and is one of the most connected businessmen on the planet.]

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And when you look at the Wall of Testimonials (which you'll see soon), you'll find many more famous marketers freely giving me credit for helping them.

I've also personally taught some of the most stubborn and hard-to-coach people you can imagine... **and transformed them from struggling to make**



**sales, into *cash-generating powerhouses*.**

Today, I'd love to help you...

... like I've helped thousands of others... by teaching you my very straightforward, step-by-step, *Simple Writing System*.

## **What makes the Simple Writing System unique?**

There's many books and courses that promise to show you how to write effective sales messages.

But none of them boil down the process in such a simple, systematic, and repeatable way that the Simple Writing System does.

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.

What's more:

To make absolutely sure you learn everything I know about creating winning ads, you can have **an experienced and successful copywriter giving you feedback on your writing...**

**... ensuring you get the maximum value from the Simple Writing System, as fast as possible.** (I'll give you the full details on this below.)

**Let me tell you how the *Simple Writing System* works, and what happens *immediately* when you sign up today:**

As soon as you sign up for the SWS, you'll get instant access to the training videos.

This means you can get started writing better ads, as soon as *today*.

All of the SWS Video Lessons are available online, so you'll be able to watch them whenever you want. You'll never have to be anywhere or be online at any particular time.

Inside the Simple Writing System, you'll find...

## ... 18 step-by-step video lessons revealing my entire ad-writing process

Each lesson is designed to deliver **one key element** of the process behind creating your own killer sales messages.

As you complete each simple step, you'll move quickly toward a total understanding and mastery of the sales-message writing process.

You can see and *feel* your progress, too...

... as everything *stops* being mysterious... and starts becoming a comfortable, confident part of your skills toolkit.

I'll break down the exact process I use to craft winning sales messages, including:

- **The secret to crafting an irresistible hook, capturing your prospects attention, and keeping their eyes glued to your ad... until they're ready to buy** (*Lesson #7*)
- The 4 essential elements of a great sales message – If you're missing even one of these elements, mobs of your perfect prospects will NEVER buy from you (*Lesson #12*)
- **6 proven strategies for crafting powerful headlines that demand to be read** (*Lesson #10*)
- A simple way to discover exactly who your ideal prospect *really* is... Plus, what they need to hear before they'll even think about buying from you (*Lesson #2*)
- **How to avoid the one common mistake that will murder your sales message, before you've even written a word of copy** (*Lesson #1*)
- Why you shouldn't pay attention to what people say they want... and how to figure out what they *actually* want – Once you understand this, selling becomes ridiculously simple (*Lesson #13*)

- The “**Million-Dollar Step**” that makes you instantly stand out from your competitors (*Lesson #9*)
- 4 of the most powerful tactics I’ve ever discovered for igniting a deep (almost unconscious) buying desire in your prospect (*Lesson #15*)

What’s more:

I’ll even show you plenty examples of winning ads. Many of which ran successfully for *years*.

(You’ll be getting the full version of all of these ads. More on that below...)

As you go through my system...

## ... You’ll learn to write sales copy in the most effective way possible

If you want to get really good at writing sales copy in the fastest time possible...

... you’ve got to spend some time *actually* writing sales copy.

That’s why each video in the Simple Writing System comes with a short exercise where you get to put your new skills into practice.

Do these exercises (which I strongly recommend, but of course that’s up to you)...

... and once you’ve completed these simple exercises, **you’ll have already written a killer ad.**

You can then use that copy in your current website, emails, Facebook ads, etc. and start closing more sales, almost immediately.

When you join the Simple Writing System today, you’ll also get:

## The Simple Writing System Workbook & Swipe File

As soon as you sign up, we’ll rush ship you a comprehensive workbook that contains all the notes from the slides used in the videos and all the exercises written out (so you’ll have them on video AND in this easy-to-read format).

PLUS — and this is a BIG plus — the workbook is also loaded with the FULL version of every proven ad I use in the videos... so you can see exactly how each step fits into real-world marketing.

There's no theory here.

It's all reality-based info. (Most of these ads are mine, including my most sought-after stuff.)

That means this workbook (over 300 pages deep) is a fire-breathing **SWIPE FILE of the best ads you'll ever lay your hands on...** to copy, to use for inspiration, and to rip from and use as blueprints.

In short...

... this system is a concise, packed-solid "**One Stop Resource**" for helping you write *everything* required to make your business kick some serious bottom-line butt.

But that's not all...

**I've also got 3 more bonuses for you**

**BONUS #1:  
A Lifetime of Advanced "How To Apply The SWS"  
Training Programs**

The fundamentals you'll learn from me can be applied to everything you need to make your biz successful... without exception.

That's always been the case.

However, because past students requested more detail about these specific uses of the SWS, I'm 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....

... for **FREE**.

**You'll get *The Simple Writing System* For:**

- Social Media (Facebook, Twitter, LinkedIn, etc.)
- Video Marketing (YouTube, Facebook, Snapchat etc.)
- Paid Advertising (AdWords and other ad networks)
- Webinars

- Opt-In Pages (so you'll capture more qualified leads)
- Video Sales Letters (VSLs)
- Email Marketing (to warm up and close your best prospects)
- Online Retail (Amazon, eBay etc.)
- Blogging & Content Marketing
- Direct Mail
- And whatever new and profitable platforms come along next...

We'll keep adding new bonus training modules to the SWS member's area... and you'll get access to all of them (on top of your lifetime access to all of the SWS Training Videos.)

## **Bonus #2: The Best of SWS Coaching**

Over the years, the Simple Writing System faculty has included several of the most famous and notoriously-successful professional copywriters in marketing.

Like **David Deutsch**... one of the highest paid "A-List" copywriters in the game (who has written controls for the largest direct-mail companies in the world).

And **Kevin Rogers**... the writer behind the most outrageously-successful launch campaigns on Clickbank and the founder of Copy Chief.

And **David Garfinkel**... the author of #1 Amazon bestseller *Breakthrough Copywriting* and the host of the *Copywriters Podcast*.

And **Lorrie Morgan**... who has been a dominant female freelance copywriter for many years.

And **Chris Haddad**... whose selling prowess has landed him on the Rachael Ray television show.

And "**Million Dollar**" **Mike Morgan**... whose copy has sold over \$300,000,000 in goods and services, including multiple controls for Agora, the billion-dollar direct-response marketing behemoth.

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.

These notoriously-successful copywriters have written for the cream of the Internet marketing world... for entrepreneurs of every stripe in the business world... and for the largest direct-response outfits on the planet.

... And they discovered that teaching is one of the biggest joys in life. They LOVE teaching, and they're good at it.

So, if this program is fun for hard-core professional writers and marketers...

... can you imagine what kind of thrill and adventure it can be for **you** as a student?

Now, if you thought that bonus was good, wait until you see what's coming next.

### **Bonus #3: The Most Requested Report I've Ever Created ...**

You'll also get my original, uncensored "**Power Words**" collection.

I created this beast by combing through my most successful ads, and pulling out the snarling phrases and specific words that pumped up the response rates.

World-class hooks and headlines RELY on using the exact right word to get your point across. And here is a deep collection of the language choices that have defined my now-legendary career.

For years now, professionals (and other insiders I know) have kept this report near their desks when writing the really important stuff. They read through it for inspiration and ideas on how to craft their own hooks, headlines and killer copy.

It's easily going to become your most-used "kick-starter" resource when you really need your copy to leap off the page and grab your reader.

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.

And if, for any reason, after trying the SWS you decide it's not for you, **I'll even let you keep my "Power Words" special report as a free gift**, just for giving the Simple Writing System a try.

**Now, I know I only promised you 3 valuable bonuses...**

Here's a reminder of all the extra goodies you'll get when you join the Simple Writing System:

- **A Lifetime of Advanced “How To Apply the SWS” Training Videos** – See exactly how to apply the SWS to any area of online or offline marketing you desire...
- **The Best of SWS Coaching** – Gain access to the collective wisdom of some of the best ad-writers on the planet!
- **The Original, Uncensored “Power Words” Report** – Having this resource to hand is a surefire way to banish dull and dreary sales-copy for good.

As you can see, you're *already* getting oodles of extra value here... and I know I only promised you 3 bonuses...

**But if you order today, I'm also going to give you...**

**... One more surprise bonus!**

**I'm Also Tossing in a Membership to  
*The Marketing Rebel Insider's Club***

That's right.

You'll get a **full 2-month membership** in the **Marketing Rebel Insider's Club** – the online one-stop resource for marketers, entrepreneurs, and copywriters.

Here, you'll get:

- **A rotating archive of proven ads and timeless marketing lessons, strategies, and examples.**

Each ad is backed up with commentary and an insight into how it was created and why it worked.

(Swipe files of my ads alone have kick-started the careers of countless copywriters, and fueled the best years of heaps of entrepreneurs.)

- **Unlimited chances to bend the ear of the entire Marketing Rebel Team on ANY biz, marketing, advertising, or even lifestyle questions** in our Facebook-live chat stream.

Would you like to have a place to turn to experienced marketers and small business owners who have been there and done that... ready to answer whatever questions you have on software, hiring, running a

growing business... whatever else is holding you back?

Inside the Marketing Rebel Insider's Club, that's exactly what you'll find.

- As a full-privileged member in the MRIC, you are eligible for being chosen for a **private Hot Seat consult with my business partner and co-creator of the SWS, Stan Dahl, and me**, which we do monthly.

That's a full personal session with us, discussing your biz, your issues, your questions and sticking points.

Clients who buy these Hot Seat consults shell out \$2500 per session.

For the MRIC members who get chosen, it's FREE. (All members have access to these sessions, so you'll benefit from these Hot Seats every month.)

**This makes the MRIC a tremendous resource to have for advice and tactics on the details of running a business.**

It's like a playground, an experimental business laboratory, a wonderful networking environment, and a marketer's dream for inside info...

... all packed into a one-stop online club.

**It's all free with the Simple Writing System.**

And it's all about to get even better. Because...

**... I've saved the best part for last**

With the Simple Writing System, **you're going to get the key element that shot my own results from mediocre to astonishing:**

What is it, you ask?

**Personal mentoring.**

When I was an ad-writing whippersnapper, I was lucky enough to be mentored by the legendary Jay Abraham – showing up at his office every day, sitting in on strategy meetings, and working on copy.

Then later in my career, I joined forces with Gary Halbert. And as successful as Gary was at the time, the pair of us combined created the first ever marketing seminars as we know them today.

Long story short...



Being mentored by a seasoned professional is the *fastest* way to enjoy the kind of awesome success the Big Dogs do.

So, that's why I've made personal mentoring a key element of the Simple Writing System.

Here's the full details:

## The Simple Writing System Coaching Program

The SWS Coaching has been designed to ensure you get the absolute-maximum value out of the Simple Writing System. And fast.

So, you'll be getting shocking amounts of one-on-one attention from a highly-successful copywriter & teacher.

**Did you recognize some of the names in *The Best of SWS Coaching* bonus?**

That's the level of success and professionalism I require of *all* SWS Coaches.

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 money can buy for boosting your copywriting skills in a hurry.

**Here's how the personal coaching works:**

Everything runs on your schedule with "on demand" coaching throughout the entire 8-week session.

You just let us know what day you want your personal coaching to begin. (Any day in the next two weeks.)

That's when you'll start getting personal feedback from your coach.

You'll be assigned to an online classroom with a small number of other students... led by one dedicated SWS Coach.

**This is NOT "mass mob teaching"**. Each class has no more than about 20 students.

That means your coach will really get to know you and your business...

... even if you're just getting started...

... and be able to give you specific advice tailored to your situation, one-on-

one.

We've even had people take this course twice in a row before, just because the networking, the trading of ideas, the brainstorming, and the interaction with their coach and fellow students, is such a blast.

The high-octane inspiration you pick up here will fuel your tank for a long, long time.

As you can imagine, this amount of personal mentoring comes at a price. However, *it is* a relative bargain.

That's because, **every single one of my hand-picked coaches' charges at least \$500 per hour for consulting, copy critiques, etc.**

Having unlimited access to any of them to guide you through *every step* of SWS is an absolutely amazing opportunity.

And with SWS, **you'll only pay a small fraction of what you would if you tried to hire them on your own.**

Now, you might be wondering: **What time is the class?**

## **The SWS class is any darn time you want it to be!**

Because you have instant access to the training videos when you order today, you can begin the lessons right away.

Or you can wait a few days and dive into the first lesson when you join your classroom.

It's 100% up to you.

Everything in the SWS Coaching Program happens on your schedule, not ours.

There are no live webinars or calls you need to schedule your life around. No deadline for meeting any specific task. No "falling behind" other students (because everyone goes at their own pace.)

All of the lessons, exercises, and bonuses are there waiting for you, 24 hours a day.

You can work on an exercise and post your results — or your questions — in your virtual classroom any time of the day (or night).

Within one-to-two working days, often on the same day, you'll get a **personal** response from your coach. And with this one-on-one feedback, you'll learn

everything *quickly*.

## **And if you're still worried about how you're going to make time for all of this...**

### **Don't be.**

Some SWS Students have zoomed through the program in a few weekends.

One of my most successful students booked a 3-star hotel down the street on a Saturday afternoon, to get away from family distractions and focus on learning this. He's a millionaire now.

But you don't have to do anything as extreme as booking a hotel room.

Many other folks have spaced everything out, going through the materials over their lunch hour...

... or by turning off Netflix a few nights a week...

... or by spending a little less time mindlessly scrolling through their Facebook newsfeed...

And if you can do that too, then you're going to have plenty of time to take full advantage of the Simple Writing System.

Now, it's about time I introduced you to your SWS coach...

## **Meet your SWS coach**

I'm thrilled to announce that this round of the SWS Coaching Program will be led by Colin Chung.

Colin brings 10 years of direct response marketing experience to SWS Coaching.

His sale copy has generated over \$30M in sales for himself and his clients.

Those clients include top-shelf, direct-response marketers like Agora, Jay Abraham, Brian Tracy, Newsmax, and Mike Koenigs.

Colin has experience in over 50 markets, industries and niches, and has trained and mentored several copywriters to 6-figures.

And... best of all...

**Colin is a former SWS Student.**

I "met" Colin in one of the first SWS Coaching Program we held – almost 10 years ago.

Since then, as you can tell by these credits, his career (and income) have skyrocketed.

As a former SWS Student, Colin gets *exactly* how to coach every level of writer and marketer through this program. Each step of the way, Colin will be there to give you honest feedback on your copy and overall salesmanship.

**Colin, like every one of my hand-picked and mentored Simple Writing System Coaches, charges \$500 - \$2,500 / hour for consulting, copy critiques, etc.**

Having unlimited access to Colin to guide you through *every step* of SWS is an absolutely amazing deal.

It's a small fraction of what you would pay if you tried to hire him on your own.

Now, it pains me to tell you...

## **Places in The Simple Writing System are limited**

Due to the amount of one-on-one attention every student gets from their coach, we don't take on any more than 20 students per class.

The upside to this is that you get a ton of hands-on, personal attention from a successful professional copywriter & teacher... who will expertly coach you as you transform into a killer writer.

Unfortunately, this also means spaces in the Simple Writing System are very limited.

And we only run a couple of classes per year... so as you can imagine, spaces fill up fast.

If you can see an order button below on this page, this means there is still a space for you available in the current class.

But I can't guarantee that space will still be available if you come back to this page tomorrow... or even later on today.

So, if you're ready to secure your spot in The Simple Writing System, don't delay. Order today.

## **The Simple Writing System & Coaching Program**

- 18 Video Lessons. Available on-line 24/7/365. **Lifetime access.**
- Short, laser-focused exercises. **You'll learn sales copy by writing**

**sales copy.**

- The SWS Workbook. 300+ pages. **Your notes are done for you.**
- “How To Apply The SWS” bonus training programs. **Lifetime access to new lessons.**
- **The Best of SWS Coaching.** Learn from some of the top marketers and trainers in the biz.
- My original, uncensored **"Power Words" Report.** This will immediately juice up the result-getting mojo of everything you write.
- **2 months of full membership** in the **Marketing Rebel Insider's Club.** Member Hot Seats, daily Q&A, and dozens of marketing training videos and swipe files.
- **2 months of personal coaching** in a small, private, on-line classroom.
- 2 months of **unlimited, personal and specific feedback** on every exercise **from a hand-picked, highly-successful pro** with years of marketing and teaching experience.

**\$1,997**

(... or take advantage of our payment plan and get started for just \$397 today.)

[CLICK HERE TO SIGN UP NOW HYPERLINK](https://m190.infusionsoft.com/saleform/nathniute)  
["https://m190.infusionsoft.com/saleform/nathniute"](https://m190.infusionsoft.com/saleform/nathniute)

## **30-Day 100% Money-Back Guarantee**

To make your decision today as easy as possible, I'm giving you a screamingly-generous 30-day guarantee of satisfaction...

**... meaning you're not risking *anything* by diving in right now.**

Here's how it works:

Order today and try the simple writing system for yourself. You can even go through the exercises and get feedback from your SWS coach... and if for any reason, whatsoever, you're not blown away by how easy the Simple Writing System makes it to create brilliant advertising...

**... then you don't owe me a cent.**

Simply send an email to my support team within 30-days of ordering, and you will receive a prompt 100% refund.

**This is a ridiculously generous guarantee...** Especially considering we have a professional writer who has committed serious time to teaching you and the others in your virtual class.

This guarantee means you can *test-drive* the course, and get all your money back if it turns out it's not for you.

I bent over backwards to create this course...

... literally pouring into it everything I know about systematically writing great sales messages.

It's worked for so many people already that I'm betting it will work for you, too!

As soon as you order, you'll have instant access to all of the video lessons and bonuses...

... and my staff will scramble to get your workbook to you as fast as possible. (Our customer service always gets rave reviews.)

**Now, I've shown you how you're going to get:**

- **My Simple Writing 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 my 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...

So now...

### ... It's decision time

All that's really required to start your own adventure in making money is to:

- **Stop making excuses...**
- **Find a proven resource like this where you can quickly discover a proven system for writing effective advertising...**
- **And make the decision to get started.**

What are you waiting for?

**You are about to finally discover the *foundation* of every successful business.**

It's your turn to get on the inside for a change.

Remember, **the spots in this current class are limited**, and I can't

guarantee they'll be any spots left if you come back to this page tomorrow... or even later today.

**And since we only run a couple of classes per year, the time to act is now.**

Grab your spot now, by signing up below.

Your entire *future* can change, dramatically and quickly, by choosing to join us right now. For just a few weeks of transformation and career-oriented fun.

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.

And remember, you're covered by my *ludicrously-generous* 100% money-back guarantee, so you risk nothing by ordering today.

Order now, while you're thinking about it, and your adventure in business success can begin right away.

Just click on the order button below and grab your spot.

I'll look for you in your classroom.

Stay frosty...

John Carlton

## **The Simple Writing System & Coaching Program**

- 18 Video Lessons. Available on-line 24/7/365. **Lifetime access.**
- Short, laser-focused exercises. **You'll learn sales copy by writing sales copy.**
- The SWS Workbook. 300+ pages. **Your notes are done for you.**
- "How To Apply The SWS" bonus training programs. **Lifetime access to new lessons.**
- **The Best of SWS Coaching.** Learn from some of the top marketers and trainers in the biz.
- My original, uncensored "**Power Words**" Report. This will immediately juice up the result-getting mojo of everything you write.
- **2 months of full membership** in the **Marketing Rebel Insider's Club.** Member Hot Seats, daily Q&A, and dozens of marketing training videos and swipe files.

- **2 months of personal coaching** in a small, private, on-line classroom.

2 months of **unlimited, personal and specific feedback** on every exercise **from a hand-picked, highly-successful pro** with years of marketing and teaching experience.

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**P.S. – Here’s a reminder of EVERYTHING you’ll be getting when you order the Simple Writing System today:**

- **My 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 I use 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**

I'm 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 I've Ever Created: The “Power Words Report”**

This powerful report was created by combing through my 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 I know 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 Market 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 my business partner and co-creator of the SWS, Stan Dahl, and me, which we do monthly.

So, there you have it.

If you're ready to secure your place in the Simple Writing System, click the button below to sign up now:

## **The Simple Writing System & Coaching Program**

- 18 Video Lessons. Available on-line 24/7/365. **Lifetime access.**
- Short, laser-focused exercises. **You'll learn sales copy by writing sales copy.**
- The SWS Workbook. 300+ pages. **Your notes are done for you.**
- "How To Apply The SWS" bonus training programs. **Lifetime access to new lessons.**
- **The Best of SWS Coaching.** Learn from some of the top marketers and trainers in the biz.
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## **P.P.S. – Are you asking yourself these 3 questions?**

### **Q1: Will this work for me?**

If I wasn't 100% sure that the answer is "**Yes!**", I wouldn't be offering you both personal coaching from a successful pro *and* a 100% money-back guarantee.

It does not matter what kind of product you sell... high- or low-priced... physical product or digital download... something for the mass market or just for a specialty niche...

... what you are about to learn gives you a **repeatable system** that will be in your "Success Toolkit" for the rest of your career.

You will finally know what the best marketers in the world know about writing the strongest and most results-getting sales messages possible.

**No one can ever take this skill away from you.**

You will never again be at the mercy of anyone else for the most important part of your business:

**The communication you have with your prospects, persuading them to buy.**

**Learning this system gives you total independence.**

And even if you DO hire someone else to write for you...

... you will know EXACTLY what you need written...

... and how it should BE written.

So you will, essentially, be a freelance writer's worst nightmare...

... because he will be *forced* to do his very best work for you, every time.

Because you know.

Because you, like the other successful marketers whose stories you see on this page...

... are finally clued-in to how great sales messages get created.

### **Q2: Can I learn this?**

Over 1,000 folks have been through the SWS Coaching Program. They came from every kind of situation you can imagine. Rookies, veteran business owners, it doesn't matter.

The system works.

This is not like high school or even college.

This is, instead, simple yet advanced education for *adults* — adults who finally want to learn how to produce sales and results like the best marketers out there.

We're going to gently force-feed into your brain...

... these simple step-by-step keys to finally understanding how and why selling works.

And we'll do this by actually getting you to DO it.

This is not about getting critiques or reviews of your current materials. You can do that yourself, once you know what's needed and what's missing.

No... this program is about the freedom to go where you want to go with your marketing. As effectively as the best marketers out there.

This program is about creating everything you need now, and everything you'll need as your business grows. Forever.

**Why would you give into to the nonsensical belief that you “can't do this”?**

Of course you *CAN* do this.

The proof is all over this site. Just glance at their stories.

Others did it, often with less brains and more obstacles than you face today.

You can learn this...

- **No matter what market you're in (or how new you are in this market).**
- **No matter what your dreams are.**
- **And no matter HOW you define “success”.**

You can fit this entire course into your current schedule, with just a few brief sessions each week.

You are not "too busy" to fit this in.

We tell folks that just eliminating one or two TV shows you've been watching...

... opens up more than enough time each week to get the whole system

completed.

You can resume your TV addiction AFTER learning this system, if you like.

Many students have completed it in a long weekend. They just sat down and went through all of it, and GOT it.

Others squeezed it in – easily — with just a few hours a night, a few nights a week, or even over their lunch hour.

The thing is... it's completely up to you.

You go at YOUR own pace. At whatever kind of schedule works for you...

... or even no schedule at all, if you want to just dive in when you have some time each week.

You don't have to be anywhere to listen to any scheduled webinars, ever. All the lessons, and all the interaction happen when you choose.

### **Q3: Can you teach me?**

If you are willing to learn... and willing to be coached... I know I can.

Take a look at the wall of testimonials on this page. You'll find success stories from some of the top marketers of the past 20 years, and people just like you.

I've broken everything down into simple, easy-to-master chunks for you.

Having this simple formula plugged into your brain makes every writing task faster, easier and TONS more profitable than just "winging it"...

... because you suddenly know exactly what to do at each step. Bang, bang, bang, and you've got the sales message you need.

### **How DO you define success?**

Some folks define success as earning more money.

Or maybe you want a thriving, long-term business model.

Or you may want more free time.

Or you may want to dominate your niche market, and crush your competition while becoming the top dog.

Well, this is how it all gets done. Quickly, and simply...

... once you finally understand how to create the critical sales messages needed to get the results you crave.

**Success in business is going to come down to your ability to produce sales.** Without that, you're toast.

So let's *fix* that, starting right now.

Now, if you're ready for the ride of your life to begin, it's your turn.

## **What Are Others Saying About John Carlton and The Simple Writing System?**

**WALL OF TESTIMONIALS**