
From:	Stan Dahl / Simple Writing System
Subject:	Your best ad starts here...

Hello, Stan Dahl here.

First off, thanks for jumping on board for **John Carlton's Pint-of-Beer Ad Challenge** — you're in for a fun ride.

You're about to discover a practical, step-by-step process to writing one of the most **effective, attention-grabbing ads you've ever created...**

... all in about the time it takes you to guzzle down a pint of beer.

(More of a coffee lover? This works with a large mug of Joe, too.)

In today's lesson...

We're going to tackle that blank-page monster head on, with Carlton's infamous bar-room conversation exercise.

If you've ever sat there, staring at your screen, feeling frozen, unsure how to begin... Well, we're about to put an end to that.

No more being paralyzed. No more uncertainty.

In just a few minutes from now...

You'll have a simple, no-fail way to start crafting your next ad...

and feel confident you're going in the right direction.

Here's what makes this challenge so special:

Thousands of John's students have already tried this out, and the results speak for themselves. From launching profitable campaigns to turning near-failures into success stories.

These techniques work... and they've changed lives.

Best part?

Once you finish today's lesson, you'll get to complete a quick mini-exercise. But it's not just any exercise — you'll be getting **direct feedback** from **John Carlton** himself.

That's right...

John's going to look over what you do and give you his insights...

So you're not just learning, but actually putting these ideas into action, making them work for you, and doing it the right way.

Ready to dive in?

[Go here to dive into lesson #1 now.](#)

This is just the first of 3 mini-lessons in this challenge I'll be sending you.

So imagine the rush of confidence you'll feel as you complete these exercises and level up your copy skills...

... knowing the copy you're writing is no longer just good enough... but **damn good!**

I'm talking about the kind of ad that makes casual readers sit up, take notice, and click the buy button, without a second thought.

That's what you can achieve with the Pint of Beer Ad Challenge, today.

[**Watch Lesson #1 Now**](#)

Cheers,

Stan Dahl

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

P.S. I'll be reaching out soon with more tips and insights to help you get the most out of this experience...

... and of course, with lessons two and three of the Pint-of-Beer Ad Challenge.

Because by the time you wrap up the third mini-lesson, I don't just want you to feel like you've learned something new...

I want you to know you've got an ad ready to go, an ad that makes money.

Until then, enjoy today's lesson.

Let's make it count.

