

DAN KENNEDY'S

LOOK OVER MY SHOULDER PROGRAM

This past year Dan Kennedy lab tested a NEW Program called, “ The LOOK OVER MY SHOULDER PROGRAM”. A small group of participants were involved with this project and many others found out about it by word of mouth and were clamoring to get in the test program.

It was so successful that I decided to open the program up and expand its content. As a member you get a big envelope each month with one, two usually several copywriting projects in progress, that I'm working on for clients. You actually see the first drafts as they go from me to the client. Sometimes the revisions, sometimes the finished pieces as they mail and sometimes every step of the entire project.

In some cases, you see some of the raw material obtained from the client used by me in crafting the sales letters, ads, etc. And in some cases you'll even get the items from my private 'swipe file' that I referenced. I provide some explanatory notes about each piece sent to you, in a cover memo with each month's collection.

Much of my work in the information marketing arena, has been for seminars and boot camps, info products, etc., although you will also see more diverse projects. In most cases you are looking over my shoulder at work being done for clients involving copywriting fees of \$20,000 to \$ 70,000.

For the very serious student of marketing or copywriting, or anyone engaged In Information Marketing, this is an enormous value. You will see how I find and create the “Hook”, the Offer, Headlines, product titles and guarantees, how I recycle what works from project to project. You'll also see the “Successes” and the “Failures”, and I'll include samples of each.

I have never seen any Direct-Response copywriter offer such behind the scenes access, and doubt any of my peers would.

Bluntly, this program carries a significant price tag, for this I make “NO” apology. My works are all copyrighted so don't join if you intend to steal.

Use my work as a jumping off point, a framework for your own copywriting.