

## Chapter 1 : Marketing Rebel

*John P.S. Now is a great time to grab "Kick-Ass Copywriting Secrets Of A Marketing Rebel", if you've never allowed yourself the pure, undiluted ecstasy of diving into that tome.*

Never Again Struggle to Write an Ad The list of well-known marketers who freely reference John as their primary mentor for writing sales messages is staggering. Get inside the heads of people who are desperately looking for your product or service. You will copy and use this formula over and over again. Rookie marketers sometimes spend hours staring at a blank screen, without a clue how to even begin their ad. I now have a road map to help me write copy that sells. You know that saying SWS forces me to sit down, focus on making the cogs, and helps me put together a selling machine. It was like no other copywriter had a page quite as sharp as mine. My request inbox was so loaded up I had to turn down several jobs a week. Upwork gave me top-rated status the following week based on how much work and 5-star ratings I was getting. I had to start sending people to my website to get in line for a chance to work with me. 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. Thanks a ton for everything. I wasted TONS of time and mental energy just trying to "figure it out". I committed to using the SWS approach My clients noticed the quality of my copy JUMP to new levels. The confidence the SWS approach gave me on that call allowed me to land the client. And, it was due to HOW I sold it with copy skills. Why am I so sure: Wanna know how expensive the screen was? So thanks guys David and John , I just made my investment in the Simple Writing System back 3 times on this order alone. I never even knew this world existed a year ago. Over the last 14 days, what you taught me generated an extra 20, in sales! My ads now cook and pull like crazy. SWS is like injecting persuasion into your brain and feeling it shoot from your fingertips. And I bought a few of them that are out there. The SWS is that good. You spend 8 weeks with him and he helps you develop your sales letter specific to YOUR situation. I entered the course as a rookie Now, I have the recipe to write my own. A checklist that will sit on my desk for a long time. I already went through all the material a couple of more times since the course finished. I loved this course so much that I am now pursuing this as something I want to do for money - a career change. From a web developer, I am training to become a professional direct response copywriter. Seriously, if anyone reading this is on the fence - just click that button and buy it. I started making money. The subtle tweaks and step-by-step system I learned from John shot conversion rates through the roof. It all began when Eben Pagan shoved a copy of your course into my hands and said "Study every word and then write me some copy! My career as a copywriter has flourished since then, because you helped me understand the psychology behind a great sales message. And there is no one on earth who knows this -- and can teach it so you "get it" quickly -- better than John Carlton. Thanks, John, for giving me a better life. The results were wild. All 3 resulted in a statistically significant increase in sales. Just the bullets near the top of the page. I love your outlook, and your advice cracks me up while bringing in the results. The testimonials and case studies on this page are, to the best of our ability to determine, all true and accurate. They were provided willingly, without any compensation offered in return. These testimonials and case studies do not represent typical or average results. Most customers do not contact us or offer to share their results, nor are they required or expected to. Therefore, we have no way to determine what typical or average results have been. Many people do not implement anything we teach them. The income statements and examples on this website are not intended to represent or guarantee that everyone will achieve the same results. There is no guarantee you will duplicate the results stated here. You recognize any business endeavor has inherent risk for loss of capital.

## Chapter 2 : Kick-Ass Copywriting Secrets of a Marketing Rebel by John Carlton

*John Carlton slyly refers to himself as "the most ripped-off writer on the Web", and no one on the inside of the online business world disagrees.*

And it feels so good to murder your competition and dominate your market. My name is Stan Dahl. I spent decades as a highly-paid corporate consultant with the likes of Wells Fargo, Exxon, Starbucks, and even NATO before helping John Carlton create Marketing Rebel – a one-of-a-kind operation specifically for helping entrepreneurs and small biz owners. We offer hands-on help, personalized consulting and coaching – as well as unlimited access to the kind of resources and learning opportunities that can change your life and your career quickly and dramatically. We know how to help almost anyone get their own business model cooking on high heat. And we are globally famous for breaking down the mysteries of selling and building up huge lists – and making it easy, simple, fast and even fun for anyone with an honest hunger to succeed – to get busy making it happen. Back in the day, I succeeded with the one-man-band, do-it-yourself model. I understand outsourcing, working with joint venture partners, and assembling affiliate armies. Here at Marketing Rebel, we were one of the first to use social media for marketing, and we continue to be early adopters of marketing breakthroughs like launches, membership sites, high-end coaching, pay-per-click advertising, and search-engine-optimization. Our reputations are respected globally. But first let me get one thing straight: So click away, and check out anything that catches your eye. If you do not yet clearly understand how to sell what you offer to someone – you will forever struggle, and likely remain a permanent member in the horde of floundering, worried, bankrupt, and lost wanna-be business owners clogging the bottom rungs of the food chain out there. The foundation of the Simple Writing System is the same point checklist John Carlton used his entire career to write fortune-making sales messages, over and over again. Click to find out more about The Simple Writing System. And he called it: This is the same step-by-step guidebook that is on the bookshelves of top marketers all over the world. You cannot get this course at any bookstore, or on Amazon, or anywhere else other than right here. And this course is exactly like finding a detailed map that leads you quickly past the Marketing Graveyard where most clueless businesses end up – straight to the Promised Land of Big Bucks and Massive Success. Find out more here. And will pay shocking amounts of moolah to any writer who has the chops to make ad copy work. The world craves information and products to consume – and copywriters are the ones who make capitalism spin in greased grooves. As a good freelance copywriter, you are the engine of wealth for any client you care to work with. And, when you get good and know how to find and manage clients – the revenue streams fattening your bank account can be simply staggering. But this puzzle is solved, step-by-step, in The Freelance Copywriter Course. The Marketing Rebel Stable of Writers and Marketing Consultants If you need a professional, proven freelance copywriter to help you with an ad, website, marketing campaign or project – then I have something here that should send shivers of joy through your profit-loving heart. Only the top-notch writers find their way into the Stable after a rigorous selection process.

**Chapter 3 : Kick-Ass Copywriting Secrets of a Marketing Rebel – Marketing Rebel**

*And for over a decade now, John has been the "go-to-teacher" for helping entrepreneurs learn how to craft ads that get results. His first book, "Kick-Ass Copywriting Secrets of a Marketing Rebel", is still cited as a primary resource by the best writers working today.*

Pin It The heart, brain, and soul of many ad is a headline, the opening paragraph, and the offer Writing is a solitary process. There are no committees. John says this is where some of his best material has come from, getting himself revved up, sitting down and cranking out ten or fifteen pages in one sitting writing like a demon and then only having to do the most minor or peripheral rewriting after that. This first passionate writing is the base of all of your best material Remember and use the gun to the head test, if you had a gun to your head and you had to make this letter sell would you use that headline. I have to have it. Storytelling is one of the most important and most understudied and underused aspects in fantastic copywriting Study novels and movies find out how the author or the screenwriter is carrying you away, is engrossing you in their world and when you can find these things and begin to use them in your sales writing. It might be businesses that have been around for more than four years with more than six employees that do between 10 and 20 million a year. It implies that that is the definitive. There are only those seven and nobody will believe it. We have to speak in a different language we have to speak in easy to understand easy to grasp terms The biggest problem in the market is credibility and believability. You would get a better response than your best writing at this point. The third-party validation and is so important. What would you keep saying to keep them interested? I will tell you something that will change your life by this time next week. Why am I doing that? The last thing they want is to be fooled again. The last thing they want is to hope again. There is a fine line between telling them why they should listen to you and being a braggart and potentially scaring them off Again, we can counter bragging with testimonials. Always bet on the smuggler. Most copy suffers from under translation. After that, in subsequent marketing, then you can tout the bonuses, the mountains of information. There is the hook that insults him or gets him angry, gets his bile up. The grabber is the headline and cash is the best grabber there is. Be sure that when you send out the dollar bill letter that you use the exact opening of the dollar bill letter. This is what works. Also be sure that if you are sending out a dollar bills. Make sure they are crisp new one dollar bills. Sometimes it can take a page or two pages to get into the letter. Are there cases where you cause teaser copy? Yes Gary Bencivenga is a master, but he does it with an 8 X 10 envelopes, packed copy and puts as much or more time into the envelope as the letter. It ties in well with your message. Make everything over the top when you start and then pull it back as needed. Thing is Carlton says that a lot of his closes are almost verbatim. Because it works The key to the closing part of the letter is to make it simple and easy and fast. Is there life going to be better? If it is, then why are you pussyfooting around? Why are you beating around the bush? Get out there and sell him. Make him do what he needs to do to have a better life. Write down what happens to you every day, and start asking the right questions. Get different perspectives, dig deeper to get a better understanding. Otherwise, you come off as wrong You want to keep testimonials fairly short one or two lines. Make it easy to read and very powerful. Also if you have multiple testimonials people will generally read the first two and then skim over the rest. It makes whatever price you have seem like a bargain. It lights a fire under his ass so he acts right now. Those messages are incongruent. But not one in a thousand people do it. After 21 days, then you can send them out another offer or the addition or the backend. It will be easy. Your unique selling proposition needs to position you against your competitors, not above them. So talk about what makes you unique what benefits you offer, the positive things that you can do. In a sales letter that happens if you use jarring language or if you get them out of flow or, if you use out of place slang or completely perfect grammar or speak in an unfamiliar lexicon. The worst thing that you can do is tell them they have to see it. To get them to see it, you have to lead them down a path and make them decide on their own that they want to see it. The same thing holds true for marketing, and letters and facet face sales. You want it, you take it, and you pay the price Profit can trip you up. Of course at the end of the day. Now, the story is how rough it was that it was an accomplishment that the camera crew survived. Then combine these

tightly crafted nuggets into your headline. Ask their story, ask them to get specific, and then take out the little gems and put them into your testimonial. But you may very well have to interview them for 20 minutes before they open up to you enough to give you anything worth using. Carlton always comes back to sitting at a bar hearing somebody say they have a problem, what do you say to them, how do you get their attention. Say to them in the letter. If three accountants get together, what are they talking about? So this is very much like the triggers list from McCarthy and Kennedy, but when you have these pet names, you can scan through hundreds of headlines and classify them into clicks on a dial, and then have concrete examples of these different clicks. So that you can go through and basically say the same thing in different ways over and over and over again. The two things of that Carlton recommends for starting a sales letter are number one. Come up with the hundreds of bullet points and then determine the USP and work from that. Or number two, just start writing. Write two or three pages then throw it away, and start again, get the stutter step, and then use to organize your ideas and start writing again. When you do that, you can get a lot more money for a lot less physical product; consider again, the home study course. This is especially important when dealing with online sales letters. Otherwise, you put up the deposit, the product goes to you, and then you get to decide whether or not you want it. If they call you five years later, and they want their money back. Carlton then goes on to talk about the ultimate economics game. You have two people. The proposer gets to split it up however he wants it. If he does than the split that the proposer came up with goes through. What they found was that it was that if a split of was proposed, the acceptor would turn it down, the acceptor wanted a fair shake, When they added a qualifying round at the start, a trivia game or something that justified the roles, so the winner became the proposer and the loser became the acceptor, no matter what the offer was, even 95 to 5, it was never turned down.

*The way John Carlton explains his concept is a simple yet powerful way of understanding direct response marketing and advertising. He'll explain to you human psychology and salesmanship (why people buy).*

Simple Writing System 2. You will know exactly how to write what needs to be written to make the sale, every time. A few months ago my team and I reviewed every aspect of my long-running and still extremely successful Simple Writing System. We dissected every minute of every lesson. Our goal was to make this already-successful program even better. And, after months of review, research and debate. The result is stunning. The Simple Writing System 2. For example, we kept every lesson, strategy, tactic and piece of advice that customers consistently tell us increases sales and conversions. Once you understand the fundamentals and advanced salesmanship techniques I teach, you will never be frustrated or intimidated by any new marketing channel or technology. You will know exactly how to write what needs to be written to make the sale. However, in critical areas, we improved and streamlined several key lessons. We did this by paying careful attention to what our students and teachers have told us about the SWS. We were damn good at teaching people how to write killer copy 8 years ago. Yes, the process has even helped me “ and multiple other top writers “ dial up our skills dramatically. So we reviewed every lesson, every topic, and every exercise. Where something could be improved or streamlined, we did that. And we added some new lessons and topics to fill in the occasional holes in the original SWS. The world has changed a bit in eight years. You do not have to be anywhere at a specific time and there are no deadlines. More on that below. Each video is HD quality. More on this below, too. Each lesson gives you a chance to put your new skills to work by providing a short, fun, laser-focused exercise. These exercises show you exactly how to bring what you learned in the video to life. Your notes are already done for you. Most of these ads are mine, including my most sought-after stuff.



Chapter 5 : Simple Writing System – John Carlton | | Free PDF Ebooks Downloads

*John Carlton - Great Copywriting Changes Everything; The Robert Collier Letter Book is by far the top book on writing sales letters. But it goes beyond that. As.*

Breakthrough, specific and proven advice that can turn ads that suck into ads that rock – starting TODAY! You can check everything out for FREE if you choose! You can attain it with The Powerful, Simple Secrets of Master Salesmanship And when you multiply that salesmanship by using it in your advertising, you can move the world. But salesmanship is not taught in school. What he reveals in this one-of-a-kind course are the advanced salesmanship techniques that have not changed since the beginning of time. Guys in togas were using these basic principles to earn fortunes selling chariots in ancient Rome. Great salesmen use the unchanging psychology of being human. The secrets to selling anything is to create trust, weave a believable story, justify the expense, and help fulfill a burning need in your customer. That burning need is what cuts through the natural resistance we all have to spending money – especially spending money on something we cannot hold in our hands which is always the case when you sell by ad or letter. That burning need overcomes all objections, all doubt, all second-thoughts. Stoking that burning need is what separates the great salesmen who become wealthy from the mediocre who forever struggle. Most people in business, when pressed, can get a potential customer to agree that, yes, what you have there is certainly interesting. You can show anyone to hit a golf ball – you just take a club and whack the little dimpled thing. But to play golf well – to make the ball go where you want it to go – you need the inside secrets you will not discover casually on your own. The advanced, mega-powerful secrets do not appear to you magically, just because you are now in the position of having to sell something. You need a guide. It takes you by the hand and leads you through the hell of bad marketing and incompetent salesmanship – past the smoking wreckage of failed businesses and ruined dreams – and directly to the sort of ethical wealth and heavenly happiness that will bring you to tears. Let me tell you about all about it. Learning even one or two of these secrets would have short-cut his own success by – oh – five – maybe ten years. Included in this best-selling manual are secrets most businesses never discover – such as: The 10 instantly-effective secrets of a copywriter who was forced to create successful ads – or starve! How to quickly to into the hidden salesmanship skills you already have and turn them into white-hot sales copy How to sell to more customers in a day than you could personally meet in a year! How to find the head-turning hook that reels customers into your ad like crazy! The one envelope that no one in the history of civilization has ever NOT opened! How to write a killer headline that stops your intended audience cold! A unique secret to turning your overlooked personality and the way people actually talk to each other into huge piles of cash! Very simple tactic to double your profits overnight! How to sell yourself! Yes, these over-the-top salesmanship secrets will change every aspect of your life, no matter what you need – be it love, money, respect or a fresh start. And – The mysterious force behind every dollar bill in the universe that can hook you into an almost magical stream of cash-flow! Even conservative, prominent and well-known business owners use this spooky tactic. There are 18 sections in this course – each designed to short-cut your education. And give you the exact super-detailed road map you need to start writing your own earth-shaking copy and create your own ridiculously-successful marketing campaigns. There is also a special update included – it was necessary because of all the hot new stuff happening on the Web. None of that matters. The ONLY thing that matters – is your desire to get started. To start writing ads that bring in sales and cash and new customers in a flood, fast and furious. You might be able to figure it all out on your own. Maybe more than his fair share. Would you rather learn from those, or repeat them all yourself? There is absolutely no sane reason why you should want to waste years of your own life attempting to cover this same ground. This is the course John would have killed to own when he started out. My personal assistant will oversee the entire shipping process, and you can contact her directly with questions or concerns. If, within the day guarantee period, you are not convinced this system is going to make you a lot of money – simply return the package in any condition – and you will receive a prompt refund. Any condition means just that. Order "Kick-Ass Copywriting Secrets of a Marketing Rebel" Click that button and take your first step to creating

sensational ads that will supercharge your business, your wealth, and your life.

### Chapter 6 : John Carlton's Simple Writing System

*I tried searching every permutation of "Kick-Ass Copywriting Secrets Of A Marketing Rebel," but couldn't find anything, even under John Carlton's publisher page. I asked some of my marketing friends about the book.*

### Chapter 7 : John Carlton's Copywriting Sweatshop - My Review + Notes - [www.nxgvision.com](http://www.nxgvision.com)

*Broken links removed - do not reap - John Carlton - Kickass Copywriting Secrets of a Marketing Rebel is on the BHW do not share list. As they are above 32 MB, virustotal wasnt possible, so please scan locally.*

### Chapter 8 : The Copywriter's Crucible John Carlton's Copywriting Course Review - Copywriter's Crucible

*It's like John Carlton's positioning as the secret weapon that big corporations snuck in the back door to do copywriting assignments that their staff couldn't handle When mailing followup offers or communications, aside from your stick letter, Carlton says wait three weeks.*

### Chapter 9 : John Carlton - Great Copywriting Changes Everything Audiobook | John Carlton | [www.nxgvision.com](http://www.nxgvision.com)

*That's why John Carlton created "Kick-Ass Copywriting Secrets of a Marketing Rebel". What he reveals in this one-of-a-kind course are the advanced salesmanship techniques that have not changed since the beginning of time.*