

Here's your comprehensive resource for nearly all the digital marketing pieces your business will need today, tomorrow and to grow into the future even if you can't stand writing or don't think you're creative...

Now You Can Quickly and Easily Create The Powerful Sales Letters, Emails, Ads, Landing Pages and Website Copy You Need to Compete Online Today to Attract More New Customers, Get Existing Clients Back Repeatedly and Immediately Increase Your Profits

Introducing The Ultimate 'On-Demand' Copywriting Reference Library and "Swipe File" Complete with Fill-in-the-Blank Formulas, Templates and Copy-and-Paste Examples for Almost Any Product or Service

BETA TEST TRIAL: First 50 Get Access to the New 3-For-1 Scholarship & Intern Matching Program to Grow Your Business [?]

START POP-UP SECTION

***EXCLUSIVE* 3-for-1 Scholarship & "Intern" Match Program:** With your training investment not only will you have immediate and unlimited access for yourself, your team and your business – but you'll also sponsor 3 educational scholarships at no additional charge. These scholarships will be provided to three groups:

- 1 Young entrepreneurs (ages 13-23)
- 2 People with disabilities
- 3 Returning military veterans

Each of the 3 pre-screened scholarship winners will have access to the same exceptional training material to learn from and develop their 21st-century skill sets. Then the best part is after completing the material they'll get to work as "virtual interns" applying some of these powerful copywriting techniques directly to your business. Enlisting the 'interns' helps ensure positive results directly to your bottom line and they receive real-world experience expanding their future opportunities. Truly a win-win-win.

END POP-UP SECTION

Dear Friend,

There's an old saying, usually attributed to Confucius, that goes something like this, "Give a man a fish, and you'll feed him for a day. Teach a man to fish, and you've fed him for a lifetime."

But maybe it doesn't need to be one or the other...

How powerful would it be if you were able to enjoy both at the same time? That is, the luxury of being able to eat the “catch of the day” on your plate now while also knowing how to feed yourself (and your bottom line) for the rest of your life?

That’s exactly what the new Maverick Ultimate Copywriting Program I’m about to unveil to you does.....

In fact, it lets you write your own ticket simply using the right words to sell.

Before we go on, just take a moment to feel the rush of seeing immediate increased sales for your business *while* also developing a world-class education for you and your team in the art and science of copywriting.

That ability to craft winning sales letters, ads, landing pages, website copy and emails designed to help you **land more customers, keep them coming back over and over again, and significantly increase your profits.**

Wouldn’t you, your team and your business benefit tremendously?

It’s no secret - the world is moving faster than ever before. And this proven resource will **fully equip your business to compete in today’s online marketplace by attracting more new customers, engaging them and turning them into passionate advocates.**

But before I get ahead of myself, let’s take a step back and put this all in perspective...

Here’s the thing.....your sales messaging using powerful copywriting, can literally make or break your business. It really not an overstatement to say it’s like the oxygen you need to survive. Because without ways to make consistent sales your company will suffocate from lack of cashflow.

But powerful results take much more than most people think. It’s not enough to think you “know” what you should use in your marketing.

Even the big-name advertising agencies typically get it wrong. They would tell you need to build your ‘brand’ or have your prospects see your message 7x in order for it to register. That’s all well and good but unless you got the endless pockets of Coca-Cola or feel like flushing your money down a black hole - you need to be making sales immediately. You have to be able to see results starting today and then as a by-product be building your brand.

Done right, copywriting is your secret weapon to building a comprehensive plan-of-attack that not only **attracts customers and makes sales, but also bulletproofs your brand from competition** by making your customers fiercely loyal. They trust you, respect you and want to reward you for the value you’re providing. I’m sharing with you a **straightforward, proven system** that produces exceptional results for your business. *Over and over again...*

**Your Exclusive Invitation to Join the
New Era of Entrepreneurs, Innovators and Business Mavericks**

My name is Yanik Silver and I've built 8 different products and services that eclipsed the seven-figure mark all on the back of powerful copy. It's because of my success that I've developed a reputation in the online marketing community for my ability to craft effective web copy that produces exceptional returns.

Here's what marketing and sales master Dan Kennedy had to say about me when I trained his group at his last-ever copywriting workshop:

"...He is the most amazing young guy...His websites are highly effective and profitable thanks to sound direct-response strategy and compelling copy 'tweaked' for Internet use."

Fact is, over the last few years I've begun sharing my real-world knowledge, techniques and tools with other entrepreneurs seeking to ramp up their businesses. I've taught thousands of students through private seminars, workshops and one-on-one coaching sessions and watched them apply my copywriting techniques to quickly grow their businesses into successful operations with loyal customers.

The thing is, I'm pretty lucky that I learned early on how powerful this expertise could be. Going back nearly 100 years there probably isn't one resource or book I haven't devoured on the subject because copywriting is such a critical skill. **Mastery of copywriting is the ultimate form of financial security and profit potential.** It doesn't matter what kind of business you have or what kind of product or service you sell – copywriting is one of the most leveragable skill that WILL be of the greatest value to you.

Here's just a tiny sample of what I've been able to accomplish with nothing more than just a keyboard:

- \$43,668.73 in 24 hours from a tiny list of 4200 people and that figure ballooned to over six-figures in less than 4 days.
- **Sold out two ultra high-priced \$14,497.00 programs and created a waiting list just using email.**
- 2 emails brought in over \$52,275.00 in less than 14 days from a tiny group of 1267 recipients.
- **Web page pulls in a resounding 12.8% conversion rate.**
- A completely different website rings up \$70.39 every time a person hits it!
- **A mailing pulled in nearly 10-to-1 return to a tiny group of 1000 people. Cost a hair over \$2700 to bring in a hefty \$25,935.00.** (And that's just the first mailing – this piece will be part of a sequence and should easily hit \$100k in just weeks.)
- A letter mailed to only 138 people brought in over \$18,118.00 in less than 8 days.
- **An ad written in 1998 still going strong today selling a complicated piece of medical equipment (previously only sold face-to-face) right from the ad. Responsible for hundreds of thousands of dollars in sales. This opened up a whole new way of doing business nationally for a company that was only local before.**
- 8 different products and services eclipsed the \$1,000,000.00 in sales.

Because of uncommon results like this, I've had a constant parade of people bugging me, asking me and practically begging me to reveal my "advanced" copywriting secrets. Frankly, I resisted because of the work involved. But I finally decided to give-in and lay it all on the table once and for all...

I recently held my one-time-only "**Ultimate Internet Copywriting Workshop**". The price to get in was a sliver under \$4000.00 per person and the room was packed. Truth is, I'd never worked so hard in my life

preparing and putting together material for this event. (Just the manuals from the event weighed in at 39 lbs and were 1527 pages thick!)

Listen, I've never presented an entire seminar and workshop devoted only to copywriting (and probably won't again). **The lucky few who attended walked away as real-life, real-world master copywriters with the ability to take an idea and the printed or digital word to create MONEY at will.** During these 2 ½ days, we covered absolutely every element that goes into creating a winning website sales letter, email, plus my offline ads and sales letter tricks. Loads of examples, a bulging swipe file, copy arsenal and every trick in the book I use to consistently knock out one winning promotion after another.

It's from this very exact workshop that I've carefully pulled together The Ultimate Copywriting Program - and made it available online for a fraction of the original cost.

The Only Copywriting Program You'll Ever Need

You're getting the ultimate 'On-Demand' copywriting reference library and "Swipe File" that delivers the core foundational concepts for mastering this unique skill in addition to a handy toolkit of proven fill-in-the-blank formulas, copy-and-paste examples and pre-written templates for almost any product or service. That means you can quickly apply the material and see results *while* receiving a world-class copywriting education at your own pace. **(Like I said, you get to eat the fish now and learn how to fish as you go!)**

Throw in a golden track record built over **years of constant refinement in the real-world** responsible for producing millions of dollars in sales - and you have the one of the best **chances for real business growth.**

Proven Formulas + Actionable Tactics = Immediate Results

The Ultimate Copywriting Program was assembled using proven, timeless strategies, techniques and tools that have been refined, updated and enhanced over the last **100 years.** (Yep, back in the day when people couldn't just 'click here' to buy and you had to persuade them to get out of their chairs and schlep somewhere to send you money.)

I think you'll agree this is one of the toughest ways to make a sale and taking the best of what worked in this way but now having it totally updated for the 21st century digital era. A way to create nearly all the pieces you'll take to take your business to the next level.

Let's talk some specifics here and really pinpoint exactly how....

The Ultimate Copywriting Program Helps You Quickly Generate High-Converting Emails, Website Copy, Sales Letters, Ads and Landing Pages

- **Write emails that effectively pre-sell your list on upcoming promotions.** It's an universal truth that "the money is in the list". But how can you be sure you're really maximizing the benefits of your list? This program includes swipe files that unlock the secrets of strategically constructing and arranging email sequences to build tremendous buzz about your next upcoming product or

promotion - these practically guarantee high-converting offers and transforms your list into a well-oiled machine churning out one successful promotion after another!

- **Create website copy that establishes immediate trust, credibility and authority.** Prospects don't buy unless they trust you have the solution to their problems. This program reveals specific tips and techniques for developing clear and concise website copy that speaks directly to the needs *and* wants of your customers. Nail this and transform your website into the ultimate lead-generation tool!
- **Craft sales letters, landing pages, and ads containing powerful psychological triggers that position your product as the conclusive solution to their problem.** This program reveals all the "behind-the-scenes" secrets, tricks and techniques for convincing your prospects that your product or service is the unquestioned solution to their problem. Use the included proven formulas, pre-written templates and real-world examples to quickly cook up an irresistible sales letter that will perpetually generate sales for you in your sleep!

That's just the tip of the iceberg when it comes to the benefits you'll enjoy from The Ultimate Copywriting Program. Let's dive even deeper into why this is the only copywriting program you will ever need.

Expertly Designed So You Can Learn On-The-Fly and Enjoy Immediate Business Results At The Same Time

- **Scientifically Proven Templates, Formulas and Swipes.**

There's no substitute for real-world results. You'll have access to the pick-of-the-litter when it comes to winning sales letters, emails and website copy that have generated millions of dollars - over and over again. There's no reason why it won't produce similar results for your business. If anything, you should see results sooner because you'll skip the whole "testing" phase by "swiping" proven winners.

- **Complete Training Program For Yourself and Your Team.**

If you're too busy to dedicate the time to going through all the training modules, just hand over the materials to your team and transform them into world-class copywriters. It won't be an overnight process, but rest assured that you and your team will have access to the entire curriculum anytime, anywhere. Just think about all the money you'll save from this alone - never pay another expensive copywriter again! (Plus, with the exclusive 3-for-1 scholarship opportunity you'll be able to put 3 trained virtual 'interns' to work for you.)

- **Comprehensive On-Demand Resource Library at Your Fingertips. Forever.**

You and your team can quickly get the answers you need, whenever you need them. Need to create an email autoresponder series that will effectively pre-sell your list? Quickly click over to the emails section and select an example you'd like to mimic. Struggling with crafting a sales letter that will maximize conversions? Jump to the sales letter formulas and follow the easy, step-by-step templates. Never before has such an expansive guide to copywriting been assembled - *until now*.

Whether you want to master the art of copywriting or simply just ignite your business quickly, the Ultimate Copywriting Program gives you the ultimate reference guide at your fingertips of million-dollar strategies, foolproof techniques and actionable tactics - all guaranteed to accelerate your business growth and enable your success in the 21st-century marketplace.

All the Secret Techniques, Tips and Tricks You'll Ever Need to Convert Prospects into Buyers...Over and Over Again

The Power of Preparation

- Discover how to use **proven “cash-cow”** phrases and power words from your competitors
- Learn how to steal “copy nuggets” so you can “talk” like the marketplace
- Identify where on the “P-A” continuum scale your product is to determine your copy strategy
- The quick and easy way to understand **exactly** how your competitors offers are performing
- How to **accurately pinpoint** the best days to email your list (ignore this and risk a 20%-30% drop in conversions!)

Brainstorming & Developing The Big Idea

- Where to find the “Big Idea” behind your product guaranteed to **capture and keep** the attention of your prospects
- Learn the real “thinking” behind an irresistible offer so you can develop **winning hooks and stories**
- The best way to recycle and “steal” timeless principles from classic ads that *still work* today
- Uncover hidden ways to **“suck” people** in and create a *natural rhythm and flow* so your prospects devour your copy from start-to-finish

Killer Headlines and Openings

- Unearth the **most important benefit** headlines can promise
- Four *crucial* questions your headline needs to answer from your prospect’s point of view
- Which headline change increases response by as much as **26%**
- Obtain two “trigger” words that increase response by over **200% anytime** they are included in a website headline (Hint: It’s not... “How to”)

Benefit Bullets

- Where to find the **best power bullets** on the planet (use this resource as your cheat sheet)
- How to distinguish between features and benefits (and how to tie them together for a **double-shot** of sales power)
- How to write world-class “double-barreled” bullet points
- How to structure a compelling benefit (you must make sure each of these **three criteria** exists)

Closing the Sale

- **7 foolproof ways** to create urgency and compel people to act now

- How to intimidate your prospect into buying (and when you *should* and *shouldn't* use it)
- **2 key overlooked elements** to include in any high priced offer which contributes significantly to the perception of your value
- Unlock 13 of the most **powerful psychological "buttons"** for making people *order now* and not "think it over"

Proofreading & Editing

- 9 stages of **copy editing and polishing** with multiple examples showing progress through every stage
- How to create **smooth transitions** so your readers will breeze through the entire copy without hitting any bumps
- How many characters to type per line to make your emails more **reader-friendly**
- The 8 different ways you should be using graphical elements on your sales page

Dig a bit deeper into the treasure chest and you'll find all sorts of goodies like formulas, tools, checklists, swipe files, examples, notes and more **you can use immediately and forever:**

- 17 copywriting '**go-to' formulas** - these are the time-tested and '**no-fail' formulas** for any sales piece
- 47 examples of hot offers so **irresistible** your customers can't wait to get their hands on
- 6 "big ideas" for headline plus my secret list of 512 **winning headline** templates (including 27 proven headline words)
- 9 incredibly quick and easy ways to strengthen the power of your headline
- 17 guaranteed openings to begin any sales copy and **get high readership** immediately
- 12 ways to build proof and convince the skeptics
- 147 bullet templates
- 7 guarantee formulas designed to **pile up the orders** and **reduce refunds**
- 4 most immediately useable opt-in strategies to start building a **huge, responsive** mailing list
- 8 of the **most profitable uses** of different pop-ups (and how to stop them from getting blocked)
- 6 perfect formulas to use follow-up emails that rings up **sale after sale without annoying people**
- 10 "endorsement" formulas for emails. The power of endorsements can be incredible when done correctly...
- 38 **no-brainer fill-in-the-blank headline formulas** you can use instantly

By now, you probably have some unanswered questions. The most common one I get is "BUT Yanik, what if I absolutely can't stand writing - will this work for me?"

The answer is "Sorta"

It's not going to work for you if you simply buy it and do nothing with it. Or don't think the material inside will work for your customers (I promise it will). But there's a huge shortcut I want to let you in on that comes with this program for the non-writers.....

You Don't Have to Be the "Creative" Type (Or Even a Good Writer!)

By far and away the single biggest misconception about the art of copywriting is you need to be the “writer” or “creative” type.

Not with this program. Not only do you not have to be a natural born writer, but you don’t even have to be a decent writer to see results. Simply use our massive library of plug-and-play templates, pre-written formulas and copy-and-paste swipes to bypass the “learning curve”.

Of course, the more you practice the better you’ll get - *but it’s not required for seeing some real immediate results.*

The bottom line is you’ll receive step-by-step templates you can apply and see results from *right away* - regardless of the products/services you sell.

[Side note: Now this is the part where I’d usually provide you a ton of testimonials and proof of how this material has changed the trajectory of other businesses and the results they’ve received. Unfortunately you’re not allowed to provide that unless it’s “typical” of what all buyer results are. And since I don’t hear back from everyone or even know how many people might just place this material on the digital “shelf” - I don’t want to mislead you in some way. Frankly, as I mentioned this is not a magic bullet and you will have to use this to make it work.]

Even though we cannot provide you with testimonials about results - I do want to share with you a few comments from others about the material (I’ve had to edit them not to mention the powerful results they’ve achieved):

What Other Entrepreneurs Say About the Ultimate Copywriting Program

“This Brings it Into a System...”

“... He puts so much value into everything...life changing...Learning the sales letters, how to write copy and now seeing the big picture – it’s all a full system with him. All the little pieces I’ve picked up reading books and everything this brings it into a system...”

- Chris Zavadowski, Centreville, VA

“You Don’t Miss a Single Tip, Trick...”

"Yanik, your Ultimate Copywriting Program blows away anything out there! It truly is the first workshop that not only takes a systematic and logical approach to understanding copywriting, but it also gives you all the answers in one place! It over delivers in quality and quantity of content and the best part is, it also makes copywriting fun to do!

"The recordings are outstanding and make your course head and shoulders above all else because, along with the ton of printed material that comes with the course, you feel like you're right there in the class with everyone else. It was simple to follow along and take notes. Plus, there's a real advantage of "not" being there in person; you can pause the "class", jot down a ton of ideas, and then start up right where you left off - You don't miss a single tip, trick, word, comment or important piece of information. Awesome!"

-- Ed McDonough, Walpole, MA

“Floored Since I’ve Been Here...”

“...I was the first to sign up and to fly from Australia...I’ve been floored since I’ve been here...If you get the chance to get a hold of this – you’ll drive your website through the roof. The proof is in the pudding...”

- **Clifford Mee, Queensland, Australia**

“Shocked at How Poorly My Letters and Ads Were...”

“I have spent over 20 years in sales and marketing, I was really shocked at how poorly my letters and ads were compared to the ideas you teach. Now I know why I would only get the minimum response rates...” - **Brian Rodruck, Redmond, WA**

“Taking Note After Note...”

“I’ve been taking note after note and making a long list of things I can do to make me a lot more money... He’s got a very step-by-step system for writing a sales letter...”

- **Bill Harrison, President, Bradley Communications
RTIR.com**

“Life Changing For Me...”

I picked up 6 major points already. The sales letter was completely finished but now I need to rewrite it because of what I learned at this seminar...I know if it’s going to be a success it will be because of Yanik’s input...from emails to sales letters, you name it. It’s been life changing for me...”

- **Peter Woodhead, York, UK**

“Learned More Than Anytime...”

“I’ve learned more in this copywriting seminar than anytime prior in my life. He put all the pieces together and made the puzzle even bigger than I thought it was. You’ll get a tremendous value even if you only listen to this course - you’re going to get way more than your money’s worth!”

- **Doug Wright, Rockville, MD**

“Literally 20 Minutes Into the Seminar - it Clicked!”

“...I have a product developed and I’m still working on the sales letter. I couldn’t get it and I couldn’t write it... **I came here and literally 20 minutes into the seminar – it clicked!** It all made sense and I started writing as fast as I could. Now I have 3 hand-written pages of a sales letter that I couldn’t get out for months”

- **Lara Townsend, Blacksburg, VA**

“Breaks it All Down to Formulas”

“...I was very skeptical coming in wondering if it was some kind of hype but...these are factual and proven techniques used. Yanik breaks it all down to formulas...I have all these materials now so at any point if I get stuck, I pull out the reference material or one of the workbooks and I have no reason to be stuck”

- **Jennifer Michaels, Arlington Heights, IL**

“Candidly and Simply Explain the Process of Writing Web Copy that Sells...”

"Yanik, your Internet Copywriting Seminar was jam-packed with little-known secrets worth hundreds of thousands of dollars to me. I was especially amazed when you shared the biggest underground strategies to creating a massive windfall of profits from tiny opt-in lists of ultra-motivated markets. As a direct response copywriter myself I really appreciate how candidly and simply you explain the process of writing web copy that sells. Thank you for being willing to give away your best stuff.

- John L. Anghelache, Professional Direct Response Copywriter

“You Won’t Need Another...”

"I've been a marketing junky for more than 15 years...I've invested enormous sums of time, money, and effort in accumulating and digesting marketing materials...I have taken almost ALL the copywriting courses available from the best copywriters in the business.

"The Ultimate Copywriting Program is the best. It is comprehensive, easy to follow, contains great templates, has tons of examples, and occupies an honored place on my shelf next to me and AHEAD of Caples, Kennedy, Ogilvy, Carleton, Halbert, Sugarman, Garfinkel, Galletti, Wheeler, Haldeman, Voiles, Bencivenga, Bly, Serling, Collier, Lewis, AWAI, etc. If you have any interest whatsoever in copywriting, you should get this course first. You won't need another." --

**Nathan Wei, MD, FACP, FACR
Frederick, Maryland**

“Absolutely Amazed...”

"...At first I was very skeptical that he could help us but I took a chance and was absolutely amazed at the results...People from all over the country, and even from Australia, are coming to attend. And, we have only ever written one sales letter to date for this one event!"

– Jon and Carol Tuttle, Sandy, UT

And it gets even better...the Ultimate Copywriting Program comes with the following bonuses:

**Fill-in-the-Blank Templates, Formulas and
Bonus Material Gets You Even Faster Results**

Bonus #1 - High-Quality MP3s of Dan Kennedy’s Last-Ever Copywriting Seminar

Dan Kennedy is a legend in the world of direct-response marketing and sales strategy (all it takes is one Google search and you’ll understand why). Recently I had the opportunity to present a web copywriting session in his sold-out and last-ever “Copywriting Mastery and Sales Thinking Boot Camp”. Attendees paid up to \$4,690.00 to attend.

You’re going to get complete access to rare, exclusive audios and presentation slides filled with actionable tactics and proven techniques that Dan Kennedy himself claimed to be worth the entire boot camp price he charged!

Bonus #2 - Done-For-You Copywriting Tool Kit

Shift your business quickly into the fast lane towards phenomenal profits with this supercharged tool kit. In fact, Clifford Mee from Queensland, Australia said this, ***“The first thing I did when I got here was look at the Tool Kit and I can assure you there’s more in this little book than the whole cost of my entire trip – which would be about \$6,000.00.”***

This 72-page **“Copywriting Program Tool Kit”** that contains absolutely everything you need to “mix-and-match” winning copy. I continually pull it out and use it almost every single time I write copy because you’ll have...

- 512 proven offline and online headlines to model and ‘heist’ for your any product or service...
- 133 opening examples to hook your readers
- 58 fill-in-the-blank bullet formulas
- 333 greatest selling words and phrases
- 226 copy transitions to keep your letter flowing
- 22 different guarantee examples
- 31 closes that make prospects ready and willing to buy
- 32 compelling P.S.'s to turn “maybe” into “yes”
- 68 point power copy checklist

Bonus #3 - My Personal Vault of Successful Copy Examples

You’ll get a huge collection of all my best sales letters (many of which brought in hundreds of thousands of dollars in cash orders!). It’s no big secret, a lot of other marketers secretly collect and “swipe” my ads and letters to use themselves. These pieces are studied and examined from every angle and vantage to try and find out what makes them sell so well.

The collection includes ALL my most powerful pieces – including many out of the “mainstream” that almost no other marketers have seen.

Not only can you pick and choose which ones you can swipe to apply to your own business, but I’ve actually analyzed all of them for you **point-by-point and paragraph-by-paragraph from the headline to the close**. You’ll learn **exactly what I was thinking as I wrote the copy** so you can use the same logic and ideas to grow your own business!

Bonus #4 - Fill-in-the-Blank Instant Sales Letter® Templates

Just to make it even easier for you to knock out as many money-making sales letters, websites and emails as quickly as possible, you’ll get Instant Sales Letters®.

Here is what you’re going to get:

- **19 complete website sales letter templates with fully customizable home pages, graphics, alternative headlines, opt-in offers, guarantee pages and full website navigation plan!**
- **Fill-in-the-blank email templates**
- **65+ revised copy pieces designed for just about any purpose across multiple business types - ready for you to copy-and-paste as both website copy or emails**

And you're going to get these fill-in-the-blank templates created by **proven** copywriters so you can get instant results and learn as you go.

The value here is seriously over-the-top. Just check out the listing here of some of the **different website template categories at your fingertips** (remember, these contain all the copy and graphics you'll need!)

- 1 Health Products
- 2 Fitness Products
- 3 Business Opportunities
- 4 Self-Help Products
- 5 Information Products
- 6 Coaching Services
- 7 Marketing Services
- 8 Seminars
- 9 Membership Sites
- 10 Local Retail Store
- 11 Local Online Store
- 12 Restaurants
- 13and *more!!*

All of these templates are expertly handcrafted by a **proven direct response copywriter** so you're only getting proven examples that have **already made others money**.

The only thing you have to do is simply fill in the blanks with your business information.

And to make this even better, we're going to give you **65+ pre-written copy pieces you can easily customize to use to generate more sales** across the following types of businesses:

- 1 Business-to-Business
 - a Create Qualified Leads Letter
 - b Newsletter Renewal Letter
 - c Reactivate Old Customers Letter
 - d Testimonial Request Letter
- 2 Information Product
 - a Discount Sale Letter
 - b Sales Letters (Three Different Types!)
- 3 Professional
 - a Introduction to a New Service Letter
 - b Sales Appointment Letter
 - c Welcome Letter
- 4 Retail
 - a Birthday/Anniversary Offer Letter
 - b Create Repeat Business Letter
 - c New Product Introduction Letter
 - d Special Event Invitation Letter
- 5 Service
 - a Free Gift Offer for Meeting Letter

- b Introduction of New Service Letter
- c Stimulate Referrals Letter

.....and much more!

Between the website templates and copy pieces, your business will be fully equipped to not only enjoy an authoritative, trustworthy digital presence, but also to generate additional revenue through proven communication tools that have helped business owners leapfrog their competition (think about it - the Reactivate Old Customers Letter alone can easily boost your sales 5x over within just a few months!)

It really doesn't get any easier than this when it comes to claiming your spot in the today's digital marketplace - this is going to be permanent fixture at the top of your marketing arsenal for years to come! But there's one more bonus to set you up for the future...

Bonus #5 - Multi-Media Video Sales Letters (Done Easy) Module

Multi-media Video Sales Letters have proven to be devastatingly effective as the next generation of sales messaging that will grow your business by leaps and bounds through engaging your prospects and audience in a visual, interactive manner,

Just like YouTube is one of the most dominant forces in online media, more and more business owners and entrepreneurs are finding extraordinary success using videos to sell their products and services. Think about it, the public has been trained to watch video - but the fundamentals of using "words that sell" apply here too.

This module will teach you exactly how to easily and quickly create a simple, quick 3-5 minute video with just a little simple editing.

The awesome part is that it's really a lot simpler than it seems. Forget the Hollywood video effects and fancy transitions - you'll get what really works. (The cool part - most of you won't have to spend a SINGLE cent on additional tools or software to starting making videos!)

Don't miss out on the future of sales messaging! For maximum results, combine video sales letters and written website copy, emails and ads to really catapult your business growth to the next level!

The Ultimate Double Your "Peace-of-Mind" Guarantee: 90-Days Unconditional OR an Extra \$50,000 in 12 Months

The Three-Month Test Drive - The first part of the guarantee is as simple and straightforward of a guarantee you'll ever see. Test the ultimate Copywriting Program for business totally risk-free for **3 months**. Get the program, tear into it, watch the videos, listen to the audios, go through all the written material, and try out the ideas on your business. If you're not absolutely thrilled for any reason (or no reason), I'll cheerfully refund your purchase - **no questions asked. (And no note from Mom required.)**

The \$50,000 Promise - Here's the second part of. If you stick with me and use The Ultimate Copywriting Program, you'll realize immediate, significant results that will only get better as the days, weeks and months go by. In fact, I'm so confident in the effectiveness of this program that I'm making the following

promise - if you make a diligent effort to try just a handful of the copywriting strategies and techniques for at least 3 months and **don't make at least an additional \$50,000 in sales within the next 12 months**, I'll gladly buy the entire Program back from you for every penny you paid! All you have to do is look in me in the "eye" on paper and show me what you tried. Even better I'll give you a \$100.00 bucks as a "penalty" for wasting your time.

So What's All This "Cost"?

As you may remember past attendees came to the live workshop they paid \$3,975.00 (not even counting airfare, lodging, food, etc.)

"Yanik- my girlfriend was PISSED when I signed up for your \$4k seminar... her birthday was the same day your copywriting workshop started and we had plans to go to Key West. But being a good sport she agreed to come along. Funny thing is; now that's it's over I'm not sure who's happier we attended - me or her! At the end of the first day of your workshop we used the Hyatt's internet connection and made changes to one of our websites (based solely on what we learned earlier in the day). We can't wait to apply much more of what we learned to all of our sites."

- Russ Benefield, Hillsboro Beach, FL

"Although I've attended many expensive seminars and workshops in the recent years, yours was the most profitable!...**I've been involved in copywriting for the last 15 years and I'm a direct mailer, I've learned more at this seminar than I have at any other.."**

- Ted Thomas, Merritt Island, FL

"I'm just an average person that works for the U. S. Postal Service. I started reading copywriting books some time back trying to do it on my own. I was not successful. When I heard Yanik was doing a copywriting class I knew I had to go. I begged Yanik, to let me attend the class. **It was a big sacrifice for me but it was worth every penny plus more.** He showed us one of his techniques he used when writing his copy. I could not believe how easy it was. How the flow of information was just coming out. It was just like a braindump. Now, I have all the components for my sales letter all I have to do is fill in the section...Now, all I need to do is put that technique to work I am having fun and stress free when I write sales letters. No more sweating, crying and fussing..."

- Barbara Johnson, Pinole, CA

And then when we released the 'at-home' recorded version it was previously \$1,500.00 - but still a **bargain** for the value offered. **Now you're getting all of it for just a mere fraction of what they paid - just \$795.**

The Ultimate Copywriting Program Pays For Itself Immediately (and Repeatedly)

Let's take a look at the real numbers here. The price of the program itself is \$795. At a glance, it may seem like a hefty investment given the shoddy economy these days. BUT....if you think about the dollar

amount this product will directly add to your bottom line in just a matter of weeks and months, you'll quickly see how this is one of the best investments you can make to secure the future of your business.

Unsure? Read on and we'll prove it to you....

Take a second to consider the value of your typical customer. Keep that number in your head.

Here are just a few "off-the-cuff" examples of what you can accomplish using this program and not only recoup your investment back quick, fast and in a hurry, but continue to do so many times over:

- **"Welcome Back" Campaign** - if you've lost touch with your ex-customers and want to re-engage them with your products and services, simply send out a few emails using the proven examples provided in this program and give them a friendly reminder of what they've been missing out on.

Potential Return On Investment: What would 10 returning customers be worth to you? How about 25 or 50? I'd make you bet you can easily make **10x** your initial investment with just ONE "copy and swipe" reactivation campaign!

- **New Product/Service Launch** - No doubt, you've got some new product or service your customers haven't taken advantage of. You're maybe you've got a big launch coming up. No problem. Simply create a compelling sales letter or online advertisement using the fill-in-the-blank templates provided in this program and reel in new customers like clockwork (especially now that you have the right "bait"!)

Potential Return On Investment: What would just 1 new customer per month be worth to you? You might just make your money back on that alone. How about 5 or 10? Over the span of 12 months, you can easily make **10-20x** your initial investment with just ONE product promotion!

These are just a few quick ideas off the top of my head. But the best part is you'll be able to continue referencing this material over and over again as you can pull off one profitable promotion after another.

You don't have to be a math whiz to quickly determine that even a *minimal* increase in new and/or returning customers compounded through selling them your products/services over and over again will create results in your business relatively quickly.

Now is \$795 a lot of money?

Frankly, if you're someone who "gets it" you'll immediately jump at this bargain and order right away! However, if this price seems like a stretch for you let me mention a few points to consider...

There's no doubt you're going to spend way more than 800 bucks this year in your business anyway. It might be for a new copier, ad campaign, mailing or even a new computer. In fact, I just bought a new laptop that set me back over \$3,000.00 and the thing will be obsolete in less than 2 years but **copywriting is a skill that gives you a lifetime of freedom and a competitive edge in any business.**

If you look at it another way, your total tuition comes down to just \$2.17 per day. That's less about what it costs for a fancy-smancy 'coffee-latte-esspresso-mochiata' drink. Do you really think there is a better

skill you can invest a measly \$2 dollars a day into that can reward you and your business so much? I seriously doubt it.

Read, Listen or Watch - Experience the Ultimate Copywriting Program YOUR Way

Available exclusively on this website, the Ultimate Copywriting Program has been painstakingly designed to maximize your business results in the shortest time possible. With that being said, there's a reason why this is the only copywriting program you'll ever need - it serves as a comprehensive, on-demand library of copywriting wisdom available for you to reference - **anytime, anywhere and for nearly any type of promotion you need help on.**

Here's what you and your team will get to access and download at your convenience:

- 1 15 Professionally-Recorded Audio MP3s** - load these up on your iPod, iPad or just about any other media device and listen to these powerful audios over and over again to fully "imprint" all the breakthrough copy ideas, concepts and techniques presented
- 2 12 High-Quality Videos** - put yourself in the "front-row" of the workshop and watch me dissect best-selling sales letters, emails and website copy point-by-point and paragraph-by-paragraph. Plus, watch me grill the attendees on their sales strategies and offer million-dollar pointers during intense "Hot Seat" sessions. You'll feel like you're in the room attending the workshop alongside the attendees!
- 3 4 Gigantic Manuals of Notes, Examples, Slides, Swipes etc** - #1, #2, #3 are the actual workshop notes, slides, exhibits, and swipe files and #4 is a bulging manual covering the entire 9 phases of copy editing (nobody has ever shown how to go from rough copy to a polished moneymaking gem...until now).

On top of that, to help you even more, the first **50** buyers will also will also **take advantage of our Exclusive 3-for-1 Scholarship and Intern Matching Program.**

With your training investment not only will you have immediate and unlimited access for yourself, your team and your business – but you'll also sponsor 3 educational scholarships at no additional charge. These scholarships will be provided to three groups:

- 1 Young entrepreneurs (ages 13-23)
- 2 People with disabilities
- 3 Returning military veterans

Each of the 3 pre-screened scholarship winners will have access to the same exceptional training material to learn from and develop their 21st-century skill sets. Then the best part is after completing the material they'll get to work as "virtual interns" for your business applying some of these powerful copywriting techniques directly. Enlisting the 'interns' helps ensures positive results directly to your bottom line and they receive real-world experience expanding their future opportunities. Truly a win-win-win.

You'll get lifetime access to this material for you, your team and for the 3 scholarship winners.

[Click Here to Get Started Instantly](#)

Imagine having the ultimate vehicle for business growth at your fingertips. On-demand. Anytime, anywhere. But if you don't move on this, think about what it will cost you NOT to get this program.

With a little help from The Ultimate Copywriting Program, you can create a breakthrough business - and achieve the profits and success you've always desired.

All the best,

Yanik Silver

P.S. If you're still unsure let me share a personal story with you...

Back in October 1998 I almost passed up an opportunity that I would later realize was the turning point in my business (and bank account). I was really hesitant and unsure about spending several thousand dollars (which I couldn't really afford) to purchase high-priced copywriting instruction. My father was making fun of me and telling me I shouldn't go. He would chide me (in his thick Russian accent) *"Mr. Yanik, why do you want to throw away your money. If you have so much of it I can help you get rid of it. Don't you already have enough of these books and tapes?"*

But I bit the bullet and decided to buy.

Frankly, if I had listened to him I know I wouldn't be anywhere near where I am today. I can directly attribute that single event to the moment when several things all 'clicked' for me and I "got it". I discovered the power of how to use words and turn them into cash windfalls. Of course **nobody ever looks back on a offer they DIDN'T take and remembers that as the turning point in their lives.** Truthfully, you'll probably forget all about this invitation in a few days and move onto to something else but it'll be only the few select individuals who get this material who will know the other side of the story.

P.P.S. Still a bit unsure? Here are a few more responses from business owners and entrepreneurs about what makes the Ultimate Copywriting Program different and why it's an essential training resource:

"I hate to do this... but... I have to say I'm sorry. I met you...and questioned you about your Ultimate Copywriting At-Home Workshop. I told you how I was sick and tired of buying information products and getting worthless "junk-in-a-box." I am a copywriter and my copy has brought in over \$4 million for ONE of my clients this year. I know, for a fact, if you can write a good sales letter to sell a product -- you certainly can make a good product to go along with it. Yet, so many continue to sell crap.

"Well, after getting your course, I have to say it is an absolute treasure. All the things that float around inside my head when I write a sales letter are all laid out so anyone can easily insert them and instantly create a money-sucking letter. Anyone that spends a few hours with your course and can not quickly and easily spit out a killer sales letter, frankly, is a moron. Sorry for the doubt and thanks for the course."

-- Dr. Matt Welch

Boca Raton, Florida

"I was absolutely blown away by the amount of material, excellent copywriting material, that is covered...Thank you Yanik. \$1500.00 (*the old price for the physical version*) may seem like a lot of money to some people, but to me - the value in this program is 100's, even 1000's of times more than the minimal cost. You've compiled what would take several years and 10's of thousands of dollars to accumulate and learn, if we had to do it ourselves...

"Get this... After just a couple hours of starting to review the dvd's and cd's, I had so many ideas running through my mind that I had to run to the computer and finish (well, actually re-write) a snail-mail campaign I've been working on for my service business. You see, for over a year, I've been trying to get more clients in this gorgeous, private and gated golf course community in central Florida....Most efforts have done nothing but cost me more money, and the best response I've ever gotten was less than .5% (yes, that's 1/2 of 1%) - which was alright cause it did lead to a lot of referrals... So I've done alright with my past efforts, but there are still a few hundred potential clients in there that need and want my service - but are afraid to hire anyone again... That's why I needed to have a killer piece of copy that would get opened, read, and convert skeptical people into clients.

The Bottom Line: Used by hundreds of successful entrepreneurs worldwide, you're getting a proven system of words, formulas and templates carefully engineered to help you attract more customers quickly, keep existing clients coming back and increase your bottom line profits

If you're serious about taking your business to the next level, the Ultimate Copywriting Program is the vehicle that will get you there.

[Click Here to Get Started Instantly](#)