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Write Words That Sell - Think Like a Genius Marketing Copywriter [Instructional Video & Book - Copywriting, Web Copy, Sales Letters]

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Write Words That Sell.
Imagine writing a piece of copy that rivets your reader's eyes to the page. Writing that is so clear and concise and effective that your reader can't resist reading all of it. And writing that gets your reader to remember - and act on - what they've read. With this writing strategy, you'll begin to write letters, ads, emails, brochures and web copy that few can resist.

You will be able to create compelling writing. You will be equipped to develop writing that outshines the competition and dazzles your readers! And with your new ability, you'll be able to get more results and **make more money.**

Copywriting strategies so simple, they're genius.
We deconstructed award-winning marketing copywriter Cory Fossum and invited him back to share his amazing strategy with you. With the included **DVD and illustrated instruction guide,** you will learn his simple, step-by-step process to write winning copy that sells your products and services like never before.

Inside you will get a private lesson from one of the world's best. In less than one hour Cory will show you how to:
â€¢Create an instant connection with readers
â€¢Craft electrifying promotions that work every time
â€¢Grab readers' attention and persuade them to take immediate action
â€¢Get better results while you outshine the competition
â€¢Become a stronger writer, faster than ever before.

About the Genius.
Cory Fossum writes marketing copy for many of the top names in consumer electronics and technology. As the Creative Director of Fossum Creative, he specializes in making gadgets and gizmos sound sexy and irresistible. He has been called "Silicon Valley's Hottest Copywriter."

About the Everyday Genius Institute
At the Everyday Genius Institute, we take people who are exceptional at what they do, deconstruct their process and then teach you exactly how to get the same results.

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