



Copy, Marketing and...
WEALTH MENTORING

*“.... sustainable wealth takes
time to develop and it will only
develop if you undertake the
necessary learning to achieve it.”
Paul Counsel*

**“Open Loop Sales Copy
Section Examples”**

Attention... business owners... increase cash flow now by using better sales copy.

“Imagine Being Able To Quickly Increase Your Revenue Streams While Clawing Back More Enjoyment And Free Time Simply By Using Better Sales Copy!”

That’s exactly what “Turning Words Into Dollars” allows you to do. It’s got a proven track record of using good copy to increase revenue.

If you have something to sell... and you want to sell it fast... the single most effective way of achieving higher sales revenues quickly, is with the power of persuasive words.

Gary Halbert, one of the most successful copywriters of all time noted that... “The ability to write ads and letters that sell is by far the most wonderful moneymaking skill you could ever acquire. If you master this skill, you should never again have to worry about money.”

The better you are at using the persuasive power of words, the higher your revenue streams. Its moneymaking on your terms and it happens as quickly as you can turn words into dollars.

If you’re a business owner, consultant, coach, service provider or holistic practitioner, and you’d like to seriously boost your revenues, either online or offline...

...then Turning Words Into Dollars is for you.

(Section 1 above... is designed to attract the attention of your ideal customer. It consists of a strong headline which offers a promise and some supporting evidence as proof of what you’re saying.)

Turning Words Into Dollars is a two day live online training that helps you generate more revenue by writing better sales copy.

It takes place on the 2nd and 3rd of May from 9am to 4pm. If you can’t make it to any or all of the live sessions... don’t worry, you’ll get video recordings of all sessions as soon as we can get them to you.

You'll be able to watch over and over so you can take your time developing each step you'll learn. And you'll get access to proven templates, exercises and success coaching from one Australia most recognised business mentors. (Voted in the top 1% in Australia as recognised by LinkedIn)

Even if you don't have a business yet, and you're feeling underpaid and unappreciated at work... and you love words and you're looking for a different way to earn income... there's no better time than now to begin earning money by working from home in an industry that will never make you redundant...

It's a known fact that revenue growth begins when more people say yes to using you, your products or services.

What's not so well known is how to get more people to say "YES".

I'm going to give you a chance to change that...

If you're in the business of helping people achieve solutions and satisfy desires... AND you want to increase your revenue, then you need an authentic and confident way of sharing your value so you can attract more clients.

Here's what you'll learn on day one...

Session 1... How to write magnetic eye-catching headlines and how to persuasively satisfy the most important subconscious questions that must be answered before a purchase is made.

Session 2... How... in one sentence... you can position yourself, your value and your experience so that it gives more customers exactly what they're looking for.

Session 3... How to position your value and products or services better than anyone else so they become irresistible to the people looking for the solutions you offer.

Session 4... How to use tangible timelines to improve acceptance and demand for your products and services.

Session 5... How to get more customers to recognise the true value behind your products and services and how they can immediately benefit from that value.

Here's what you'll learn on day two...

Session 6... How to best position case studies, success of others and testimonials as proof that what you offer works. And I'll share with you the formula that your testimonials must take for high believability and impact.

Session 7... Is all about risk reversal and how you can exponentially increase your sales through satisfying the brain's pre-cognitive desires for safety, trust and survival.

Session 8... How to turn fence sitters into buyers by banishing the cognitive dissonance of "will I or won't I" from people's decision making.

Session 9... This is an important but overlooked part of the process... especially for online businesses. I'll take you through the steps of reassuring the active "regret avoidance" part of purchase decision making.

Session 10... How to use "future pacing" and "me centric introspection" to move even the most determined procrastinators into positive decision makers.

Each session increases your skill at using a style of writing that influences and persuades and guides readers to the outcomes they seek... to solve a problem or ***satisfy a desire***.

There'll be breaks between sessions and each session will have examples, hands on practice and feedback before moving onto the next session.

I can't wait to share this and more with you.

(Section 2 above... The most immediate open loop in a sales situation is a "wondering for the specifics". Tell your ideal customer exactly what the solution is to your section 1 promise. By stating exactly what your solution is, you're answering an important psychological open loop... which for your customer in this case... is an unanswered question. So in

this section, you tell them exactly what you're selling or promoting.)

Allow me to introduce myself

Greetings... my name's Paul Counsel... a once broke businessperson who transformed into multimillionaire. For 13 years, I struggled financially a small business owner. Then I discovered how to turn words into dollars and rocked my revenues to multiple 7 figures. I've since built four multimillion-dollar businesses from the ground up.

For years now, I've been teaching business owners how to use the persuasive power of words to rocket their sales and grow their revenues. As a result, I'm one of the most in-demand business mentors in Australia and make more money in a few weeks than I previously did in a few years.

Recently, my sense of urgency to share my secrets of success has increased tenfold because of the rapid economic change and future uncertainty we're facing. I want to give my knowledge to as many people and business owners as I can so that they have more income now and more control and certainty over future lifestyle revenue.

Currently, one of the biggest challenges facing business owners is sluggish and unpredictable revenue streams.

Another problem is not knowing how to write good copy... or get better at writing sales copy that gives you more control over increasing revenues.

With more control, you have more choice over present and future lifestyles. With more choice, you have more independence and freedom along with future certainty and revenue predictability.

But... not knowing how to write better sales copy creates another problem... who do you get to write good copy for you?

It can feel like a scary gamble just thinking about getting a copywriter to represent you, your product and your voice and increase your sales at the same time. If you don't already know a good copywriter, it's a bit like rolling the dice at a casino... 'the odds are more in their favour than yours'.

So rather than take a gamble on paying high fees and not getting something that works for you, the best solution is to learn to write good copy yourself.

And that's exactly what I'll teach you.

Turning Words Into Dollars is all about using specific words and persuasive formats combined with coaching and proven strategies to get you more sales through writing better copy.

(Section 3 above... once you've described what you're selling or promoting, the next open loop "wondering" is... 'who are you and why are you promoting this?')

At this point, you might be wondering "What's In It For Me"?

Great question...

While the benefits are many, there are three that stand head and shoulders over others.

The first is the very real possibility of boosting your sales revenues to levels that give you more independence and freedom.

The second is the real savings you'll make. When you multiply the number of times you get good copywriters to write for you... by the number of years they write for you, your dollar savings can amount to tens of \$thousands.

The more people your copy can help solve a problem or satisfy a desire... the more revenue you generate.

The third and perhaps most important benefit is that, along with the extra revenue you'll earn, you'll never be made redundant or be out of fashion ever.

You'll never have to go to university and be indebted for years with university fees and spiralling interest payments. You'll never be overqualified, too old, too young, or too inexperienced.

None of societies suffocating norms will apply to you. Its money making on your terms, because machines and AI can't empathise and write good copy.

And good copy can't be outsourced to foreign writers because they don't have access to the cultural and societal nuances that create compelling and persuasive copy.

You won't have to stress or worry about future income. And you'll work your own hours either on or offline.

And the good thing about copywriting is that you don't have to write like Shakespeare or Hemingway to get high income results.

If you can write with warmth, if you can write in simple and clear terms, you can learn to write good copy. And if you want to generate more revenue, it's a critical skill you should learn.

(Section 4 above... is all about satisfying the most important open loop wondering. It's the Me Centric section of the brain wondering about the benefits to itself... 'what's in this for me'?)

You could expect to see new results within a matter of days

If you already have a business, you could be turning ideas into new cash flow results within a few days of getting your new copy out to your audience.

Yes, that's right... if you have a business... you could expect new results almost immediately, especially if you already have a marketing campaign in place.

And this is exactly what happened to Bryan...

He was running Facebook Ad Campaigns that sent prospects to a sales page offering solutions to what they were looking for.

And while he was making more money than his Facebook ads cost him...
...he felt his sales page wasn't converting as much as he liked.

After looking at the words he was using, I gave Bryan a template to change his sales copy and within days he was producing more revenue.

Within a week, Bryan was producing a revenue increase of 300%.

Even if you're new to this idea and don't have a business yet, by practicing for an hour a day you could start writing better copy for other business owners and be generating income within weeks.

(Section 5 above... once the brain is satisfied with the 'what's in it for me' benefits it's likely to receive... another open loop forms and that's a wondering for 'how long will it take me to get these benefits'? This section is all about referencing time in one form or another.

The value you receive from turning words into dollars is peerless ...

The lifetime value of a new skill is priceless.

If you look at the most immediate value... all you need is one or two sales you might not have otherwise gained... and your tuition fees are more than covered.

Every sale after that is a bonus.

The cost of this weekend of powerful income generating copy training is only \$397... As soon as you gain \$398 in sales you have an immediate Return On Investment.

And because you'll be able to apply these lessons over and over, year after year, your return on this one investment will increase every week, month and year from now on.

Think of copywriting as a new business within your existing business. You can spend tens of \$thousands buying a small business or hundreds of thousands buying franchises.

But you'll never buy a business as cheap as learning to write good copy and no other business has as much potential to produce skyrocketing revenues without any overheads.

“There is no other skill that can make you as much money or give you as much leverage in any business as that of copywriting. You can change the words in your current advertising, and without spending a dime more on marketing, you can literally multiply your revenue. I don’t know of any other skill that can do that.” (Ray Edwards... copywriter for entrepreneurs such as Tony Robbins, Jeff Walker, Mark Victor Hansen, Robert Allen and Jack Canfield to name a few...)

And it’s not only the money you’ll make, it’s the lost money and opportunity you’ll save.

When you write good copy, you decrease the number of potential sales that slip through your fingers because you haven’t used the right words to express your core value message...

... it’s time to change and never let it happen again.

Wouldn’t it be great to feel confident, authentic and comfortable instead of wordy, foot in mouth, or sales-y when talking to customers or writing about your business?

And you won’t have to gamble on employing copywriters for your own business because you’ll be able to represent yourself, your product and your voice in the way that best suits you.

The more time you spend on copywriting, the more skill you build over time. And every new skill level increases the amount of revenue you could earn.

(Section 6 above... is your opportunity to build a picture of perceived value. It allows your customer to evaluate the merits of your offering and to see if such value meets their needs... satisfies their problem or fulfils a strong desire within them.

In jargon terms, value means... “the transactional benefit impact advantage effect” your product or service has on your ideal customer’s life, business, or situation. In other words, you’re spelling out the difference it should, could or will make either tangibly or intangibly to solving their challenges or fulfilling their desires.)

The benefits of turning words into dollars are in the results you get...

Here's the reason I learned to write copy.

I don't say this to brag... but just to give you a bit of context.

Throughout the 1980's and early 90's, I struggled to sell my products and services. And, as you could imagine... when my debts and bills surpassed my income, stress levels became frantic.

Something had to give...

The short story is that in 1994, I decided to turn my world upside down and change everything I was doing. This resulted in making my first \$million towards the end of 1997.

(I've written about this in three books called the Psychology Of Wealth... The Mechanics Of Wealth... and The Essentials Of Wealth)

As you could imagine, such a dramatic transformation caught everybody by surprise... especially those I hadn't seen for a while.

All of a sudden, they wanted to know how I did it. And although I was happy to tell them. It's not exactly a fifteen-minute answer.

As an informal process over a weekend, I began telling people how each step led to the next step.

But then more and more people wanted to learn.

So I hired a room and started using whiteboards and diagrams and answering all their questions.

As time progressed, their success led to others wanting to know more.

And it wasn't long before I was speaking to hundreds of people in lecture theatres all around the country.

These events became so popular that I had to hire an advertising firm to write copy announcing events in Perth, Hobart, Melbourne and all the way up to Brisbane.

But after a year or so, I became disillusioned with how I was being portrayed in newspapers and other printed media. I didn't like the hype and over the top promises.

It just wasn't me.

So I sacked the advertising firm and decided to represent myself in advertisements and newsprint.

(Panic Music Plays In My Head...) I didn't know the first thing about writing copy.

At the time... around 2000... I discovered that one of Australia's major newspapers employed an old advertising pro to look after their print library.

And after badgering the newspaper for weeks for a meeting, they finally invited me into their "inner sanctum".

I wanted to learn everything I could in terms of "direct response copy".

Tony... must have appreciated my enthusiasm and energy because he invited me back into the library the next week.

My eagerness to learn... and his desire to pass on knowledge... ended up as a long-term friendship.

Three core lessons that Tony taught have stuck with me ever since.

"Tell the truth... don't manipulate... but direct the desire of readers seeking solutions via words that influence and persuade."

As it turned out, these were powerful lessons and over the next few years... my business profits rocketed to multiple millions.

I've now passed on these powerful lessons to hundreds of business owners and helped hundreds of others start new businesses.

(Section 7 above... is your opportunity to offer proof of why and how what you're offering works. You can achieve this with your own transition story and testimonials of others who have used your products or services and have succeeded.)

If you want these powerful lessons to help rocket your revenue... here's my best 100% money back guarantee

I want to give you as much reassurance as I possibly can...

And there's two ways I can do this.

One way is to guarantee that what you learn has a proven track record of success behind it.

Another way is to fully guarantee your investment of time and money.

So, please accept my no nonsense, risk reversal, satisfaction sated... barrier busting... fear of wasting your time removal... loss of face "protection"... no spot light interrogation... no evil looks... no awkward questions... no silent treatment... no social out-casting... and no dismissive snarls with up curled lips when asking for your money back...

...100% money back GUARANTEE.

If, after the first day's training, or anytime during the first day's training, you think that what you're learning is not suitable for you... or what I'm teaching is a load of nonsense... or any reason whatsoever that causes you to not want to progress... simply ask for your money back and it'll happen as soon as we can get it to you.

And you can still keep the bonuses you'll receive.

(Section 8 above... is all about the reversal of risk and lowering the barrier of access. Your guarantee must remove fear... give them strong reasons to do business with you... to not put off doing what they want to do and to give them reasons for doing it now.

The goal of risk reversal is to promote the buying relationship as quickly, as easily, and as comfortably as possible. The reversal of risk is all about making it easier for your customer to say "yes" than it is to say "no".

Substituting a bland, non-specific guarantee with a strong risk reversal guarantee, can improve buyer conversion and

trust by 30% or more. If you're converting 100 customers for a \$1000 product or service... a strong risk reversal guarantee can increase that number to 130 conversions... ie \$30,000.

If you have difficulty guaranteeing anything specific in your business... ie health related professions cannot guarantee results, you could offer to guarantee what you'd be allowed to guarantee.

For example, I will not even take you as a patient, client, or customer... or I will not offer you my "product or service" if I don't feel I could make a profound difference beyond that of other practitioners, service providers or any other similar product on the market. I guarantee that I will serve you better, more attentively and more consciously and lovingly and dedicatedly than anybody else. I guarantee that I will do everything in my power to ensure that your best interests, your needs, your fulfilment, and your satisfaction will be my #1 priority.

Another example... I guarantee to offer you advice, information and knowledge that is always in your best interest not mine. I will treat you with the respect as though you were my father, my mother, my son, my daughter, my closest friend. And I will never let you do anything you shouldn't or that would be detrimental to you. I will never let you spend on anything that didn't serve your highest benefit or that was wrong for you.)

To speed your success

As part of this training, I'll give you a coloured coded template of the most productive way to write sales copy so that you can follow every step of my high revenue generating copy strategies. This means you'll never be stuck with what to do next.

You'll get to practice every step during our live training and the 3 follow up bonus webinars...

You'll share in the feedback I give to you and to others and you'll learn from their examples. You'll learn faster because of the supportive online community we've built.

You'll also get feedback and support from 2 other experts who will be on the live sessions with me.

In addition... you'll receive three 1 hour follow up webinars where you can ask any question or get feedback on anything you've written.

As an added bonus for the first ten people to register for ***Turning Words Into Dollars...***

You'll receive a FREE one-hour online training on...

“How To Convert Fence Sitters Into High Paying Clients”.

This extra bonus training is my inside secrets on how to get people to happily pay you more. This extra bonus is strictly limited to the first 10 individuals who register because this allows me to spend more time on everyone's copy.

To get this extra training... you must contact carmel@thecommunicationqueen.com.au and tell her that “you want in”... but you must be in the first ten who register for ***Turning Words Into Dollars.***

(Section 9 above... is your opportunity to offer bonuses BUT only if they complement and are relevant to the main topic, product or services you're offering. Don't just throw in everything and the kitchen sink because they'll have the opposite effect.

Bonuses allow you to legitimise and stimulate urgency but only if the bonuses you're offering accentuate the value of your main offering.

The best bonuses offer a reason for acting now and always have deadlines associated with them. For example... the first ten people who register also gain access to... “How To Convert Fence Sitters Into High Paying Clients”.)

Registering is easy.

When you click the ***Turning Words Into Dollars*** link... you'll be

taken to a secure registration page and payment system where every detail you enter will be encrypted so none of your information can be hacked.

On the registration page, you'll see a green secure lock icon on the left of the URL bar where the web address can be found.

That means this page is securely encrypted and everything is safe.

The registration page will look like this... **supply image of registration page...**

Once you've entered your details... you'll be taken to a Thank You page which looks like this... **supply image of thank you page... include image of YOU and a short bio of your expertise.** The thank you and registration pages will confirm that you're in the right place and that you've successfully registered.

Once you're confirmed... you'll be sent Zoom Registration links for the training via email. Make sure you give us your best email address to save missing out because we don't want anything to end up in your junk folder.

And rest assured... your email will be treated with the utmost privacy and will never be passed on... ever!

Make sure you register on Zoom as soon as you can... don't wait until the last minute because I don't want you to miss any of the valuable training because of an IT challenge.

We're here to help... so make sure you let us know if you have any problem with your Zoom Registration Link.

Email carmel@thecommunicationqueen.com.au and let her know if you need support.

(Section 10 above... is also associated with the removal of fear... or risk reversal... and its achieved by explaining in detail how your customer can purchase your product or register for your service.

Ordering is the biggest point of friction in any purchase process and its particularly friction based when buying

online. Especially if your customer is a first-time buyer.

So reassurance and clarity is everything. Step your customer through every step of the purchase process so that they can feel secure that they're in the right place and that their information is secure.

Place a photo of you and or your product on your thank you page as a way of communicating that their payment is going to the right person for the right product.)

Your future is important... turning words into dollars gives you more control, predictability, and certainty over your future income!

If you already have a business, your sales will increase when you use the right words at the right time to the right people searching for the products and services you offer.

Your learning will be the best investment you'll ever make because it gives you more control over future income.

If you want to start a new career... With the right support and guidance, you could begin a fulfilling new career that could earn enough money to give you financial independence in the years ahead.

And if you love words...

You'll be able to... turn words into dollars from the comfort of your own home.

You'll be able to... sack bosses who demand more and more from you.

You'll be able to... banish overwhelm and unsafe feelings from stressful commuting.

You'll be able to... work your own hours to your own rhythm and flow schedules.

And best of all... you'll feel more in control because there'll be no more traffic stress, traffic delays, or expensive parking and commuting fees.

Imagine... using the commuting time you save to do what you're passionate about. You'll never feel the... life on hold, "coffin on wheels" experience ever again.

Here's something I understand because I've been there many times before. I understand what it feels like to be standing at a crossroads in terms of decision making.

One pathway feels safer because it's the path you've always been on. I don't blame you for wanting to stay on this pathway. Its familiar, its known, and its secure because you already know what the results are.

The other pathway is unfamiliar, it can be scary because the results are unknown and self-doubt can play on your mind.

At the crossroads, each pathway gives you a choice...

The pathway of sameness means you continue as you are and nothing changes. If that's your preference, you needn't do anything further.

The pathway of promise is full of adventure and new results. And, if you're successful, it gives you more control, certainty and predictability over your future income needs.

If you choose this pathway, I'll be there to support you. As will the supportive community we've developed over the years.

My results always came from choosing the pathway that offered the most promise.

I encourage you to choose the pathway of promise.

As mentioned earlier, I want to remove as much risk as I can by guaranteeing the return of your payment if this journey is not suitable for you. I can also guarantee that the information I'll give you is cutting edge and that it has worked for me and countless others.

I can guarantee that it has worked for hundreds of students who have also stood at these crossroads and choose the pathway to promise.

In ***Turning Words Into Dollars***, you'll receive the same high converting template I gave Bryan so that you can follow every step in the process.

I'll show you a step by step process of turning everyday words into sentences that offer compelling solutions to the things people want to buy.

We'll practice everything in a hands-on way. You'll get feedback on improving what you write, and you'll get to watch as I and other copy pros help turn your words into persuasive copy.

I hope you choose the pathway of promise.

And your investment of time and money... is only \$397 for the whole weekend and bonuses... AND it's guaranteed by our 100% money back offer.

However, if the path of sameness has too strong a pull over you... I completely understand and maybe it's just not your time yet. At some time in the future, more revenue might become your high priority.

And when it does... I hope my training will still be around to serve you.

Here's to your further success in 2020 and beyond.

Paul Counsel

(Section 11 above... is all about decision time. It's about encouraging people to move forward on something that is valuable to them, can serve them and can fulfil their desires. But many people are procrastinators with a conflicting motivational style of "will I or won't I".

This section is about encouraging your prospect to visualise what their life will look like now, in 6 months from now, in 12 months from now if they don't have your product or use your service.

It's especially important to encourage introspection... self-reflection... on what the penalty to them will be for staying where they are right now.

Contrast the pathway to success... happiness and solutions with the familiar pathway of sameness, continuation and disappointment.)