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5. If You Want to Focus on Short Form Copy

Fast-Track Roadmaps

Research

2.1 Research Overview

2.2 Research Example – Weight Loss

Mechanism

3.1 Mechanism Overview

3.2 Mechanism Example – Olive Oil

Brief

4.1 Brief Overview

4.2 Brief Example – Olive Oil

Copy

5.1 Copy Overview

Fascinations

6.1 Fascinations

Leads

7.6 Lead Example – Snoring Device

Headlines

8.1 Writing Killer Headlines

Then the Following Bonus Videos:

Bonus #8

Video 1: Mini Sales Letter – Sports betting

Video 2: Mini Sales Letter – Turmeric