



THE B.O.S.S.Y. CODE

WARNING: *This Copywriting Formula
Will Produce Incredible Results (As Long As
You Target the RIGHT People)*



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Step #1: BOLDLY craft your words to grab the reader's attention.

To do this, you want to grab the prospect by the eyeballs and intrigue them enough to keep reading.



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Step #2: Be OUTSPOKEN and open about the problem you can solve.

To do this, you want to show you understand the problem your prospect is facing and generate interest by appealing to your reader's desire to solve that problem.

You can tell a story, give a statistic, share favorable results ...



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Step #3: Be SINCERE in showing the prospect how your solution will change her life for the better.

To do this, you want to pound away with the benefits of your solution. Give the reader a glimpse of what life will be like after they take action.



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Step #4: Show off your SUPERSTAR talents and serving heart.

To do this, you want to back up claims about your product or service. Show proof with testimonials, screenshots, result stories and encourage the prospect to take action.



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Step #5: Pour the secret sauce called “YOU-NESS” all over the page.

To do this, you want add your personality and swag so the prospect can connect with you and feel like you’re having a 1:1 conversation with her.