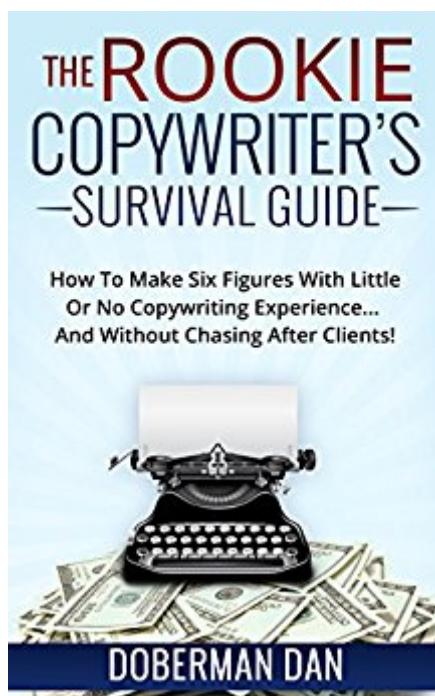


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The Rookie Copywriter's Survival Guide: How To Make Six Figures With Little Or No Copywriting Experience... And Without Chasing After Clients!



Synopsis

Yes, you really can make six figures (or more!) with little or no copywriting experience... and without chasing after clients! In *The Rookie Copywriter*™'s Survival Guide, master copywriter and serial entrepreneur Doberman Dan, shows how anybody with just mediocre... or even NO copywriting skills... can make a LOT of money in a very short period of time. This isn't the typical "pay your dues and work for peanuts" • advice often given to rookie copywriters or people who are thinking of getting into the business of copywriting. It's a unique way you can get paid... and paid very well... while you learn the craft of direct response copywriting. Dan reveals the exact plan he used to break free from a low paying dead-end job and went on to make MILLIONS while becoming one of the most in-demand copywriters in the country. Dan has used his copywriting skills to bootstrap • numerous businesses over the past 20 years... with nothing but a yellow notepad, pen and the gray matter between his ears. Time and time again... in a plethora of markets and niches. You'll discover the highly profitable secrets from a battle-hardened grizzled veteran entrepreneur, marketer and copywriter that can only be gained from decades of hard-won in the trenches • experience. Who is Doberman Dan? After twelve years as a full-time inner city police officer and 9 years of part-time consecutive entrepreneurial failures, Dan finally discovered the secrets of the most successful copywriters and direct marketers in the world. After his 9 years of "trial by fire" • business failures, he finally hit a home run • in the mail order business. He went on to apply his successful marketing and copywriting experience to online marketing... for his own businesses and also as a consultant to some of the most successful businesses in the country.

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Customer Reviews

There's a funny thing that happens when people who've actually "done it" get it in their minds to start sharing some of that value with the rest of the world. They don't tell you how to do it, they just explain how they did it. That's very different. Because no one has the crystal ball you need to tell you how to do it. That's your job, to figure that out. One person's recipe won't work for another. So once you get bruised and battered enough times, you finally figure that out. You need your own recipe. And the way you GET that is to look at someone who's DONE it and take bits and pieces of their recipe for your own. Over time, you eventually become one of the people who have done it. And that's what you can do with Dan's book. He's done it, he still does it and he's generous enough to share his recipe with anyone who's willing to listen. If you're at risk of spending your life stuck in the hamster wheel the system created to suck the life out of you for its own gain, get Dan's book and do something about it. You are not on this earth to be anyone's slave. Liberate yourself.

Getting started as a copywriter is considered one of the more difficult aspirations these days, due to the proliferation of people who have bought a few copywriting courses and then professed to be a professional copywriter. This book is aimed squarely at those neophyte copywriters who truly aim to make a living of it, but don't know how to get the ball rolling and the money coming in. 'Doberman Dan' is a well-respected copywriter who has suffered all the slings and arrows of starting small, and working up the ladder to success. This is his story, and his words of wisdom to those who would follow in this path-less-traveled. Pros: A very do-able action plan for rookie copywriters, with plenty of detail to get started in the right direction. It really IS possible to build a reputation and a sizable income with the information you'll find inside. Cons: If you're a subscriber to Doberman Dan's email newsletter, you may have gotten much of this material already. This is a short but useful guide for the rookie copywriter, just as described in the title. Take note - it's information about building up a copywriting business and gaining clients, not a course in the art of writing copy.

There are any number of decisions you have to make in life. With this book you need to make 3 decisions. 1) Is Dan Gallapoo right in saying that if you want to both short-cut into a career as copywriter, and build your credibility as someone who can sell, you need to be a Kitchen Table Entrepreneur? 2) Is selling your own products, and doing both offline and online marketing the best way for you? 3) Is Dan Gallapoo someone you want to listen to? With Dan, what you see is what you get, what he knows and what he believes in, because that's the route he's gone. He's opinionated and honest, and IMO, worth getting to know better. I give the book a 3, because it's a bit light on the how-to stuff, and because I disagree with using Google's Keyword tool (in its current state) as anything other than an auxiliary keyword tool. If it had a checklist at the back of the book that presented what you needed to do in a concise form, then I'd have given it a 4.

There are many books on copy writing on the market from how to write copy to how to get the clients to write for. Dan works from a different position. How to get good at writing and making money for yourself and leverage that experience into writing for clients if you decide you want to go that route, without the pressure of pleasing clients first. What you have here is a blueprint on how to do just that. From finding a market, what to watch out for (to not get snookered) building your own business, and developing your chops. Specific, easy to understand and simple to implement. If you want to save a lot of time and money and become independent from your job in the least amount of time buy this now. Highly recommended.

It's okay. He is a good writer. But most of what he wrote about, I've already read on his various websites. Better to just google him and read what pops up. If you did spend your money, you can always put it in the lending library for others - if you bought it for your Kindle, that is.

If you are actually interested in copywriting, do not buy this book unless you want to analyze what is, essentially, a very effective pitch in the form of a book. However, if you are interested in starting your own kitchen table business, by all means buy the book. It's a quick read and does provide some valuable insight on analyzing the market for opportunities. I unfortunately bought it for some copywriting tips and did not find it useful. I already own a small business and I am trying to hone my marketing skills.

Dan has taken the conversational style of copywriting and demonstrated how it can be implemented within a book to show that if one can write a sales letter, one can write a book. A book CAN be one

long sales letter! The book is a quick read and the information shared is great sage advice. As a sales professional - who never cold calls, like Dan - I have honed my craft by putting my own money at stake before asking a client to pay me to write copy. It has been a great training ground. Hopefully readers will notice that in addition to sharing powerful business nuggets, in the marketing funnel of this book and through the various calls-to-action in the book, Dan has demonstrated how to effectively use an ebook in your business to strengthen your customer relationships.

PRICELESS! So I recommend not just reading the book for its valuable content but also, I recommend you pay close attention to its structure. Dan, Great job!

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