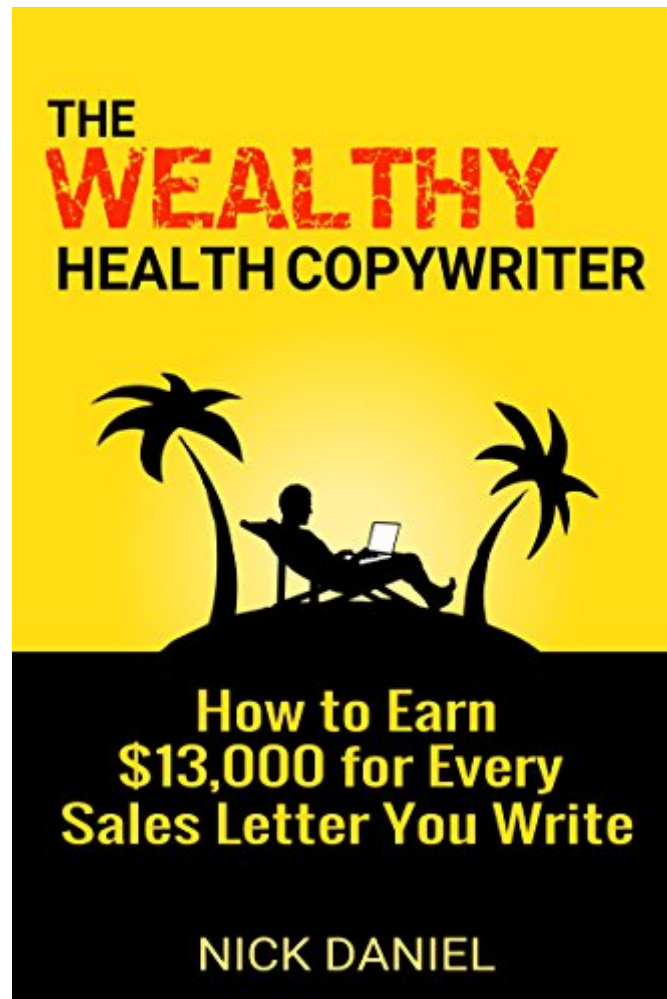


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# The Wealthy Health Copywriter: How To Earn \$13,000 For Every Sales Letter You Write



## Synopsis

**Earn Top Copywriting Dollars Writing for the Health Market**The health market is one of the most lucrative niches for copywriters - and it's growing fast. This book - written by a leading health copywriter - reveals dozens of proven strategies for writing health promotions that earn big revenue for your clients, and big royalties for you. It's also packed with real examples, from dozens of successful promotions. If you want to bring your copywriting to the next level, and earn top fees and royalties from the best clients in the business, you should read this book. If you're earning less than \$10,000 for writing a long-form sales letter, you should learn the strategies in this book. If you've just started out, and need a fast-track to the top - you should devour this book from cover to cover. **Make \$13,000 Writing Just One Sales Letter for the Health Market**The author, Nick Daniel, works for some of the biggest names in the business - including Agora, Dr. Sears (Primal Force) and The Healthy Back Institute. His secrets to finding copywriting success in the health market - writing direct mail copy that sells...and winning some of the biggest clients in the industry - are all in this book. If you want to take your copywriting to the next level - increase your fees and royalties - and win contracts to write direct mail copy that sells... with top-paying clients - then this is the book you need. In **The Wealthy Health Copywriter** Nick reveals:- 14 little known secrets to writing extraordinary headlines for the health market...- 6 health market sales strategies that work every time...- Nick's B-E-S-T Headline Formula - for headlines which really sell...- 6 common health copy mistakes and how to fix them...- Direct and indirect headlines and when to use them...- How to get the most out of interviewing your client...- How to find and use case histories, clinical trials and research studies...- Nick's 6 top health credibility hacks...- How to use stories and similes to create gripping copy...- and much, much more... Follow the copywriting advice in this book, and you can write great sales letters, and really make money writing, by increasing your copywriting fees and royalties in record time. Whether you want to make money freelance writing, or work for an agency, this book will help you earn more by boosting the success of your sales letters and direct mail copy. **Higher Fees, More Royalties, Bigger Clients**The **Wealthy Health Copywriter** tells you exactly how to write a winning promotion that you can charge \$13,000 or more for, and that will bring in thousands more in royalties... Forget about paying thousands of dollars for online courses on direct mail marketing, direct mail copywriting, or writing sales letters that sell. Everything you need is right here in this book. Pretty soon, you'll have top clients begging you to work with them. What's stopping you from bringing your copywriting and sales letters to the next level, and earning top fees and royalties from the best clients in the business? Scroll to the top and click the Buy Now button.

## Book Information

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## Customer Reviews

I finally clawed time to read *The Wealthy Health Copywriter* Wow! I wish I'd carved out time sooner. This excellent book distills everything the author learned in three years of workshops, courses and seminars, and then provides even more bang for our hard-earned Euros by sharing his wealth of industry experience. As a result of reading *The Wealthy Health Copywriter* IThe author promises, "You can read this book on a Monday, use these techniques on a Tuesday, and see your royalties shoot up the following month." I read this book on a Wednesday, and on Thursday I implemented some of the many powerful, but simple (once you know them) secrets including:- Rewriting my copy blogs, newsletters and other marketing comms) with B-E-S-T Headline Formulas- (It was awesome that in Chapter Two the author gave examples re how to do this)- Simplifying the language, using metaphors, and focusing on real-life benefits- Harnessing the 'Power of One' by making sure the headlines and leads are driven by just One Big Idea, one core benefit or promise, or one major pain point and solution- Weaving a 'golden thread' linking these ideas together- Running through this checklist every time I read the control of a product I'm writing for, giving me an instant head-start, and confidence right from the get-go, even before I've started- Mastering the art of a false close, jumping on any lingering or potential doubts and stamping them out at just the right moment, when

the reader assumes I'm going to make the offer, and is expecting to be asked for money. Instead, I'll show them another benefit, or series of benefits- Making my research yield gold...

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