

Millionaire **INSIDERS**



Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Dane Maxwell is the founder and CEO of the Foundation, an online mentoring program guiding entrepreneurs to start and scale software companies, from scratch. Here he shares one important tip on how to become a great copywriter. Hint: practice, practice, practice.

A man with curly hair is shown in profile, looking out a window. The room has a clock on the wall and a window with curtains. The text is overlaid on a yellow banner.

Millionaire Interview with Dane Maxwell

02 Tactical Tips on Copywriting by Dane Maxwell

□ COPY BY HAND

Copyhour.com, a website that specializes in copywriting, has come highly recommended by Dane Maxwell. He says that when you sign up for it, you will receive impeccable sales letters daily for 45 days. What you can do is take out the best parts, write it by hand, do not think of the header or the structure of the letter, just keep on copying and evaluating the salesmanship of these letters everyday. Dane says that after 30 days of continuously doing it, writing copies will come naturally. That's the time to sit in front of your computer and churn out really good copies. He cannot stress enough how important it is to write copies by hand. Even now when people look up to him as an awesome copywriter, he still goes through that manual writing of those really good sales letters for a day or two when he seems unable to focus.

TAKE ACTION NOW:

Check out copyhour.com and sign up with an account, or find a good sales letter and start copying by hand and re-crafting it daily.

□ HEADLINES

Writing a good headline, one that really commands attention, can take hours. Frustrating hours, even. Great headlines inspire intrigue and curiosity. You know you have a good headline if you can remember it. It may not be easy but try to challenge yourself to churn out headlines that you yourself would be enticed when you read it.

TAKE ACTION NOW:

Every day for the next two weeks write down a new headline.

FINAL THOUGHT

Dane believes that business owners need to know copywriting. Not only would it save you from spending that extra buck for a copywriter (when you're starting out, every dollar counts), but being able to write well means that you are able to describe your product or service better than usual as great sales letters (or websites) explain how products are created. Copywriters are very visual

about their work, so being able to fully describe what you can do for your customers is a big step towards getting them to buy your product or avail of your services.