

“Speed Copywriting Workshop” Schedule *(Tentative)*

Optional Add-On Day **“Behind Closed Doors”** **With Marketing Rebel, John Carlton**

This is a full day event at the same site of the Hotel Portofino. John Carlton is in the top 3% of all working copywriters. It is very rare he will put on a public program anymore, but he has agreed to this one. Details at www.red-hot-copy.com/workshopjc.htm.

Admission to this “Behind Closed Doors” event is \$997. But for those also attending the “Speed Copywriting Workshop” at www.speedcopywritingworkshop.com admission is only \$497. Simply contact cathy@redhotcopy.com or call us at 877-293-8311 if you aren’t currently signed up.

Wednesday, September 13, 2006

6:00 AM – 8:00 AM	ROOM SHOULD BE SET UP FOR AUDIO THE NIGHT BEFORE. OTHERWISE WE NEED TO MAKE ARRANGEMENTS TO GET IN EXTRA EARLY FOR AUDIO.
8:00 – 8:30 AM	<u>REGISTRATION</u>
8:30 AM – 12:30 PM	
<u>12:30 PM – 2:00 PM</u>	<u>LUNCH</u>
2:00 PM – 6:00 PM	HOT SEATS

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Thursday, September 14, 2006

<p>6:30 AM – 8:00 AM 8:00 – 8:30 AM 8:30 AM – 10:30 AM</p> <p>10:30 AM – 10:45 AM 10:45 AM – 12:30 PM</p> <p><u>12:30 PM – 2:00 PM</u> 2:00 PM – 2:15 PM 2:15 PM – 3:45 PM 3:45 PM – 4:00 PM 4:00 PM – 5:00 PM</p> <p>5:00 PM – 6:30 PM 6:30 PM – 7:00 PM 7:30 PM+</p>	<p>Staff in room making preparations. <u>REGISTRATION</u> Opening Session</p> <ul style="list-style-type: none">◆ Introduction to Cast Mates◆ Mind Set◆ Overview of how it works◆ 5 Keys to Using Copy in Your Marketing – <i>Sales Copy Wheel</i> <p>BREAK Turbo-Charge Your Copywriting Skills</p> <ul style="list-style-type: none">◆ SOBOC◆ Swipe files◆ Before/After◆ Putting it all together <p><u>LUNCH</u> Aha moments/Questions PERRY MARSHALL</p> <p>BREAK Speed Copywriting System</p> <ul style="list-style-type: none">◆ Red Hot Chicken◆ Mind Mapping◆ Organization <p>WENDI FRIESEN BREAK AFTER HOURS SURPRISE MOVIE SNACKS PROVIDED</p>
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Friday, September 15, 2006

8:00 AM 8:30 AM – 9:00 AM 9:00 AM – 10:30 AM	Doors Open Aha Moments/Review Finding the Holy Grail with Research <ul style="list-style-type: none">◆ Company Research◆ Customer Research◆ Competitive Research
10:30 AM – 10:45 AM 10:45 AM – 12:30 PM	BREAK Connecting with your tarket <ul style="list-style-type: none">◆ Frequently Asked Questions◆ Offer◆ Guarantee◆ Testimonials
<u>12:30 PM – 2:00 PM</u>	<u>LUNCH</u>
2:00 PM – 2:15 PM	Aha Moments/Questions
2:15 PM – 3:45 PM	MICHAEL PORT
3:45 PM – 4:00 PM	BREAK
4:00 PM – 6:30 PM	Open Writing with Assistance
PM+	<i>AFTER HOURS MINI-PROJECT</i>

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Saturday, September 16, 2006

8:00 AM 8:30 AM – 9:00 AM 9:00 AM – 10:30 AM 10:30 AM – 10:45 AM 10:45 AM – 12:30 PM <u>12:30 PM – 2:00 PM</u> 2:00 PM – 2:15 PM 2:15 PM – 3:45 PM 3:45 PM – 4:00 PM 4:00 PM – 5:30 PM 5:30 PM – 5:35 PM 5:30 PM – 6:30 PM 7:00 PM – 9:00 PM	Doors Open Aha Moments/Review Headline Clinic ◆ Open Writing ◆ Group Critiques BREAK Open Writing with Assistance <u>LUNCH</u> Aha Moments/Questions MITCH CARSON BREAK JAMES ROCHE MINI -BREAK AWARDS CEREMONY/Wrap Up <i>NETWORKING COCKTAIL PARTY (hors d'oeuvres served)</i>
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