


THE INDEPENDENT THINKER'S



GUIDE TO  
BECOMING A  
SIX-FIGURE  
COPYWRITER

And How You Can Do It...

**Without** another Copywriting Course...  
**Without** a Copywriting Coach...  
**Without** a Copywriting Guru...

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# The Independent Thinker's Guide to Becoming a Six-Figure Copywriter in 365 Days or Less

*And How You Can Do It...  
Without another Copywriting Course...  
Without a Copywriting Coach...  
Without a Copywriting Guru...*

Dear **Copywriter**,

As I write this, I am living day number 273 of year number one of my freelance copywriting career.

During that time, I have worked with exactly 8 real clients... earning fees well over \$100,000 (not including commissions/royalties). I'm 30 years old, a father of 3, working out of my house in Flagstaff, Arizona.

Now most copywriting courses and copywriting gurus will tell you that these results (and a lot more) are quite possible, even your first year in the business. In fact, those claims are often the very headlines they use to sell you their courses.

But the problem is that building a six-figure copywriting career simply isn't a reality for most of the people who set out to achieve something in this business.

My goal is to help change that. Because it really isn't that difficult, provided you keep a few very important things in mind... at all times.

But before I get started... let me be very clear.

**I am NOT a Guru**

I am NOT a Guru and I have no intention of ever playing that role. (I started a business once and *gave* myself that title... but it just didn't feel right. It just wasn't me.) I am not a millionaire (although I *may* be one by the time you read this), and you won't see me on stage at any marketing seminars. I am simply an entrepreneur who is walking on a path very much like yours.

Maybe I've gotten lucky. Or perhaps my previous lives (as a church musician, car salesman and computer consultant) have somehow prepared me to leap over some of the pitfalls that many new copywriters face.

The bottom line is that I am really no different than you when it comes to becoming a six-figure copywriter right out of the gates. I have access to the very same material you do.

But there **is** one thing that is responsible for my success more than any other. But before I tell you what that is, let me tell you what it *isn't*...

- It **isn't** any copywriting course currently on the market...
- It **isn't** any guru or copywriting coach currently offering their expert training...
- And it **isn't** any network of connections, friends in high places, or membership to the "good ol' boy's network" of copywriting...

The real secret to my success is very simple. It's...

### **My Ability to Use My Brain AND My Ability to Think for Myself**

Believe me, it's not an ability that comes naturally to me. Well, maybe at one time it did. But ever since my first day of kindergarten, it's been slowly beaten out of me. And up until a year ago, I've been very good at taking orders. At listening to what other people want me to do and executing their wishes... almost without question.

Believe it or not, that can get you places in the "real" world. Taking orders can get you a 4.0 grade point average. Taking orders will win the admiration of those around you. Taking orders will even get you a high paying job.

But in business, the ability to take orders from someone else will get you **killed**. You'll go broke in no time flat.

### **WARNING: This Guide is Not about Copywriting**

You read that right. You will not find even one copywriting "tip" on any of these pages. I'm not really interested in that. There are plenty of courses and coaches who are already deliv-

ering that type of information. But frankly, most of us are already drowning in more copywriting “tips” than we could ever use. Here’s something you always need to remember...

**You Don’t Become Wealthy By Buying Things...  
You Become Wealthy By Selling Them**

What interests me isn’t the art of writing copy. It’s the art of making money writing copy. Because being a good copywriter and being a wealthy copywriter are as different as night and day.

Being a “great” copywriter is often about your own ego—about achieving a worthy goal for yourself. But apart from achieving that as a personal goal (and being able to brag about it to others), it’s about as financially useful as learning how to play an instrument.

But knowing how to turn your knowledge and skill into *dollars and cents*... now **that’s** important.

Not because money will make you happy. But because money will give you **choices**. Choices to live your life exactly as you want. And to have the free time you need to figure out exactly what that is.

**One Last Thing...  
Before We Get Started**

As T. Harv Eker always says, “Don’t believe a word I say.” What you are about to read is the path **I’m** taking to build a business. This stuff works **for me**. It might *not* work for you.

And that’s the entire reason I wrote this guide. To tell you that there **is no one** way to success. Thinking you’ve got to somehow fit yourself into someone else’s path (or someone else’s course) is worse than ramming a square peg into a round hole. It’s **much** worse because it’ll affect your happiness... not to mention your pocketbook. Trying to live someone else’s success will keep you from ever finding your own.

That’s a belief I had from the beginning. That I had to blaze my own path. But for some reason, no one was very interested in hearing about it before I had any clients... before I was earning what I’m earning today.

**Now** things are different. I can see my path fairly clearly right before me. And from my perspective, the future is very very bright, not to mention profitable.

Trust me, once you’ve been on the “other side,” the side where creating wealth on demand becomes a reality for **you**... Well, there’s no turning back.

It's just like being born. Once it happens, you can't go back. And let me tell you, the view from where I'm sitting now is absolutely priceless.

So let's get started helping you get on **your** path.