

Join me in this RARE opportunity...

## “Join Me At My Live Event and Learn The Proven System That Consistently Enables Top Marketers To Earn 6 and 7 Figure Incomes Year After Year...Step-by-Step”

**Date:** Sunday, 7:12 p.m.

**From:** Lorrie Morgan-Ferrero

Dear Fellow Entrepreneur,

Last spring I put on a copywriting event like no other - an event where you actually do most of your learning and implementation ONSITE with the support of me and my team of professional copywriting proteges. The results have been remarkable.

First of all, you have to understand that like most of us, I am my own worst critic. Even though I give 110% to make sure everyone gets what they need, I always strive to give more. With the help of my terrific support staff I believe I have found the formula! Here is some feedback from some of the attendees:



### **Learning to Write Copy is Like Having a License to Print Your Own Money!!!**

I am ready to reveal in a **live event** the real-world copywriting strategies I use whenever I need to instantly pump up my income super fast.

I'm going to teach you how to master the kingpin of all your copy – the sales letter as well as the strategic web of copy that supports it including:

- order forms
- autoresponders
- confirmation letters
- landing page copy
- stick letters.

I'm going to connect the dots for you and give you the step-by-step layout of how to plug these pieces of copy together for maximum profitability.

**Copywriting is one of the most expensive skills to outsource.**

You see, **copywriting is a big concept to absorb.** I get it. Up until now the most common ways to learn this valuable skill were teleseminars (*pretty good, but sometimes it's tough to understand just by listening*). Home study courses (*not bad, but you have to be a dedicated self starter and there's no one to ask for help*). Live

events (*Let's face it sometimes you get great content and sometimes you don't, 60 to 90 minutes is just enough time to decide if the persons style is something you connect with*). Of course you can definitely learn a lot in all of these circumstances and I'm not suggesting you ignore them.

**But you can't get the WHOLE ENCHILADA without practice and LIVE feedback...**

...which is exactly why I created the **"Speed Copywriting Workshop"** - a unique hands-on workshop based on my personal system for **speed copywriting**. See I have a passion (and a knack) for showing people how uncomplicated this process really can be. (*I know you can do it too if you just follow my footsteps. It's very easy.*)

**I've shared PIECES of the puzzle in past trainings and in my highly praised *Red Hot Copywriting Bootcamp*. But now I have sat down and put together the complete SPEED COPYWRITING SYSTEM I use to make a handsome six-figure income year after year...and I'm delivering it IN PERSON.**

The **"Speed Copywriting Workshop"** is going to be different than anything you've ever been to. You see I have had the good fortune to study with and become friends with some of the top copywriters of our time, and I have been to a staggering number of live events over the years, sometimes as student, sometimes as teacher. Over the years I developed a vision of the perfect workshop, putting together the cream of what I have learned, so I have drawn on all of my experience and built this workshop from the ground up.

The **"Speed Copywriting Workshop"** is going to be different than anything you've ever been to. I wanted it that way. You will:

- Learn how to write copy like a pro **using a proven system** you can repeat over and over again for LIFE (*you get access to the same copywriting blueprint and checklists I use with my own high-profile clients who pay me upwards of \$12,000 PER SALES LETTER*);
- **Create your own copy ONSITE** with the help of professionals so you get instant feedback and support (*me and two professional copywriters who have gone through my protégé training are there for any assistance you need*);
- **Bond and network** closely with the other likeminded attendees because it's such a small, intimate group (*wait until you experience the very real mastermind effect a group like this produces*);
- **Have a BLAST!** Having fun is one of my biggest values and I won't have an event without it!



"Copywriting is the **MOST EXPENSIVE** skill you can outsource because it's good copy that sells products. It's good copy that sells services. It's good copy that sells **ANYTHING**. As a copywriter in my 'past life,' I made hundreds of thousands of dollars writing copy that sells, and I'm telling you Lorrie will show you the exact same strategies I used for my clients! You'll save thousands of dollars over hiring a pro to write your copy for you, and copywriting is a skill that will help make you money for **LIFE**."

-- Alexandria Brown, the Ezone Queen  
[www.ezonequeen.com](http://www.ezonequeen.com)

## Would You Rather Have Root Canal Than Write? Me TOO!

I have a confession to make. I don't particularly like writing. It can be an excruciating process if you don't have a system to follow. In school I struggled to get Bs and Cs in my English classes because of all the crazy rules. "Don't write in first person." "Don't start sentence with a preposition." "Watch those sentence fragments."

Urgh! Red pens still make me cringe.

Even though I'm a direct descendant of Ralph Waldo Emerson, was born in Mark Twain's boyhood home of Hannibal, and graduated with a degree in Journalism, I pretty much turned my back on writing and moved to Los Angeles from North Carolina to be an actress. What I found out instead was I am a terrific... *waitress*. So instead of becoming a movie star I married and became a stay-at-home mom.

It wasn't until we got divorced in the mid-1990s that I realized I would have to venture into the world and get a J.O.B. The hardest part was leaving my children everyday. From the moment I first walked out that door to work for someone else all I could do was obsess about how I could get back home to my sons.



*Could you imagine facing those disappointed faces everyday? I couldn't. I knew I needed to find a way to be home with them again. I needed to be a **SUCCESSFUL ENTREPRENEUR** with a home office!*

*My sons, Justin and Chase in 1996*

Then I remembered...I had that journalism degree. So I hung out my shingle and start moonlighting as a freelance writer. As luck would have it I hooked a lucrative copywriting job. Problem was I had never really done it before. So I studied up. I

immersed myself in all things copywriting – read books by the masters, attended events, got to know the best of the best in the business. And very quickly my skill level went from novice to pretty darn good. *(Of course since then my writing continues to improve because I'll never stop investing in the one thing that really counts – my brain.)*

Now I'm excited to write. I jump out of bed excited every morning to hear the sound of ka-chings in my email! *(Yes, I actually have a sound file connected to my email orders so every time one comes in my inbox, it triggers this cash register sound. Ah! Music to my ears.)*

**You don't have to be a great writer to write great copy.** See copywriting is much more like talking face to face with a friend. It builds a relationship with the reader. It grows loyalty and trust. And it's okay to break the English language rules!



**"I've made over \$19,000 from the copywriting skills Lorrie taught me."**

*"Lorrie, no one I know in the industry teaches the principles and techniques of kick-ass, get 'em-to-buy copywriting as well as you do. I went from a fumbling and confused wanna be marketer to an unstoppable marketing maverick because you showed me step-by-step how to write words that persuade and sell. And I never thought of myself as a "sales" person – I have an art background. But you're special in that way because you understand what it's like to be a heart-based person and you are so gifted at showing people like us how to win in the internet marketing game. Thank you so much Lorrie because FINALLY there's someone teaching copy with a down-to-earth, sensitive approach!"*

James Roche  
[www.infoproductguy.com](http://www.infoproductguy.com)

## **I Want to Mentor You to Be a COPYWRITING SPEED DEMON!**

**So Join Me By the Pacific Ocean in Redondo Beach  
September 14-16 To Learn...**

- How to write using a formula that is **effortless and easy** *(I confess. I follow a specific blueprint that has gotten my copy in the limelight in a relatively short period of time and I'm going to hand it all over to YOU);*
- How **beginners** are able to compete with **experts** on a level playing field right away *(when you have the right tools at your fingertips, it's idiot-proof);*
- How **one small change** to your sales letter can send your shopping cart into overdrive with new orders *(better be sure you have called your*

*merchant account before you launch your copy because you're about to get a SPIKE in sales - it just happened to me again in November);*

- How follow-up and extreme customer service will cause your **competitors** to drop off the planet *(I will show you how I systematically manage my customers, step-by-step);*
- How to get a **repeatable result** when you follow my method for writing a sales letter *(I boiled the volumes of information overkill on this topic into the best of the best techniques you can apply right away);*
- **The truth** behind what makes your copy “okay” versus what makes it sell like hotcakes to your target market *(you may be shocked by some of the ugly secrets I'm giving up. I've seen it all, and I'm telling!);*
- Instantly **diagnose mistakes** with your copy so that it works harder for you immediately and translates to dollars *(I'll share my personal check list with you);*
- How to improve your writing speed **no matter how difficult** it was for you before *(allow me to share some easy peasy ways to banish writer's block and dramatically improve your sales);*
- The **3 crucial rules of sales** you must know before you can ever understand WHY someone buys *(and why they DON'T);*
- What background materials you need before you begin to write *(or else you're simply wasting your time);*
- The hush hush resources you can use to **learn more about your target market** to practically read their minds *(these tactics work so well I wonder if they should even be legal);*
- How to **scientifically profile your audience** using the same methods deep pocket corporations spend millions on *(again, I'm surrendering my closely-guarded checklist);*
- Where to go to **spy on your competition** and why you MUST not ignore this step *(or you'll soon be squashed like a bug in your market);*
- How to **get your copy to sound natural** and conversational *(so you build loyalty and trust over time, making you the first person they think of when it's time to spend money);*
- Ways to get your prospect to **sing like a canary** about what she is dying to spend her money on *(all you do is ask at the right strategic time);*

- My secret to turning phrases into **benefit-driven statements** that attract attention (*we all buy based on how we believe a product will make us FEEL*);
- How to dig up the **right keywords and phrases** your target audience thinks of when looking for your product or service (*climb into their heads – climb into their wallets*);
- Why you don't need to be a writer to **write great headlines**;
- Learn which kinds of words stand out in headlines (*and which to avoid at all costs*);
- Let me show you the **fastest way to uncover headlines** that convert window shoppers into buyers (*the headline is arguably the most critical piece of all the copy*);
- **Swipe all 10 of my busy-person templates** for no-brainer headlines that get them reading (*why reinvent the wheel when it's been done for you already?*);
- Which **fonts** and **colors** are the most compelling to use (and which ones repel the reader);
- Learn the fastest and easiest way to **split test headlines**. (*No more guessing which headline is better*);
- **The little insider secret** that will have you writing captivating headlines in no time! (*You can practice this onsite at the event*);
- What should RARELY be above your headline (*yet most novices do it anyway*);
- The method of **chunking your copy** into manageable sections (*so it gets out to the world much faster*);
- **The Number One Rule of Copywriting** you must never underestimate!
- How "blind bullets" pack an extra wallop, create curiosity and entice them to buy, making your copy sell like never before (*learn the techniques I swiped – with permission – from copywriter John Carlton*);
- How making the right choices of punctuation and formatting will dramatically impact your copy (*Dan Kennedy says 25% of your copy's success depends on formatting*);
- Ways to get your target market to trust you without stooping to hype and exaggeration (*blow the trust factor and they are gone forever*);

- The use of psychological hot buttons and mental gymnastics that hypnotize your reader into buying;
- When to NEVER ask for the order (*yet clients with less marketing savvy will insist on*);
- Which instances short copy actually outperforms longer copy (*yes, those times do exist*);
- How to get the maximum (ethical) price for whatever it is you are selling;
- And soooooo much more!

As you can see, we are covering a ton of information.

## Hey! Why Not Make It a Vacation Too?!

I have to be honest...the last **Speed Copywriting Workshop** was phenomenal. But this one promises to be EVEN BETTER.

How do I know? Well, first of all we got a few kinks out (there weren't too many, but we identified 'em, took 'em head on and got rid of 'em). We've become more streamlined so we can add a few extra students (which translates to a few extra success stories). **But most of all, for writers and deep thinkers, water has been credited with unblocking creative energy and bringing brilliant ideas to the surface.** We realized, hey, we live right next to one of the greatest oceans of the world, the mighty Pacific. Why not take advantage of that asset and find a venue on the water? Well, we found the PERFECT one...just 7 miles from the Los Angeles airport!

**Imagine absorbing new marketing skills, masterminding, and developing your own sales copy...all while overlooking the Pacific Ocean.** That's right. The venue of our next event is nestled between the quiet King Harbor Boat Marina and the Pacific Ocean at the *Portofino Hotel and Yacht Club*. You can see the neighborhood sea lions sunning themselves on the rocks outside the window of our meeting room. Take a stroll along the harbor at breaks. Soak in the outdoor oceanfront jacuzzi at the end of full day. Talk about boosting your creativity!



Beautiful Portofino Hotel and Yacht Club in Redondo Beach, California at night.



**Aaaaah! Guests sailing through life directly in front of the Portofino.**

*Here's the view from your room! (Note the flat plasma screen television!)*



**We'll meet each evening in this cozy lounge for cocktails and unwinding by the fireplace as we look out at the water.**

Wake up each day refreshed, relaxed and ready to tap into your innermost YOU. So easy and effortless, it's more like a vacation than a marketing event!



Of course we have made arrangements to get you a **huge discount on your room**. **In fact, think about bringing the family (or just that special someone) and staying a few days before or after the event!** Just be CERTAIN that you mention the "phrase that pays" (you'll get it when you register). *Otherwise you'll be paying FULL POP for one of these swanky rooms.*

Learn more here:

<http://www.hotelportofino.com>

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## **Copy is the Engine that Drives the Marketing Machine....As Any Top Marketer Knows!**

**I Am Dedicated to Showing You As Many Ways to Use Copy to Make Money As I Can. So I Invited Some of My Friends Along To Help...**

Special Guests include:

[Perry Marshall](#), the Google AdWords Guru

[Wendi Friesen](#), the Master Marketer behind Wendi.com

[Michael Port](#), best-selling author of *Book Yourself Solid*

[Mitch Carson](#), the Lumpy Mail Guy

[James Roche](#), the InfoProduct Guy

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**"From what you've said here today, I can't believe your 'Speed Copywriting Workshop' won't be a GREAT success."**

*-- Gary Halbert (after brainstorming together at his live seminar in December 2005)*

[www.thegaryhalbertletter.com](http://www.thegaryhalbertletter.com)

## More Attendees RAVE!

"This was AWESOME! I can hardly wait to build my online business with your help. You're up there with Kennedy, Carlton, Halbert, etc! So CHARGE MORE! You're worth it!"

LouAnn Savage, [www.louannsavage.com](http://www.louannsavage.com)

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"It was amazing! I actually didn't want it to end! The coaches were phenomenal. They all bring different skills and genres to the table. Lorrie is SO generous with her time and knowledge."

Michele Hunter, [www.profitpublishing.com](http://www.profitpublishing.com)

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"Excellent and brilliant! Blueprint, sales letter, tarket, chicken chunks, SPEED copywriting - I love it! You released me to write *bad* headlines until they got good. I also learned about writing personal copy. Thank you!!"

Ann Convery, [www.annconvery.com](http://www.annconvery.com)

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"I will just get my not so perfect copy out instead of letting it sit and stress me out. You have given me a reference for the power of acting on your ideas - having the courage to throw down the gauntlet and striking out to do your own thing. Thank you!"

George Franco, [www.shrinershq.org](http://www.shrinershq.org)

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"Hi Lorrie, What can I say but, "Where have you been all my life? Having started out as a college professor, I have been trying for years to transform my boring academic writing into captivating prose. And it was a slow process until you came along!

After taking your copy writing class all my writing has improved. I have a more engaging style, a clearer call to action, and most importantly better results! Total strangers are now signing up for my newsletters, eclasses, etc. And I also found I have a knack for writing titles.

In my last marketing teleclass my classmates were literally clamoring for my help with their titles. Besides being so helpful to me--you are just, simply the best copy writer I've ever encountered (and I have read some of the best). Reading your stuff is like landing in colorful Oz after having lived in black and white Kansas. Thank you so much! "

-- Dr. Lauren Outland

[www.empowermentdoctor.biz](http://www.empowermentdoctor.biz)

## The Bad News Is....

### This Event is **STRICTLY** Limited to **50 Participants (And 11 22 Are Already Filled)!**

I'd like to help everyone harness the power of copy that pulls profits in. But because of the close personal attention you get from me and my two protégé copywriters, I'm forced to put a firm cap in place for the number of attendees. I'm sorry but there are only 30 spaces available for this event. Don't wait to sign up or someone else will likely be in your seat.

*(When I first publicly discussed this event in December at Gary Halbert's Root Canal Seminar, I was rushed by four attendees eager to give me their credit cards on the spot but I wouldn't take them until the copy was written. I don't expect the spaces to be available for long.)*

Sit tight and buckle up. You are about to blast off on an adventure sure to reshape the way you do business (and how customers spend money with you). You will be in a room with 29 other power players who, like you, understand the value of investing in their own education. (These are the types of people you want to network and joint venture with.) And we are going to get to know each other's businesses **EXTREMELY WELL**.

Why? Because on the final day we will have a **Speed Copywriting Awards Ceremony** in the spirit of the Academy Awards. That's right! The winners of the most outstanding copy will get a handsome trophy, exposure in my ezine and bragging rights

for life. So plan to be involved in a lot of individual and group activities so you're ready for those breakthroughs.



"In the course of a lifetime – if you're lucky – you run into a few great teachers and mentors. **Lorrie Morgan-Ferrero hits the mark in the copywriting arena.** Whether you're a novice or seasoned pro, the information and guidance that Lorrie shares on copywriting and marketing is not just invaluable, but extraordinarily generous.

Best of all, Lorrie teaches in a way that puts everyone on par. She is amazingly gracious, positive and supportive. And the students in her classes respond to Lorrie and each other in just that way. There is no pretense or posturing here – just teaching and learning at its best. Thanks Lorrie!"

Phyllis Schwartz

Copywriter, [www.bettercopywriting.com](http://www.bettercopywriting.com)

**CLICK HERE**

For Registration Information

## This Event Is All About YOU and YOUR Success!

I'm so confident **no other workshop can DUPLICATE what I'm teaching**, I'm going to break it down for you in brutal detail...

## Day One of the "Speed Copywriting Workshop"

Here's what to expect:

- **The envelope please!** Each morning you are given an envelope with your special seat assignment so you can mix, meet other attendees, and best of all learn who you want to stay connected with AFTER the event.
- Learn the **closely-guarded copywriting techniques** that get them nodding in agreement instead of nodding off to sleep. (*As I said, I'm not holding anything back.*)
- Break out your **pre-event notes** because we're going to make sure you didn't miss a beat before the event.
  - **Target market research**
    - *Individual practice*
    - *Group sharing*
  - **Long copy versus short copy**
  - **Madison Avenue copy versus direct response**
  - **Choosing and filtering keywords & keyword phrases**
  - **Collecting killer testimonials**
- **Learn how to RECOGNIZE copy that rocks and copy that flops.** Watch live as I show you before and after makeovers from some of my past students.

Identify common mistakes and eradicate them from your own copy. (*I've been told this is one the most powerful methods of teaching I do.*)

- **Sit back as I reveal my SPEED COPYWRITING SYSTEM.** Gimme your hand...we're going to go through this step-by-step until you have it down pat. Once you know my system, you'll be able to whip out copy that sells like nobody's business.
- **How to switch on your "COPYWRITER MIND".** I will show you how to tap into creativity to **avoid writer's block, effectively weave story into your copy** and make your writing effortless.
- What causes us to buy? **PERSUASIVE TACTICS that turbo-charge your copy.**

"Lorrie, you're great. And that's official! Your simple straight forward formula and process for creating compelling copy rocks. I now feel fully confident to tackle the job of writing my own sales letters. In fact Lorrie has made copywriting so fascinating I've already crafted a letter. I'll be sending it straight to George Bush and Tony Blair, recommending that copywriting be put on the list of controlled substances! That's how addictive copywriting is. I'm now hooked good and proper. Lorrie, thank you also for your impromptu sales letter critique. Totally blown away and have already built in all your recommendations."

Loz Wilson

[www.fortunesfirst.com](http://www.fortunesfirst.com)

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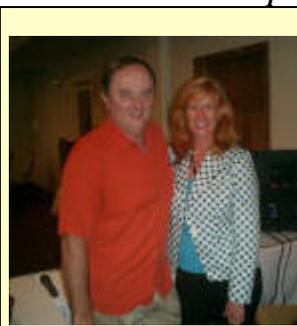
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## Day Two of the "Speed Copywriting Workshop"

New day; new seating. You'll get your envelope with your seating assignment for a new group. Today you'll learn...

- **Easy Headline Formulas you can steal.** Headlines are arguably the most important part of the copy. I think you'll be surprised by some of the mistakes 85% of good copywriters STILL make with their headlines. Let me illuminate you. *BONUSES: I'll even give you a headline swipe file and my headline checklist.*
  - *Individual practice*
  - *Group sharing*
- **Features and Benefits – The secrets of how to get to heart of your prospect's desire.** People buy because of the way a product or service makes them FEEL. Not because of what it does. Learn how to extract benefits from the features and watch your sales skyrocket!
  - *Individual practice*
  - *Group sharing*

- **Frequently Asked Questions – Learn how to dissect the inner dialogue going on in every prospect’s head.** If you don’t anticipate and overcome objections in your copy you will lose the sale – guaranteed.
  - *Individual practice*
  - *Group sharing*
- **Harness the Firepower of Bullets – Quick to read and able to explode on impact,** these little guys can create an emotional response more effectively than a long paragraph. Bullets can make or break your sale.
  - *Individual practice*
  - *Group sharing*
- **Creating an Irresistible Opening & Hook –** If you don’t capture your reader’s attention early in the copy, they are gone forever. Let me show you some tricks and tactics to get them to stick to your page like a bug on a windshield.
  - *Individual practice*
  - *Group sharing*



"Lorrie Morgan-Ferrero has changed my life! Not only have I learned tons about how to write attention-grabbing copy, my energy level when I sit down to write even a simple e-mail just skyrockets! Lorrie's style of teaching is smooth, simple to understand and takes the student through a method of learning that reminds me of a float trip down a river - constantly forward, occasionally challenging and always wet, wild and fun! Just go with it!"

Steve Majors

[www.thelazyinvestor.com](http://www.thelazyinvestor.com)

**CLICK HERE**

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## Day Three of the “Speed Copywriting Workshop”

New day; new seating. You’ll get your envelope with your seating assignment for a new group. Today you’ll learn...

- **How to Grab the Sale.** If you don’t have a clearly defined offer and a nail-in-the-coffin close all the preparation you’ve done up to the end is for naught. You’ll **learn how to lay the offer on the line and ask for the sale without being pushy** or full of hype.
  - *Individual practice*
  - *Group sharing*
- **Follow Up Copy.** It ain’t over because you got the order. Not at all. The sale is just the beginning. You need **strategic support copy** to keep the lines of communication open and to make sure your customer stays FOR LIFE so those keep dollars rolling in. Learn about support copy including:
  - *Order Forms*
  - *Autoresponders*

- *Confirmation Letters*
- *Landing page copy*
- *Stick Letters*
- **Open Writing with Assistance.** You've spent 2 and a half enlightening days crafting your copy. Here's your opportunity for individual help. My copywriting protégés and I are at your disposal to give advice and critiques that send your sales to the stars. All you have to do is use us. We're there for you.
- **Red Hot Copywriting Awards Ceremony**  
Roll out the RED Carpet because the celebrities are in the house. You and your peers have all worked hard. Now it's time to tally the votes for your favorites. The winners receive a handsome trophy, exposure in my ezine and bragging rights for life. *(Only authorized paparazzi will be permitted.)*

"Lorrie teaches you a **SYSTEM** for writing copy – nobody else I have ever studied under gave me a system I could follow and be successful with every time I write sales copy. Lorrie's teaching style is very interactive, while being very instructional."

Diane Conklin

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## "But I Don't Want to Write My Own Copy"

I do hear this from time to time and here is my answer to that, "It's ok not to write your copy." After all, many copywriters are happy you prefer not to write it yourself. But if you don't write your own copy then it stands to reason you will be paying someone else to write it for you. How will you know if it's any good?

I've seen people spend thousands of dollars on copy, not get the results they expected and then question their pricing, their product, their AdWords campaign, their website and a whole host of other things, never realizing the problem was in the copy all along!

**The Speed Copywriting Workshop** teaches you more than how to write powerful copy. It teaches you what makes copy **PERSUASIVE** and **COMPELLING**. Best of all it shows you how to make your copy **CONVERT** to sales. And isn't that what you're in business for anyway? Attending the **Speed Copywriting Workshop** can not only **MAKE** you tens of thousands of dollars, it can **SAVE** you tens of thousands of dollars.

## Still Have Questions? Let Me See If I Can Help!

1. ["Isn't this just like your 6 session teleseminar \*\*Red Hot Copywriting Bootcamp\*\*?"](#)

2. ["I don't want everyone to see what my business is about. Can I still get something out of this?"](#)
3. ["I'm just going to hire a copywriter."](#)
4. ["Do you have a guarantee?"](#)
5. ["Where will this be located?"](#)
6. ["I'm already going to an event in the fall. I don't think my bank account can support another one."](#)

**1. "Isn't this just like your 6 session teleseminar *Red Hot Copywriting Bootcamp*?"**

Not really. The goals are similar in that in the end of the Bootcamp if you followed the procedures and participated you should have the first draft of your sales letter. But in the **"Speed Copywriting Workshop"** you get the first draft of your sales letter PLUS...

- never before revealed tricks I've picked up in the past few months to write WAY faster and pull more money out of your copy;
- in person access to me and my copywriting protégés for instant feedback;
- live mastermind support groups to take ideas to a new level;
- replicatable copywriting results MUCH faster;
- the underground knowledge of how to use specific words to trigger a reliable chain reaction in your prospects;
- coaching in how to write follow up copy to support the rest of the sales cycle;
- a lot of networking fun and an award ceremony!

**2. "I don't want everyone to see what my business is about. Can I still get something out of this?"**

Sure. Just let us know when you register you'd like to be kept under wraps and we'll keep you out of the group sessions. No problem.

**3. "I'm just going to hire a copywriter."**

A lot of people choose this route and it's a very valid solution. But if I may play Devil's Advocate for a moment...

You SHOULD hire a copywriter IF:

- You have an extra \$5,000-\$15,000 lying around. *Copywriting is the MOST EXPENSIVE skill to outsource;*

- This is the last sales letter you ever plan to write. *You won't need to replicate this skill if you never plan to do it again;*
- You never plan to make future changes to your business. *You'll need to shell out more cash whenever you need an update;*

Otherwise this workshop is a cheap investment in a lifelong skill you will always need. Whether you write copy yourself, pass it off to a member of your staff, or hire a copywriter, at the end of the day YOU as the business owner are the person responsible for the copy doing its job.

#### **4. "Do you have a guarantee?"**

Absolutely. When you come and play with me I insist you leave a happy camper. So when you participate in each copywriting module, ask for assistance, and practice onsite but you're still not happy with the quality of education, simply see me at the end of the event, hand in your materials, and I will issue you a full refund. Not only that, but if you don't make AT LEAST an additional \$10,000 by next year using my system, I will refund your tuition...out of my own pocket!\*

#### **\*GUARANTEE\***

\*\$10,000 income guarantee is based on documented gross income generated by, but not limited to, any and all sales copy, sales pages, sales letters, ezines, newsletters, email campaigns, auto-responders, direct mail and any other copy driven means.

#### **5. "Where will this be located?"**

In Redondo Beach, just 7 miles from the Los Angeles, California airport (LAX) on September 14-16. To make travel arrangements easier you are welcome to visit our travel agency arm at [www.redhotdiscountravel.com](http://www.redhotdiscountravel.com).

#### **6. "I'm already going to an event in the fall. I don't think my bank account can support another one."**

I get it. This is not an event to attend without some close attention to finances. But consider this...last year I personally spent \$17,497 to attend five key events (not including travel and expenses). In each of those events I actually PROFITED because of connections I made and knowledge I gathered. **Make no mistake...this event is a critical investment in your business.** (The more and more "gurus" I talk to tell me they desperately wish they had become a "good enough" copywriter earlier in the game. Copywriting translates into bottom line dollars in your business. As I said, it is NOT a negotiable skill.)

"I'm a professional copywriter and I have to tell you that Lorrie's Red Hot Copy Bootcamp improved my copywriting more quickly and dramatically than anything I've ever done (and I've done lots!). My confidence level shot off the charts. Not only that, but Lorrie's an amazingly generous spirit: just when you think you got what you expected, she gives and gives and gives some more. Lorrie: you inspire me!"

Maggie Dennison

[www.mymarketingmessage.com](http://www.mymarketingmessage.com)

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## How Much Would Earning an Extra \$10,000 Per Year Mean to You?

What about an extra \$10,000 a quarter? A month? Or even a week?! I'm not using an inflated figure but one I truly believe you can attain with good copy. That's because the results I've seen from simply making small tweaks to copy (and nothing else) have been staggering. **It is my goal to land you firmly in the next level by using your copy as a catapult.**

*While I can't predict what your personal results will be, I can assure you that copy is the closest thing there is to a magic bullet for giving yourself a pay raise. Good copy equals more sales. PERIOD.*

But wouldn't it make sense to hone a skill you can personally use over and over again as your business evolves and you get new ideas? Of course it would! That is why you shouldn't even hesitate to attend the **"Speed Copywriting Workshop"**. Act now and your one time investment of ~~\$2,495~~ **\$1995 before July 31** can be split in 3 easy payments.

If that sounds like a lot to you, understand this fact...To hire a top copywriter like me will cost you a one-time minimum fee of \$12,000 - that's IF I can even fit you in my schedule. *(Of course you don't HAVE to spend that much. You can definitely hire a cheaper copywriter for around \$5,000-\$8,000.)* We get paid handsomely because, as I said, **good copy equals more sales**. Words translate to dollars. So clients don't mind spending the money. But you won't have to as an attendee of the **"Speed Copywriting Workshop"** because, under my close personal instruction, you'll soon be cranking out killer copy in record-breaking time!

**CLICK HERE**

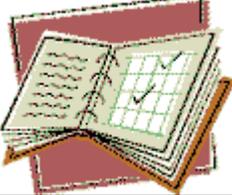
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**Remember - information costs but it pays for itself!**

# I Always Take Extra Special Care of the Folks I Work Closely With So Expect OVERDELIVERY (Because YOU'RE Gonna Get It!!!!)

Yup, not only are you going to walk away from this event with some **kick butt copy you can use in your business out of the gate**, but I have some bonuses I'm throwing in just because...

## "Speed Copywriting" Bonuses

	<p><b>You Leave With the First Draft of a Money-Sucking Sales Letter:</b> Frankly this is the value of the entire event. You will actually leave this event with something more valuable than you will get at 95% of any other event - the actual blueprint of YOUR sales letter that translates into dollars for your business. And best of all, you'll be able to write these letters over and over and over again!</p>
	<p><b>Laminated Checklists:</b> You get the exact same checklists I use in my office to turn out winning copy. <b>Don't worry about missing a step – it's all right there for you.</b> <i>(Told you I'm not holding anything back. I have no reason to – I am DEDICATED to your success.)</i></p>
	<p><b>Target Market Questionnaire:</b> Don't GUESS about what to ask yourself about your business, now and for FUTURE COPY. KNOW exactly what information you need to gather before you start writing a single word of copy. This document can save you from wasting hours of your valuable time.</p>
	<p><b>Swipe Files from Top Copywriters:</b> One of the secrets to writing copy FAST is having great copy by other writers at your fingertips for inspiration. Allow me to start a world class swipe file for you populated with copy PROVEN to get results.</p>
	<p><b>Celebrity Gift Bag:</b> Just like the real Red Carpet events, I am preparing a goodie bag filled with surprises you're just going to flip over. I wish I could share exactly what those surprises are but that would ruin the fun!</p>

**Plus the FAMOUS  
Red Hot Chicken Timer!!!**



The Red Hot Chicken has quickly become legendary in the copywriting world. It's just one more critical piece to writing copy FAST! You can't get this anywhere else! (Value: Priceless!)

**Don't Even Think About It! Just Join Me  
And Let Me Show You How To...**

- Put yourself back in the marketing driver's seat
- **Effortlessly tap into your inner copywriter**
- Discover insider secrets that clearly define your target market
- **Learn the proven systems to banish writer's block forever**
- Write surefire headlines to pull clients into your copy
- **Specific methods to identify your best prospects to funnel more money, more money, MORE MONEY into your bank account!**
- Insider tricks to asking the right questions (so you get powerful answers from your customers)
- **Blueprint your mind-blowing copywriting system from A to Z**

... And so much more!

"As an entrepreneur I couldn't care less about copywriting. But I do want to know how to increase my sales. I had achieved a high level of traffic visiting my website, but I wasn't making the sales I needed to survive. It became clear to me that I wasn't meeting the needs of those potential customers. What I said on the site and how I said it wasn't capturing their attention.

What's refreshing about Lorrie's material is that the content is extensive, thorough, and extremely adaptable. It's easy to modify her examples to fit your own copy.

Her step by step process made it easy for me to learn the methods and apply them to my own site. When I applied her methods to the sites I use for my Google campaigns, my conversion rates increased immediately. Next, I began to see product inquiries reach all time records.

And when I wrote my sales letters, suddenly I went from making the occasional sale to gaining new customers every day of the week."

James P. McMahon, Ecologist  
[www.cleanairpurewater.com](http://www.cleanairpurewater.com)

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I know you're busy running a business and I refuse to waste your time. This is a condensed workshop designed to immerse you in ways of thinking about your business you likely have never experienced before. You will learn **SPEED COPYWRITING**...the most valuable skill you can ever master in your business. Remember, at the **Workshop** you'll get:

- ◆ **A professional-grade sales letter with the blueprint for all the support copy that goes with it;**
- ◆ A step-by-step blueprint of exactly how to get started and keep your copy momentum going;
- ◆ **Insider tricks that take you out of writer's block and tap into your most creative side;**
- ◆ Customized exercises you can overlay to your own powerful marketing campaigns;

- ◆ **A mini-mastermind of students you work with to brainstorm the most effective approaches for YOUR business copy;**
- ◆ Professional copywriters (including myself) on hand to help you with your trouble spots;
- ◆ **The opportunity to evaluate other people's copy so you recognize firsthand what works and what doesn't;**
- ◆ Blind evaluations by fellow students to get a fresh perspective on your work;
- ◆ **Laminated copywriting checklists you can save to use over and over again;**
- ◆ Target market questionnaire based on research I've done on Dan Kennedy, Gary Halbert, John Carlton, and other copywriting masters;
- ◆ **Timeless swipe files you can easily mold to your own business without plagiarizing or being unethical** (*I'll show you where to draw the line*);
- ◆ Pre-event recordings in downloadable MP3 format so you won't miss a nugget of valuable information from the gurus giving you their time;
- ◆ **Word-for-word transcripts of pre-event calls so you can highlight and review to your heart's content;**
- ◆ Surprise celebrity gift bag filled with exciting goodies just to keep things fun!

And of course, I'll be keeping a watchful eye over the entire process so I can jump in and offer help too.

## **Phew! This Is Going to Be an Event Loaded To The Gills WITH VALUE!!!**

In fact, I'd like to be completely honest with you. **There is not another copywriting workshop that can touch the personalized attention and training you get at "Speed Copywriting Workshop".** I'm not saying you couldn't learn about copywriting elsewhere, but there is no other event carefully structured to get you the fastest results possible while at the same time teaching you a **REPEATABLE, systemized skill guaranteed to make you money.** I look forward to seeing you there!

Warmly,

Lorrie Morgan-Ferrero

P.S. If you're still thinking about whether or not **"Speed Copywriting Workshop"** is for you, consider this...

- ◆ You can read about DRIVING A CAR, but you'll never learn without hands-on practice;
- ◆ You can read about PLAYING GOLF, but you'll never learn without hands-on practice;
- ◆ You can read about COOKING A GOURMET MEAL, but you'll never learn without hands-on practice;
- ◆ You can read about GIVING A SPEECH, but you'll never learn without hands-on practice;
- ◆ **You can read about COPYWRITING, but you'll never learn without hands-on practice!**

**“Speed Copywriting Workshop”** is a rare chance for you to learn insider trade secrets, avoid making common mistakes, practice your new skill, AND have fun...all under the attentive eye of a professional dedicated to your mastery. Don't miss this unique opportunity. Space is strictly limited. Click below to register now!

**CLICK HERE**

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*(There is a method...a process...a formula. I know what it is and I'm ready to hand you the keys to the gold mine...without the hype!)*

## What Others Say About Lorrie's Trainings

This is the first annual **“Speed Copywriting Workshop”** but I have been training entrepreneurs and copywriters for years. This is what they have to say...

“What I want to tell you is that if you want to succeed big time, you need to have Red Hot Copy. You need a sales letter that just sells and is your advertising person in the printed flesh so to speak that just brings you and [can] reach you great rewards in business, and the lady to do that is Lorrie Morgan-Ferrero.

**Mark Victor Hansen, Co-Author *Chicken Soup for the Soul & One Minute Millionaire*, [www.markvictorhansen.com](http://www.markvictorhansen.com)**

“I live in airports and hotels all across the country, yes, I'm a speaker. And because of Lorrie's gift of writing my business has grown tremendously. She interviews you and somehow, I can't explain it, she gets into your spirit, into your mind and she writes in your words. In fact, she's written some things for me and I've read it and I've said "Wait a minute, I didn't know I wrote this!" I didn't - Lorrie wrote it. Yes, she's got a special gift. Lorrie, thank you very much for blessing me with your writing, and she's gonna bless you . You want somebody that is really gifted and talented and can help you bring it to the people that you want to reach, in YOUR voice, Lorrie's

style is Red Hot, yes it is. She is the BEST! This is Mrs. Mamie Brown's baby boy, Leslie Calvin Brown. Thank you Lorrie!"

**Les Brown, Motivational Speaker, [www.lesbrown.com](http://www.lesbrown.com)**

"As a trained journalist, I was not certain of the value I'd get from your work. How wrong was I! I am inspired to revise my web and marketing copy. Your ideas really hit home. They make sense. As they say...**dollars and cents**. Thanks so much for freely sharing your wonderful insights and ideas."

**Eva Dahm, Coach Catalyst, [www.coachcatalyst.com](http://www.coachcatalyst.com)**

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"I'd like to credit Lorrie with helping me earn \$7,674 in 72 hours. And tens of thousands of dollars since then using copywriting techniques she taught me. You know how sometimes you learn something you didn't even know you needed to know? That's what learning copywriting from Lorrie is like. I work with independent professionals and entrepreneurs everyday and I'd say the single biggest reason their incomes aren't higher is bad copy."

**Michael Port, Author *Book Yourself Solid*, [www.michaelport.com](http://www.michaelport.com)**

"Before Lorrie's teleseminar I had never written direct response sales copy in my life. But after just one class, she completely changed my attitude about writing. I went on to write a killer sales letter for our first annual **Blessings in Adversity** campaign which raised over \$25,190 in just 30 days for St. Jude Children's Research Hospital to help children with cancer."

**Nicole Williams, Volunteer, [www.stackthelogs.com](http://www.stackthelogs.com)**

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For Registration Information

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