



# THE COPYWRITING SECRET

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**Confidential Manuscript**

## The “Secret” Behind Powerful Conversion

Over the years, I have come to a realization that every product that I come out with, regardless of whether people claim it to be saturated or not, I have always **outsold** my competitors.

**Resale-Rights-Solution.com** (July’04)... It made all my competitors change direction to Private Label Rights. This is why you heard the resale rights industry collapsed, as I came out with this project of mine.

**117ChristmasGifts.com** (Dec’04)... It made all my competitors (14 of them), who came out with the give away campaign had to say that I am the originator of the give away.

**Make1Million.com** (July’05)... I have sold more than 800 packages of this home-study course, even though many competitors told me that a making money home study course is too saturated.

**117ChristmasGifts.com** (Dec’05)... It made all so that all my competitors wouldn’t dare to come out with the same give away on that month, as they were scared away of Henry Gold’s campaign.

**17Gifts.com** (Feb 14’06)... I recruited 6,000 members in less than 48 hours, where the alexa.com’s ranking was 825. In addition, I also sold more than 100 packages of the Make1Million.com’s package in less than one week.

**Resale-Rights-Solution.com** (July’06)... Again it beats out all the resale rights competitors, even though they have spread the rumor that Resale Rights is outdated.

**HenryTop500Sites.com** (Sep’06)... I sold the first 100 advertising slots in two weeks, even though many marketers told me that it is impossible for me to make the money using the same strategy that Joel Comm used.

Of course, I have several niche websites that I have created outside of the Internet marketing niche, where I quietly beat out the competition anytime and every time I want to. This is all based on “**The Copywriting Secret**”

## What is the copywriting secret?

It's not a sales letter.

It's not your offer.

It's not your website.

It's not your product, service, or membership site.

It's not any of that.

In fact, I can tell you very **passionately** that if you perceive the power of the copywriting secret, as a “sales letter”, regardless of the type of businesses you are trying to tap into, you are not going to be successful online.

I don't care whether your business is real estate, retail business, e-book, software products, health, diet, or any industry you are into, you **MUST** know the copywriting secret, if you want to beat your competitors.

So, what is the copywriting secret?

It is the **presentation**.

It is how you deliver your message. (**Not in the way you have been taught in the past**)

Not in the way that many marketers have told you in the past.

It is not about the headline.

It is not about the color.

It is not about the order form.

Hello... If that's what you call the copywriting secret, you have seen those “other” websites out there. This is what millions of websites out there look like.

## **The questions are...**

Why are they NOT successful?

Why are they NOT even making a pennies online?

It's because they have "NO CLUE" about the copywriting secret.

They heard from other "copywriters" saying that...

... Create a powerful headline

... Use red color

... Use powerful testimonials

... Put a cheaper price

... Put more bonuses

... Give them a guarantee

... Use the word "What if"

Huh? It is way too complicated.

If this is exactly how the power of the copywriting secret works, you will give up. 😊

## **The copywriting secret is easy.**

In fact, it is extremely easy that when I put four marketers as my part of my case studies, including Libby Campbell, Jason Cooper, Dan Kelly, and Mike Ambrosio. They were all shocked by what they learned.

Want to know what they said?

Want to know how easy it would be to apply the copywriting secret, so that you can easily crush your competitors whenever you want to?

Here is what they told me:

***“I was SHOCKED. When Mike Ambrosio (My close friend) and Dan Kelly (My coaching client) were showing me their website’s “Before” and “After” versions, I realized the importance and the power of the copywriting secret. It’s CRAZY what you did on their websites”*** – Mike Filsaime, ButterflyMarketing.com

***“All these years, I’ve simply gone to one website after another. When you showed me how easy the copywriting secret is, I was like... “WOW”. I can know compete with others and build my business, just like a pro. Thank You”*** – Dan Kelly, MinisiteSecretRevealed.com

***“Man, I was blown away. I thought the resale rights industry was too saturated, you proved me wrong. I have learned so much in two days, rather than on my own in the last two years”*** – Mike Ambrosio, MrOverdeliver.com

***“Henry, after I leaned all four modules that you taught on the interview, I can literally outsell all my competitors, regardless whether they are selling private label rights or just underwear. It is just a matter of time before I explode on the industry.”*** – Jason Cooper, InternetMarketingMiracle.com

***“Henry, I’ve got to say Thank You for showing me the copywriting secret. Now, I am no longer a newbie. I can build a solid business, without worrying that others are going to spy on my business. You are genius!”*** – Libby Campbell, Blogging4wealth.com

***“Henry, The information that you have shown me was totally awesome. I just know that all I have to do is follow the step-by-step guide for getting the right strategic alliances. In fact, I can see myself earning an extra \$20,000 or even more every month. Thank you very much!”*** – Bob Hamilton, EbayMadeSimple.net

This is exactly what **“The copywriting secret”** is all about.

It is very simple to understand.

It is based on the components that are very easy to follow.

Yet, if you go ahead and asked any copywriter, they have no clue on what those components really are.

**BUT...** all my students who have learned the copywriting secret will literally laugh at those sites because they lack those secret components.

In fact, if you ask Libby Campbell, who was a total newbie, she was completely **SURPRISED** that it is so easy to tap into any market she wants to focus on.

This is exactly what “The copywriting secret” is all about.

You ask any copywriter to come to me.

You ask any one that claim they know the copywriting.

I will challenge them all.

I will show them that anyone who can literally follow the advice that is being shown to you on “The Copywriting Secret” can easily **outsell** their competitors.

No Exception!

### **Are you a newbie?**

Libby Campbell was a newbie to before learning the first module of the copywriting secret. Now, she can easily tap into the blog market anytime she wants to.

### **Are you an advance marketer?**

Jason Cooper claimed to be an expert on his copywriting before he got into the class. Now, he is a complete expert on the copywriting secret.

### **Are you a testing geek?**

Dan Kelly claimed to be an expert on testing, before he broke the code on the copywriting secret when I showed him for just one hour.

### **Do you hate copywriting?**

Mike Ambrosio told me that he hated copywriting, right before I showed him the copywriting secret. Now, he is in the process of showing people that regardless how saturated the market is, he can tap into it with no problem.

## “What Are You Selling Online?”

What are you selling offline?

What are you selling on your blog?

What are you selling in your newsletter?

What are you selling on your back-end?

What are you selling on your up-sell offer?

What market are you tapping into?

Are you selling E-books?

Are you selling Resale Rights or Private label rights?

Are you selling Software products?

Are you selling Real estate?

Are you selling Retail products?

Are you selling Teddy Bears?

Are you selling Diet products?

Are you selling Health Products?

Are you selling a Membership site?

Are you selling advertising space?

Are you selling an installation service?

Are you selling a card box on eBay?

Are you selling **FILL IN THE BLANK?**

I don't care what you sell.

I don't care how saturated the market is. (There is NO SUCH THING AS saturation anyway!)

I have clients from many different niches, including retail stores, real estate, the software industry, E-books, recipes, therapy, spas, eBay, jewelry, gold, kitchen ware, clothing, resale rights, health, dieting, membership sites, Internet marketing, and more. (**You name it!**)

The key here is to understand the fundamentals of the copywriting secret.

What are the fundamentals of the copywriting secret?

Again, it is NOT the sales letter.

The sales letter is just “**One**” small part of the tools that we use.

The copywriting secret applies to any aspect of your business.

It doesn't have to be online.

You can apply it offline as well.

In fact...

I recently taught one of my friends to use craigslist.com to advertise his house to rent it out. When he displayed the ad, he only received about 2 calls a week. However, as soon as I changed his copy, he got 50 calls a week, and **the house was rented out in less than 3 days.**

Today, he told me that he does not care whether people move out of the premise or not, as long as he has three days notice, he can fill out the room very easily.

This is what “The copywriting secret” is all about.



Once you know how it works, you can literally turn any failing business into a successful one. You can even sell a box, or a candy bar, and still make a fortune. Regardless whether you sell it online, at the flea market, on your business, or even at just a regular yard sale.

## “How Important is The Copywriting Secret?”

It is a no-brainer.

Over the years, various marketers have taught you various ways to get more traffic to your site. However, the real key to sales is actually NOT from the traffic, but it is from the **conversion**.

Sure... We need to have more traffic.

Without the “**Conversion**”, you are just leaving all the money on the table.

In fact, I want to share with you “**One Secret**”.

If you know the power of the copywriting secret, you are able to build the viral traffic on its own.

You do NOT need to get extra traffic.

You do NOT need to worry about the many different traffic sources that marketers have made you confused about, including...

Search Engine Optimization...

Pay-Per-Click...

Viral Marketing...

Joint Venture Secrets...

Affiliate Marketing...

Banner Advertising...

Google Adsense...

Ezine Advertising...

Pod Casting...

It's way too confusing.

It is NOT even necessary for you to know all of these.

The technology is changing all the time.

New strategies are coming almost every day.

However, there is ONE thing that does NOT change.

It's the **“money flow chart”**



Regardless of how popular blogs are...

Regardless of how popular Pod casting is...

Regardless of how popular Pay-per-click is...

It is always based on this “money flow chart”

**The “money flow chart” doesn't lie...**

The usage of it goes way back to the 14<sup>th</sup> century, where people were exchanging a cow with a pig, or exchanging apples with bananas.

Back then...

There was NO so-called sales letter.

There was NO so-called copywriting.

There was NO so-called search engine optimization.

There was NO so-called Pay-per-click. (Geez, computers did not exist then)

There was NO so-called E-mail marketing.

It was all based on, I give you a pig you give me a cow.

It was all based on, I give you a horse you give me a dog.

It was all based on, I give you one dollar you give me five dollars.

This is how the “**money flow chart**” works.

There is no complication.

There is no need to know headline, sub-headline, color, order form, background color, test pricing, offer, and so on. (Geez, I would hate copywriting if it was that complicated)

Again, it’s all based on the “**money flow chart**”.

In fact, if you look into the money flow chart, those people in the 14<sup>th</sup> century did not even know what “target market” means.

However, they were able to get people to exchange their cows continuously.

They were able to get people to exchange their dogs continuously.

They were able to get people to exchange their apples continuously.

How is that possible?

**It’s very simple.**

This is because the copywriting secret has the power to **regenerate** the traffic on its own.

This is because you can utilize the copywriting secret to produce more targeted traffic without worrying about low traffic to your site.

In fact, one my students, Bob Hamilton was surprised when I showed him how easy it is to get traffic to his site without even complicating things with Google Adwords, Pay-per-click, Search engine optimization, and more.

## “How Can I Regenerate Traffic, Henry?”

It goes way back to the 15<sup>th</sup> century.

It goes way back to the French when wine was the culture of that country.

It goes way back to when gold was the only currency people used.

At that time, there was a wine maker who bought grapes from the same farm field. The wine maker bought the grapes; the grape owner received his gold. The deal is done.

However, as the wine maker loves the grapes, as they were fresh, he started to tell his friends. The grape producer kept getting more gold, because he keeps getting more traffic to his business. **At that time, there were no PPC, SEO, or even E-zine advertising.**

He simply used the same regeneration techniques over and over again.

This is how Solomon became rich.

This is how Bill Gates became rich.

This is how Warren Buffet became rich.

This is how Michael Dell became rich.

They know “The copywriting secret”.

They know that when they focus on the conversion, instead of focusing on traffic all the time, the targeted traffic can be regenerated on its own.

Of course, in the modern world, it is a little different than in the old days...

You need to plan the seed.

You need to learn the four modules of the copywriting secret very closely.

You need to understand the step-by-step system to utilize the powerful copywriting secret for your business.

## **“Why Should I Learn The Copywriting Secret Now?”**

In the four modules that I’ve created, I have shown many of my coaching clients that Internet marketing is already moving “**Two**” steps ahead.

What I mean is...

If you are selling resale rights, all of sudden your conversion will go down drastically.

If you are selling private label rights, you will definitely see a down turn in your market in no longer than 3 months.

If you are selling retail businesses, you will definitely have a hard time dealing with the pricing of your competitors.

If you are selling e-books in any niche, you will definitely have to fight fiercely with the e-book industry.

If you are trying to recruit Joint Venture partners, you will see a downturn on these strategies as well. (Well, I know it. **I was the first marketer who recruited more than 1,000 affiliates in 14 days**)

If you are using an affiliate contest on your launch, you will definitely see a failure with that tactic as well.

In fact... It is moving faster than anyone can work to catch up.

In other words, if you do NOT understand the fundamentals of the copywriting secret, there is **no way** you will be able to catch up with the change of technology.

There is no way you will be able to tap into any market and make it very successful.

This is the reason why every partnership FAILED.

This is the reason why people keep saying the word SATURATED.

This is because they do not understand the secret.

They do not know the secret they need to become successful in any business they are trying to tap into.

What secret?

It's "the copywriting secret"

### **“How Hard Is It to Write a Powerful Copy?”**

It's way too simple.

It is way too easy.

It all depends on whether you know the secret or not.

It all depends on the step-by-step components that I have shown to many of my coaching clients.

Mike Ambrosio said he hated copywriting, but he literally changed his copywriting within 48 hours after I showed him how it works.

Libby Campbell, Bob Hamilton, or even Jason Cooper told me the same things. They all thought it was hard, but now it is way too easy.

The key here is NOT how hard or how easy.

It all depends on whether you know the secret or not.

If you know the secret, **you can literally change your presentation in 4 hours** like I did on all of my case studies.

If you know the copywriting secret, **you can write this 25 page PDF file in only 5 hours just like I did.**

If you know the copywriting secret, you can simply see through what your competitors are doing it wrong, and you can **CRUSH** them immediately.

It is that easy!

### **“What Market Can I Tap Into With The Copywriting Secret?”**

What market do you want to tap into?

Do you want to tap into the e-book market?

Do you want to tap into the retail market?

It doesn't matter.

It has nothing to do with the market.

It has nothing to do with any of that.

It has everything to do with the copywriting secret.

Look.

**Many of you know that private label rights are too saturated, right?**

Is that really the case?

Well, here is a young guy who loves taco bell named Jason Cooper.

He came to me and said that, “Henry, my website is only converting 0.1%, I think people may not want to buy private label rights product anymore. Maybe it is because Mike Filsaime was launching on the same day?”

“What?” – I replied.

“Are you worried about Mike Filsaime’s launch, where he was selling his script, and you were selling something unrelated?” – I replied.

Then, I instructed him to change his website, InternetMarketingMiracle.com, where it suddenly converted about 3% (**2,900% Increase in conversion**)

Since I knew the copywriting secret, I took advantage of his back-end real estate, and sold a product line that cost about FOUR TIMES higher than the front-end product. All of sudden Jason was shouting, “What is going on?”

“How is that possible for the back-end to **convert 32.5%?**” – He said.

Instead of making \$2,000 with the same amount of traffic, **he suddenly earned \$2,500.00 extra on his back-end offer.**

Do you think it was coincidence?

Of course not!

In fact, to prove that the copywriting secret works, I even challenged Mike Ambrosio (Mike Filsaime’s close Friend) and Dan Kelly (One of the medium marketers) to become part of my back-end case studies.

The first time that I approached Dan, he was thinking, how is that possible that Henry Gold can improve my conversion, where my site is converting about 2.5% at a price of \$147.00.

Well, since I know the copywriting secret, and how it is structured (You can know it too), he was blown away. He told me that his down-sell page gets **over 50% more sales than before he utilized the copywriting secret.**

What does this tell you?

What does this conversion indicate to you?

Whatever market you are trying to tap into, **you are going to succeed** if you know the copywriting secret.

It’s way too easy.

It’s as simple as 1,2,3.



This is what the copywriting secret is all about anyway.

It's designed to make your life simple.

It's designed to make your business grow, without worrying about your competitors.

## **“What Do All Well-Known Marketers Have in Common?”**

You have seen **John Reese** talk about testing and tracking.

You have seen **Mark Joyner** talk about mind control marketing.

You have seen **Terry Dean** talk about email marketing.

You have seen **Mike Filsaime** talk about back-end conversion.

You have seen **Henry Gold** talk about Joint Venture Strategies.

However, what they forget to tell you is...

It is all about **the power of the copywriting secret**.

They are all talking about the same thing, but they mention it in a very different format.

When John Reese talked about Traffic secrets, the first thing he talked about was testing your conversion.

When Mark Joyner talked about making a powerful website, the first thing he talked about was to write copy that hypnotizes people.

This is all the power of conversion.

This is the entire story you have heard many times in the past.

However, the truth is... You can use the copywriting secret to **increase the conversion, increase the perceive value, increase the sales conversion, increase your back-end sales, increase your up-sell, increase your profit margin**, and much more.

It's that powerful!

In fact, many well-known marketers who are really successful online, will tell you the same thing. They will tell you to test your offer.

When Mike Filsaime announced to the world, he will make **\$1,000,000** with his butterfly marketing's launch, do you think it is coincidence? NO!

When Terry Dean announced to the world, he will make **\$100,000** with his email list over the weekend, do you think it is coincidence? NO!

When John Reese announced he made **\$1,000,000** on the launch and **\$800,000** on the re-launch, do you think it is coincidence? NO!

They all understand the copywriting secret.

You can call it "Conversion".

You can call it "Sales presentation".

But, it all falls into one category... **It's the copywriting secret.**

The copywriting secret is no longer the key, but it is a **must-have** concept.

## **“How About Other Marketing Techniques? Are They No Longer Working?”**

Are you referring to Teleseminars?

Are you referring to cold calling?

Are you referring to one-on-one presentations?

Are you referring to group presentations?

Are you referring to seminars?

Well, those all fall into **the copywriting secret**.

The copywriting secret works with every person.

The copywriting secret works with every marketer.

The copywriting secret works in every business.

In fact, as I write this to you, one of the brokers that I gave simple tips to on his websites, was SHOCKED that he was able to **sell two houses in less than one week** under the cold real estate market.

He even offered to treat me to dinner at the Italian Restaurant I used to eat, as he made over \$24,000 in commission.

In addition, when I was in San Diego for four months on vacation, another broker approached me and told me she was selling ONLY four houses per year, and wanted to know how to sell more houses.

Then, when I told her to treat me to the French restaurant (Well, I love free food (LOL) anyway), I gave her a very important tip. **Within two months, she was able to sell 2 houses**. She told me that her target changed to 12 houses per year, where she will make over \$216,000 per year.

The funny thing is, **she does NOT even have a website**.

She does NOT even know what Internet Marketing all about.

She just took my suggestion, and uses it on her real estate business.

**How is it possible that she can triple her sales then?**

Well, the real truth is... I simply told her the partial secret that I have mentioned on the module III of the copywriting secret. I showed her how she could use her talents to create a regeneration process. It's that simple!

In fact, since that time, she wants to treat me to dinner all the time. She wants to know more how she can build her business even bigger.

### **Why do I have so many brokers as friends?**

Well, I wanted to buy my vacation house. :-)

This is all thanks to the copywriting secret.

This is all thanks to the “**Four Modules**” of the copywriting secret.

Do you want to know the fun thing?

Do you want to know another secret?

Everywhere I go, regardless of whether it is in the local grocery store, the laundromat, or my office building, people are simply asking me about the copywriting secret. In addition, every seminar that I go to, everybody who recognizes me, will definitely try to find out what they should do for their business.

It is a fun feeling.

In fact, after the recent coaching program that I did with a small group of people, where I revealed the four modules, **75% of the students were sending me a “Thank You” note**. They were also telling me that they were learning so much in the class, more than any other coaching program they have attended in the past.

Furthermore, **five students were even telling me that they could now see the weaknesses of their competitors** with the naked eye.

This sounds scary, right?

Hey, wouldn't all of us want to be better than the others?

Of course!

The difference between the people who are successful and the people who are unsuccessful is **ONLY** whether they know the copywriting secret or not.

Do you want to be one of the successful people?

Do you want to become one of the few?

Well, regardless of whether you choose to know the copywriting secret or not, I would like to give you one example.

**I took one of the toughest cases from Jason Cooper.**

Jason is a very intelligent young marketer. He has a great background on web designing. Before I visited his site, he was very proud of his web design skills. Jason was trying to sell private label rights. As you may have already known that this is an industry that is **very saturated**.

Before he approached me, his website was converting about 0.1%, which was terribly poor. However, when I looked into his site, I asked him to change the color on his site (He was upset, as he was proud of the graphics, but he did change it anyway).

In addition, I also asked him to cut the products from 25 private label rights to 15 products. Furthermore, I asked him to change the story of the content to be more positive, instead of just talking about his negative situation.

**Within 72 hours, he told me that he got 30 sales (Instead of just 1 sale).**

This is just a little change he made on his site, which is just a small part of strategy that I mention on Module I.

How important is copywriting really?

Is it more important than traffic?

Well... Jason Cooper had received 1,000 unique visitors with **1 sale**. However, once we changed his site, the 1,000 unique visitors turn out to be **30 sales**. It is that simple!

The real question is...

## “How Important Is The Copywriting Secret?”

It is the single masterpiece you need to have.

It is the only skill you need to have.

It is the only skill you need to master.

Ask **Mark Joyner**. He sold his business back in 2003. Yet, he was able to generate millions after millions since then.

If he does NOT know the power of the copywriting secret, how can he achieve all the success he wants?

If he does NOT know the power of the copywriting secret, how can he become the **#1 Amazon.com bestseller** after he sold his business more than two years ago?

You can sell your business.

You can sell your assets.

You can sell anything that you have.

As long as you master the copywriting secret, regardless of how the market, the technology, or the industry changes, you will have no problem becoming successful in any market you wish to target into.

You can become a real estate expert.

You can become an Internet Marketer.

You can become a consultant.

You can become a politician.

You can become anything you want.

This is what the copywriting secret is all about.

## “How Long Will It Take to Master The Copywriting Secret?”

It depends on your passion.

It depends on how serious you are to build your business.

It depends on how little your excuses are.

Personally and professionally, if you are serious about your business just like many of my alliances, you can literally improve your business in few weeks.

However, if you are just starting out, it depends on how serious you are on following the step-by-step system I have planned out for you.

If you can study about 30 hours a week, you can literally master the copywriting secret **within 5 – 7 weeks**.

If you can study about 40 – 50 hours a week, you can literally master the copywriting secret **within 3 – 4 weeks**.

If you are as passionate as Henry Gold, who literally sleeps only 4 hours a day, **you can master the copywriting secret within 1 week**.

By the way, I like to sleep small amounts while I am young, and make as much money as I can, so when I reached 35 years old, I can sell off my business and focus on my charity organization.

So, if you are serious about your business, I can tell you that it is all depending on you.

Again, it really depends on you.

Everyone is very unique, and in my experience, people who know the copywriting secret are the people who are going to enjoy the most benefits out of their businesses.

For those of you who are fortunate enough to learn about the copywriting secret, you can use this information along the way, and **you no longer need worry about your competitors**. In fact, I will personally help you to master the copywriting secret.

However, if you think that this package is out of your budget, I hope the explanation of “**Money Flow Chart**” will help you see beyond what most people have taught in the past about the power of the copywriting secret. Use this information, and run your business that way.

### “One Last Thing Before We Go”

Some people are wondering what the price of the home-study course will be. Others don't care and just want to enter their credit cards number right away. Let me address both issues...

Since this will most likely be the only solution you need to grow your business in the long run, the cost of the package will not be accessible for everyone. I wish there was a better solution, but since you need to understand the important of this material, it turns out to be an investment for serious entrepreneurs only.

Some of you may ask me if this course is for beginner. The answer is yes. However, I must address this very carefully, that my course is NOT for those people who are lazy or just want a quick short cut into riches. It doesn't work that way.

In fact, if you are one of the people who are just going to learn Module I, and then think that you've already learned the copywriting secret; this course is not for you. If you are very serious in terms of your work ethics or hard work, this is probably the “BEST” beginner program you will ever investing in.

So, if you have “no” website, but you are willing to work very hard to achieve Internet riches, and realized the amount of work involved, it's a great course for you. In fact, you may even have an advantage over those people who have already have an existing website.



Yet, if you have no business, and are desperate for money, please don't buy the copywriting secret's home-study course. Building a successful business using the four modules take times. It's not an overnight solution. You must realize that everything takes time.

I know that I may sound harsh. However, I want you to understand that I just don't want the wrong people get this home-study course and use "Excuses". I am giving you the powerful concepts and it's up to you to utilize this course and not just put it on the shelf.

In other words, I only want to welcome those people who are serious about their business to take advantage of the copywriting secret's home-study course. This way, I am able to make sure that my efforts to reveal this secret will truly help serious entrepreneurs maximize their businesses.

Success is YOURS,

*Henry Gold*

Henry Gold

P.S. Don't forget to [click here to find out how the copywriting secret will help take your business to the next level.](#)