

Take Your Sales Copy From ...

Lukewarm
to
Smokin' Hot....

In 12 Hours Flat!

**Discover Carline Anglade-Cole's control-creaming secrets -
and start nabbing those high-paying copywriting gigs NOW!**

Hey CopyStar!

Admit it ...

You want it so bad, you can taste it!

You've read all the copywriting books ... studied the
copywriting blogs ... and have even done some assignments for
a client or two.

And you're on your way to the most rewarding career
imaginable.

Within a few years, you'll start landing jobs with the big
clients - you know, the ones that are willing to shell out huge
advances and royalties for your sales copy.

But why wait?



Carline Anglade-Cole
Million-Dollar Copywriter

You can learn everything you need to know about writing winning sales copy and attracting the best clients – in a mere 12 hours.

Carline Anglade-Cole reveals her million-dollar secrets at her first-ever *Copywriting Boot Camp on Steroids!*

(And it was all caught on video, so you can experience it, too!)

I was there ... at Carline's aptly named *Copywriting Boot Camp on Steroids*.

About 20 others showed up as well – some coming from as far away as Arizona and Germany.

We boarded planes, trains and automobiles and fought our way to the hotel through Atlanta rush-hour traffic with one purpose in mind ...

... to suck every response-boosting, sales-rocketing secret we could out of Carline.

Expectations were running high, because we knew that ...

- √ After 12 years in the direct marketing industry working as Group Publisher for Phillips Publishing (now known as Healthy Directions) ...
 - √ An impressive stint as Executive Vice President for Georgetown Publishing House ...
 - √ And almost 10 years as a top freelance copywriter ...
- ... Carline was finally going to reveal how she writes million-dollar copy!

And she delivered the goods – in spades!



Talk About Information-Overload!

“I came to Carline’s Boot Camp with a bunch of questions ...

they were all answered plus a lot more I hadn’t even thought of!

“Thanks, Carline! You’re tops!”

-- Cathy S., Las Vegas, NV

In fact, she even let *us* set the agenda!

Nothing was off-limits. Whether we needed help with writing headlines ... navigating body copy ... or finding that elusive first client, Carline was bound and determined to tackle each and every challenge.

The result?

Not only were all our questions answered, but each one of us walked away with a step-by-step blueprint for writing killer copy and landing the biggest and best clients!

Carline held nothing back. She revealed her best-kept secrets including ...

- **What you MUST do before writing a word of copy** – and why it’s so important to get this right first ...
- **How to write eyeball-grabbing headlines** – and FAST ...
- **How bullets make your copy sing** – and the easiest way to write them ...
- **Your “other headline”** – where you can find it and why it’s such an attention-grabber ...
- **How to give ‘em some wiggle-room** – and make the sale as risk-free as possible ...
- **What’s the Big Idea?** How to choose the right theme for your promotion (if you get this wrong, you may as well throw in the towel) ...
- **Who you should NEVER allow to touch your copy** – and why you should always make any copy changes - yourself ...
- **How to launch your copywriting career ... through the back door!** Little-known ways to get in front of the top direct mailers and show them your stuff ...
- **Proven ways to make your prospect a “believer”** – and add credibility out the wazoo ...
- **How to turn scanners into customers** – and draw them through your copy all the way to the sale ...
- **How to turn your testimonials into powerful selling tools** – and let your customers do the talking for you ...
- **Swiping your way to the top** – How to ethically “borrow” from your competitors’ promotions to spice up your own ...
- **Why footnotes should be BANISHED from your copy** – and what you should do instead ...
- **How to land your first copywriting gig** – without a sample to your name ...
- **The best way to promote your copywriting business** – and attract the top-paying clients ...



A Real Kick-in-the-Pants!

“Spending an intense weekend with Carline was the kick in the pants I needed to take the next step in my career. Any writer who wants to understand direct mail from the inside out should leap at the chance to grab this package.”

-- Chris L., Mesa AZ

- **And much, MUCH MORE!**

And then Carline brought out the Big Guns ... Her secret weapons for unprecedented success!

Carline would be the first one to tell you that she didn't achieve copywriting stardom on her own.

She has three key people on her team that work alongside her to strengthen the credibility of her copy ... ramp up response ... and attract the best-paying clients.

They're her secret weapons for success.

She even brought them along to Boot Camp, so they could show YOU how to rocket your copywriting business to new heights.

Secret Weapon #1: A Savvy Researcher ...



Sandy Ferguson
of Ferguson
Research Group

Butt-kicking copy starts with research. And as far as Carline is concerned – the more, the better!

Research is where you find your big idea, your killer testimonials, and the absolutely crucial data that gives your copy credibility.

Without it, you'd be up a creek with no paddle.

But Carline can't spend hours researching a promotion. And neither should you.

Especially when there are ace researchers like Sandy Ferguson that can dig up oodles of material to beef up your copy and help you nail

the sale.

Sandy has saved Carline a ton of time – and has helped her make hundreds of thousands of dollars. And she shares with you how you can work with a researcher to get the response-rocketing results you need.

Secret Weapon #2: A Kick-Butt Graphic Designer ...

Copy might be king, but graphic design has more power than you may think ...

It can enhance mediocre copy, sending sales soaring.

Or, it can cause great copy to tank!

That's why YOU, the copywriter, need to work hand in hand with your promotion's designer – like Carline does on a regular basis with Lori Haller.

With 20 years experience in the graphic design business, Lori has more than a few tricks up her sleeve.

And she ripped into her Copy & Design session with one purpose in mind – helping you work successfully with your designer to create the best promotion possible.



Lori revealed ...

- √ Why getting to know your designer FIRST is so crucial ...
- √ The different formats for your sales copy – and how to know which one is best to use ...
- √ The evolution of the infamous Oprah package ... and why it's so important to be flexible when it comes to making changes ...
- √ And so much more!

Secret Weapon #3: A First-Rate Web Designer ...



You can be the best copywriter in the world, but those top clients won't be able to HIRE you unless they HEAR about you.

For years, clients found Carline by word-of-mouth. But even she discovered that if you want to be competitive in today's market, you need a website.

Web designer Lynnette Taylor helped Carline take her copywriting business to the next level.

And she's ready to do the same thing for you.

In her session, you'll discover ...

- √ How to make a great first impression on the Internet ... and set yourself apart from the rest ...
- √ How to pick a domain name – and one you should snatch up if it's available ...
- √ How to “brand” your copywriting business ...
- √ What your website should say about you – and what it should *never* say ...
- √ How to keep readers interested and coming back for more ...
- √ And much more!

We walked out of Carline's Boot Camp with EVERYTHING we needed to jumpstart a successful copywriting business!

But hey, don't take my word for it.

Check out what the other attendees had to say ...

I learned so much!

"The *Copywriting Boot Camp on Steroids* was everything it said it would be and much more. The wealth of knowledge shared can only be compared to volumes of 'how-to' copywriting books and then you'd only be scratching the surface. Carline knows her stuff – and now we do, too!"

-- Denise O., Gaithersburg, MD

A truly inspiring weekend!

"Carline and her design team shared a step-by-step blueprint of exactly how to get started and keep the copywriting momentum going. She taught me very specific techniques to avoid the dreaded blank screen and how to structure a promotion."

-- Sieglinda W., Chattanooga, TN

The best "hands on" workshop I've ever attended!

"Carline Cole not only graciously entertained me and my fellow students ... she gave me her secret success formula. She and her team of experts walked me through everything I need to know to write SIZZLING HOT copy today. Already, I no longer feel like a COPYSTAR ... but a MEGASTAR in the making!"

-- Dick R., Boynton Beach, FL

The experience of a lifetime!

"WOW is the best way to describe my experience. Carline is amazing and hilarious. She generously shared all of her copywriting secrets with us to help us become successful copywriters."

-- Melody T., Hyattsville, MD

I left knowing I can be a great copywriter!

"Carline's boot camp was a backstage pass to the best copywriting in the world. It was so dynamic and interactive that it made the cost to

attend amount to peanuts. I left knowing that I can be a great copywriter – it would be impossible to fail after learning everything Carline taught!”

-- Larry M.

I got my Mojo back!

“Everything was 1st class. I came to get my motivation back and network with some positive people. I definitely got what I came for ... and MORE! I have already made back AT LEAST 10x's my investment!”

-- Dan G.

I'm still tingling ...

“Boot Camp on Steroids was beyond anything I've experienced before (secrets, headlines, sidebars, offers, closes, Oh MY!). Absorbing the energy (I'm still tingling), Carline's step-by-step secrets (worth millions, every one), her dream team ... Did I mention I'm still tingling?”

-- Dawna B., Germany

Now you can discover Carline's secrets for yourself – in the comfort of your own home!

Over 20 years of marketing and copywriting secrets were painstakingly captured on 12 hours of video ...



- The step-by-step process for writing kick-butt controls ...
 - Insider tips for landing the top-paying copywriting jobs ...
 - Strategies for working with a researcher - and getting the most bang for your buck ...
 - Graphic design secrets to boost the selling power of your copy ...
- Website techniques that make you look like a copywriting superstar ...
 - And so much more!

PLUS ... you get the same career-exploding materials that were given to Boot Camp attendees – for FREE ...

- **The Copywriting Boot Camp on Steroids Workbook** – Everything Carline talked about at the event – and some marketing gems she didn't have time to get to - all packed into 102 response-exploding pages – a \$XXX value.

You'll discover ...

- √ How to find your big idea ...
- √ How to make your sales letter really “speak” to your prospect ...
- √ How to add credibility to your copy ...
- √ The POWER of PASSION – and how to infuse it in your copy ...
- √ The secret of reining in your ADHD reader ...
- √ The power of testimonials ...
- √ How to close the promo - and seal the deal ...
- √ Ways to give your prospects reasons to buy NOW ...
- √ The secret to making ordering as easy as falling off a log
- √ Carline's favorite format (and other design secrets) ...
- √ What's equally if not more important than your front cover ...
- √ The power of testing covers ...
- √ How to handle crits – when to make changes and when to stand firm ...
- √ Copy Lingo 101 – how to speak the language ...
- √ And much more!

Insert Picture
of the
Copywriting
Boot Camp
Workbook

- **Copy & Design Success Tips:** Your 10-page blueprint for working with a graphic designer and creating winning controls – a \$XX value ...

Lori Haller reveals ...

- √ How to get started with the graphic designer ...
- √ How to choose the right format for your promotion ...
- √ Places to find inspiration for the winning design, fonts and colors ...

Insert Picture
of Lori's Copy
& Design
Booklet

- √ What parts of the promo you NEED to be spending the most time on ...
- √ PLUS, you get a Quality Control Checklist and a Project Information Sheet you can use with your own projects!

- **Website Design 101:** Lynnette Taylor's 14-page companion to her Web design presentation shows you how to put your best face forward on the Internet – and give your competition a run for their money – a \$XX value ...

You'll discover ...

- √ How to keep your site current and user friendly ...
- √ Why you need to include a photo of yourself on your website ...
- √ What you should be doing every time someone new visits your site ...
- √ What to look for in website hosting ...
- √ How to drive traffic to your website
- √ And much more!

Insert Picture
of Lynnette's
Website
Design
Booklet

PLUS ... to sweeten the deal even more, Carline has tossed in a few bonus gifts ...

- **5 Secrets to Help You Write Killer Landing Page Copy for the Web!** – Carline reveals her tried and proven formula for creating killer Web copy – and even shows you how to convert direct mail copy to fit the Web (Yes, there are differences you need to know about!) - a \$39.95 value, FREE ...
- **How I Became an Information Publisher in Less Than 7 Days – and You Can, Too!** – In this easy-to-understand special report, Carline shows you how to take an idea and turn it into a bona fide business in record time – a \$39.95 value, FREE ...
- And the limited edition **CopyStar goodie bag** that was handed out to Boot Camp attendees!

You get the superior-quality canvas tote bag embroidered with the *CopyStar* logo ... a *CopyStar* tee-shirt ... and a copy of Clayton Makepeace's renowned *How to Challenge a Strong Control and KICK IT TO THE CURB!* on CD-ROM, a \$XXX value, FREE!

Purchased individually, these workbooks and bonuses would set you back \$XXX – but they're yours, absolutely free!

But that's not all ...

You can get 1-on-1 mentoring from a million-dollar copywriter that'll light a fire under your copywriting career – and explode your income!

Carline wants YOU to succeed in copywriting.

So she's going to do for you what she did for her boot camp attendees – give you 30 minutes of one-on-one, career-transforming mentoring.

That's right ... you get an entire half hour to chat it up with a real, WORKING copywriter who's made millions for her clients. You'll get the answers to your most burning questions and specific direction for jumpstarting your copywriting career.

This could be the breakthrough you've been waiting for!

There's only one catch ...

Carline is only able to offer this special 30-minute consultation to the first XX people who order her *Copywriting Boot Camp on Steroids* DVD set.

My advice ... get your order in quickly!

Now For the Big Question ...

How Much Would You Expect to Pay for Copywriting Secrets That Have Made Carline – and Her Clients – Millions?

I'm not going to keep you in suspense by beating around the bush.

You get ...

- √ The X-disc *Copywriting Boot Camp on Steroids* DVD set – over 20 years of copywriting know-how crammed into a mere 12 hours ...
- √ The 102 page *Copywriting Boot Camp on Steroids Workbook*, a \$XXX value, FREE ...
- √ The *Copy & Design Success Tips* booklet, a \$XX value, FREE ...
- √ *Website Design 101*, a \$XX value, FREE ...
- √ Bonus Gift #1: *5 Secrets to Help You Write Killer Landing Page Copy for the Web*, a \$39.95 value, FREE ...

- √ Bonus Gift #2: *How I Became an Information Publisher in Less Than 7 Days – and You Can, Too*, a \$39.95 value, FREE ...
- √ Bonus Gift #3: The *CopyStar* goodie bag, with the *CopyStar* tee-shirt and Clayton's Makepeace's *How to Challenge a Strong Control and Kick it to the Curb!* – a \$XXX value, FREE ...
- √ PLUS – for the first XX people to order – a 30-minute consultation with Carline– a \$X,XXX value, FREE ...

... for just \$X,XXX!

That's a screaming deal, when you factor in the \$X,XXX in materials and bonus gifts.

**PLUS ... everything comes with Carline's
full 100% money-back guarantee!**

You've got absolutely nothing to lose.

Test-drive the *Copywriting Boot Camp on Steroids* DVD set for a full year.

Use Carline's secrets to your heart's content to explode the effectiveness of your sales copy and land the biggest and best clients.

Then, if you aren't absolutely convinced that her proven strategies and techniques have taken your copy to new control-beating heights – and significantly increased your income in the process – then simply return the DVD set with 12 months.

And Carline will give you a full refund – no questions asked.

Now it's up to you ...

The secrets Carline reveals on the *Copywriting Boot Camp on Steroids* DVDs – her entire copywriting process that she lays out step-by-step – has made her and her clients millions.

Apply her secrets to YOUR sales copy, and they can make you millions, too.

You could close this page and continue to build your copywriting business the hard way - by trial and error ...

Or you can pay \$X,XXX to get Carline's step-by-step process for writing kick-butt controls ... and explode your copywriting career.

My advice ... [click here](#) to order now.

Sincerely,

Deanna Blanchard
Copywriter
Response Ink

P.S. Remember ... the first XX people to order get a 30-minute consultation with Carline that'll give them the specific, insider secrets they need to explode their copywriting careers. You don't want to miss out on this. [Click here](#) to order now. And watch for notification by e-mail that you're in!

P.P.S. Carline's full one-year, money-back guarantee has got you covered. You've got nothing to lose – and a successful copywriting career to gain. So come on ... go for it. [Click here](#) to place your order.