

**The Ultimate  
Write Killer Copy  
FAST Toolkit**



**MINDSET - Lesson 1:  
Proof That You CAN Write Faster  
TRANSCRIPT**



## Module 1: MINDSET

Lesson 1: Proof That You CAN Write Faster and Better



Welcome to Module number one, which is on MINDSET, because it's very important to have the right mindset in order to write killer copy fast.

This first lesson is on PROOF because I'm going to provide proof that you ALREADY have the ability to write faster and better – with or WITHOUT the use of tools like AI and ChatGPT..

Embrace the idea that  
**FAST = BEAUTIFUL**

Now the first thing you must embrace is the reality that writing fast is a beautiful thing.

Get over the idea that the best way to write means taking your time, plodding through it word by word, carefully crafting, carefully designing every single element.

**WRONG.**

Fast is a good thing because money is attracted to speed. You want to get things done quickly.

Embrace the idea that  
**FAST = BEAUTIFUL**

**BELIEVE** that you can  
write **FASTER**

You also must believe that you can write faster. It is NOT something you're incapable of doing.

You can absolutely write copy much more quickly than you probably do right now.

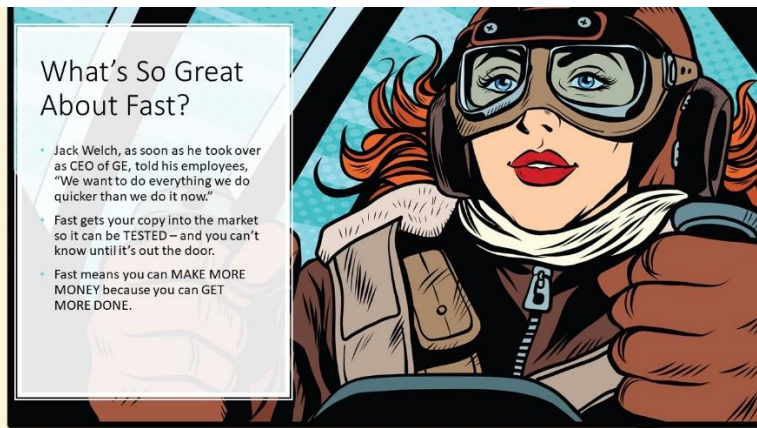
Yes – tools like ChatGPT can help, and we'll cover those in this program. But on your own, using the skills you already have, you CAN write faster.





Again, as I noted earlier, writing slower is not necessarily better.

Taking all the time in the world to create a sales letter or a webpage or a postcard is absolutely not to your advantage.



**What's So Great About Fast?**

- Jack Welch, as soon as he took over as CEO of GE, told his employees, "We want to do everything we do quicker than we do it now."
- Fast gets your copy into the market so it can be TESTED – and you can't know until it's out the door.
- Fast means you can MAKE MORE MONEY because you can GET MORE DONE.

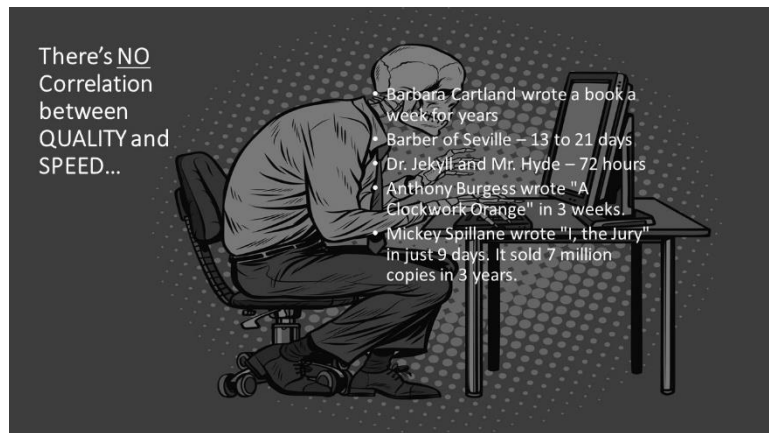
There's a lot of great things about being fast. Dan Kennedy likes to say that "Money is attracted to speed."

Jack Welch, when he took over GE as CEO told his employees, "We want to do everything we do quicker than we do it now."

Speed attracts money and getting things out the door matters. When you get your copy written quickly, when you get it done fast, it gets your copy into the market so it can be tested.

You can't know how it's going to perform if it's not out the door. Copy must be TESTED.

Finally, FAST means you will make more money because you get more done.



**There's NO Correlation between QUALITY and SPEED...**

- Barbara Cartland wrote a book a week for years
- Barber of Seville – 13 to 21 days
- Dr. Jekyll and Mr. Hyde – 72 hours
- Anthony Burgess wrote "A Clockwork Orange" in 3 weeks.
- Mickey Spillane wrote "I, the Jury" in just 9 days. It sold 7 million copies in 3 years.

Get over the idea there's some kind of correlation between quality and speed. It doesn't exist.

Barbara Cartland the famous novelist wrote a book a week for years. Now, I'm not saying that every book was great literature - but it was very effective literature. It made her a wonderful living and enriched the lives of millions.

The Barber of Seville was written in two to three weeks. It's an amazing



opera that's definitely a work of art and has beat the test of time.

Doctor Jekyll and Mr. Hyde was written in 72 hours.

Anthony Burgess wrote "A Clockwork Orange," a fantastic novel, in just three weeks.

And Mickey Spillane wrote the book "I, The Jury" in just nine days. It sold 7 million copies in three years.

So again, no correlation between quality and speed. Get over that idea.

**EXAMPLE: Written in just 25 minutes produced \$300,000+ in sales!**

The postcard contains the following text:

\*\*\*\*\*XXXXXXXXXX\*\*  
 Return Card  
 On Side 2 Only ZIP Code

\*\*\*\*\*XXXXXXXXXX\*\*  
 ZIP CODE  
 ZIP CODE  
 ZIP CODE  
 ZIP CODE

"If you lived at or near this address on September 11, 2001, and you or a loved one has been diagnosed with cancer, you may be eligible for \$250,000 or more in compensation due to pain and suffering... call [redacted] for more information today."

**IMPORTANT:**

**"Attention: If You Lived or Worked At This Location On September 11, 2001 AND Currently Suffer From Any One of a Wide Range of Cancers, You May Be Eligible for Compensation Up to \$250,000 Or More..."**

**IMPORTANT: Act Now to Ensure You Receive the Financial Help You Deserve.**

This message is only for you if you lived or worked at or near this address on or close that terrible day - September 11, 2001 - and you or loved one are now struggling with cancer. We're determined to finally make available \$250,000 or more to qualified victims of the September 11 attacks. The Double Foundation is at [www.double.org](http://www.double.org). \$250,000 is subject to program rules for pain and suffering due to cancer related to living through the attack and resulting cancer.

We have eligible cancer types:

- Prostate Cancer
- Breast Cancer
- Non-melanoma Skin Cancer
- Head and Neck Cancer - including but not limited to: larynx, throat, tongue, lips, mouth, and many others.
- Lung Cancer (Non-small cell)
- Bladder Cancer
- Ovarian Cancer
- Endometrial Cancer - diagnosed above 50 years of age
- And more types

Not all types of cancer and other cancers, additional requirements or pre-conditions are also included. We have a list of eligible conditions for compensation.

Call the toll-free number or [www.double.org](http://www.double.org) for more information to help you find out whether you are eligible, and if so, what the only way to make sure you get the financial compensation you deserve is.

You're entitled to know that being "at" or "near" this location on 9/11/01 may be your most valuable asset. There's no risk involved if you aren't eligible for compensation, so don't you guess. Be real. Help.

Here's the example that I've used over and over in many different presentations.

It's about a simple little postcard that I wrote for a client. Yes, it's not tons and tons of copy, but it was written in just 25 minutes and produced well over \$350,000 in profits, not just sales, profits – indeed, by now it's probably well over \$700K or more.

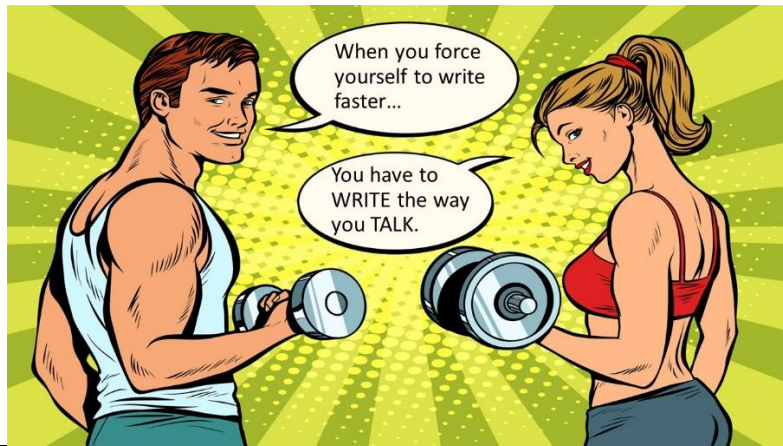


So I want to impress upon you that the faster you write, the better you write.

Embrace that concept:

**The faster you write, the better you write.**

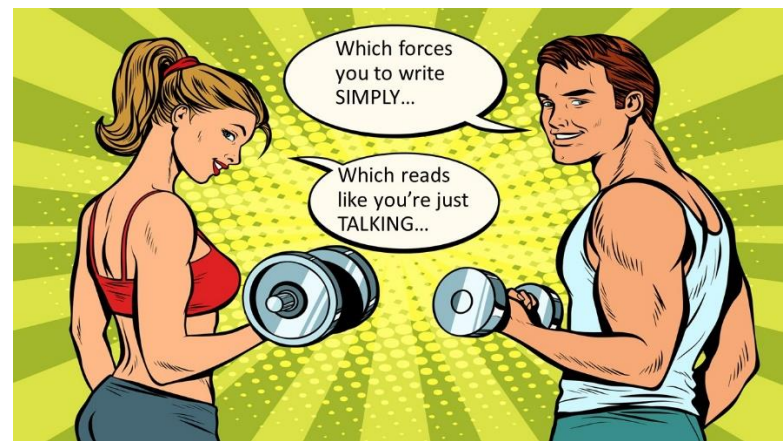
Why is this?



When you force yourself to write faster, you have to write the way you talk.

You're not able to go back and forth to the thesaurus or think of highfalutin' words and try to sound intelligent or all that stuff.

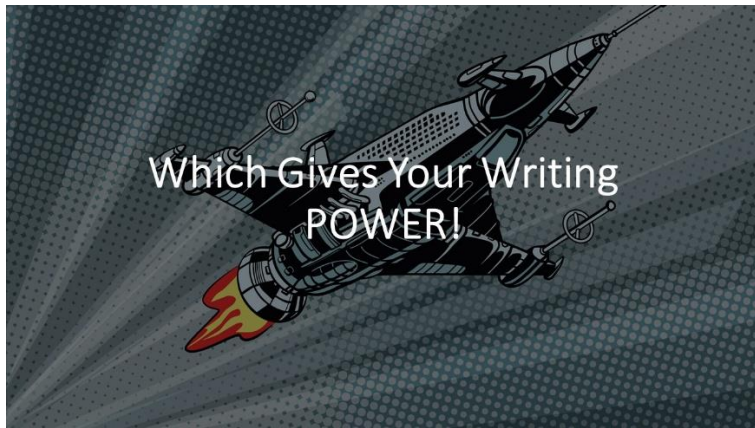
When you force yourself to write faster, you have to write the way you talk.



You write the way you speak normally, and this forces you to write simply.

It forces you to write the way you speak and it reads just like you're talking.

And that's what we want: a conversational style when we write copy.



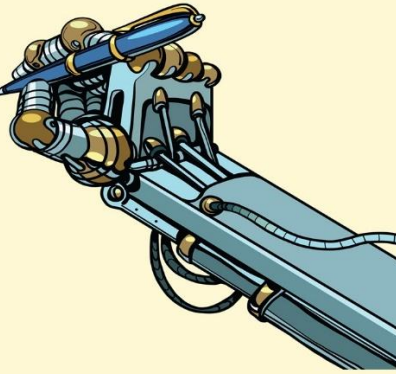
This gives your writing power.

When you are writing in a conversational style, it's like you're just talking to your audience... one-on-one, across the table with your customer, laying out why your offer, your product, your service can make their lives so much better.

That gives your writing real power.



*5 Minute Copy Challenge*



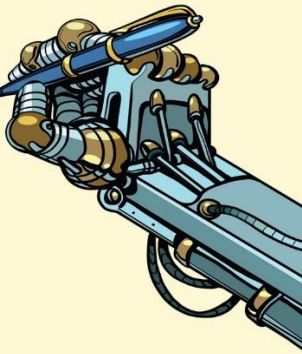
We're now going to do what I call the 5-minute copy challenge.

So this is interactive.

You're going to be required to do a little bit of that awful word "work."

Yes. A little bit of work, but it's gonna be a lot of fun. You're going to learn a lot from it.

*With 3 Words You Can Tell a Story*

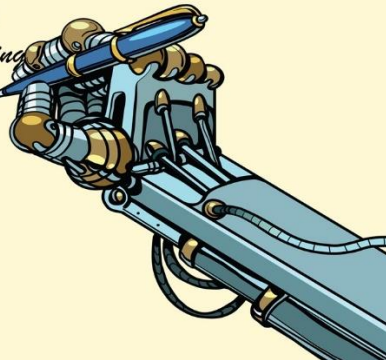


It's based on the concept that in just three words, you can tell a story.

The mind works by taking three words and automatically produces a story based on those three words.

Let me prove it to you – here are three words:

*Coffee  
Painting  
River*



- Coffee
- Painting
- River

I guarantee you have a story already in mind with just those three words. Are you thinking of somebody sitting alongside a river, drinking a cup of coffee, maybe doing some painting? An artist who's having perhaps a wonderful day, or maybe feeling challenged by the prospect of getting their painting done?

You can tell a story with just three words.



- Sell me on your product or service
- You'll get 5 minutes and THREE powerful words
- You must START your letter with ONE of the words.
  - no "The \_\_\_ and..."
  - You can add a suffix (ly, ing, etc.)
- The other TWO words must appear in the first paragraph

So, I want you to sell me on your product or service, and you'll get five minutes and three powerful words. I've done this exercise multiple times, and it always produces amazing results.

You must start your sales letter with one of the words I give you - don't start it with "the," or "and" or some sort of garbage, space filler word, use one of the words that I give you.

You CAN add a suffix like "ly" or "ing" etc.

And the other two words must appear in that first paragraph.



- You can handwrite or type this
- Grab your phone or watch
- Set a deadline of 5 MINUTES

So again, write me a letter selling me on your product or service.

You can handwrite it or you can type this out, it doesn't matter.

You will need to grab your phone or your watch and set a timer and set a deadline of five minutes.



- When I say GO –
  - PAUSE this video
  - Read the 3 words
  - Start writing like MAD
  - Stop after 5 MINUTES
- THEN – restart this video
- Are you ready...?


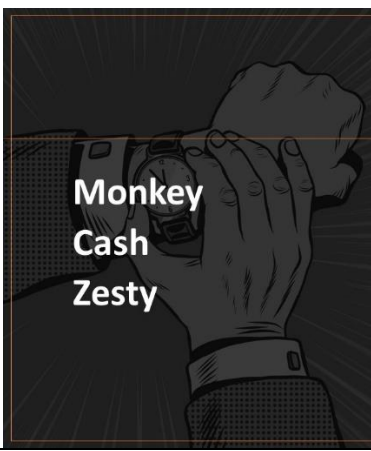

And when I say GO, you're going to pause this video.

You're going to read the three words.

You're going to start writing like crazy.

And then you stop when the timer goes off after five minutes, and then you restart this video.

Are you ready to do this? Okay.

 <div data-bbox="532 205 943 646" style="background-color: black; color: white; padding: 10px;"> <p><b>Monkey Cash Zesty</b></p> </div>	<ul style="list-style-type: none"> <li>• Monkey</li> <li>• Cash</li> <li>• Zesty</li> </ul>
 <div data-bbox="532 646 943 1094" style="background-color: black; color: white; padding: 10px;"> <p><b>Monkey Cash Zesty</b></p> <ol style="list-style-type: none"> <li>1. Pause Video!</li> <li>2. Start 5 Minute Timer NOW</li> <li>3. Type/Write like CRAZY</li> <li>4. Stop After 5 Minutes</li> <li>5. Restart Video</li> </ol> </div>	<p>So I want you to pause and start your five minute timer now.</p> <p>Now type and write like crazy.</p> <p>Then stop after five minutes.</p> <p>And then restart this video.</p>
 <div data-bbox="532 1094 943 1545" style="background-color: black; color: white; padding: 10px;"> <p><b>TIME'S UP!</b></p> </div>	<p>Time's up.</p> <p>I presumed you've restarted the video.</p>



## WHAT DID YOU GET DONE?



- How much did you write?
- Typically about 2/3 of a printed page
- At that rate you can produce 400 pages in just 50 hours.

So what did you get done?

I'm guessing what you produced was pretty darn good. I have done this over and over multiple times with different audiences and every time people delivered amazing results in those five minutes.

Typically in about five minutes, people can produce about two-thirds of a printed page. And at that rate, you can produce about 400 pages in just 50 hours.

That's not bad and that's an awful lot of copy.

## Why This Works...



So why does this work?

This works for a couple of reasons.

You didn't have time in those five minutes to compare yourself to other writers, to Charles Dickens, to Stephen King, to Jack Turk, to Dan Kennedy, to any of the great copywriters.

You didn't have time in those five minutes to compare yourself to any of those people.

All you did have time to do was jam like crazy to get that letter written.

## Why This Works...



You had a **DEADLINE** and that's so important as part of our system to get copy done fast. You had a deadline and you had a goal - you had a goal which was to sell me on your product or service to tell me why what you have available is so important for me to have right now.

And plus you had passion, because you care about your product. You care about your service. You care about your customers, and you want to solve their problems. You want to make their lives better. You want to

	<p>provide the cure for the pain they're feeling.</p>
<p><b>Why This Works...</b></p>	<p>You had a deadline, a goal, and passion – and in those five minutes you didn't stall out the gate.</p> <p>And this gets to the point of what happens when we face a blank page, and we don't know what we're going to do.</p> <p>You sprinted out the gate by NOT using boring, trivial time-wasting words like “the” or “once” or “I.”</p> <p>You got out the gate and into the race with powerful words, like CASH, ZESTY, and MONKEY.</p> <p>You had words that were interesting. You were able to say something interesting in an interesting way, which is one of the keys to writing killer copy fast.</p>
	<p>So I want to see what you wrote – in fact, I would love to see what you wrote.</p> <p>Thus, if you are willing and so inclined, please send it to me at <a href="mailto:jack@writekillercopyfast.com">jack@writekillercopyfast.com</a> so I can see what you've written and just be amazed at how good you are – even though you probably didn't even know how good you were and how fast you could write.</p> <p>All right, we're going to move on to the next lesson.</p>