Doberman Dan – Attention Grabbing Headlines

MIKHAIL: Hi everyone and welcome to Health Copywriting Profits, the online event that can help take your copywriting skills and income to the next level. Today we are talking to Doberman Dan. Dan is a 30-year serial entrepreneur, direct response marketer and copywriter specializing in creating and seeing fast profits for himself and other small businesses worldwide. And he specializes in what he calls the meathead market of the Health space. Welcome Dan.

DAN: Thank you Mikhail, I appreciate the invitation.

MIKHAIL: For the folks who may not be too familiar with who you are and what you have done, can you give us a quick intro as to how you discovered copywriting?

DAN: Yes! I never wanted to be a copywriter but what I wanted was, ... I had a job that I really started to hate. I worked for the CED in Ohio as a police officer and that was never a goal as a kid, it's just that a chance stumbled into it. I needed a job after high school, the first one I got was being a night watchman at a rubber company that was on strike in Auckland, Ohio. And so, when I moved to Dayton, with that experience in security, I had another security job and then I met, you know, the local cops and then some buddies I used to work with who said that the city of Dayton is giving a civil service test for police officers, we are going to take it. Do you want to take it? And I was like, yeah sure, why not?

I had no life direction whatsoever, I just took a chance, a job, because I needed a job asap and that was the first one, I got and it just led down that path. And so, long story short, I worked at the Dayton Police Department and it didn't take to realize like, that's not where I want to stay for the rest of my life. I want to do something else, and the longer I was in it the more I grew to, hate is a strong word, let's say to dislike it intensely.

So, after like, three years as a cop I decided, ah, you know, somebody shared with me the M-way business and I thought this makes sense, a business of your own, I never considered that. So, I tried that, and failed at it and tried a whole bunch of other businesses, starting businesses as part time while I stayed at my full-time job. For nine years it was nothing but business failure after business failure, like 2 to 3 year but now of them ever got going, it's not like me showed some success and made some money then later failed. No! I never made a dime. I just got deeper and deeper into debt and kept wasting so much time and kept doing with just a mere hope, thinking that I've got to get out of this job man

Something has got to work if I just keep at it! And then, so, I stumbled upon Dan Kennedy and I bought his..., what was called the Magnetic Marketing System back them, which all it really was, it was this 3 ring binders and 6-cassette tapes, that's how far back I go. It's like early 90's. He was selling how to do direct response marketing to like mum and papa, brick and mortar business owners. And that's what this was all about. So, I bought it with that hope thinking whatever buses I had at that time was just failing and sucking out away all my spare money and time.

I thought maybe this marketing thing will help but then when I got it, I started to understand direct response marketing and I actually learnt as much if not more from how he sold me that product which was $397.00 I didn't have back then. I put it on a Visa, probably figuring, so this was like more than 25years ago, figuring inflation today, my numbers might be a little bit off but I think $397.00 back then is equivalent to $2.3 Billion or something like that. Again, you get me, my maths is never on a very strong point.

But it was a lot of money for me back then, it was money I didn't have. But by observing how he sold that product, I thought wait a second, this guy I never met him in my life. Basically, he puts words on paper, and sold me this thing for $400.00, which is just words on paper and some 7th generation cassette copies, not even quality cassette copies, you know, a copy of a copy of a copy of a copy for $400.00.

And I got to thinking, even though I bought that product, hoping it would save my failing business at that time, how he sold me that product is way more interesting to me and I want to do that. So, just by observing his process, I just basically duplicated it but it did it in the body building market, which was like a hobby/passion of mine at that time. And so, I created my own self published, initially it was just some body building manual, and rolled the copy to sell it using two-step basis, I mean the internet was not around back then. America online came into the picture a couple of years later after I got started but people didn't know it even existed. It wasn't a viable medium for direct response marketing.

So, I started running magazine Ads or two-step call for a free report and then the free report was a sales letter I sent them. And I had to create all that stuff myself because I literally had like less than 500 hours credit left on my Visa that was going to be how I needed to finance that business. So, I basically just duplicated what I saw Dan Kennedy doing and I duplicated the direct response ads that I saw from him and created my own ad copy to launch that business. And it wasn't great but I knew the basics of direct response marketing.

So, after 9 straight years of multiple, many, many, many business failures, that little mail business was the first business success that I had experienced. Don't get me wrong, it wasn't like millions and millions came flooding every night but it was a very humble success. Bit after only 12 months, I finally achieved that goal which I wanted to achieve which was quoting my job. I had equalled my job income in 12 months from that humble little mail order business.

And so, that's how I got into copywriting. I never wanted to be a copywriter, most days still don't but I have gotten good at it because I started multiple businesses all driven with direct response marketing and all driven by my own copy. So, I really look at myself more as an entrepreneur than a copywriter. But I needed, copy was what I needed for the end result and that's how I got involved in copywriting. It's still what I do to this day, yeah, like I never was a copywriter for hire until about 2012. I wrote copy for my own business but I have done copy for hire but I got into this like the exact opposite of what like most people do. Most people decide that I want to be a copywriter, they become a freelance hired copywriter. No! I just wanted to be an entrepreneur and I learned copy because I couldn't afford to hire a copywriter.

I didn't even know what a copywriter was when I started. I just needed to sell the stuff in print. I didn't even know you could hire a copywriter when I started. That's showbiz got involved in all this stuff, Mikhail.

MIKHAIL: So, you kind of mentioned that you had to specialize essentially in print because at that particular point in time there wasn't viable medium for anything like that. I guess now of course it's probably one of the more if not the most popular medium for selling. In terms of the different stats that you see between print and online, is there anything major that you see, given your experience with both?

DAN: Not really! That initial information marketing mail business, quickly turned into a nutritional supplement business, sports supplement business more specifically because I realized that these guys are buying information, what they really want is the magic pill or the magic power, powder. I wanted to make the protein drink that would turn me into an Arnold in 10 days. And so, I started a supplement business, I

sold the information and supplements. Ans then, because of a friend of mine, he said, I think it was late 96, or in 97. He said you know you to get online, what are you talking about? I had America online but to me I just didn't see it that it was really a viable selling medium. Few people were on there but he said no, I think you can sell stuff on emails, you can sell stuff on websites. So, he helped me get a website up and I started to collect emails.

And yeah, late 96 I was selling consumer products, I was selling sports supplements online. These were the pioneer days of online marketing. Nobody knew it, none of the guys have turned into online marketing gurus, none of them were ever around. I was the first advertiser in the body building market to use a URL as a call to action in print ads, in ads and magazines. So, these were the pioneer days, we didn't know what we were doing, all I knew was this stuff appeals to human beings, it shouldn't matter the medium. So, I just adapted all the stuff that I learned using print, ads and direct mail and just started using it online. Really, I haven't changed much today. I like to steal something that San Kennedy said, I'm media agnostic, I don't care which media. In such a very short period of time, in that body building business where I didn't abandon my offline advertising, I still use both to this day online and offline whenever possible, depends on the market and the business and everything.

And there have been times where I have exclusively shunned online for different projects and just stuck to offline because it was the most efficient and effective and cost-effective method to do it whereas online was not, neither efficient or cost effective. So, it depends on the business, the product, the project, market and all that stuff. But I have always used both. I have really not taken a different approach. A human being is a human being, so, direct response marketing is all about appealing to what motivates a human being. So, I've never looked at anything different. I loved it when people said, one of the guys joined my marketing camp, which is my membership program and it includes a print newsletter, I still send my newsletter in paper and ink and it includes access to a membership site with online content. He said, "Yeah.". I saw some content on the website about online marketing it was dated 2016 and I'm just wondering if it's still relevant because I know online marketing changes so frequently? And I thought, no it does not!

I have been doing this online marketing since 1996 and it hasn't changed since then. What does change is media like google and words back in the day when I started using overture which was the first pay per click which was the advertising that was available back then. That's what comes and goes, that stuff changes. Facebook advertising changes daily. What you can say today at 11:48am, by 12:00am, 13 minutes later it could change, it does change. I mean, to ask all the affiliate marketers who have just been cancelled by hundreds of thousands by Facebook as of few weeks ago. That kind of stuff changes all the time. But you're talking about media stuff and you're talking about the rules for advertising on that stuff and Google's was of indexing, that stuff changes all the time.

But what we do as marketers, it doesn't change, we are just grabbing attention and putting offers put there with a called action, whatever that called action is, to opt in or to buy something. So, I don't just, ... it's a very long worded answer to your question...but I never treated them differently. They both have to be accountable. I love what people say like well email is free. Email is free tor a person who places no value on whatsoever on their time. Like back in the direct mail days, that stuff had to produce return on investment because there were costs involved in getting that in the mail. And now because people think email is free, I see lot of half asked stuff done in email because that's no big deal of an email is not responded to.

Unlike if its direct response marketing, it's in the name of it. It's all about getting a response and all should be accountable, that's the goal.

MIKHAIL: Yeah, I remember when I first learnt about you, you were all about offline and magazines, that kind of stuff. I guess you said it doesn't make too much of a different whether its online or offline but of course, offline one of the things it does, the same for online I suppose, like you said; one of the things you have to do it to grab that reader's attention. I would think in something like a magazine that's even harder to do than online. They can do and ad and a click you go directly there whereas a magazine or newspaper they're just browsing and perusing and you have to try and grab their attention and that's of course in your headline, that will be how you can grab their attention and to start reading

DAN: Right! You know I find it equally difficult, whether online or offline. I find online even more difficult in many cases because online is a portal to a million distractions and thanks to basically the internet and especially social media. Most people's attention span is not what it was 10, 20 or 30byears ago. Microsoft even did a study showing that a goldfish now has a longer attention span than a human being. So, when you're using online media, you're trying to convey a message on a portal to a million distractions. There are emails going on, Facebook is dinging, they've got access to online porn; all kinds of distractions. So, sometimes I feel like print is maybe easier because it doesn't have all those distractions.

But it's probably equally difficult and it depends which print publications are you going to talk about. Of you're talking about newspapers, so I have done really well selling health products on newspapers and I have taught a lot of people how to do that. Newspapers is a different animal because it goes out to the great unwatched masses. You can sell a health product or other products to a certain percentage of your audience but usually a large percentage of your audience has not interest in it whatsoever. So there is some waste in that advertising knowing that for example 10% or less of the readers who read this newspaper has interest in nutritional supplements, for example whereas online you can get really, really micro with your targeting and only target people who have shown and interest in and /or are buyers of those products or you van do an email drop to those buyers. So, you can get really micro targeted and sometimes in print you can't always do that.

Although if you're advertising in a speciality magazine or publication like body building it's not guaranteed but at least you know probably a 100% of the readers at least have an interest, how interested they are, it depends but its more targeted that way. So, whichever medium you used it's all about grabbing attention. That's how the whole things get started, it's how the conversation gets started. If you don't do that, you've lost right from the beginning.

MIKHAIL: So, I guess that with all that experience what I wanted you to share with us is some of the tips or secrets that you use to grab that attention. What is it that you do when you're to send out something that you know will grab the attention?

DAN: Um, usually every project... I used to think when I had about 10 years of copywriting experience under my belt and had some pretty big successes, I started to get really over confident thinking I can sell anything in copy. I know exactly how to do it, I know how to get attention, I know what to use in a headline blah blah blah. And then I was humbled several times. I see a lot of copywriter go through that by the way. After several years, after several successes you become like over confident and cocky and think that you can just sell anything until, if they continue long enough, they'll be humbled enough or continually humbled after they get about 2 decades. Quarter of a century or 3 decades into it. You get mature enough

until you can finally say to yourself o know nothing. There was a great Greek philosopher who said that (Aristotle or Socrates) I know nothing. I'm at that point now, unlike 10 years ago I would've told you that it's a piece of cake, just hit on a big desire or a big fear. I've done that and I've bombed. So, every time I get a rise in something, I basically have to remind myself that I know nothing.

I might think that I know something based on past successes or past experiences but I really know nothing because what applied back then maybe doesn't apply now, which leads me to what a copywriter needs to do if they're intelligent, mature enough to admit that they know nothing but I do know who doesn't know and that is the market. So, it all comes down to market research. The closer that you can get to having a belly pot belly, face to face conversation with someone who is in the market, I think the better off you are. We marketers we talk about markets but markets are just a group of people. When we write copy, we are just talking to one person at a time. So, when we talk about the market, we are talking about people who are interested in whatever you're selling or people who are buyers of whatever you're selling people who have a problem that your product or service can solve.

And introverts don't like to do this, the best research I've ever gotten is talking to someone who is in the market. That's one thing I advise marketers or copywriters writing health stuff. If you can just hang out maybe in a pharmacy somewhere or if you can just sit there, in the geysers waiting for the prescriptions and you start listening to ongoing conversations or start striking out conversations, that's the best market research you'll ever do, that's like sitting in front of your computer and googling stuff or reading stuff on amazon. Talking to somebody who is the market the best research you can do for a couple of reasons.

1. You're going to get is straight from the horse's mouth. It has gotten filtered through some online stuff or another person. You're getting this directly from them. And 2. As long as your brain is wired normally like its supposed to be wired, and you're not a sociopath or you don't have Asperger's or something like that, you're going to start to feel some real empathy towards that person or the people you're talking with because when they start talking about their fears or something that the doctor said like the doctor said if I don't lower my blood pressure down I've a higher chance of having a stroke or a heart attack. I might be dead of a heart attack at age 30 years blah blah. You will to hear stuff like that.

You will really start to feel empathy and that's a huge secret right there in your copy of you can write with genuine empathy, that's a plus. Plus, you talk to a lot of those people and you begin to feel what is their biggest desire or 2hat is their biggest fear. That's how you can come up with the headlines that are really successful. They grab attention! That's the best way to do it. Granted, you might not always have that opportunity so there is always like looking at what worked in the past because somebody that had heart problems 30 years ago probably isn't different or not at all different than somebody who had heart problems today. So, you can look at stuff that worked in the past and come up with that. That's how I have always done it and I used to say just hit on a biggest desire or hit on the biggest fear and that has all worked too.

Sometimes when you're doing research the way I've told you, you'll some out with something completely contrarian its different that you don't see it every day and sometimes that's the big breakthrough or something that really raises curiosity, maybe doesn't talk about a big desire for a big fear but it just raises enough curiosity, it does grab eyebrows and somebody will just say I'm going to read this.

MIKHAIL: Yea, that's some good stuff there. I guess it goes to what other speakers talk about; the copy really comes from the market. You've to go and find it and put that into words and on the people.

DAN: Yeah, sometimes your market will even give you the exact words, like sometimes the idea of your headline is something that somebody said while you were interviewing them for research or something someone said in a testimonial or something like that. And another way you can come up with that stuff is actual product research, for example if we are talking about health products, nutritional supplements where usually the multi-ingredient products that's they should be, it's really hard to sell a commodity product that's just vitamin c. So, usually you're writing for something that has vitamin C and this enzyme and that vitamin and this thing discovered in the amazon for ...like it grows once a year and the Indians found it....

So, when you're researching those ingredients, sometimes something will just really stand out that's super unique and that will develop into the hook or theme or headline for the whole piece. Or you'll find, when you're researching the ingredients, you'll find something just incredible like Harvard Medical School research or a clinical study where they found out that this one ingredient does some amazing thing that addresses the highest thing that your market wants solved.

And you'll figure that that's the best way to lead or that's the best way to grab attention. You'll make a headline out of that kind of stuff. It all comes from the research. Swiping stuff can only get you so far, that's its been done so much in a market like this that's so mature. You swiping something is probably not going to develop the headline or the lead or the big idea that's going to really grab attention that resonates with the market. Probably not! Who knows? You might get lucky but that's not the best way to do it.

MIKHAIL: So, what I'm getting from it is you're looking for something within your research that will stand out, it's going to be something that you king of got something out you also reach from the market. But this is also something that the market is going to be interested in is that correct?

DAN: Yeah, that's exactly correct!

MIKHAIL: So, you've to do it in that manner, you've to go into the research and in those two things of what you're looking for

DAN: That's one advantage to specializing in one special field like when I was in the body building market, first of all even when I had just started, I knew that market very well because I was that market for a decade prior back in the day even before I even had a business centre or longer than a decade. So, I knew that market really well, so, writing stuff for them was such easier than let's say I had to wrote something for the financial market. I had not experience, I had never bought any of those products. That would have been like I have to start from scratch and do a whole lot of research but the body building market I knew it really, really well.

So, that is one advantage. Once you've done this research in a market, I'm not saying you do it once and you're done, you've to keep doing it. The more familiar you are with a market, the more empathy you have for that market and it does get a little easier as opposed to every month you're writing something for a different market, now it's like starting this process all over again.

MIKHAIL: So, you don't want to get into something like swiping or that kind of stuff but you kind of have given us some ideas here in terms of what you should be looking for. So, you're looking just in America, you're looking for something that's a big desire or a big fear. That's the kind of thing you think about when you are coming up with a headline. So, it's important to have empathy and that's one of those things that you can only get when you get into the market and talk to your market, understanding the pin pings that they're feeling. And you're also looking for something that's unique, that can really stand out and that its something that you found in your research and also something that's unique that your market needs, it's something they're interested in.

DAN: Right! And sometimes you have happy accidents as well. A few years ago, I was hired by Agora to help then start a new health business, health newsletter and stuff for my business. So, the very first supplement we started selling was something for inflammation and sort of arthritis (we can't say arthritis because that a disease), but you know what I'm saying, joint pain, arthritis, inflammation, any kind of pain. So, you want to talk about a mature market and jaded and sceptical market and I don't think it gets more jaded and sceptical. They have been promised everything.

So, we had this brainstorm amongst the copywriters and nothing, everything we came up with was like ..." all been there and done that stuff"... The market had seen all that stuff a million times and just coming up with nothing, and I have had a shoulder injury back then so I had started thinking out loud, like people in pain, what's their thought process like, I know what it is and damn its hurts. And Josh Reef, the copy chief at that time was, ... and a I made a joke... there is a headline that says "Damn it, that hurts, and Josh said, you know that's about a thousand times more interesting and more unique than anything that you guys have come up with. So, that's the headline we are going up but I'm going to clean it up a little bit, for a sensitive audience so that we don't offend anybody.

So instead of damn it, he put da*- it, but it was such a headline instead of saying damn it hurts. And it was a s though there is no benefit there, there is no nothing, there was just pretty much like something to get curiosity I guess, grab attention and get curiosity. And it worked really well, it was the control for the longest time.

MIKHAIL: I guess that could work. You mentioned curiosity and also, I guess something that your market would see themselves. Its going to be like they wake up in the morning and go back to bed in the evening and say damn that hurts. So, I guess that's another something that you can add to your headline.

DAN: Right! Going through the research or swiping or modelling pre-existing headlines, that all like left brains stuff. The way ideas are formed, they're not formed on the left side. I'm not a psychologist, don't get me wrong, I get the general concept right, but might get all the details wrong. There is the right brains stuff, the right brain is the one in charge of the creative stuff and so there are times that whatever you can do to get into the right brain its just to allow it to do its work rather than you try and force it like how do I adapt this headline that worked for foreign and something new. There times a time when you just get into the right brain stuff. How do you do that? Some people do it with humour, the brainstorming sessions get everybody laughing and then oftentimes somebody shouts out something that will be like that's our breakthrough. Or fatigue sometime helps. We've been working on a headline for hours and nothing came out of it and finally the internal auditor just gets fatigued and just gets tired and start resting or gets turned off and that's when you start just bloating out stuff and stop worrying about whether something is stupid or whether people will laugh at you, and breakthroughs come that way.

Another method that I have done it is using a complete contrarian approach like asking yourself if you're in a group 0f copywriters, like saying, the goal is to not sell any of this product, we want to literally stop anyone even if they want to buy from buying, the goal is to destroy this company. We want to write something that repels so many customers and that destroys this company and then people start saying stuff like this product is just horsecrap, this is the headline. They will say something like this product will make your private parts fall off.

People will start laughing. The paradoxical solution is what it's called. I learned it from a psychologist, Dr Glen Livingstone, is also a great marketer. And everyone starts saying that stuff and everybody is laughing you are literally waiting this stuff down, that this product will make your private parts fall of, or it will make you go bald, and give you uncontrollable flatulence in public places and everyone start to write this stuff down and the internal auditor just gets shut off and the right brains start activating.

Then you flip it at one point and say now what if we want to do the direct opposite. We want to sell this product and we want the company to prosper. Now, like we said the governor or internal auditor is turned off, now that the governor is taken off and you start coming up with some really unique stuff. It's just some other ways that I have done it. You can do that on your own. I admit it's a bit difficult to do it on your own. It's more fun to do it with other people. They don't have to be copywriters, just find someone who is willing to participate and make it more fun.

MIKHAIL: You know it's so interesting, I've gone into so many of these interviews with these experts 3expecting to get step by step, like this is how you do it, follow this and this, almost all of them the idea is to move away from that and it's a mindset, a way of thinking. That's what you have to change in terms of, ...its not models and templates and structures that you have to follow, it's a creative side of things, it's the way you think and I guess having done so many of these interviews I'm beginning to think maybe that's what separates the A-List copywriters from the new copywriters that are just starting or the ones that are doing templates of doing things but their stuck at that level. So, what you just said ties into all of that which is, I'm hoping when people see this they get that same big tick, that it's really down to just changing your entire mindset and the way you think and how you approach your copy is what's going to be the difference not necessarily these formulas, which of course have a role to play. They are important but what really elevate the copywriters into that higher level is the creativity and approach to their copy.

DAN: That's a really astute observation Mikhail. The formulas and the templates, those are really important in the beginning but eventually you'll internalise those, they'll be here, you don't need to look at swipe, its the n there, to maybe unconsciously guide you but eventually you'll discover some other ways. I'm just sharing some ways that work for me. And I think its worth trying. You may not have a really big success right form the beginning but its work trying it and see what happens. Each individual can discover something that works for them.

This is just stuff that works for me. You mentioned mindset, there is nothing more important than that. That's for sure! And I think one advantage that I had was in the beginning I had skin in the game, it was my money on the line and in many cases I was desperate and I needed that to work. And if it literally didn't work the rent wasn't going to be paid that month, and how I was going to buy groceries, I had no idea. And so, that's a totally different mindset and a totally different commitment than a freelance copywriter who got paid upfront for the gig, so you got the money there is no skin in the game.

Yeah, you want to do a good job for the client but if it fails you got paid and he is the one who is out. And that's why I agree with Gary Hulbert said. Hulbert used to say you should not hire any copywriter who has not at one time, at least invested their own money in running their own copy selling their own product because it's a totally different mindset. If you had that mindset as John Carrollton used to call it, the Gun to the Head Mindset, where you ought to make this work. It's a totally different thing and that was just described my first 10 years in copywriting. It was my money on the line, it was my business on the line. Whether this worked or not determined whether I paid the rent or not.

10 years in the beginning that was the necessity and that was the mindset. You can develop the same mindset; you don't have to put a decade of desperate situations like I did. But I think it all comes down to mindset. A lot of people don't want to hear that, they want to hear something like just follow this formula. Ok that will get you so far but eventually you're going to plateau. And once you reach a plateau, you'll never rise above it if you don't do something to break through that plateau. A mindset is what determines all that a mindset and intentions because its many ancient texts said got as he thinketh so therefore he is, and some words will last.

So, I'm glad you mentioned that about mindset and this is all about developing a right mindset and finding stuff that works.

MIKHAIL: Like I said, I went into this interview expecting to get one thing and I guess this is my eye opening moment from all of the interviews that I have done and that just concrete that into place in terms of what's needed to take your skills and income to that next level and it's not any formulas or anything, it is that change in your way of thinking. So, I think I really want to thank you for what you have provided here in terms of the headlines but in terms of the bigger picture and what really needed to be successful.

DAN: I will give you a little hope, I'll give everybody a little hope, who is still relying on formulas, template, swipes and all that stuff. When you're selling back end products like if you're selling to an existing customer list, you can still do well with copy that's not A-level copy. You can still do with copy that's B-Level or C-level because you've already gone past the biggest barrier. The most difficult thing to do is to get attention amongst the great unwatched masses and getting new customers from cold traffic.

Once you have got them, as long as the business is operating correctly, you deliver what you promised or better yet you over deliver what you promised, and you've built a relationship with those customers. Now that they know you, they trust you, they're already in the fold and so just being completely transparent. With my body building supplements, a lot of times I needed to crank put something fast that was just for my own in house list and a copy certainly was not A-level, I think it might even be a stretch to call it B-level, I used to call it half asked copy after realizing that I just procrastinated the past 4 weeks and the launch is tomorrow and I promised that I would have something exciting to say tomorrow. So, the night before I'm banging out something just based on a proven formula, maybe good agitation solution with a headline that's not exactly creative, "New discovery helps you gain muscle on burned fat", not that new or existing or big about that, but because I had some the hard work of building a relationship with the customer list, that stuff still worked. So, if someone is listening to you, maybe you should start writing stuff for backend sales. If you can find those gigs, I'm not saying don't do half asked jobs, don't be lazy, do the best job you can but you stand a much higher chance of success if you're a rookie selling something to an existing list of customers than you do trying to get new customers or traffic.

MIKHAIL: That's a really good tip for newer copywriters, I think. Once you have that success under your best you can start to use that and go to clients. Just before we wrap up here, Dan, for the folks that want to learn more about you, where can they go and get some more information?

DAN: The best place is to go on my website which is https://www.dobermandan.com

MIKHAIL: Alright! Thanks again for taking your time, you shared some really important insights that I wasn't expecting to get but I think you've given a lot of information, a lot of valuable stuff for us to internalise and move on with

DAN: Good deal! I'm glad it helps Mikhail. Thanks again for the invitation, I had a good time