

## CONGRATULATIONS!

If you're seeing this page, you are fortunate enough to be witnessing a rare & fleeting opportunity to acquire one of my most VALUABLE and HARD-TO-FIND courses...

# "\$10,000 / Hour Sales Page Secrets"

My 10 most **guarded, game-changing** secrets for writing sales pages — revealed for the first time EVER in a course you can finish in just ONE hour!

If you've read all my sales pages, you'll have realised: **I don't write sales copy the way most people do.**

I violate norms ... lead with prices upfront ... make the reader play 'scrolling games' ... add external links to other pages ... and all sorts of things you're not 'supposed' to do. And even weirder ... no two pages I write are ever the same! It's almost as if...

### My Sales Pages Follow A Different Set Of Rules To Everyone Else's.

And in this **brand new course** ... I am showing you for the FIRST time what those secret rules are, and how you can use them in your sales page copywriting.

I can hear the 'old-school' copywriters scoffing at that claim. "*That young whippersnapper! Us grizzled veterans have known about his 'secrets' for DECADES!*" And yet ... these are the same people who still start their sales letters with "Dear Friend" or "From The Desk Of XYZ" and use 500 words to "anchor" prices ("*Before I tell you the price, what do YOU think this amazing opportunity should cost?*" 😊 )

No, no, no...

### "\$10,000/Hr Sales Page Secrets" is NOT like ANY copywriting course you've ever taken!

- **It is NOT a step-by-step system for writing a sales page** (if you need that, you are not ready for this course).
- **It is NOT low-level tactical info like what font to use, or how to format your bullets.** These aren't so much "tricks" or "hacks" as total *game-changing mindset shifts* for how you write copy.
- **It is NOT for beginners.** These are secrets that will take your copywriting from 'good' to 'world-class'. **But most of them are simply too abstract & advanced for a beginner to grasp.**
- **And it is NOT full of the same old stuff you have heard taught elsewhere.** I've discovered many of these secrets for myself through practice, experience and long, deep reflection.

What it *is* ... is a collection of the most mind-blowing insights I have ever learned for writing powerful, entertaining, high-converting sales pages.

Each of these insights has been worth *at least* \$1,000 to me — and I am giving you TEN of them.

### In This ULTRA-RARE 'Daniel Throssell' Course, I Will Tell You These Wildly Valuable Secrets:

- How to get people to re-open a sales page they've just closed! (Secret #7)
- **When to write the price at the TOP of your sales page — and when not to (Secret #5)**
- The sales page template I used in 2017 ... vs. the one I use in 2022 (I've used it for my last four sales pages) (Secrets #1 & #2)
- **What never to write to warm traffic! (Secret #3)**
- How to prevent "scrolling ahead" on your sales pages (Secret #5)
- **How to systematically destroy "sale-blocking" beliefs — and the one sales page where I did it best (Secret #2)**
- How to embed "homework" into your sales page that makes readers STOP reading ... leave the sales page ... sell themselves on buying your offer ... then come BACK more convinced than ever! (Secret #3)
- **A simple two-second rule for spotting when your sales argument is "tangled" — and how to "untangle" it (Secret #6)**
- The "taboo" words (which you're not supposed to use) that can boost your sales page's response (Secret #9)
- **Writer's block? Here's a simple way to decide the very next line of copy you should write. Works no matter WHERE on the page you are (Secret #5)**
- How to quickly write a "release valve" that protects your sales pitch from cognitive dissonance — and the exact place I did it on my most profitable sales page (Secret #8)
- **How to boost an entire page's CTR without changing more than three words (Secret #10)**

And waaaaaaay more!

Plus, remember:

### This Course Takes Less Than ONE HOUR To Finish!

Eight of the ten secrets are 5 minutes or LESS. So you will have ALL this knowledge in just ONE HOUR. No 'weeks' of study ... or boring hours spent watching a lazy webcam video.

Honestly, I'm struggling to convey how excited/nervous I am about sharing some of the information in this course. I have NEVER exposed so much of my copywriting process before. And I can almost guarantee that after spending ONE HOUR watching this course...

### You Will NEVER Write Sales Pages The Same Way Again!

I truly believe that any serious copywriter will get *thousands* — if not *tens of thousands* — of dollars' worth of value out of this course. And if you know me, you know that I don't make empty boasts about products with my name on them — this course is the real deal.

**But don't dawdle — this is NOT an evergreen offer, and I WILL be removing this page when the timer expires.**

To secure your copy, fill out the form below...

#### Contact information

<input type="text" value="Your first name"/>	<input type="text" value="Your last name"/>
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<input type="text" value="Czech Republic"/>	<input type="text" value="State/region"/>	<input type="text" value="ZIP"/>
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I agree to the [terms and conditions](#)

**NOTE:** Access will be tagged to the email address you purchase from. If you have an account in my app already, please use the same email to avoid issues!

#### Payment information

<input type="text" value="Card number"/>	<input type="text" value="MM / YY CVC"/>
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**\$10,000/Hour Sales Page Secrets**    \$500

*"Just finished it - great stuff! Secret #10 was my fave though ... the 'ultimate blasphemy' is something that I've been thinking about a LOT lately ... this has given me a TON of ideas that I'm excited to play around with. For me personally, totally worth the \$497 alone!"*

Shiv Shetti CMMP Creator

*"Just DEVoured your \$10,000/Hour Sales Page Secrets + the amount of lightbulb moments happening is insane. Now knowing these secrets + connecting the dots to all your sales pages that have me ready to throw my cc at the screen, I can't wait to put this wizardry to use. P.S. I'm sure you get this a lot, but I always appreciate how you intentionally structure all courses into bingeable, bite-sized videos that are jam-packed with juicy goodness."*

Jenn Jousheik JOUHCO

#### Total payment

\$10,000/Hour Sales Page Secrets	\$500
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All prices in USD