Million-Dollar Controls

$97
Unlimited lifetime access to Kim's *Million-Dollar Breakdown Master Class*. For those who want to learn how to write copy that sells like crazy, this course teaches you how to write million-dollar, royalty-paying controls. Get ready to say "goodbye" to the "five for proper grind" and formulas, "tea and sugar, "lock, load" and "gentle hand." Get ready to learn royalty-checks and more free time to spend on the way. YES, please!

Buy Now

You're almost there! Click the "buy" button to complete your order!

Hurry! Time is ticking! Click the "buy" button to complete your order and you'll get instant, unlimited access to my *Million-Dollar Control Breakdown Master Class*. If you have a coupon code, simply click where it asks "Have a coupon?" and enter your coupon code. Once you've completed your purchase, you'll be taken to a "Thank-you" page where you can start. Hey, you're on fire on your training program from Kim Krause Schwalm! so get your copy now and start learning!

Here's everything you get in my Million-Dollar Control Breakdown Master Class as soon as you join:

- **Six in-depth million-dollar control breakdowns**, including video and audio recordings as well as complete, word-for-word transcripts. Plus, you'll see my break-down in course control 7 word-for-word transcript, complete with my notes and my step-by-step process for turning a blank page into a million-dollar control!
- **12 "In the field" swipes, variants, and split tests you can model, adapt, and put-them-from for your own controls!** Ever wondered "what if" questions? Because I'm walking you through each and every step, I bring you actual results. Wondered "what if" questions? Because I'm walking you through each and every step. Filling you in on actual results.
- **The "takeaway" documents for each controls breakdown, the most important secrets, strategies, and tactics.** Each control contains at least 3-4 pages of the most powerful concepts that you can quickly refer to whenever you need a helping hand. Not only will they help you develop the mindset and psychology of an A-list copywriter, they'll also serve as a "cheat sheet" for your own copywriting.
- **A bonus control breakdown from a behind-the-scenes, invitation only control by Agora Financial.** You'll get my full interview with Jon Schlueter and David Gardiner, plus the complete, word-for-word transcript of the control they created for Agora Financial's Stansberry Research.
- **A second bonus control breakdown of the financial promo I wrote that beat the pants out of just-mom, just-retiree!** You'll get my video and audio breakdown that walks you through the tactics I used to get my initial control and then control #1 to control #2. Plus you get a summary of the takeaways, my original control promo and multiple control and bad-boy, and a glimpse of the Rain control I to beat. Packed with timeless tactics and strategies that are ready to use!
- **Exclusive, in-depth training on Supplement Copy Compliance Secrets.** You'll spend your way to learning how to write compliant copy that actually sells, and discover how to keep you and your client out of trouble!
- **Bonus: Kim's Million-Dollar Control Breakdown Master Class Q&A.** Have a question? Want to know how to use or adapt something you've seen in the course? Bonus: Kim's Million-Dollar Control Breakdown Master Class Q&A. Have a question? Want to know how to use or adapt something you've seen in the course? Bonus: Kim's Million-Dollar Control Breakdown Master Class Q&A.
- **The Sound Green Schwartz Phillips Publishing Series Insurance.** I consider this mandatory reading for any copywriter who wants to get good at writing copy and understanding Publishing Method's. You'll learn how to refine it again and again. I learn every time I do so. I pick up another valuable insight.
- **Kim's Million-Dollar Control Breakdown Master Class Q&A. Kim and her team have made hundreds of millions in sales for the clients over the last 20+ years, and can help YOU make your control more profitable!**

Note: Everything will be immediately available in your online course portal on video and/or audio, or as downloadable files, first in a private podcast. As a result, there are no refunds.

Want more details about this program?

Yes, I want to learn more!

Take a look at what's instantly available to you when you join now...

Million-Dollar Control Breakdown #1: Control #1 Supplement Breakdowns

Strong control control that's been running successfully since early 2017 on an online sales page, VSL, and direct mail promo

- **Control Control Breakdown Live Call Video** – 1h 21m 46s
- **Control Control Breakdown Live Call Audio** – 1h 21m 17s
- **Takeaway from Kim's Breakdown of Promo Control Control** – 1h 14m
- **Takeaway from Kim's Breakdown of The Control Control** – 1h 14m
- **Takeaway from Kim's new Control** – 1h 14m
- **Control Control Breakdown Transcript** – 1h 14m

Promos for Control Breakdown #1: Control

- **Kim's "Bad Bit" Breakdown Control** – 1h 14m
- **Control promo control "Secret Weapon"** – 1h 14m
- **Control promo control "Nitro Shake"** – 1h 14m
- **Control Kim "Inaugural" control** – 1h 14m
- **Control Kim "Bill" breakdown control online sales page** – 1h 14m
- **Control Kim "Inaugural" control online sales page** – 1h 14m
- **Control Kim "Inaugural" control online sales page** – 1h 14m
- **Control Kim "Forgot vitamin C" test control** – 1h 14m

Million-Dollar Control Breakdown #2: Superfoods Pro Sock (Boardroom)

"Predating" direct mail promos that ranked for 10 years as the control for the publisher formerly known as Boardroom. This promo ran for years, and was the control that was tested against the control that was tested against the control that was tested against