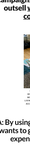
Q: How the *dickens* does this RANDOM Australian dude keep "banging out" — in mere days — email campaigns that CONSISTENTLY outsell world-famous A-List copywriters ?!?

"Pics below 📸"



A: By using the exact blueprint he wants to give YOU in his (rather expensive) new course...

Campaign Conqueror

Dear Friend,

If you want the easy & valuable skill of being able to – *on demand!* – write email campaigns so powerful they can outsell world famous A-List copywriters – successfully launch national #1 bestsellers – and rake in cash even from TINY email lists...

Then this letter could be the most –

"PSHAW!"

...and just like that, my beautiful old school sales letter opening is interrupted by your scornful exclaiming. 🙄

"Bluster!" you cry. "Hyper Exaggeration! Before I read another word of this bragging sales letter, why don't you actually NAME these so-called world-famous A-List copywriters you've outsold, huh?!"

Ok you say "world-famous A-List copywriters", you make a dismissive air-quotes gesture with your fingers)

Hmm.

Looks like we've got some cold feeds on our hands.

Well then, Miss Doubtypants...

- Clickbay gal you mean "A-Lister" Sara-Jo Bibiana, the legendary **Alex Krause Schwabe** (who's been praised by **Gary Bencivenga** ... described by **Ben Settle** as "one of the top copywriters on the planet" ... and whose emails **Justin Goff** calls some of his favourite ever)?
- Exec head of **Ian Dunley** ... the $100 million "Persuasive Hitmen" and course co-creator with **Stefan George**?
- Or what about **Roy Furr** ... another Sara-Jo "A-Lister" who famously wrote the legendary sales letter for **Brian Kurtz's** sale Titans of Direct Response event?
- Perhaps **Drayton Bird** ... described as "knowing more about direct marketing than anyone alive" by the legendary **David Ogilvy**, whose right hand man he was?
- My buddy, industry-renowned email copywriter **Chris Orzechowski**?
- Or **John McIntyre** ("The Autoresponder Guy") ... the guy who taught Ian?
- What about **Rob Marsh** ... co-founder of the widely loved podcast & group The Copywriter Club?
- Maybe you know **Derek Johanson**, creator of the famous "CopyHour" program?
- Or stacks more well-known copywriters & copywriting gurus like **Lukas Rademake** ... **Jacob McMillen** ... **Ning Li** ... **Siny Steel** ... **Adil Amarsi** ... **Chase Dimond** ... **Lorrie Miller** ... **Troy Ericson** ... **Rob Allen** ... or **Kent Bustamante**?

No?

You haven't heard of any of them?

Well, then, you should probably close this page, because it means you're obviously not a copywriter 😉

And accordingly, my blueprint in *Campaign Conqueror* for writing email campaigns cannot possibly interest you in the slightest.

But if you DO recognise those names, you should realise...

It's no small feat that I've been able to outsell or out-promote EACH of these copywriters...

BFCM 2020 Sale Results

And WIN promotion contests...

Drayton Bird Blog Contest 2021 Promotion Results

Not just once...

Affiliate Promo Stacks March 2021

But over...

Affiliate Promo June 2021 Results

And over!

Black Friday Copywriting Bundle 2021 Promo Results

Time and time again...

I've used the exact blueprint in *Campaign Conqueror* to hold my own against — or handily defeat — world-class copywriters with lists MANY times the size of my own.

But don't worry.

Campaign Conqueror is NOT just a blueprint for winning affiliate promotions against world-famous copywriters.

(I only showed you all that proof because YOU forced me to with your rude interruption 😜)

I mean ... I DO show you (in Part III of *Campaign Conqueror* exactly how I keep winning such contests.

But the reality is, high-level copywriting "head-to-head battles" like these are kinda rare these days.

Which is why that is nowhere NEAR the main focus of my course.

No.

Instead...

Campaign Conqueror shows you how to write ALL KINDS of email campaigns!

From new-product launches that rake in cash off tiny email lists...

Sale - Ends Sep 1st
Sale - Ends Sep 1st
Sale - Ends Sep 1st

- **What to write in your launch emails — and how they should change over the course of the campaign**
- How to get away with sending 8 emails in a day — and have people LOVE you for it
- **How to 'recycle' previously-written campaigns without burning out your list**
- How to predict ahead of time how many sales you'll get on each day of a campaign — and how to bend the "sales curve" at will
- **How to write a sales page for your campaign (and how to work out if you even need one at all!)**
- And a LOT more!

Part II: Advanced Email Warfare Strategies

In Part II, I get more advanced, and assume you have total control not just over the copy … but also over the offer, and how you package, frame & present it.

I also give you some more *controversial* (but DEVASTATINGLY effective 😈) techniques for massively jacking up your response & sales. You do not HAVE to use these (and if you're squeamish about a little online hate, I recommend you don't) … but BOY are they effective.

You'll know:

- **How to adapt my framework for promoting websites … winning contests … launching bestselling books … or anything where it would help to have a huge mob of people doing your bidding**
- The 6 iron-clad rules of offers that BLOW the barn doors off
- **The UNBELIEVABLE selling power of a "star-aligned" offer << This might just be the most powerful lesson in this course…**
- How to make buying from you a virtuous "cause" your customers RALLY behind
- **Two simple ways to make your campaign more entertaining than NETFLIX!**
- How to ADD value to your offer by literally REMOVING value
- **Why adding 'fast-action' bonuses can be a TERRIBLE idea…**
- How to make your campaign go VIRAL with the "Trump x Hitler" strategy << I nearly did NOT include this lesson in the course, because it's one of my most powerful secrets for getting free attention — and no, it's not just "be controversial"
- **How to profit even from people who DON'T buy your offer…**
- And more!

Part III: Head-To-Head Battle Tactics

In Part III I reveal my strategies that are specifically adapted to going head-to-head with other affiliates in affiliate sales contests … and outselling them.

Admittedly, you may never participate in an affiliate contest like this.

But some of these techniques are so powerful (like my "offer framing" secret), I can almost guarantee you'll use them elsewhere.

You'll discover:

- **How to beat people with FAR bigger lists & reputations…**
- Two "Captain Obvious" strategies for making MORE sales than anyone else…
- **How to render people physically incapable of giving money to anyone but YOU…**
- Three ways to INSTANTLY position yourself as the best affiliate to buy from…
- **How to literally create value out of THIN AIR with "offer framing"…**
- How to get a 100% upsell conversion rate…
- **And more!**

Part IV: The "Annals of Email Conquest"

I've saved the best for last…

Because included in *Campaign Conqueror* is a FULL library of ALL my successful email campaigns.

But you don't just get a "swipe file"…

Every single campaign comes with a full "Campaign Report" where I give you my commentary … subscriber data … full open & click rates for every email … sales chart … a breakdown of the campaign structure … send times & dates … and MORE!

And I gotta tell ya … *ThIs PaRt ALoNe CouLd Be WoRtH ThE EnTiRe CoSt Of ThE CoUrSe!!!* 🤪

Seriously though … when you see it, you'll be blown away at having such a fully-stocked library of proven campaigns at your fingertips.

Even if there were something I had forgotten to teach you in the course … well, with the Annals of Email Conquest, you don't even NEED me.

You can study some of the industry's most successful email campaigns "from the inside" for yourself!

So as I hope you can see…

This course is *loaded* with good stuff.

Yet before we get into the nitty-gritty of the sale…

I need to warn you about something:

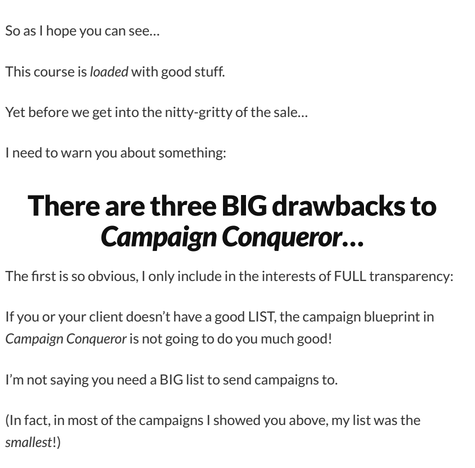
There are three BIG drawbacks to *Campaign Conqueror*…

The first is so obvious, I only include in the interests of FULL transparency:

If you or your client doesn't have a good LIST, the campaign blueprint in *Campaign Conqueror* is not going to do you much good!

I'm not saying you need a BIG list to send campaigns to.

(In fact, in most of the campaigns I showed you above, my list was the *smallest*!)



But you DO need a list … and the more engaged and healthy it is, the more effective *Campaign Conqueror* will be.

Which is why, *before* you get *Campaign Conqueror*, I want you to be 100% familiar with the framework in my *Email Copywriting Compendium*, for writing emails that develop a tight bond with your list.

(Although, if this comment about needing a list surprised you, you are probably NOT READY for *Campaign Conqueror*.)

The second drawback should be familiar to you if you own any of my other courses, but in the interests of completeness…

Campaign Conqueror is delivered entirely via my smartphone/iPad app.

Frankly, since I've told you to get my *Email Copywriting Compendium* BEFORE you get this product, this shouldn't be an issue, since you should *already* have my "Learnistic" smartphone app.

Still — since someone ALWAYS manages to miss this — I need to point it out:

You will need a relatively new smartphone (within the last decade at least) to watch this course.

Also, the app is not available in certain countries like Nigeria, and users in that country will need a US number to access the course.

If you don't have a reasonably new smartphone or iPad — or cannot tolerate even ONE EVENING of watching courses on it — then I don't recommend buying this course.

Instead, may I recommend buying yourself a phone that has a screen big enough for your needs 😇

But the third and final drawback of *Campaign Conqueror* is probably going to worry you *most* of all…

Campaign Conqueror is NOT cheap!

As I've said … this is some of the most *valuable* information I've learned as a copywriter.

I can argue that quite easily.

Because while ALL my other courses (*Market Detective*, *Upwork in One Hour*, *Email Celebrity*, etc.) are *indirectly* related to profits…

Campaign Conqueror is my actual blueprint for the VERY THING I AM BEST AT & THAT MAKES ALL MY MONEY:

Email campaigns.

And I can tell you — hand on my heart — that even the very *day* before launching this course (15 March 2022), I was seriously considering launching it for a cool…

$2,000.

Yet … in what was maybe a moment of weakness … I decided to launch for a little less.

How much less?

Well, let me have at least a *couple* of minutes to price-anchor you with that $2k, won't you? 😉

…okay, okay. I'll have mercy.

Campaign Conqueror is currently selling for just $1,000.

HOWEVER!

I recommend you do not get complacent about that price.

Because if you've known me for a while you'll know…

I have a habit of raising prices significantly after launches!

The *Email Copywriting Compendium* launched at just $10 (now $101)…

Market Detective at just $856 (now $1,500)…

Upwork in One Hour at just $75 (now $200)…

Email Celebrity at just $400 (now $2,000)…

And so on.

So please consider it a possible (maybe even likely) thing that you'll see *Campaign Conqueror* at even *more* than $2,000 in the near future.

Like I said … this is some of my most valuable info … and it's not cheap.

But it's paid off in spades for me … and if you're an email copywriter, I have no doubt it will for you as well.

So if you've read this page … understand what you're buying … and you'd still like to grab it…

You can buy *Campaign Conqueror* here:

Buy Campaign Conqueror

FAQs

"Will *Campaign Conqueror* work for me if I am—"

NO.

No it will not.

You are a special case and what you were about to say most *certainly* disqualifies you.

Do not buy *Campaign Conqueror*.

"…oh, bummer. I didn't realise that being left-handed would disqualify me from using *Campaign Conqueror* 😞"

…wait, your first question was about being *left-handed*?

What does that even have to do with anything?

Okay, okay. Let's get serious.

"What do you mean by an 'email campaign'?"

Good question.

In the sense I'm using it, it is NOT a welcome sequence, a "cart abandonment flow", a re-engagement series, or anything like that.

Here's how I define it in *Campaign Conqueror*:

"A set of emails sent over a short window to promote a special limited-time launch/sale/offer — distinct from your regular broadcasts."

The main point is that there is a) an offer or call-to-action and b) some limited-time element with a deadline/cart close.

Examples of the kind of campaign my *Campaign Conqueror* approach works for are:

- Launching a new product
- Running a sale on existing products
- Affiliate promotion contests
- Trying to drive traffic to a new blog post
- Getting Amazon reviews on a new book to bump it into bestseller rankings
- Securing votes to win a contest

And other things like that.

"I'm a copywriter — can I use *Campaign Conqueror* to write campaigns for clients?"

Yes. That is the main use case I assumed when I made the course.

"I'm not a copywriter, but I write emails for my own business. Will *Campaign Conqueror* work for me?"

Yes. This does not matter in the least. If you have an email list and an offer to sell it, my approach in *Campaign Conqueror* will help to sell it.

"I'm on your list and you're very controversial. Do I have to be controversial to benefit from *Campaign Conqueror*?"

No. My base blueprint for writing email campaigns has NOTHING to do with picking fights, or doing anything even remotely controversial.

In fact, looking back at the sales campaigns I've done over the past two years, NONE of them involved any real conflict or controversy except Black Friday 2021.

So no … you do NOT have to start any fights, or be controversial, to make sales with my approach in *Campaign Conqueror*.

In fact, you won't even find anything controversial until you make it to Part II of the course.

So while controversy helps, it's not required.

"Does your approach work in niches like SaaS or ecom?"

Well, full disclosure, I don't write for those niches, though many of my students do.

Still, you need to reframe this:

My approach is about getting people to read and buy from emails.

If you sell to people who have an inbox and read emails, my approach is probably going to be superior to any other.

The real measure of how successful it will be is not whether you are in SaaS/ecom/info-marketing/left-handed dog surgery services … but whether you follow my general approach as laid out in the *Email Copywriting Compendium*, where you build a relationship with your list with personality and stories rather than spamming the crap out of it and getting horrendous churn rates.

Also, as mentioned, *Campaign Conqueror* is about writing campaigns that have a deadline. So if you have NOTHING involving a deadline in your business, it might not be very useful for you.

"Do I *need* to have read your *Email Copywriting Compendium* before I take *Campaign Conqueror*?"

I *highly* recommend you do, as it's the base system that *Campaign Conqueror* builds upon.

If you haven't got it, there's an option to add it to your cart at the checkout.

"What about if I don't plan to do any head-to-head affiliate contests like you?"

Doesn't matter.

Like I said, only Part III relates to my head-to-head affiliate promotion techniques. Parts I and II are entirely independent.

Besides, you'll still learn something from Part III that you can apply to your regular promotions.

"I don't have a list yet, is *Campaign Conqueror* for me?"

You must have *some* list to use *Campaign Conqueror*, since it's about writing emails … but it doesn't need to be *your* list. I'm assuming the use case for most copywriters is in writing campaigns for their *clients*, not their own list.

"You email a lot during email campaigns. Do I have to send as many emails?"

Well, sorry to break it to you, but I email that much because it works.

In *Campaign Conqueror* I give you "less aggressive" and "more aggressive" settings to choose from … however, it's a simple fact that the more emails you're willing to send, the more money you will make.

"Was this question written by a real person?"

No. No, it wasn't.

And neither was this answer.

"Why should I follow your approach instead of <insert copywriting guru>?"

Well, if you're still not sold on my way of doing things, maybe you shouldn't.

I mean, there aren't many copywriters with an email campaign track record as good as mine.

(And I'm not saying that to brag; I honestly believe my record (which you

saw above) speaks for itself 🤷)

But still, if you don't believe me…

Or if you're somehow not convinced of the value of the information in *Campaign Conqueror*…

That's totally fine by me!

Feel free to go on using whoever else's campaign framework you currently use (if you even HAVE one, and aren't just making it all up as you go).

Just know that everything you've seen on this page so far has been what I achieved in my first two years of growing an email list, with virtually no reputation in the copywriting world (unlike your favourite "A-Lister" or copywriting guru).

After some of my campaigns … that is changing, fast.

And more and more copywriters — even famous ones — are starting to imitate the way *I* do things.

So even if you choose to learn from someone else…

You're probably going to end up learning from me one way or another 😎

And besides, whether YOU buy from me or not … many of your competitors are.

Even as you sit here umming and ahhing … they're discovering how easy and effective it is to write campaigns using my blueprint in *Campaign Conqueror*.

If you'd like to join them…

You can buy *Campaign Conqueror* here:

Buy Campaign Conqueror