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# The Get Dangerously Good Copywriting System

Course • 81 Lessons

Kim's complete system for writing successful sales copy from start to finish. Packed with valuable tactics, tips, examples, and critiques on headlines, leads, fascinations, offers and closes, funnels, emails and lifts, and much more! Plus you get Playbooks to make it quick and easy to refer back to this A-list-level training again and again.

Buy now



## Contents

### Welcome to the Get Dangerously Good Copywriting System!

Welcome to Kim's complete system for writing successful sales copy from start to finish. It's packed with comprehensive training on headlines, leads, fascinations, offers and closes, funnels, emails and lifts, and much more! Here's what's in store for you...

- You'll gain new insights, tactics and methods based on the same ones she's used for more than two decades as an A-list copywriter.
- You'll discover how to implement what you're learning with real-life examples and fly-on-the-wall critiques... the nearest thing to experiencing a personal, live copy critique with Kim!
- And you're going to love how the playbooks in each of the main modules make it quick and easy for you to implement all the A-list-level strategies into your own copy for stellar results.

Watch this video first before you start diving in! And thank you again... it's great having you here. Any feedback or success stories you'd like to share? Email Kim at Kim@kimschwalm.com.

📺 Welcome to the Get Dangerously Good Copywriting System • 4 mins • 578 MB

### Module 1: The Art and Science of Writing Headlines

In this first module, you'll find out everything you need to know to banish the "blank page blues" when it comes to writing headlines! You're about to discover 9 ways to immediately level-up your headline copy, plus Gene Schwarz's crucial theory that will make your headline pitch-perfect for your audience. You'll also discover...

- The exact power words you can use today to make your headlines pack a punch.
- Real-life split tests that reveal which headlines worked (and which didn't).
- Common mistakes to avoid plus real-life copy critiques that show you what to do--and what not to.
- And much more!

Plus: Your very own Playbook to guide you to Headline nirvana!

- 📺 (VIDEO) Getting Started: The Art and Science of Writing Headlines • 7 mins • 198 MB
- 📄 (SLIDES) Getting Started: The Art and Science of Writing Headlines • 4.88 MB
- 📺 (VIDEO) 9 Eye-Grabbing Headline Components That Make Your Sales Copy Sing • 22 mins • 608 MB
- 📄 (SLIDES) 9 Eye-Grabbing Headline Components That Make Your Sales Copy Sing • 8.64 MB
- 📺 (VIDEO) How to Choose the Right Headline for Your Market • 26 mins • 395 MB
- 📄 (SLIDES) How to Choose the Right Headline for Your Market • 5.41 MB
- 📺 (VIDEO) Powerful Words and Techniques for Stronger Headlines • 12 mins • 139 MB
- 📄 (SLIDES) Powerful Words and Techniques for Stronger Headlines • 1.79 MB
- 📺 (VIDEO) Which Headline Won? Results of Real-Life Split Tests • 20 mins • 386 MB
- 📄 (SLIDES) Which Headline Won? Results of Real-Life Split Tests • 7.32 MB
- 📺 (VIDEO) Brutally-Honest and Insanely-Helpful Headline Critiques • 39 mins • 409 MB
- 📄 (SLIDES) Brutally-Honest and Insanely-Helpful Headline Critiques • 3.07 MB
- 📄 (PLAYBOOK) The Art and Science of Writing Headlines (PDF) • 918 KB

### Module 2: Secrets to Killer Leads

Discover how to captivate your prospects and keep them reading with established and proven techniques. Take your leads from fluffy to first-rate as Kim shares the 6 types that keep prospects reading, how to open with a bang and what NOT to do!

But that's not all. You'll also...

- Find out 5 ways to write killer leads again and again.
- Hear Kim break down one of her own successful leads (and discover her A-list copy secrets)... plus review the PDF provided of the entire sales page promo.
- Watch a "no-holds-barred" critique of 3 leads submitted by Kim's copywriting mentees and uncover golden nuggets of wisdom to apply to your own writing.
- And much more!

Plus: Don't forget the Playbook that will "lead" the way to excellence for every lead you write!

- 📺 (VIDEO) Getting Started: Secrets to Writing Killer Leads • 16 mins • 325 MB
- 📄 (SLIDES) Getting Started: Secrets to Writing Killer Leads • 6.53 MB
- 📺 (VIDEO) 6 Types of Leads That Get Your Prospect Reading Plus Examples • 42 mins • 815 MB
- 📄 (SLIDES) 6 Types of Leads That Get Your Prospect Reading Plus Examples • 33.3 MB
- 📺 (VIDEO) Opening with a Bang! The Importance of That First Sentence • 9 mins • 170 MB
- 📄 (SLIDES) Opening with a Bang! The Importance of That First Sentence • 11.3 MB
- 📺 (VIDEO) Anatomy of a Successful Lead • 17 mins • 466 MB
- 📄 (SLIDES) Anatomy of a Successful Lead • 5.26 MB
- 📄 (PROMO) Green Valley My Sinus Miracle Sales Page • 11 MB
- 📺 (VIDEO) No-Holds-Barred Copy Critiques for More Powerful Leads • 33 mins • 754 MB
- 📄 (SLIDES) No-Holds-Barred Copy Critiques for More Powerful Leads • 4.33 MB
- 📄 (PLAYBOOK) Secrets to Writing Killer Leads (PDF) • 1,07 MB

### Module 3: The Truth About Fascinations

Fascinations might just be one of the best secret weapons in sales copy...if they're deployed effectively! In this module, Kim not only explains what they are and why they're so important, she gives you one of the most comprehensive explanations of how to write them you'll find anywhere. Here's just a glimpse of what you'll discover:

- 10 rules and 27 formulas that make writing fascinations a cinch!
- How Kim writes fascinations with this exercise that will also test your skills.
- How to take your fascinations from good to great as you watch Kim improve real-life examples while sharing her rationale behind the changes.

Plus: We've got another Playbook waiting for you here... it's so good, your bullets can't fail to hit the target!

- 📺 (VIDEO) Getting Started: The Truth About Fascinations • 14 mins • 275 MB
- 📄 (SLIDES) Getting Started: The Truth About Fascinations • 9.22 MB
- 📺 (VIDEO) 10 Rules for Writing Great Fascinations • 19 mins • 234 MB
- 📄 (SLIDES) 10 Rules for Writing Great Fascinations • 23.9 MB
- 📺 (VIDEO) 27 Fascination Formulas That Will Help Your Bullets Write Themselves • 25 mins • 498 MB
- 📄 (SLIDES) 27 Fascination Formulas That Will Help Your Bullets Write Themselves • 67.2 MB
- 📺 (VIDEO) Let's Write Fascinations Together! • 21 mins • 462 MB
- 📄 (SLIDES) Let's Write Fascinations Together! • 10.7 MB
- 📺 (VIDEO) Fascination Freakout: Fearless Copy Critiques • 28 mins • 808 MB
- 📄 (SLIDES) Fascination Freakout: Fearless Copy Critiques • 6.78 MB
- 📄 (PLAYBOOK) The Truth About Fascinations (PDF) • 987 KB

### Module 4: Powerful Offers and Closes

You've done all of the heavy lifting, now it's time to seal the deal! Find out how to make your offers irresistible with proven examples. And put to work the 10 close copy techniques that ensure prospects see your offer as a "no-brainer". Plus you'll also discover:

- Ways to boost your average order value with upsells, cross-sells and down-sells.
- How to create a guarantee that feels 'iron-clad' and risk-free.
- Offers, closes and guarantees in the wild, plus a deconstruction of Kim's winning CircO2 promo offer and close (and the full promo PDF you can go back and review).

And if that's not enough, there's another Playbook to make sure your next offer and close are a home run!

- 📺 (VIDEO) Getting Started: Powerful Offers and Closes • 16 mins • 222 MB
- 📄 (SLIDES) Getting Started: Powerful Offers and Closes • 11.5 MB
- 📺 (VIDEO) Steal These Proven Offer Examples and Send Your Marketing Results Soaring • 38 mins • 917 MB
- 📄 (SLIDES) Steal These Proven Offer Examples and Send Your Marketing Results Soaring • 4.12 MB
- 📺 (VIDEO) Go "Funnel Crazy" with Upsells, Cross-sells, and Down-sells to Boost AOV • 24 mins • 503 MB
- 📄 (SLIDES) Go "Funnel Crazy" with Upsells, Cross-sells, and Down-sells to Boost AOV • 10.2 MB
- 📺 (VIDEO) Essential Elements of Sizzling Hot Close Copy • 29 mins • 728 MB
- 📄 (SLIDES) Essential Elements of Sizzling Hot Close Copy • 7.65 MB
- 📺 (VIDEO) Top Tips for a Great Guarantee • 12 mins • 304 MB
- 📄 (SLIDES) Top Tips for a Great Guarantee • 8.01 MB
- 📺 (VIDEO) Anatomy of a Successful Close • 14 mins • 381 MB
- 📄 (SLIDES) Anatomy of a Successful Close • 2.52 MB
- 📄 (PROMO) Advanced Bionutritionals CircO2 "MIT Scientists" Headline and Lead • 2.3 MB
- 📄 (PROMO) Advanced Bionutritionals CircO2 "Youngsters" Magalog • 12.1 MB
- 📄 (PLAYBOOK) Powerful Offers and Closes (PDF) • 511 KB

### Module 5: Bodacious Body Copy

Keep the pace up with unrelenting techniques to nurture your prospect through to the solution you know they need. Here you'll discover the 10 types of sidebars to use throughout your promo to pull your prospect into your copy, overcome objections and prime them to buy, and/or send them to your order page.

- 📺 (VIDEO) Sensational Sidebars • 3 mins • 92 MB
- 📄 (SLIDES) Sensational Sidebars • 4.24 MB

### Module 6: Crafting Compelling Emails (or Lifts)

The best online promo in the world is only as good as the email that drives traffic to it. Find out the most effective techniques and tactics that let you "lift" your prospect from the subject line of an email to its body copy to sales page, VSL, or other web page it's linked to. Here's just a glimpse of what you'll discover in this module:

- 15 rules for email subject lines that work (plus examples that don't!)
- 21 rules for effective email copy that get prospects to click and prime them to buy.
- An "Anatomy of a Successful Lift" breakdown of one of Kim's control lifts, plus PDFs of the control lift and the online sales page it's driving traffic to.
- 3 real-life copy critiques by Kim with her mentees on their lift submissions.
- And much more!

- 📺 (VIDEO) Essential Elements for Crafting Compelling Emails • 30 mins • 409 MB
- 📄 (SLIDES) Essential Elements for Crafting Compelling Emails • 6.92 MB
- 📺 (VIDEO) Anatomy of a Successful Lift • 12 mins • 254 MB
- 📄 (SLIDES) Anatomy of a Successful Lift • 1.9 MB
- 📄 (PROMO) Green Valley Vital Force Control Lift • 143 KB
- 📄 (PROMO) Green Valley Vital Force Sales Page • 12.5 MB
- 📺 (VIDEO) "Highly-Caffeinated" Lift Copy Critique: Bone and Muscle Supplement • 18 mins • 347 MB
- 📺 (VIDEO) "Highly-Caffeinated" Lift Copy Critique: CircO2 Supplement • 16 mins • 323 MB
- 📺 (VIDEO) "Highly-Caffeinated" Lift Copy Critique: Crypto Financial Newsletter • 18 mins • 296 MB
- 📄 (PLAYBOOK) Crafting Compelling Emails (PDF) • 843 KB

### Module 7: Start-to-Finish Process for Writing a Control

In this module, Kim walks you through a "reverse-engineered" breakdown. It's of her control direct mail promo for a book published by National Geographic called the *Complete Survival Manual*.

Going through this breakdown will give you real-time insights as you see how Kim's applied many of the tips, tactics, and techniques she's shared throughout her **Get Dangerously Good Copywriting System**.

Plus you also get the full promo PDFs for this successful direct mail "bookalog" promotion! So get ready to dive in...

- 📺 (VIDEO) National Geographic Complete Survival Manual: Reverse-Engineered Promo Breakdown • 11 mins • 351 MB
- 📄 (TRANSCRIPT) National Geographic Complete Survival Manual: Reverse-Engineered Promo Breakdown • 284 KB
- 📄 (PROMO) National Geographic Complete Survival Manual: Bookalog promo • 2.09 MB
- 📄 (PROMO) National Geographic Complete Survival Manual: Order card insert • 302 KB

### BONUS MODULE: Best of Copywriting Velocity

Here's where you'll find Kim's 3-hour Copy Intensive from her LIVE Copywriting Velocity event in March 2019, where she shared her process for writing successful controls from start to finish. This was with an intimate group of copywriters and marketers, including copywriting superstar Carline Anglade-Cole and top email marketing expert "Big Jason" Henderson (both of whom contribute many tips as well).

In this 3-hour Copy Intensive, Kim covers everything from research to coming up with the big idea to tips for structuring and writing engaging, persuasive copy that sells. You also get the complete, 146-page slide deck she used during her Copy Intensive presentation.

You also get to see Kim break down two of her successful controls (promo PDFs included). The first breakdown, that she did at her LIVE Copywriting Velocity event is on her control sales page and email for Green Valley's Triple Joint Relief supplement.

The second breakdown, that she did with a small group of mentees, is on her control sales page and email for New Market Health's TetraVida anti-aging supplement.

Plus you'll also get to listen in on an exclusive interview with legendary copywriter Lee Euler, founder of Green Valley Natural Solutions. It's packed with valuable copywriting and freelance business-building tips.

Others paid more than \$2,000 to attend this seminar or several hundred dollars to get this training... but you'll find the best of everything here!

- 📺 (VIDEO) Copywriting Velocity Copy Intensive Part 1 • (1h 12m 53s) • 363 MB
- 📺 (VIDEO) Copywriting Velocity Copy Intensive Part 2 • (1h 03m 35s) • 215 MB
- 📺 (VIDEO) Copywriting Velocity Copy Intensive Part 3 • (1h 08m 3s) • 218 MB
- 📄 (SLIDES) Copywriting Velocity Copy Intensive • 15.2 MB
- 📺 (VIDEO) Copywriting Velocity Triple Joint Relief Control Breakdown • 33 mins • 132 MB
- 📄 (PROMO) Green Valley Triple Joint Relief Sales Email • 144 KB
- 📄 (PROMO) Green Valley Triple Joint Relief Sales Page • 4.47 MB
- 📺 (VIDEO) Evolution of a Control Training • (1h 28m 14s) • 419 MB
- 📄 (AUDIO) Evolution of a Control Training • (1h 28m 14s) • 34.4 MB
- 📄 (SLIDES) Evolution of a Control Training • 269 KB
- 📄 (PROMO) New Market Health TetraVida Sales Email • 108 KB
- 📄 (PROMO) New Market Health TetraVida Sales Page • 1.72 MB
- 📄 (AUDIO) Interview with Lee Euler • (1h 01m 51s) • 24.1 MB

