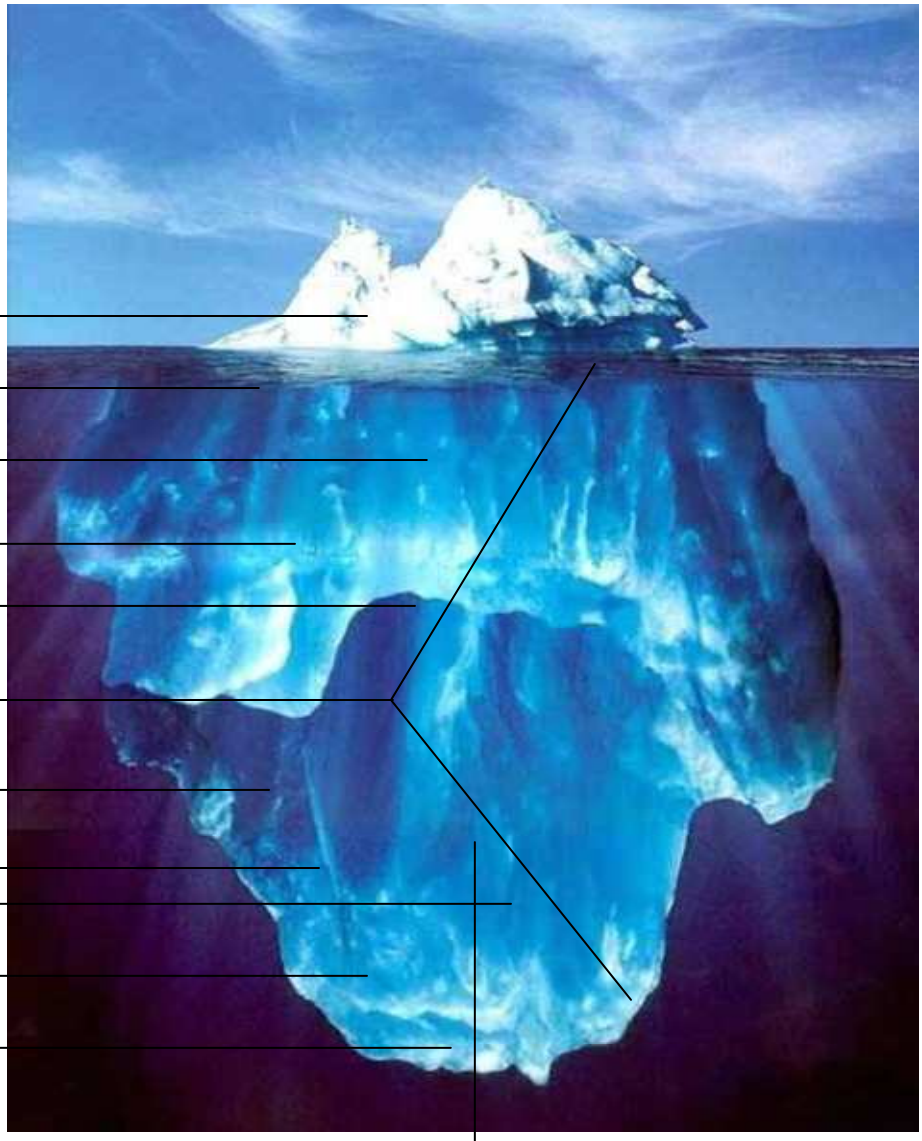
The Truth About Copywriting



The words on the page

Research

Interviews

Life experience

Draft 1

Every conversation you've ever had,
every book you've ever read...

Drafts 2-7

Mow the lawn

Draft 8

Client input

Draft 9
(3am, four hours before it's due
at the printer)

Instinct