



**The #1**  
**Rule For**  
**Effective**  
**Copywriting**

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**Nope...**

**It's not  
magic folks.**

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**It's keeping  
your target  
audience in  
mind.**

**Always.**

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**Speak to them  
directly.**

**Address their needs,  
pain points, and  
desires.**

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**If you know  
what's the  
job they need done,  
you can craft  
messages to  
resonate with them.**

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**And you know  
what happens  
then, right?**

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**Your words  
will motivate  
them to  
take action.**

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**So, what ya  
waiting for?**

**Go and follow  
me for more**

