

## **Sean Mize 60 Day Coaching**

**Day 20:2**

### **Intense Copywriting For Relationships**

**Audio Length: 15 Minutes**

Remember that the prospects on your page are like you. If you're targeting the right people, the people who end up on your sales page will be like you. If they're the wrong people you want to qualify them on your sales page.

Sean does list purges where he wants unqualified prospects to unsubscribe. The people who remain must be those who Sean most resonates with.

Sean notes the dynamic at networking events.

Sean talks about the close. The feel of a sales letter. Sean says don't worry about writing too many times. Write from the perspective Sean has shared on the call.

Write it and revisit it. If it's not working for you, consider why that is. Set it aside and come back to it. It's okay to take breaks and come back to your drafts.

It might be a good idea for you to merge the drafts so you have the best of the best.

Sean talks about some recent results he's gotten and some copywriting training he was interested in releasing. You get to see the behind the scenes of his thought process.

This is a recording Chad did on a coaching call with Sean.

Sean believes Chad can make this breakthrough—the sky is the limit. If you can get to where you can write copy in a few hours, you can get to the point where you're putting a new product out every week. Chad notes that's amazing and exciting.