

GODSWILL IFEANYI

Selected Direct-Response Copy

How to read this document.

Every piece here is prefaced with a short brief: who it was for, what it had to do, and the specific strategic decision the copy turns on. Read the briefs if you want to know how I think. Read the copy if you want to know how I write.

A note on the revisions: several of these were written between 2021 and 2024. I have gone back through and rewritten them to the standard I hold now. Where I cut, I cut for the same reason Gene Schwartz and Gary Bencivenga cut — because a claim without proof is a liability, and a sentence that does not move the reader forward is a place for them to leave.

The through-line in all of it: **specificity converts, hype does not**. A reader will forgive you for asking them to spend money. They will not forgive you for insulting their intelligence.

1. Prostate Fix

Long-form sales page • Supplement • Cold traffic

Client — Direct-to-consumer supplement brand

Audience — Men 50–70 with benign prostatic hyperplasia (BPH)

Job — Take cold, skeptical traffic to a first purchase on a \$110–\$170 multi-bottle offer

Format — Long-form sales page, designed in Figma, ~2,900 words

The strategic move. Men do not buy prostate supplements because of nocturia. They buy because of what nocturia has taken from them, which is sleep, sex, dignity and the ability to sit through a meeting without working out where the nearest bathroom is. So the lead does not open on the symptom, and it does not reach for drama either. It opens on a quiet moment between two friends, told first person by a pharmacist who lived it. Understatement carries more weight here than intensity does, because this reader has already been talked at by enough advertising.

The mechanism does the heavy lifting. Rather than “our blend is powerful,” the copy names a villain the reader has never heard of — DHT, and the specific way it converts a walnut into a grapefruit — then makes the product the only logical response to that villain. Bencivenga’s rule: *the reader must feel they figured it out themselves.*

What changed in this revision. The original made claims no compliance officer would clear and no skeptic would believe — “anti-cancer benefits,” “permanently address erectile dysfunction,” “kills your constant urge to pee.” Those lines feel strong. They are actually the weakest lines on the page, because each one hands the reader a reason to disbelieve everything around it. I replaced hype with cited specifics: the 18-trial Pygeum meta-analysis, the 19% symptom improvement, the 9,896-man World Journal of Urology study. The page now claims less and sells more.

Urology’s best-kept secret is finally out.

No diapers. No surgery. No prescriptions. Just one natural compound that shrinks an enlarged prostate back toward a healthy size — and gives you back the nights, the mornings, and the confidence that came with them.

I was fifty-four when a friend of mine, a doctor, suggested I start keeping a spare pair of underwear in the car.

He was not being unkind about it. He had watched me leave the table twice during one dinner, and he was trying to help. I still sat in the car park for a while afterwards before I drove home.

My name is David. I have been a pharmacist for twenty years, in a practice just outside Tampa, and I have spent most of my working life telling other men what to take. That evening I had no idea what to take myself.

If any of that sounds familiar, this letter is for you.

It started so small I laughed it off.

An extra trip to the bathroom. Then two. Then I was up at 1 a.m., and 3 a.m., and 4:45.

You don't sleep. So you're exhausted. So you're short with your wife. So you skip the gym. So you gain nine pounds. So you're more exhausted.

At work I was leaving my station four, five, six times a shift. I missed a re-order deadline that cost my store money. My district manager asked, carefully, if everything was "alright at home."

And then the part nobody warns you about.

I stopped being able to maintain an erection.

My wife — thirty-one years married, the most patient woman alive — started to believe it was about her. It was not about her. But try explaining that at eleven o'clock at night when you can't even explain it to yourself.

I did not know then that the two problems were the same problem.

So I did what you'd do. I went to a doctor.

He put me on Proscar. Finasteride. Standard of care.

It worked — a little. My stream improved. My nights got marginally better.

And it finished off what was left of my sex life.

I threw the bottle away after eleven weeks. I decided I would rather get up four times a night than be a man who could not touch his wife.

After that I tried the whole catalogue. Alpha-blockers. Anti-inflammatories. Muscle relaxants. Heat therapy. Two rounds of antibiotics for a prostatitis I probably never had.

Surgery was mentioned. So was radiation. I read the complication rates for both — incontinence, retrograde ejaculation, permanent erectile dysfunction — and told him I'd think about it.

I was not going to think about it. I was going to fix it myself.

What I found, buried in a Stanford paper, changed everything.

Here is what I did not understand, and what almost nobody explains properly.

Your prostate is a gland that sits below your bladder and wraps around your urethra — the tube urine travels through. At twenty-five it is roughly the size of a walnut.

By forty it is closer to an apricot. By sixty it can approach a grapefruit.

Now picture that tube running through the middle of it. As the gland swells, it squeezes. The stream weakens. The bladder never fully empties. And a bladder that never fully empties sends the same signal, over and over, all night long: *go now*.

That is the whole mechanism. It is plumbing.

But the swelling isn't random. It has a driver, and the driver has a name.

Meet DHT.

Dihydrotestosterone — DHT — is testosterone's more aggressive cousin. In adolescence it's the reason your voice dropped. In your fifties it's the reason your prostate won't stop growing.

DHT binds to androgen receptors on prostate cells and tells them two things: *multiply*, and *don't die on schedule*. It simultaneously ramps up growth factors and inflammatory signalling in the surrounding tissue.

The result is a gland that expands and inflames at the same time.

This is why the drugs work. Finasteride and dutasteride block the enzyme that converts testosterone into DHT. Less DHT, smaller prostate, better stream.

And this is also exactly why the drugs cost you your sex life.

You cannot flood the body with a hormonal blockade and expect it to stay in one lane. The published side-effect profile is not a rumour: reduced libido, erectile dysfunction, and in some men gynecomastia — breast tissue growth.

You are asked to trade one humiliation for another.

I refused the trade. So I went looking for compounds that influence the same pathway without the hormonal sledgehammer.

Then I found the second half of the puzzle — the part that explains the bedroom.

The Stanford work pointed me toward a molecule called cGMP.

cGMP is the signalling compound that relaxes smooth muscle and permits blood flow into erectile tissue. It is, functionally, the switch. Every erection you have ever had ran through it.

An enlarged, inflamed prostate disrupts the local vascular and nerve environment that cGMP signalling depends on.

Which means the bathroom problem and the bedroom problem are not two problems.

They are one problem wearing two coats.

I was not imagining the connection. A study of **9,896 men** published in the *World Journal of Urology* found BPH was significantly associated with erectile dysfunction — and that the association grew *stronger* in older men and in men with more severe BPH symptoms.

Nearly ten thousand men. Same story I was living.

What I put in the formula, and why.

I had two things going for me: twenty years of pharmacology, and a group of pharmacist friends as tired of this as I was.

We went looking for compounds with actual randomized-controlled-trial data behind them. Not folklore. Trials.

Pygeum africanum. Bark extract from an African evergreen, used for prostate complaints for centuries — which is interesting, but not evidence. This is the evidence:

A systematic review examined **18 randomized controlled trials** involving **1,562 men** with symptomatic BPH, with a mean treatment duration of 64 days. Compared with placebo, *Pygeum africanum* produced a moderately large improvement in the combined outcome of urologic symptoms and flow measures. **Men were more than twice as likely to report an improvement in overall symptoms.**

More than twice as likely. Eighteen trials. That is not a testimonial — that is a body of literature.

Separate work found a **19% improvement in urinary symptoms** over placebo, and reductions in obstructive symptoms alongside measurable change in gland size.

Saw palmetto — fruit extract only. Here is the reason most saw palmetto disappoints people: nearly every cheap supplement extracts from the roots and leaves, because it costs less. Almost every study showing benefit used the *fruit*.

Fruit-extract saw palmetto inhibits the conversion of testosterone into DHT — the same target as the prescription, approached from a different angle. Trials have found it comparable to finasteride for urinary symptom improvement and gland size, and separately found improvements in erectile function versus placebo.

Same target. Without the hormonal blockade.

Then twenty-eight more. Vitamin B6, which one trial found improved urinary symptoms significantly *more* when combined with saw palmetto than saw palmetto alone. Zinc and pumpkin seed — a *Journal of Medicinal Food* study found pumpkin seed oil improved overactive bladder symptoms and quality of life in men with BPH. Stinging nettle, which reduces prostate inflammation and, per work in *Planta Medica* and the *Journal of Herbal Pharmacotherapy*, improves urinary flow. Red raspberry, for ellagic acid and oxidative load.

Thirty ingredients. Fourteen months of formulation. A great deal of my own money.

We called it Prostate Fix.

Thirty research-backed nutrients in a vegetarian capsule, manufactured in an FDA-registered, GMP-certified facility in the United States.

Not a proprietary blend hiding behind a label. Not root-and-leaf saw palmetto. The potent forms, at the studied doses.

What men are saying.

"I waited a long time to write this because I didn't want to be another guy on the internet. I'm sixty-one. I was up four times a night for three years. I'm now up once, sometimes not at all. My wife noticed before I did." — **John M., Miami**

"I was not going to have surgery. That was my line. So this was the last thing I tried before I gave up and lived with it. Six weeks in, the pain is gone and the urgency is gone. I feel like I got a decade back." — **Mark T., Washington**

"I'm a pharmacist. I read the label before I read the sales page. The forms and doses are right, which is more than I can say for most of what's on the shelf. I take it. I've recommended it." — **Jacob R., Seattle**

What thirty ingredients would cost you separately.

Buy these compounds individually, in these forms, at these doses, and a 30-day supply runs about **\$384**.

That is not a rhetorical number. That is the arithmetic, and it's the reason most men never try a serious formulation — they price it out and quit.

So we built a manufacturing process that extracts each ingredient at 99.9% purity at scale. It is why you take two capsules instead of a fistful, and it is why the price is what it is.

Package	Your price
BUY 3, GET 3 FREE + 3 e-books — <i>97% of customers choose this</i>	\$170 — \$28.33/bottle · reg. \$360
BUY 2, GET 1 FREE + 3 e-books	\$110 — \$36.66/bottle · reg. \$180
BUY 1 + 3 e-books	\$40 — reg. \$60

Free shipping on all 3- and 6-month supplies within the US.

The 200-day guarantee, in plain English.

Take it for six months. If your nights have not changed, write to us any time inside 200 days and we will refund every cent. You don't need a reason. You don't need to return the bottles.

Six months is long enough to know. That's the point of the number.

When the box arrives.

Two capsules with water before bed.

Your prostate did not enlarge overnight and it will not shrink overnight. What most men notice first, usually inside the first two weeks, is roughly **half as many trips in the night**.

One less wake-up is not a small thing. One less wake-up is the difference between waking up tired and waking up rested — and everything downstream of that.

There is nothing wrong with you. One part of your body is out of balance. That is all this ever was.

[**Choose your supply –**]

2. Garden of Life Raw Calcium

Spec long-form sales letter • Bone health • Women 50+

Client — Spec assignment (2021)

Audience — Women 50–75, post-menopausal, diagnosed osteopenia or osteoporosis, or afraid of it

Job — Cold-traffic sale of a plant-source calcium supplement

Format — Long-form sales letter

The strategic move. Osteoporosis has no symptoms. That is the entire copywriting problem. You cannot lead on pain the reader does not feel, so you must lead on **consequence** — the fall, the hip, the fact that twenty percent of seniors who break a hip die within a year. Then you name the villain: not “low calcium,” but the fact that most calcium supplements are ground limestone the body barely absorbs.

That reframe is the whole letter. It lets the reader keep her self-image intact — *you weren’t careless, you were sold rock* — and makes the plant-source mechanism the obvious answer.

What changed in this revision. This was a hard rewrite and an instructive one.

The original had been assembled partly from a swipe of a nitric oxide letter, and the seams showed. It claimed calcium “tells the vessels to relax,” “enhances blood flow to your sexual organs,” and produces “supercharged sexual performance ... starting in as little as 20 minutes.” The P.S. literally recommended the product for the difference “nitric oxide” makes. None of that is calcium. It is nitric oxide physiology pasted onto a bone-health product.

I cut every borrowed claim. A reader who knows anything about the category spots one wrong mechanism and stops believing the whole letter — and the FTC spots it faster.

What replaced it is stronger, because it is true: the absorption argument, the epidemiology, and the only two customer reviews in the file that actually prove something.

Your bones are not aging. They are being starved.

And the calcium you have been taking is very likely made of ground limestone your body cannot absorb.

Dear Friend,

Osteoporosis is the only serious disease that gives you no warning at all.

You cannot feel bone thinning. There is no ache, no stiffness, no morning where you wake up and think *something is wrong*. The bone quietly loses density for fifteen or twenty years, and then one afternoon you catch your foot on a kerb.

That is how most women find out. Not in a doctor's office. On a pavement.

Fifty-four million Americans have osteoporosis or low bone mass right now. Roughly **one in two women** over fifty will break a bone because of it.

And here is the number that stops me every time I read it:

Twenty percent of seniors who break a hip die within one year — from complications of the fracture itself, or of the surgery to repair it.

One in five. From a fall that a woman with dense bone would have got up from, brushed off, and forgotten by dinner.

I am not telling you this to frighten you. I am telling you because this is a slow problem with a slow solution, and the women who act early are the ones it never happens to.

First, the part almost nobody gets told.

Look at the calcium supplement in your cupboard.

If the source is listed as calcium carbonate, oyster shell, dolomite, or bone meal — you are, functionally, taking **ground limestone or crushed rock**.

That is not a slur. It is the manufacturing process. It is cheap, it is abundant, and it lets a label print “600mg of calcium” honestly.

The trouble is what happens next.

Rock-source calcium is poorly soluble. It requires substantial stomach acid to break down — and stomach acid declines with age, which means the women who need it most absorb it least. A meaningful share passes straight through. Some of what doesn't gets deposited where you do not want it.

So a woman takes her calcium faithfully for six years, gets a DEXA scan, and finds her T-score has gone the wrong way anyway.

She concludes she failed.

She did not fail. She was sold a rock.

Why plant-source calcium behaves differently.

There is a marine algae, *Algas calcareas*, that spends its life drawing minerals out of seawater and building them into living tissue.

It does not just absorb calcium. It pulls in magnesium, boron, silica, vanadium, and a spread of trace minerals — and it incorporates them into an organic, whole-food matrix, the way a plant does.

That distinction matters more than any dosage on any label.

Your body evolved to extract minerals from food, not from stone. Give it calcium already bound into a plant matrix, alongside the co-factors that food naturally carries, and it knows precisely what to do with it.

And the co-factors are the part everyone skips.

Calcium on its own is a delivery with no address.

- **Vitamin D3** governs how much calcium you absorb from the gut at all. Without enough of it, most of what you swallow is wasted.
- **Vitamin K2 (MK-7)** decides where it goes. K2 activates osteocalcin, the protein that binds calcium into the bone matrix. Without K2, calcium circulates and settles wherever it likes.
- **Magnesium** participates in over three hundred enzyme reactions and is required for both D3 conversion and normal bone formation.

D3 opens the door. **K2 walks the calcium to the right room.**

Take calcium without them and you are not building bone. You are moving minerals around.

Vitamin Code Raw Calcium

The first raw, plant-source calcium formula, built on AlgaeCal RAW™ — certified organic *Algas calcareas*.

Per serving:

- Plant-source calcium from marine algae, with thirteen naturally occurring bone-supporting minerals
- **1,600 IU** of raw food-created Vitamin D3
- **50 mcg** of Vitamin K2 as MK-7
- **357 mg** of algae-sourced magnesium
- 50 mg Vitamin C
- A live probiotic and enzyme blend — *L. bulgaricus*, lipase, protease — because a mineral you cannot digest is a mineral you did not take

No limestone. No chalk. No animal bone. No synthetic binders, fillers, artificial colours or sweeteners. Non-GMO Project Verified. Certified gluten free. Suitable for raw-food vegetarians.

Two reviews I want you to read properly.

Not because they are glowing. Because they contain numbers.

“My T-score went from -2.7 to -1.5.”

"I waited two years to write this review."

Two years ago I was diagnosed with osteoporosis in my lumbar spine — a T-score of -2.7 — and I was only fifty-seven. Who wants osteoporosis in their fifties?

I took three capsules a day, with the odd day missed, and I did strength training once or twice a week plus aerobic exercise two or three days a week. I honestly wondered the whole time whether the effort was worth it.

I had my DEXA scan last week. My lumbar T-score had gone from **-2.7 to -1.5**. I was amazed and so thankful.

I did not take the prescription tablets — I'd read that although they grow bone, they can make it brittle. So this was the raw calcium and exercise. Nothing else."

— **Sophia**, verified purchaser

That is a documented, clinically meaningful improvement in bone density measured on the same instrument. It is one woman's result and not a promise. But it is the kind of evidence I'd want before I spent a penny.

"It saved me from surgery."

"I'm a holistic practitioner and I'm very fussy about what I take.

In March I fell down our basement stairs — fractured fibula on the left, torn ligaments on the right, completely immobile. After eight weeks in an Aircast with no weight bearing, I went back for a re-check and the bones **had not healed at all**.

The doctor suggested surgery. He checked my vitamin D first and it was on the low side of normal. I asked him to give me four more weeks before pinning it.

I ordered Raw Calcium specifically for the plant-based D3 and took two capsules twice daily. Four weeks later, my doctor was amazed at the progress. He credited the synthetic vitamin D he'd prescribed — which I never took.

No stomach upset. It just healed my bones. It saved me a risky surgery and three more months out of work."

— **Mhall1111**, verified purchaser · *120 people found this helpful*

What you are actually buying.

Not a supplement. A decade.

The difference between a woman who is independent at eighty and a woman who is not is very often a single fall — and whether her hip held.

Strong bone is what lets you carry your own shopping, get down on the floor with a grandchild and get back up, take the holiday that involves walking, and sleep without the low background arithmetic of *what happens if*.

You cannot feel your bones getting stronger. That is the cruelty of this condition and the reason most women act too late.

The women it never happens to are the ones who started while nothing was wrong.

The 90-day empty-bottle guarantee.

Get a DEXA scan now if you can. Take Raw Calcium for ninety days.

If you are anything less than completely satisfied, return it inside ninety days — **even if the bottles are empty** — and we refund the full purchase price. You cover return postage. That is the only condition.

One bottle (120 capsules): \$38.94. The three-month supply saves \$15 and ships free. The six-month supply saves \$50.70 and ships free.

Bone density is not built in a fortnight. It is built over quarters. Buy the way the biology works.

[**Order Raw Calcium** →]

3. The Digital Freedom Formula Roadmap

High-ticket sales letter • Coaching / info product • \$1,997

Client — Corey Angelo — Worthy Existence LLC, Atlanta

Audience — Aspiring digital-product sellers; employed, time-poor, burnt by previous courses

Job — Sell a \$1,997 eight-week coaching program with **no money-back guarantee**

Format — Long-form sales letter

The strategic move. Two hard constraints. The market is exhausted — this reader has bought courses before and been let down. And there is no refund, which removes the standard risk-reversal every high-ticket letter leans on.

So risk had to be reversed some other way: with the founder. Corey spent a decade in an Indiana maximum-security prison. Most copywriters would bury that. I opened on it. In a category where every competing letter is written by an anonymous man in front of a rented car, a verifiable, unflattering, specific biography is the single most valuable asset on the page. You cannot fake ten years inside.

The second move is the FAQ. Instead of using it to reassure, I used it to *repel* — explicitly telling the reader not to buy if they plan to buy and do nothing. In a skeptical market, the fastest way to be believed is to talk someone out of it.

What changed in this revision. The original ran roughly 9,000 words, and about 3,500 of them were a curriculum inventory — seven steps, five lessons each, described one at a time. That is a syllabus, not a sales letter. Nobody buys a transformation because they read a table of contents.

I cut the module-by-module recital and replaced it with outcome blocks. The letter is now roughly a third of the length and considerably harder to put down. I also removed the fantasy sequence — pizza in Italy, whiskey in Ireland — which reads as generic to exactly the reader we want, and replaced it with the smaller, truer detail: the bikes in the driveway, the bank balance you don't check.

He did ten years in an Indiana maximum-security prison.

He came out with a plan. Here is the six-stage version of it — the one that has taken beginners to their first \$5,000 month in sixty days.

Do you have a Stripe account or a PayPal account?

That's it. That's the entry requirement.

Because in the next few minutes I'm going to walk you through the six-stage process I use to help ordinary people — people with no audience, no product, and no idea where to start — stack an extra \$5,000 a month without leaving their job.

I need to be straight with you about something first, though.

I spent nearly ten years in one of Indiana's toughest maximum-security prisons.

I'm not opening with that for shock value. I'm opening with it because you have almost certainly been sold to before by someone whose entire credibility rested on a rented Lamborghini and a claim you could not check.

Mine you can check.

I'm Corey Angelo. Founder of Worthy Existence LLC and Worthy Existence Publishing. Published author of *A Hustler's Recourse: A Prayer, A Purpose, and A Plan*. Speaker. Mindset coach, based in Atlanta.

And before all of that, I was a number.

What ten years does to a man who decides to use them.

I didn't serve that time. I made that time serve me.

A cell is the most boring place on earth, and boredom is a kind of pressure. Some men let it crush them. I turned mine into a classroom. I read. I studied businesses I couldn't touch. I filled notebooks with plans for an empire I had no evidence I would ever be allowed to build.

I walked out with two things: a burning need to rewrite my story, and a determination to build something worth walking out to.

That was nearly two decades ago.

Today I help people go from zero to \$5K, \$10K, and past \$50K a month selling digital products.

So when I tell you that where you are right now does not determine where you finish — understand that I am not being inspirational. I am reporting.

This letter is for you if any of this is uncomfortably familiar.

You're working hard and going nowhere. Not failing exactly — just running very fast on a surface that doesn't move.

You've got a skill, or a passion, or a scar you know is worth something. You have no idea how to turn it into money.

You've bought courses. More than one. You have a folder of PDFs you never finished and a login you've forgotten, and a quiet feeling that maybe the problem is you.

You're tired of building another man's dream and calling it a career.

And underneath it, the honest one: you're scared to start, because if you try properly and it doesn't work, you can no longer tell yourself you'd have succeeded if you'd only tried.

I know that feeling. I have had that feeling in a place with bars on the window.

Let me tell you what this isn't.

Not affiliate marketing. Not network marketing. Not influencer anything. Not crypto. Not forex.

It's this: **you build one asset, one time, and it sells while you are asleep.**

A digital product — something you know, packaged so somebody else can use it — plus a funnel that finds strangers, warms them up, and takes payment without you being in the room.

Build once. Sells repeatedly. That's the whole model.

The realization that changed my business.

For a long time I assumed the big digital creators were winning because of budget. Ad spend. Teams. Infrastructure I didn't have.

Some of that was true, for some of them.

But then I started reverse-engineering the ones who were doing millions **without spending a dollar on ads**. No media buyer. Several of them with no marketing team at all.

So I mapped them. Every single step. The content that hooked you. The link. The freebie page where you gave up your email. The first email, the second, the third. The page that asked for a small payment. The page after that.

And I did it across a dozen different markets — fitness, finance, spirituality, business — expecting to find a dozen different strategies.

I found one strategy.

The same architecture, every time. The only variable was how many offers a person had, which determined how deep the funnel went.

That was the moment.

Success isn't about working harder. It's about copying a structure that already works.

Everything I found, I compressed into a system I call the **Digital Freedom Formula Roadmap**.

Six stages. That's the whole map.

IGNITE — Get your head right. The employee-to-entrepreneur switch, and the specific mental blocks that keep capable people broke. Fear, self-doubt, imposter syndrome. Not a pep talk — a diagnostic. You leave with bold, defined goals and a personal roadmap to your first \$5K.

IDEATE — Find the money, then build the thing. Pick a profitable niche instead of a crowded one. Build a real customer avatar — the pains, the language, the objections. Validate demand *before* you create anything, so you never again spend six weeks building something nobody wanted. Then build product one, using a framework that works for people with no prior experience.

INCUBATE — Build the machine. The funnel. Landing page that converts. Sales copy that speaks to a real pain instead of a feature list. An email sequence that does the selling while you sleep. Tracking, so you know what's working instead of guessing.

IMPLEMENT — Get in front of people. Organic social that actually pulls. Content built to convert, not to be admired. Partnerships and collaborations that borrow someone else's audience. Your first paid ads, run properly and small. And a community around your brand, because a customer in a room with other customers buys again.

INSPIRE — Turn the launch into income. The pre-launch build. The launch sequence, day by day. Launch-day execution. And the post-mortem that makes the next one bigger.

ITERATE — Scale it. Automate the funnel so it runs without you. Raise customer lifetime value with upsells and continuity. Expand the product line. Learn what to outsource and when. Then set the ladder: \$5K to \$10K, \$10K to \$20K, \$20K to \$50K.

And on top of the roadmap: the No-Brainer Offer Framework.

This is the part I'm best known for, and it's why my students get results faster than they expect.

Most people build a decent product and then try to force it down the market's throat with heroic marketing.

That's backwards.

Build the offer so obviously, embarrassingly good that a qualified prospect would feel *stupid* saying no — and the marketing gets easy. That's the entire principle. The framework is how you get there systematically instead of by accident.

It's already working for people who started exactly where you are.

Megan Rafful launched her offer and made her first sale **in under 24 hours**.

Abbi Hoareau did **\$13,328.28 in 23 days** from setting up her store.

Neither of them had done this before.

What it costs.

The curriculum is twelve 90-minute sessions — teach, do, review — plus the templates, scripts and worksheets that go with each stage.

I price my consulting at over \$1,000 an hour. I believe the curriculum and bonuses are worth close to \$19,000, and I've had people tell me that's low.

You're not paying \$19,000. You're not paying \$10,000. You're not paying \$5,000.

\$1,997. Or three monthly payments of \$667.

I built this for beginners, and I priced it for beginners.

You also get me. For thirty days.

Everyone who joins gets into the private members-only Facebook group, where you can ask me anything about any stage of the roadmap.

I'm personally answering questions in there for the first thirty days. After that my trained team takes over — they're good, but they're not me.

If you want my eyes on your funnel, join now rather than later. That's not a fake deadline. It's just my calendar.

There is no money-back guarantee. Deliberately.

I want to be honest about this, because you'd find out anyway.

When you join, I'm making a real commitment to you. My time is worth over a thousand dollars an hour and I'm putting it into the group.

So if your plan is to buy this and let it sit in a tab — **please don't join.** Genuinely. Save your money.

This works if you do roughly an hour or two of work a day. Not eight. One or two.

If you're not going to do that, no refund policy on earth would have helped you, and I'd rather you kept the \$1,997.

But if you *are* going to do the work — I'll meet you inside, and I'll make sure you're not lost for a single week of it.

The choice, plainly.

You can carry on exactly as you are. Maybe your life is already good. I don't know you, and I'm not going to tell you your world ends if you close this page.

Or you can spend the next eight weeks building the one asset that pays you after you build it.

I know which one I'd pick. I picked it in a cell with nothing but a notebook and a plan.

[YES — Give me instant access to the Digital Freedom Formula Roadmap]

Sincerely, **Corey Angelo**

4. The 3-Day Grant Writing Challenge

7-email onboarding & indoctrination sequence • Education / coaching

Client — Camille Ricks — Gladiator Grant Writing Academy

Audience — Career-changers exploring grant writing as a route out of a job they've outgrown

Job — Move free-challenge registrants from sign-up → profile completion → completed training → booked consultation

Format — Seven emails across roughly ten days

The strategic move. Free challenges have a brutal drop-off point, and it isn't the training — it's **profile setup**. A registrant has to create an account before they can watch anything, and a huge share never do. So the first two emails have exactly one job, and it is not inspiration. It is getting a password created.

From there the sequence shifts. Each day's email sells the *next video* the way a sales letter sells a product — specific outcomes, curiosity gaps, one link. And the consultation offer never appears until the value has been delivered, which is why it converts.

What changed in this revision. The originals were warm but wordy, and they buried the single action under three paragraphs of congratulation. Every email now leads with the reader's situation, not the sender's enthusiasm. Subject lines were rewritten to earn opens on curiosity rather than announce their own contents. The Day 1 email now opens with Camille's \$7.5M figure in the first two lines, because that number is the reason anyone stays on the list.

Email 1 — sent immediately on registration

Subject: You're in. Here's the one thing to do first.

Hey {{ contact.firstname }},

Over the last four years I've helped nonprofits secure more than **\$7.5 million** in grant funding.

Two hundred and fifty thousand from the MetLife Foundation. Two million from MacKenzie Scott's Yield Giving Open Call. And a long list of smaller ones that mattered just as much to the organisations that got them.

I'm Camille Ricks, and for the next three days I'm going to show you how it's done.

But there's one small thing standing between you and the videos.

You have to complete your profile. It takes about ninety seconds, and it has to be the same email address you registered with — otherwise the system can't match you to the training and you'll sit there wondering where it went.

>> Complete your profile and unlock Day 1

Do that now, while you're here. The whole thing is self-paced after this, but people who set up their account on day one are the ones who actually finish.

One more thing — join the private Facebook group. That's where participants post questions, share proposals, and where my team answers.

>> Join the private community

I'll see you inside.

Camille GladiatorGrantWriting.com

Email 2 — Day 1 training

Subject: {{ contact.firstname }}, the belief that separates \$200 grant writers from \$2,000 ones

Hey {{ contact.firstname }},

Day 1 is unlocked, and I want to tell you why it isn't a technical lesson.

I could have opened this challenge with proposal structure. I didn't, because I've watched a lot of talented writers fail at this, and they never failed on the writing.

They failed because they applied for grants they'd decided in advance they weren't qualified to win.

Day 1 is about fixing that first. Inside you'll get:

- The beliefs, habits and working patterns that separate grant writers who get hired repeatedly from ones who send fifty applications and hear nothing
- My own story — including the part I'm not proud of, and what it taught me about how funders actually think
- Why this is a better moment to enter grant writing than any point in the last decade, and the two myths that keep people out of it
- How to find and evaluate funding opportunities — the piece most working grant writers still get wrong

By the end of Day 1 you'll look at a funding announcement differently than you do this morning.

>> Watch Day 1 now

It's self-paced, so take your time. But the more you engage, the faster this turns into a skill you can charge for.

Camille GladiatorGrantWriting.com

P.S. If you haven't set up your profile yet, do that here first — you'll need a username and password before Day 1 will play. Any trouble logging in, just reply to this email and my team will sort it.

Email 3 — Day 2 training

Subject: Why most proposals get rejected in the first ninety seconds

Hey {{ contact.firstname }},

A program officer reviewing a stack of applications gives most of them about ninety seconds before deciding which pile they go in.

Day 2 is about what happens in those ninety seconds.

Inside:

- **How to read a funding opportunity like a reviewer.** You'll learn to pull apart any announcement and identify what they are actually rewarding — which is rarely what the announcement says most loudly.
- **The four proposal types** — General Operating Support, Program/Project Support, Capital Campaign, Capacity Building — and how to tell instantly which one a given opportunity wants. Get this wrong and nothing else you write matters.
- **Grant Writing Fundamentals, Part I** — the core components of a proposal that gets funded, walked through in order.

This is the day the challenge stops being about mindset and starts being about mechanics.

>> **Watch Day 2 now**

Stuck on anything? Post it in the Facebook group. Someone on my team, or a participant a few steps ahead of you, will answer.

Camille GladiatorGrantWriting.com

Email 4 — Day 3 training

Subject: The difference between a “maybe” and a “yes”

Hey {{ contact.firstname }},

You've made it to Day 3. Most people don't, and I don't say that as flattery — I say it because it tells me something about you that funders will eventually notice too.

Today we bring it together.

- **Grant Writing Fundamentals, Part II** — objectives, activities, evaluation, sustainability, budget, and the executive summary that decides whether the rest gets read
- **How to reverse-engineer a winning proposal.** We take real funded applications apart and I show you what to steal — structurally, not literally
- **The specific things reviewers look for** that almost nobody outside the field knows to include

These are the details that move an application from the “maybe” pile to the “yes” pile. They are small, they are learnable, and they are worth a great deal of money to whoever knows them.

>> **Watch Day 3 now**

Camille GladiatorGrantWriting.com

Email 5 — post-completion, first offer

Subject: So — what happens now?

Hey {{ contact.firstname }},

You finished. Well done, and I mean that.

Now the honest part.

Three days of training gives you a map. It does not give you a career. What happens over the next month decides which of those you end up with.

Three things I'd do if I were you:

1. Write something this week. Anything. A one-page concept note for a cause you care about. Not to send — just to make your hands do it. The gap between understanding grant writing and being able to do it closes only by writing.

2. Stay in the group. Post your first draft. Ask the awkward questions. The people who get hired fastest are the ones who let their early work be seen.

3. Rewatch the recordings. You've got two weeks of access. Day 2 rewards a second viewing more than any other.

And if you want me to look at where you specifically are — what you've got, what's missing, what your first paid engagement realistically looks like — I keep a small number of clarity calls open each week.

>> Book a consultation with me

It's a conversation, not a pitch. Bring your actual situation.

Camille GladiatorGrantWriting.com

Email 6 — follow-up

Subject: Have you written anything yet?

Hey {{ contact.firstname }},

It's been a few days. Honest question: have you written anything?

I ask because I already know the answer for most people, and I don't say it as a criticism. Life closes over new skills very quickly.

But here's the thing about this particular skill.

There is no shortcut. There is no course, mine included, that makes you a good grant writer. Writing makes you a good grant writer. And there's one accelerant that works better than any other:

Take winning proposals apart.

Find funded applications — many are public. Read them not for content but for construction. Why is that sentence in the executive summary? Why did they put the budget justification there? What is that paragraph doing?

Do that with ten proposals and you'll write better than people who've been at this for two years.

If you're stuck, or you're not sure your work is any good, that's exactly what a clarity call is for.

>> Book a call with me

Camille GladiatorGrantWriting.com

Email 7 — final offer, scarcity

Subject: {{ contact.firstname }}, my calendar is about to close

Hey {{ contact.firstname }},

Quick heads-up, and then I'll leave you alone.

Demand for the advanced training has been high enough that we're launching live group coaching — I'll be on a call once or twice a month answering questions and reviewing work.

That's the good news. Here's the part that affects you.

Once we start onboarding those students, my attention goes to them — helping them land their first paid grant-writing work. Which means my one-to-one availability shrinks to almost nothing.

If you've been meaning to talk to me, this is the window.

>> Book a clarity call before the calendar closes

Whether or not you take that call, three things will carry you:

Write weekly. Put time in the diary and defend it. **Get feedback.** In the group, on a call, anywhere. Writing you never show doesn't improve. **Study winners.** Break down funded proposals until you can see the skeleton through the skin.

Do those three things and you'll be working within the year, with or without me.

But if you'd rather not do it alone —

>> Book your call now

Camille GladiatorGrantWriting.com

5. Re-Engagement Sequence

5-email reactivation flow • Lapsed free-challenge registrants

Client — Camille Ricks — Gladiator Grant Writing Academy

Audience — People who registered for the free challenge and never watched a single video

Job — Recover a dead segment — get non-starters into the training

Format — Five emails

The strategic move. Non-starters are not uninterested. They are embarrassed, or they hit a technical wall, or life happened on the day. Guilt kills this segment instantly.

So the sequence escalates in a very deliberate order: **first assume a technical problem** (removes shame, and is genuinely true for a chunk of them), **then assume they're busy** (removes shame again, and offers a smaller ask), **then — only then — ask the direct question.** Email 3 is the pivot, and it works because it doesn't ask "why haven't you watched the videos." It asks whether the thing that made them sign up still matters to them.

What changed in this revision. The originals opened with "We noticed you haven't started" — surveillance language that makes a reader defensive. Every opener now leads with a plausible, face-saving reason. Email 3's cause list was rewritten from abstractions into images, because "feed hungry children" is a phrase and a hungry child is a picture.

Email 1 — assume a technical problem

Subject: Did something go wrong on your end?

Hey {{ contact.firstname }},

You signed up for the 3-Day Grant Writing Challenge and the system says you haven't been able to get in yet.

Nine times out of ten that's us, not you.

The usual culprit: the profile has to be completed with **the exact email address you registered with.** If they don't match, the platform can't connect you to the training, and you get a dashboard with nothing in it.

>> Complete your profile here

Ninety seconds, and Day 1 unlocks immediately.

If you've already tried that and it still isn't working, just reply to this email and tell me what you're seeing. A human will read it and fix it.

While you're waiting, here's what's sitting behind that login:

Day 1 — Priming Your Mindset. The beliefs and working habits that separate grant writers who get hired repeatedly from ones who never get a reply. Camille's own story, including the parts that didn't go well. Why now is a better time to enter this field than any point in the last ten years. And how to find and evaluate funding opportunities — the piece most working grant writers still get wrong.

That's day one of three.

>> Get in and start

The Gladiator Grant Writing Academy Team

P.S. Genuinely — if anything is broken, reply and tell us. We'd rather fix it than lose you.

Email 2 — assume they're busy

Subject: No time? Watch twelve minutes.

Hey {{ contact.firstname }},

Let me guess. Not a technical problem. Just a week.

That's fair. Nobody signs up for a free challenge and then clears their diary for it.

So I'll make the ask smaller.

Don't do the challenge. **Watch twelve minutes of Day 2.**

Here's what's in it:

- How to read a funding announcement and see what the reviewer is *actually* rewarding — which is often not what's written most prominently
- The four proposal types, and how to tell in thirty seconds which one an opportunity wants. Get this wrong and nothing else you write counts.
- The core anatomy of a proposal that gets funded

Twelve minutes. One sitting. You'll know more about how funding decisions get made than most people who apply for grants.

>> Watch Day 2

The Gladiator Grant Writing Academy Team

Email 3 — the direct question

Subject: Has the reason gone away?

Hey {{ contact.firstname }},

I'll stop nudging after this one and just ask you straight.

When you signed up, something made you want this. Is that thing still there?

I'm not being rhetorical. Interests change. If it's gone, no hard feelings — you can unsubscribe at the bottom and I'll wish you well genuinely.

But if it hasn't gone, I want to remind you what you were reaching for.

Grant writing isn't paperwork. It's the reason a food bank in a town you've never visited has a delivery van this year. It's the reason a women's shelter can afford a night-shift counsellor instead of an answering machine. It's the reason a school district gets ramps and lifts, and a child who has never been on the second floor of her own school goes upstairs.

Somebody wrote those applications.

They were probably not the smartest person in the organisation. They were the one who learned how to make a case a funder couldn't refuse.

That skill is learnable. It's learnable in less time than you'd guess. And there's a serious shortage of people who have it.

Day 3 covers objectives, activities, evaluation, sustainability, budgets, and the executive summary that decides whether anything else gets read — plus a breakdown of real funded proposals and what to take from them.

If Day 1 and 2 are done, go straight there. If you haven't started, complete your profile and start at the beginning.

>> Open your dashboard

The Gladiator Grant Writing Academy Team

P.S. Finish the challenge and send us your honest review — good or bad — and you'll go into the draw for a free fifteen-minute call with one of our senior coaches. Reply with "REVIEW" and we'll tell you how.

Email 4 — the cost of not finishing

Subject: The thing nobody tells you about skills you almost learned

Hey {{ contact.firstname }},

Everyone has one. The language they got three lessons into. The instrument in the cupboard. The course with two modules watched.

They don't cost you anything in money. They cost you in the quiet arithmetic you do at 2 a.m. about the version of your life that didn't happen.

This one is three videos.

Not a degree. Not a career change you have to announce to anybody. Three videos, at your own pace, that teach you how to write a document that moves money to a cause.

Do them and you'll know whether this is for you. That's worth having either way.

>> Pick up where you left off

The Gladiator Grant Writing Academy Team

Email 5 — last one

Subject: Last email about this

Hey {{ contact.firstname }},

This is the last one I'll send about the challenge, so I'll keep it short.

Your dashboard is still open. The videos are still there. Nobody is watching whether you use them.

If you finish, you'll have a skill that has moved billions of dollars toward causes that needed it, held by far fewer people than you'd think.

If you don't, that's genuinely fine — but log in and close it out properly rather than leaving it as one more open tab in your head.

>> Open your dashboard

Either way, I'm glad you signed up. It says something about what you want your work to be for.

The Gladiator Grant Writing Academy Team

6. Action for Women's Health — Outbound Campaign

10 cold emails + 5 LinkedIn messages • B2B outbound • Nonprofit decision-makers

Client — Camille Ricks — Ricks Creative Agency

Audience — Executive Directors and Development Leads at women's-health nonprofits

Job — Book 15-minute discovery calls for grant-writing services

Format — Ten-touch email sequence plus a parallel five-touch LinkedIn sequence

The strategic move. Cold outreach that leads with the sender loses. This campaign never sells the service in the subject line — it leads with a **\$250 million funding opportunity the recipient may not have heard about**, with a real deadline attached.

That single decision changes what the email is. It stops being a pitch and becomes intelligence. Camille's \$7M track record then appears not as a boast but as the reason she knew about the fund in the first place.

Every email ends with a two-door close: *are you the right person, or can you point me to them?* A referral request is far easier to answer than a meeting request, and it produces warm internal introductions.

What changed in this revision. The originals opened with "I hope you're having a wonderful day" and "My name is Camille Ricks, and I specialize in..." — two sentences of throat-clearing at the exact moment attention is most expensive. Every email now opens on the recipient's interest. Subject lines were rewritten to look like internal mail rather than marketing. Grammar errors in the Day 3 and Day 5 subject lines are fixed.

Email 1 — Day 1

Subject: \$250M fund — women's health — Dec 3 deadline

Hello [First name],

Melinda French Gates' organisation, Pivotal, has opened the **Action for Women's Health** fund. \$250 million, specifically for nonprofits working on women's mental and physical health. Individual grants range from **\$250,000 to \$5 million**.

Registration closes **3 December**. Applications are due **10 January**.

I'm flagging it because from the outside, [Organisation] looks like a strong fit for what they've said they're prioritising.

I'm Camille Ricks. I write grants for nonprofits — over the last four years my clients have secured more than \$7 million, including \$250,000 from the MetLife Foundation and \$2 million through MacKenzie Scott's Yield Giving Open Call.

Are you the right person to talk to about funding? If not, I'd be grateful if you'd point me to whoever is.

Best regards, **Camille Ricks** Grant Writing Strategist · Nonprofit Development Consultant Ricks Creative Agency

Email 2 — Day 2

Subject: Re: \$250M fund — one detail worth knowing

Hi [First name],

Following up on the Action for Women's Health fund, with one detail that's easy to miss.

Pivotal has said explicitly that they want to reach organisations that **don't normally have access to funding at this scale**.

That's unusual, and it's worth reading carefully. Most funds of this size quietly favour organisations with existing institutional relationships. This one is structured to do the opposite — which means a well-built application from a mid-sized organisation is genuinely competitive here in a way it usually isn't.

What they're assessing is impact, scalability and feasibility. Those are three specific things, and an application that addresses them directly beats a stronger organisation that doesn't.

Worth fifteen minutes on Zoom to see whether it's a fit?

Warm regards, **Camille Ricks** Ricks Creative Agency

Email 3 — Day 3

Subject: How the \$7M was actually won

Hello [First name],

Nonprofits don't lose big grants because their work isn't good enough. They lose them because the application didn't answer the question the funder was really asking.

Over four years my clients have won more than \$7 million — MetLife Foundation, MacKenzie Scott's Yield Giving Open Call, and a long list of regional and state funders. Almost none of that was won on the strength of the programme description. It was won on evaluation frameworks, sustainability plans, and budget justifications that made the funder's decision easy.

That's the part I do.

The **Action for Women's Health** fund closes registration on **3 December**, with applications due **10 January**. Grants run \$250,000 to \$5 million.

Fifteen minutes to look at whether [Organisation] should be applying, and what the strongest angle would be?

If someone else handles funding, please let me know who and I'll approach them directly.

Warm regards, **Camille Ricks** Ricks Creative Agency

Email 4 — Day 4

Subject: Registration closes in two weeks

Hi [First name],

Short one — the registration deadline for the Action for Women's Health fund is **3 December**, with applications due **10 January**.

Registration is the gate. Miss it and the January deadline is irrelevant, however strong the application would have been.

If [Organisation] works on women's health or health equity, I'd register now and decide later. It costs you nothing to keep the door open.

>> Book fifteen minutes here

Or point me to the right colleague and I'll take it from there.

Best regards, **Camille Ricks** Ricks Creative Agency

Email 5 — Day 5

Subject: Last note on the \$250M fund

Hi [First name],

I'll leave this one here.

Registration for Pivotal's **Action for Women's Health** fund closes **3 December**. Applications due **10 January**. \$250,000 to \$5 million per grant, and it's flexible funding — which for most organisations is worth considerably more than the headline number, because it's the kind you can actually use where you need it.

If it's useful to talk, tell me the best way to reach you.

If I've got the wrong person, a name would be a real kindness and I'll stop filling your inbox.

Either way — good luck with the work. It matters.

Best regards, **Camille Ricks** Ricks Creative Agency

Emails 6–10 — abbreviated

Day 6 — Subject: Is [Organisation] eligible? Eligibility criteria decoded: impact, scalability, feasibility — what each one means in Pivotal’s language and what evidence satisfies it. Two-door close.

Day 7 — Subject: The application mistake that disqualifies good organisations Teaching email. The single most common structural error in large-fund applications, given away free. Establishes expertise by demonstrating it rather than claiming it.

Day 8 — Subject: What \$2M actually changes Consequence framing. Not the grant — what the grant does. Programme reach, staffing, the year after the year.

Day 9 — Subject: Registration closes Tuesday Deadline. Two sentences. One link.

Day 10 — Subject: Closing the file on this Graceful exit. Leaves the calendar link and the door open.

LinkedIn — parallel five-touch sequence

Message 1 Hi [First name] — Pivotal (Melinda French Gates’ organisation) has opened a \$250M fund specifically for nonprofits in women’s mental and physical health. Given what [Organisation] does, it looks like a strong fit. Are you the right person to talk to about funding, or should I be speaking with a colleague?

Message 2 Following up on the Action for Women’s Health fund. Context on me: I write grants for nonprofits, typically in the \$50,000–\$2M range, with just over \$7M secured for clients across four years. Happy to walk you through whether this one is worth your time.

Message 3 One thing that stands out about this fund — Pivotal has said they want to reach organisations that don’t usually get access to money at this scale. That’s a genuine opening. My clients have won from the MetLife Foundation and MacKenzie Scott’s Yield Giving Open Call; the approach that works here is similar. Worth a conversation?

Message 4 Registration closes 3 December, applications 10 January. Grants are \$250K–\$5M and the funding is flexible. If it’s a fit, the work needs to start soon. If you’re not the right contact, a pointer would be much appreciated.

Message 5 Last note on this one. If the timing’s wrong, no problem at all — I’ll leave you to it and wish you well with the work. If it’s not, here’s my calendar. Either way, good luck this year.

7. Email Marketing Samples

Four standalone emails • Welcome, value, and value-to-promo

What these demonstrate. Four different jobs, four different registers: a welcome email that has to get a file downloaded, two value emails that have to earn the next open, and a value-to-promo transition that has to sell without breaking the trust the free content built.

What changed in this revision. Subject lines rewritten to sell the open rather than describe the contents. The FitR welcome email had five separate calls to action competing with each other — now it has one. The headline email's promo transition was abrupt; it now earns the pitch by giving away the actual principle first.

7a. Welcome email — fitness list

Subject: Your guide is inside (and one thing before you open it)

Hey [Name],

Your copy of *The Definitive Guide to Losing Weight and Building a Strong, Flexible Body Without Spending a Dime* is ready.

>> Download it here

Go and get it. I'll be here.

Right. Quick introduction, then I'll get out of your way.

I'm [Name], founder of FitR. For the past several years I've trained NBA and WNBA players out of my studio in West California — men and women whose careers depend on a body that does exactly what they ask of it.

The method in that guide is the method they use. Not a watered-down version of it.

I'll tell you why I trust it. I played basketball for twenty years. Twenty years of the wear that comes with it. I am stronger and more flexible now than I was at twenty-five, and it isn't because I train harder. It's because I finally trained correctly.

Inside the guide:

- What ten NBA players say about this exact programme
- The mobility work elite athletes do that almost nobody at your gym does
- How to recover from injury faster — and how to stop collecting them in the first place

One thing before you go. Click the confirmation link in the email that just landed. Without it, everything I send lands in a folder you never open, and the good stuff is in what comes next.

Tomorrow I'll send you the single change most people should make in week one. It takes about four minutes a day and it fixes more problems than any exercise I know.

Talk then, [Name] Founder, FitR

7b. Value email — SEO

Subject: Renting vs. owning (a \$3,000/month lesson)

Hey [Name],

Quick question.

What's better than paying Google every month for traffic?

Not paying Google every month for traffic.

Look — I understand the appeal. You've written something good, you want people to read it, and ads are the fastest way to make that happen. Card details in, traffic out. Same day.

But there's a difference between fast and cheap, and it's worth being clear-eyed about which one you're buying.

Paid ads are renting. SEO is owning.

The flat looks great. Good address, nice fittings, move in tomorrow. And on the first of every month you hand over the money and own precisely nothing.

Stop paying and the traffic stops. Not slows — stops. Same day.

An article that ranks brings people in for years. While you sleep. While you're on holiday. While you're building the next thing. You did the work once.

Now — how do you actually make it work?

Keywords, but the right ones. Not the obvious high-volume terms everyone's fighting over. The specific phrases your buyer types when they're close to buying. Those have less competition and better intent. Google's Keyword Planner still finds them free.

Content that isn't padding. Everyone knows the cousin who tells the same story at every family dinner. Don't publish that. Publish the thing that solves the actual problem, including the part everyone else leaves out because it's inconvenient.

The technical basics. Fast site. Works on a phone. Title tags and meta descriptions written like a headline instead of a filing label — that's the ad for the page, and most people waste it.

Links you earned. Not bought, not begged. Publish something good enough that someone links to it because it makes their piece better.

Here's the part that matters most.

Ads reset to zero every month. SEO compounds. Every article, every link, every internal connection stacks on the last one — the same way interest does.

Year one, ads win. Year three isn't close.

More on this soon, **Godswill**

P.S. Know someone watching their ad spend vanish every month? Send them this: [\[LINK\]](#)

7c. Value email — writer's block

Subject: The advice a man in prison gave his son about writing

Hey [Name],

Remember writing your Instagram bio?

Cursor blinking. Twenty minutes gone. Still nothing.

I did exactly that before writing this email. Which is a strange thing for someone who writes for a living to admit, so let me admit the rest of it: professional writers get stuck constantly. All of us. It never fully goes away.

What changes is what you do about it.

I learned the fix from a man writing letters from a prison cell.

Gary Halbert — probably the most gifted direct-response copywriter who ever lived — wrote a series of letters to his son from prison about how to do this work. The advice that stuck with me was almost insultingly simple.

When you're stuck, write anyway.

That sounds like nothing. Here's why it isn't.

Writer's block is almost always one of two things wearing a costume.

One: you haven't done the research. You're not blocked, you're empty. There is nothing to say because you haven't yet learned anything worth saying. No amount of staring fixes that. Go and find out more.

Two — and this is the real one: you're trying to be good immediately.

You know you can edit later. You know that intellectually. But some part of you won't put down a mediocre sentence, so every thought that arrives gets rejected before it reaches the page. And you sit there asking *what's the perfect opening line?*

Here's the release.

Your first sentence has exactly one job: get them to read the second sentence.

That's it. It doesn't have to be brilliant. It doesn't have to establish your thesis or announce your talent. It has to buy you one more line.

Look at the openings of some of the most profitable ads ever written:

“Losing weight is not easy.”

“Making money is hard.”

“It’s you against the computer.”

Notice what they have in common.

Short. Almost aggressively so. **Obviously true.** The reader agrees before they’ve decided to.

Slightly incomplete. Something is missing, and they want it.

None of them is clever. Clever was never the assignment.

Try it now. Write three very short opening sentences about why someone should follow you on Instagram. Simple. True. Just interesting enough that a stranger would read the next line.

Don’t mention benefits or features yet. Just get the nod.

Because here’s the thing about writing that took me too long to accept:

Nobody has to read this. They aren’t paid to. They aren’t graded on it. Every single word is auditioning for the right to keep them for one more.

That’s the game. Now you know how it’s scored.

Godswill

P.S. Next time you’re stuck, type: “Here’s something strange...” and then finish the sentence. Works nearly every time. You just watched me do it.

7d. Value + promotion — headlines

Subject: Why some writers get rich and better writers don’t

Hey [Name],

You know that moment at a party when you’re halfway through something you actually care about, and you realise the person opposite you is looking at their phone?

That’s your writing. Every day. To everyone.

I learned this expensively.

When I started, I believed the work should speak for itself. Write something excellent, and excellence would be recognised. It’s a lovely theory and it is completely wrong.

You could write the best article in your field. If the headline doesn’t stop someone, it may as well not exist.

Think about your own inbox this morning. How many did you open? Three? Four? You didn't judge the writing in the ones you skipped — you never saw the writing. You judged nine words in a subject line and moved on.

Everyone is doing that to you, too.

Which makes the headline not part of the job. It's most of the job.

You've driven past hundreds of billboards this month. Name one.

The one you can name did something specific — it made you look twice before you'd decided to.

Changing a headline and nothing else can double or triple results. That's not a figure I'm inventing to sound impressive; it's the most repeatedly demonstrated finding in direct response. One client of mine swapped a competent headline for a good one — same article, same list, same offer — and went from silence to a full order queue.

So what makes one impossible to ignore? Two things.

One: it selects the right reader. A great headline is a filter before it's a hook. It calls out to the specific person who has this specific problem, and it lets everyone else pass. Selling ice to penguins is a very impressive way to make no money.

Two: it makes a promise big enough that walking away feels like a mistake. Not a vague promise. A specific, slightly-hard-to-believe, immediately valuable one.

That's the mechanism. You can start using it this afternoon.

Now — I've collected 100 headlines that have generated serious money. Multiple commas. In my next email I'm breaking down exactly why they worked, in detail.

If you'd rather not wait, I've put everything I know into the **4-in-1 Ultimate Direct Response Marketing and Copywriting Training**. It's the training I wish someone had handed me before I spent three years learning it the expensive way.

>> Have a look here

Either way, the next email is worth opening.

Godswill

P.S. Next email: 100 headlines that made money, taken apart. If you'd rather skip the queue, the training's here.

8. Landing Pages

Live opt-in and registration pages

Five pages, built and shipped. Written, structured, and in most cases assembled by me.

Camille's Grant Writing Challenge — free registration page

<https://www.gladiatorgrantwriting.org/challenge> *Free-challenge registration. Front end of the seven-email sequence in section 4 — same funnel, top to bottom.*

Richard's live landing page — English for Positive Change

<https://englishforpositivechange.com/best-kept-secret/> *Curiosity-led lead capture for an education offer.*

Supplement opt-in page <https://godswillifeanyi1996.systeme.io/03e176f4> *Health-market lead magnet. Single-purpose page, one action, no navigation.*

Hope's book opt-in page <https://affbest96.systeme.io/hope-james> *Author list-building page.*

Golibe copywriting course opt-in page <https://godswillifeanyi1996.systeme.io/cbff849d> *Course registration front end.*

9. Video Sales Letter

VSL script

Full script available here:

https://docs.google.com/document/d/1FviFtMeCQCwvb2TAqczsMjBSVtn7pJu71_TtMsl2KpQ/edit

A closing note

The pieces in this document cover supplements, coaching, education, nonprofit funding, fitness and marketing training — long-form sales pages, onboarding sequences, reactivation flows, cold outbound, landing pages and video scripts.

Different markets. Same discipline underneath.

Find the one thing the reader actually wants. Name the villain standing between them and it. Prove — don't assert — that you can remove it. And write it so plainly that a tired person reading on a phone at 11 p.m. understands every word.

That is the whole job. Everything else is decoration.

Godswill Ifeanyi godswillifeanyi1996@gmail.com