

**Fast Copywriting Expert**

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- You may not alter the content or change it any way.
- It must be given away or sold as is.

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# Introduction



Welcome to **Fast Copywriting Expert!**

My name is **David Walker** and you can find out more about me at my blog [DavidWalker.tv](http://DavidWalker.tv).

Well done on putting this little weapon in your **copy artillery**;-)

I had never really thought about developing a guide of resources before. Then one day I was speaking with one of my coaching students and told him to use a website I kept in **my favourites** for some help with a pull quote.

After he checked out the site I pointed him to, he skyped me up to tell me how useful it was, and asked me what **other kinds of tricks** I had up my sleeves. I put this guide together to **help those marketers** who were committed to killer copy & website design.

This is a no fluff directory of resources that I tap into to make my copy better, and to get my pages looking sweet.

If you want further copywriting training then I recommend [StopWatch Copywriting](#) which will help you develop your skills and produce top-notch copy fast!

Enjoy!

# Swipes

A quick note on swiping... It is not a license to steal other people’s work. It is a **technique** from which you gather ideas about copy for your own products.

You look at an ad, sales page, direct mail piece, or whatever and say, “Oh yeah, that is a great way to approach this”, and then you utilize the concept in your own words.

If you don’t know how to do that, then don’t even try. Copyright infringement **is not** something you want to deal with.

Ok, so on to my swipe file collection...

**Swipe # 1** - Pure gold and contains some of the best ads, both offline and online for decades. Don’t disregard the stuff from way back either, because some of these have been penned by masters of persuasion.

[Hard To Find Ads](#)

**Swipe # 2** – The Prince of Print, Gary Halbert, passed just recently but his amazing copy lives on for good. You’ll find plenty of excellent materials in his newsletter for an incredible array of niches.

[Prince of Print](#)

**Swipe # 3** – Sometimes you need something off the wall or wacky to get your creative juices flowing or to grab your reader by the eyeballs. This site is filled with odd happenings, news,

and all kinds of kooky stuff.

### [Oddee](#)

**Swipe # 4** – And as we continue on off the beaten path, here's a collection of weird news, weird facts, weird this and weird that.

### [Weird Facts](#)

**Swipe # 5** – Once in a great while you'll find yourself dying for just that one little bit of trivia to transition your copy from one section to the next. Well, trivia is what they do over at...

### [Human World](#)

**Swipe # 6** – These guys boast the "Greatest Facts On The Net". True or not, truth is often stranger than fiction, and makes even better sales copy.

### [Great Facts](#)

**Swipe # 7** – Ever wonder where in writers dig up all those powerful military slanted words and phrases such as "arsenal", "command", "laser targeted", "tactical", on and on and on and on...? Well, here's over 230,000 of 'em.

### [Mil Terms](#)

**Swipe # 8** – Hey, why get the lingo if you're not willing to quote it? Here's all the great military quotes, in one place. These are terrific for calling to action and closing out sales letters.

### [Military Quotes](#)

**Swipe # 9** – While I don’t recommend a truckload of slang in your copy... and I do warn you to be audience appropriate when you’re selling... when the need arises to sound young, cool, and hip, then...

[Slang Site](#)

**Swipe # 10** – While we have plenty of weird stuff to work with already, this resource comes from newspaper clippings only. So, all news... and a lot of great material to utilize in your copy.

[News Of The Weird](#)

**Swipe # 11** – When it comes to swiping, **these are some of my faves**. There’s not much to be said other than the fact that they are called “Uncle John’s Bathroom Readers”. Loads of high quality swipe content here that runs the gamut.

[Uncle John’s Bathroom Readers](#)

Now, you may be wondering where all my favorite sales letter swipes are. I’m not gonna tell you. Not because I want to keep it a secret. **Far from it.**

Everybody has their own taste, and their own style. You need to be true to yours. If you get stuck and need a swipe to get you through, simply Google some keywords or keyphrases on your topics, and check out the sponsored ads on the right.

Select the pages **that speak to YOU.**

# Design Elements

A quick note on design and copy.

**Most writers** will tell you they have nothing to do with one another. Most writers will tell you it's words that sell, and nothing else matters.

Most writers are on crack.

I have studied copywriting so believe me when I say **I understand how powerful the written word is**. I 'get' what it means for copy to 'sell'.

But, if your website/graphics looks like it was slapped together by your three-year-old, nobody will stick around long enough to read your smokin' hot copy.

Now, I'm not suggesting that you become a web designer...

But here are some cool links to some even cooler design elements that will help keep your reader on the page, reading, **as they are supposed to do**.

**DE # 1** – [Free web buttons and icons](#)

**DE # 2** – [CSS script for pull quotes](#). This little move can be sprinkled throughout your sales page to emphasize important points. Keeps readers' attention, and gives you a magazine style.

Some writers would argue that magazine style doesn't belong in sales letters. I would rebut by

saying that magazines are the most devoured publications known to our society today.

**DE # 3** – [Big bad mamajama of cool design and content resources](#).

**DE # 4** – [Free CSS Web Templates](#). CSS is the new wave. Get on it now and ride it straight to good looking sites that SE's love.

**DE # 5** – [Favicon generator](#). Another one of those details that sets you apart from the pack, and makes you look like a million bucks. It's ALWAYS about attention. Getting it, grabbing it, and keeping it.

**DE # 6** – [Free web site icons](#). Icons are terrific to use as visual representations of things you are describing in your copy. They help people get a visual in their head and help them to forget that they are reading copy. That's when you got 'em;)

**DE # 7** – [Another righteous CSS template resource](#).

**DE # 8** – [Cool Text Generator](#). Sometimes using headlines with graphical elements convert better than plain fonts. When you need help and PhotoShop is not an option, try this fast and easy to use Cool Text Generator.

**DE # 9** – [The Generator Blog](#). An amazing resource containing hundreds of "generators", for creating everything under the sun. Generate stuff like bar code images, Hollywood signs, magazine covers, and much more.

**DE # 10** - [Best web fonts](#). Always wondered what fonts were best to use on your sales pages? This resource breaks it down for you so you always know what to use and where to use it.

**DE # 11** – [Free Handwriting Fonts](#). Handwriting fonts are great to grab attention and add cool

visual elements throughout your letters. This source has some terrific female and male handwriting fonts.

**DE # 12** – [yLetter Writer](#). This tool allows you to create handwritten notes directly in the application. You can use MS Paint to then resize them and add them to your page. I prefer grabbing the actual handwriting font of my choice and using PhotoShop but this is a good “starter” alternative.

**DE # 13** – [1001 Fonts](#). Sometimes taking a cool font and making it into an image with PhotoShop or GIMP makes for a very cool visual for your letters. This resource has just about every font imaginable! Not cheap, but often VERY worth it.

**DE # 14** – [Adobe PhotoShop & DreamWeaver](#). Expensive programs but absolute essentials in my opinion. PhotoShop for editing PSD files and pictures and DreamWeaver as your HTML editor.

Note that you can download free 30 day trials of each of these programs through the link above, but if you Google “student discount for Adobe products” you might be able to find the full Adobe suites that have both PhotoShop & DreamWeaver along with several other programs, all for just a few hundred bucks!

**DE # 15** – [GIMP](#). Free PhotoShop-like program. One downfall as I recall with this one is that you cannot manipulate PSD’s with text already on them. You can CREATE new PSD’s, but it does not process the Adobe stuff. Otherwise definitely a great program.

**DE # 16** – [Snagit](#). Wow. Can’t say enough about Snagit. This creates screen capture thumbnails (where you see those little mini pics of sales letters), adding text on images, adding shadows, borders, highlighting, and so much more. Like \$50, but has a free trial so you can enjoy its awesomeness before you buy.

**DE #17** – [Stock Photos](#). Visuals and pictures can REALLY help to get your web site visitors to associate your product with their needs. iStock is a favorite for a lot of people but I have found that I ALWAYS locate the right pics at Big Stock for \$1 a pic.

**DE #18** – [More Stock Photos](#). iStock... the other big name in stock photos. As I mentioned previously, I personally dig Big Stock, but this one is worth checking out too.

**DE # 19** – [Free Stock Photos](#). This is a HUGE resource for free stock photos which you can tap into in addition to Big Stock and iStock. Personally I don't often use it because with the other 2 I am absolutely certain about the licensing that I am buying with my images. I cannot say I am 100% in the license I get with these.

**DE # 20** – [Form generator](#). This hosted form generator allows you to create calculators, contact forms, radio buttons, check boxes, and a whole slew of other options.

## Straight Up Snippets

Here are the code snippets I find myself using with great regularity on my sales pages. These again, are that little something “**extra**” which draws the reader to your page, and keeps them glued to your copy. Enjoy...

**Script #1** – Ever see those boxes in the middle of a sales letter where copy is stuffed inside a square... but the box has a scroll bar down the right side?... Well, now you can stop wondering how it’s done.

```
<form>
  <textarea id="TextArea1" style="width: 468px; height: 323px">
This is the area where you enter text
  </textarea>
</form>
</body>
</html>
```

All of that from this tiny bit of code;) Just copy and paste it into your editor and **that’s that**.

**Script #2** – Used drop caps on sales letters and wondered if you need to have someone create an image of one for you every time you write a new page? Well, here’s a code snippet that allows you to create real drop caps, change the letter to whatever you want, and use it wherever you want, over and over again.

```
<p>
<span style="float:left;color:#D4D4C7;font-size:100px;line-height:70px;padding-top:2px;font-
```

family: Times, serif, Georgia;">C</span>ool eh? And then type in whatever copy you would like to type right here.

</p>

(looks like this...)

Cool eh? And then type in whatever copy you would like to type right here.

**Script #3** – Notice those Sales Letters that always seem to have the right date on them no matter which date you actually happening to be viewing them. That's this neat little script right here:

```
<p align="left">
<p align="left"><strong><font face="Tahoma"><script language="JavaScript">
<!--
var now = new Date();
var days = new Array(
  'Sunday','Monday','Tuesday',
  'Wednesday','Thursday','Friday','Saturday');
var months = new Array(
  'January','February','March','April','May',
  'June','July','August','September','October',
  'November','December');
var date = ((now.getDate()<10) ? "0" : "")+ now.getDate();
function fourdigits(number)  {
```

```
return (number < 1000) ? number + 1900 : number;}
today = days[now.getDay()] + ", " +
months[now.getMonth()] + " " +
date + ", " +
(fourdigits(now.getYear()));
document.write(today);
//-->
</script></font></strong>
```

**Script #4** – While I do NOT advocate getting crazy with this code, or you will turn off your readers, using this yellow highlight code in just the right places can really make certain points in your letter pop:

```
<FONT
style="BACKGROUND-COLOR: yellow">Text</FONT>
```

For example, if you want the words "Discover The Power" on your Sales Letter or web page highlighted in yellow, the code would look like this:

```
<FONT
style="BACKGROUND-COLOR: yellow"> Discover The Power </FONT>
```

## Miscellaneous Resources

This is the random area, which is home to those resources I just think are cool, and that couldn't play nicely with the other neatly categorized resources in this guide...

**Misc # 1** – [Resell Rights Weekly](#). This is where I get tons of PLR and MRR products every single month. Lots of these products come with sales letters and you may find some decent snippets of copy to use in your own projects.

**Misc # 2** – [Viral PDF](#). Get more traffic and income from the free reports you create by allowing other marketers to rebrand them. They can add their names, website addresses and affiliate links with this easy-to-use software.

**Misc # 3** – [Simple List Building System](#). You have created some excellent copy, so don't waste it by not having a powerful list building system in place to collect and market to all of those brand new subscribers!

**Misc # 4** – [Easy Video Player](#). Create powerful video sales presentations and all sorts of other video marketing goodness with Easy Video Player. All of the top marketers online use this!

**Misc # 5** – [Fast Fan Pages](#). If you want to use Facebook pages to attract new subscribers, drive traffic or sell more products, create and implement them with this easy-to-use software.

## Final Thoughts

These are some of the **terrific tools and resources** we utilize when we're writing sales copy and laying out sales pages.

They help us create letters that convert like crazy and can do the same for you, by giving the reader the kind of mental imagery that makes them forget they're reading copy...

And sucks them in...

Until they have no choice but to **buy whatever you are selling**.

If you want further copywriting training, I recommend you check out [StopWatch Copywriting](#) by Jason Fladlien which will help you develop your skills and produce top-notch copy fast!

I hope you found this report helpful and **I wish you the best in your copywriting endeavors**.

Now, get out there and write some mind-bending copy.

To Your Success!



*David Walker*

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