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# PRODUCTIVITY STRATEGIES FOR GETTING MORE DONE FASTER, BETTER & EASIER

FROM **ALEX MANDOSSIAN**

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## WRITING SALES COPY

*Literary copy changes minds, whereas sales copy changes a mind and changes behavior*

### How do you boost your productivity with writing sales copy?

Sales copywriting is different than literary copy. That's because literary copy changes minds, whereas sales copy changes a mind and changes behavior. Whether it means grabbing a mouse and clicking "order now" or "add to cart," or picking up the phone and saying you want to order, or mailing something in, sales copy changes behavior.

I have three tips, even if you're not a copywriter, to not only boost your productivity with copywriting, but to take you to a whole new level.

- **Tip #1: Write the world's greatest ads by hand**

Don't type it. Use a pen or pencil and write an ad, whether it's a space ad or a direct mail letter. You can even take a website that's persuasive for you and rewrite it. When you do, you'll find yourself living into and thinking like the copywriter, learning what he or she was thinking as that person was writing that ad.

Now, about a decade ago, I rewrote *The Lazy Man's Way to Riches*, which was written by Joe Carbo. After the third time I started to rewrite it, I



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found myself thinking like Joe did. I started feeling as though I was feeling like Joe was feeling when he had been writing that ad. It was a world-class ad that made him millions of dollars.

*When you have writer's block, you need to focus on who you are writing about, as well as the what, where, when, how and why*

- **Tip #2: Utilize what Rudyard Kipling called his six servants**

- ◆ **Who**
- ◆ **What**
- ◆ **Where**
- ◆ **When**
- ◆ **How, and**
- ◆ **Why**

Any time you have writer's block, focus on those six servants:

1. First is WHO. Who is the ad for? Who are you writing about?
2. Second, WHAT is the ad about? What's the subject matter?
3. Third, WHERE do you want them to go? Where are the ad and topic of the ad going?



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*All great writing is rewriting*

4. Fourth, WHEN do you want them to take action? Is it now, a week from now, 30 days from now? Hopefully, it's right now because a call to action is immediate.

5. Fifth, HOW do you want them to take action? Do you want them to go to a web page, have them pick up a phone? What is it you want them to do? And how do you want them to do it?

So who is it the ad is about? Where do you want them to go? When do you want them to do it?

6. Sixth, WHY?

What I do is write down who, what, where, when, how and why. Then, with colons, I identify what those are. All of a sudden, the writer's block is eliminated.

So, those six servants have eliminated writer's block for me, and they will eliminate writer's block for you, as well.

- **Tip #3: Write with your mouth, not your hands**

That means whether you have voice activation software, such as Dragon or Naturally Speaking, or if you record your voice into an MP3 player or any other type of recorder, you can get the recording transcribed. As with all great writing, it's never writing with a first draft because all great writing is **rewriting**.



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So, if you implement these three tips, then you will live into one of my favorite quotes, which happens to be:

*If you  
become  
more  
productive  
with your  
words, then  
you become  
more  
productive  
with your  
sales and  
marketing*

*“Words are, of course, the most powerful  
drug used by mankind.”*

*- Rudyard Kipling*

If you utilize these tips, you too will find that you will become more productive with your copy faster better and easier. All you have to do is remember that if you become more productive with your words, then you become more productive with your sales and marketing.

All good wishes.



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## EXPERTS ARE RAVING ABOUT ALEX

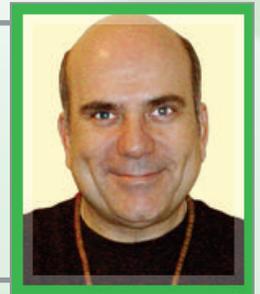


*“With the templates and tools from Alex, we were able to generate a small fortune in a single week and build a business foundation that now allows us to work wherever and whenever we please.”*

**Ray Edwards**

*“Alex’s marketing techniques simply make more money. I’ve never seen so many moneymaking strategies that are so drop-dead powerful. I especially admire how he turns complicated marketing ideas into simple, easy-to-learn ‘How To’ strategies.”*

**Joe Vitale**



*“Alex Mandossian is definitely the ‘modern day Houdini of marketing.’ After spending just 23 minutes with him on the phone, I learned more moneymaking strategies than all of my radio interviews combined.”*

**Mike Litman**