

**10 TIPS TO  
BECOME A  
\$10K  
COPYWRITER  
AS FAST AS  
HUMANLY  
POSSIBLE**

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# #1 - The Fatal Mental Flaw That Breaks Most Copywriters

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Most human beings have a fatal flaw that keeps them from EVER achieving success or getting the valuable things they want in life.

They fall for the lie that there is a magical way to get something for nothing.

It's a seductive lie, a lie leveraged by nefarious marketers and sadistic leaders since the dawn of time.

But it is still a lie.

You must understand that everything worth having comes at a hefty price.

And usually beyond mere effort, you must stretch yourself and BECOME a better version of yourself in order to earn the success you want.

That's why you want it in the first place.

Success in copywriting is no different.

You must prepare yourself to put in hours and hours of hard work, experiencing mental discomfort as you stretch yourself and build up the skill of copywriting.

Think of it like building larger muscles.

You train to the edge of your abilities, right to the edge of failure, over and over again as you expand your capacity.

If you do this consistently and long enough, those incremental expansions lead to massive growth over time.

Be prepared to do the same with copy.

Forget the lie of something for nothing.

## #2 - The Dichotomy Of Determination

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There is an important dichotomy you must balance if you want to develop world class copywriting skills and get paid outrageous amounts of money.

You must be hard charging full speed ahead and determined to become the best,

But you must also be patient with yourself.

Here's why.

Sometimes when we hold ourselves to high standards, when we have a motivating, big audacious goal, we can get all in our heads when we experience a momentary setback.

Doubts start to creep in and the temptation to quit will rear its ugly head.

It's because of the incongruence between who we think we are or where we wish we were versus where we actually are.

If you're not careful you can end up in a terribly unempowering emotional place with this kind of thinking.

Instead I recommend you give yourself permission to be in the "I'm figuring it out" stage.

Stick in there, keep doing the work, get back up from each set back and move forward, determined to reach your goal.

If you adopt this strategy your success as a copywriter is inevitable.

Read that last line again and let the power of it sink in..

With the right mindset your success is a question of *when* not *if*.

Ponder carefully on this if you wish to succeed.

## #3 - The Mental “Simulation” You Need To Run In Your Mind As You Write

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This is perhaps the biggest skill you need to master if you want to progress more rapidly than everyone else.

But be warned, it depends on having a level of consciousness and self awareness that may be difficult for some.

The copy you write is created inside your own mind but it's consumed in the mind of another person.

Plus, you create it with the prefrontal cortex and then they consume it with the lizard portion of their brain.

Big news, those two parts of the brain essentially speak different languages.

So you have to develop the ability to create a simulated version of your reader inside your mind so you can “translate”.

As you write you can ask yourself, how will my reader feel? What thoughts will they have?

And then you calibrate your writing to create the desired effect in their mind.

When you can read your own writing and predict the effect it will have in the mind of your reader

Then you will be able to write better and better copy with each iteration and you will leave other less conscious writers in the dust.

A good way to develop this ability is to be extremely self aware of what is going on in your own mind when reading other people's writing.

Then take the lessons learned and apply them to your own writing.

## #4 - The “Doctor Frame” That Makes Selling Easy

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I once heard a wise man say something that changed how I thought about sales for the rest of my life.

In fact it has made me an unimaginably large amount of money,

“Prescription without diagnosis is malpractice”

If a Doctor were to take a patient that had just walked in the door and without any examination, or without any questions prescribed some pharmaceutical or operation immediately, more times than not that person would die.

People wouldn't go to that doctor.

Unfortunately most young copywriters and salesmen in general use basically the same strategy.

They are so focused on SELLING their product, they don't take time to diagnose what their prospect needs in the first place.

Now imagine what that feels like for the prospect.

*“This guy is just trying to sell this to me without taking time to find out my situation. I bet this thing won't even work in my situation. I'm going elsewhere”*

But thankfully this presents a wonderful opportunity for the



intelligent copywriter.

If you avoid this tendency and instead show up, take time to understand the prospects current situation and THEN prescribe a solution,

Not only will you be selling something they actually need (a much easier way to do it)

But you will also be showing that you care about them as individuals and are trying to help

And that feeling will work wonders in the mind of your prospects.

## #5 - The Superpower Of Conviction When Selling And How To Trigger It Every Time You Sell.

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The most successful sales pros think of sales as, “a transference of belief across a bridge of trust”

This leads to an inevitable conclusion

You must believe in what you’re offering because you cannot transfer something you don’t have.

I like to think of belief as a fire.

When you believe something strongly, it is like you are lit on fire

And when you come in contact with other receptive people, that fire will set them on fire as well and they will start to believe like you.

Now the stronger and brighter your flame of belief the easier it is to ignite belief in others.

But if it is weak or nonexistent, you will never be able to ignite the flame of belief in others and you can say goodbye to them ever buying from you.

So before you hop on a sales call, take some time to stoke the flames of your beliefs,

Review in your mind your past successes and positive case studies..

Repeat statements of your belief in yourself to get it done and succeed.

Then when your flame is burning bright you are ready to sell.

And as long as you do, you will unconsciously ignite the flame of belief in others.

It's magic.

## #6 - The Key To Overcoming Your Own Doubts

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Everyone has doubts when they first start out,

*“Am I good enough?”*

*“What if they don’t get any results?”*

*“I bet they already have a better copywriter than me...”*

Maybe you’ve found yourself thinking the same things.

I’m going to give you the key to ending these doubts once and for all.

The key is to simply outwork your doubts.

Set a high target for yourself and then bust your ass to hit that target.

You’ll find when you put in massive amounts of work to improve and to perform great work,

The doubts all dry up and you are left with massive confidence.

Work cures most things in life.

I recommend you ponder on this one for a minute, you’ll find it applies to way more than copywriting.

If you're not careful, this idea might just change your life.

## #7 - Put Your Brain On A Marketing “Diet”

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There is an old saying that has a hidden meaning that can make or break your copywriting career.

At face value it has nothing to do with writing.

But on closer examination you’ll find an important key all top writers have used to their advantage.

“You are what you eat”

Most people get all hung up and think this is just about the food you eat.

Nothing could be farther from the truth.

The same principle holds true for your marketing brain as well.

The more good marketing material you consume the better your marketing brain will be.

Think of reading more sales pages, facebook ads, etc from top marketers as eating protein.

You need a certain amount of protein just to survive, but if you want to get big you have to deliberately eat a ton of extra protein

The same goes for good marketing material.

If you start feeding your brain an abundance of good examples to

learn from, you'll find that when you sit down to write your marketing brain has expanded.

Bulk up your marketing brain by reading copy from the greats and watch your skills grow and grow.

## #8 - Trick Yourself

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I want you to do a simple exercise with me here to illustrate a key principle of success.

No matter where you are right now I want to raise your hand above your head as high as you can.

Got it? Now raise your hand even higher.

Ok now I want you to really stretch and raise it even higher still.

If you're anything like me your mind should be completely blown right now.

HOW WERE YOU ABLE TO REACH HIGHER AND HIGHER EACH TIME???

You have levels of untapped potential that you are not consciously exploiting because your brain has tricked you into thinking you are already doing your best.

To win in the game of copywriting you must outwork your previous expectations of hard work.

You might think you are working as hard as you can,

But I guarantee that just like the example of you raising your hand higher, you have so much MORE you could be doing.



And unless you find a way to push past your current imaginary limitations, you will be beaten by someone else who does.

Your friends and family might think you're crazy.

But if you want to be successful you are going to have to live by the mantra of,

“When I’m awake, I’m working”

If you are serious about making money and earning your freedom in this world you will lay it all on line.

Is Netflix really worth staying poor?

## #9 - Keys To Maximum Brainpower

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Brainpower can be maximized and most people have no clue

Even if they do, they are usually too lazy to take advantage of these ideas.

But if you want your brain to be firing on full cylinders do the following things

1. **Stay hydrated.** Your brain works insanely better when you are completely hydrated. You should be drinking 1 gallon of water a day with electrolytes each day as a starting point. This is the easiest way to instantly boost our brain's output.
2. **Move your body.** You should be taking time to walk around, do push ups and move your body, even outside your normal training session each day. Some neuro scientist could probably come along and list out all the specific endorphins and medical reasons but they aren't important. What's important is that you stay active, keep your blood pumping and keep your brain at max power.
3. **Remove distractions.** What happens when you focus the suns rays through a magnifying glass on a single point? The magic of fire. What happens when you focus the power of your brain on a single line of thought? Close out extra tabs. Turn your phone off and leave it on an extra room. Go full screen with google docs and immerse yourself in your deep work.
4. **Elevate your brain waves.** Use binaural beats to elevate your brain waves and help you focus. Search for "biannual beats to focus" And play them at a low level in the background. Only

works with headphones. Works wonders. Never listen to music with lyrics while you work

5. **Caffeinate.** Use a moderate amount of caffeine to enhance brain activity and focus. Be careful and cycle on and off to maintain sensitivity. Protect your health and consult with a medical professional on all supplement use.

You do all of your copywriting with your brain which is housed in your body.

If you take care of both you will beat the myriad of geeky, skinny fat writers tucked away in some basement.

You will be able to simply out think them.

## #10 - The Most Important Thing Your Reader Must Feel

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Ultimately as a copywriter your job is to help people make good decisions in their lives so that they can leave behind pain and move into better lives for themselves.

It is said, “he who cares most, wins” and that is certainly true here.

If you focus only on the money the reader will be able to feel that in your writing and they won't trust you the same.

But if they can *feel* that you care then they will trust you and follow you to the ends of the earth.

If you truly believe what you are selling will help someone then you are morally obligated to use every psychological tool available to you to help them buy from you.

The best copywriters in the world focus on that and can sleep easy at night knowing that they are helping people solve their problems and get what they want.

Yes you still get paid.

Yes you still get paid millions of dollars.

Yes, money is important.

But they will only listen to you once they can feel that you actually care.

Like most of these tips, this one applies to a lot more than copywriting.

Use it wisely.

## Bonus - Steal The Mindset Of A Winner

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When I was first starting out as a copywriter I had a massively unfair advantage.

I had just straight-up stolen the most powerful mental models of the world's most remarkable man, Andrew Tate.

You probably know a few of his many achievements.

I know more.

But suffice it to say that what he taught me about his mindset is what allowed me to hit \$10k/mo as a copywriter so fast.

If you want a peek inside go watch this youtube video

<https://www.youtube.com/watch?v=IsKf9abQvFQ>

Then when you're done go to <https://cobratate.com/> and message the livechat and tell them that I told you to ask them about stealing Andrew Tate's mindset inside IRON MIND.

They'll hook you up with something special.