



### About the book:

Ray's new book, "Writing Copy That Sells" (published by Morgan James Publishing). This book contains the best distillation of Ray's systems and frameworks for writing persuasive, profitable sales copy, fast.

We will be making a "free + shipping", standard PLF-style book launch. We'll have value-add bonuses that will make this a "crushing, irresistible offer"... and a one-click upsell for \$197 (commissionable to you) after the book order.

**ANY LEADS YOU SEND TO THIS OFFER WILL ALSO BE COOKIED FOR THE APRIL COPYWRITING ACADEMY LAUNCH.**

### Target Audience:

This book is an in-demand resource for bloggers, consultants, coaches, Internet Marketers, Social Media experts, and "Platform Builders" who know the power of direct response copywriting... but who can't afford to hire a top-flight copywriter.

### Who is the author?

Ray Edwards, world-renowned Copywriter and Communications Strategist.

### Price:

**Book:** Price: Free + Shipping (non-commissionable)  
1-Click Upsell: \$200

### Affiliate Commission:

You get big rewards for helping your list: 40% for each sale (\$80) and it's a lifetime cookie, so this could benefit you for months or even years.

### Promotional Resources:

You'll have everything you need done for you and ready to go: Swipe copy for email and social media. Banner ads and more will be provided as well.

### Important Dates:

2/12 – Cart Opens  
2/25 - Cart Closes

### About Ray:

Ray Edwards is a world-renowned Copywriter and Communications Strategist. He has helped sell over \$100 million in products and services for clients like Tony Robbins, Jack Canfield, Jeff Walker, Stu McLaren, Frank Kern, Mark Victor Hansen, Ken Davis, and many more. Ray is also the author of several books on copywriting and marketing, and the host of the top-rated iTunes business podcast, "The Ray Edwards Show."

### Represented By:

Matt McWilliams  
matt@mattmcwilliams.com