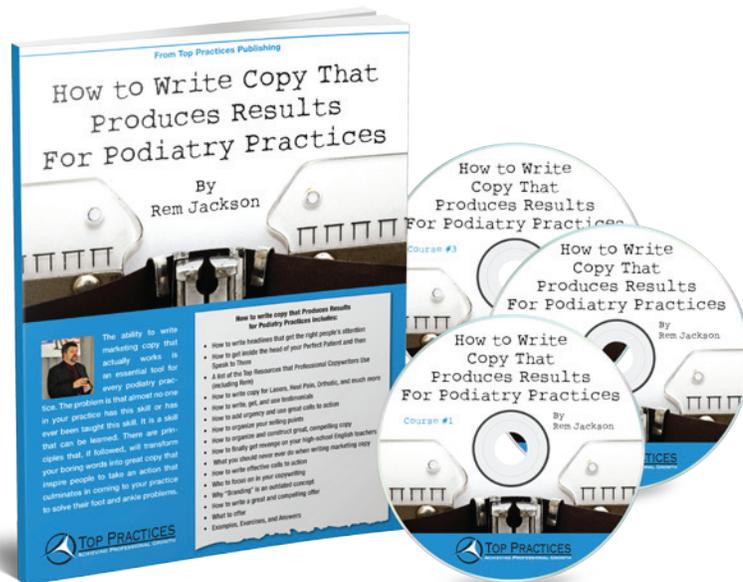


**NEW  
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# Web ONLY Special Offer: How to Write Copy That Produces Results For Podiatry Practices

The ability to write marketing copy that actually works is an essential tool for every podiatry practice. The problem is that almost no one in your practice has this skill or has ever been taught this skill. It is a skill that can be learned. There are principles that, if followed, will transform your boring words into great copy that inspire people to take an action that culminates in coming to your practice to solve their foot and ankle problems.



## Rem's Rules for Copywriting:

- Rem's Rule #1 Marketing copy is not supposed to entertain or inform—it is supposed to sell.
- Rem's Rule #2 You should only sell people things that will help them solve their problems.
- Rem's Rule #3 You have to KNOW your prospects just like you know your own family.
- Rem's Rule #4 You Need to know your Unique Selling Proposition (USP).
- Rem's Rule #5 Don't skip rules 1,2,3, and 4.
- Rem's Rule #6 Enter the conversation that is already going on in the minds of the people you want to attract. –Robert Collier
- Rem's Rule #7 Nobody cares about you.
- Rem's Rule #8 Who says so besides you?
- Rem's Rule #9 You have to write copy that people will actually read.
- Rem's Rule #10 Tell a story.

PLUS Directions, curriculum, and exercises to enable you to write compelling effective copy

INCLUDING

- How to write headlines that get the right people’s attention.
- How to get inside the head of your Perfect Patient and then speak to them.
- A list of the Top Resources that professional copywriters use (including Rem).
- How to write copy for Lasers, Heel Pain, Orthotics, and much more.
- How to write, get, and use testimonials.
- How to add urgency and use great calls to action.
- How to organize your selling points.
- How to organize and construct great, compelling copy.
- How to finally get revenge on your high-school English teachers.
- What you should never ever do when writing marketing copy.
- How to write effective calls to action.
- Who to focus on in your copywriting.
- Why “Branding” is an outdated concept.
- How to write a great and compelling offer.
- What to offer.
- Examples, Exercises, and Answers.

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How to Write Copy That Produces Results for Podiatry Practices

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