



*“Matt, nothing’s working. This promo’s a bomb.”*

Words that sent a chill down my spine.

Words that made me feel like fraud.

A huckster.

Undeserving of the name copywriter.

Yet words that motivated me to NEVER BOMB AGAIN.

But for that to happen, something had to change.

It was time to face reality.

**I’d been running on the fumes of my first monster selling VSL for too long.**

It was time to leave my comfort zone...

To swap the bright lights of the city for the cabin in the woods.

Feverish studying of copywriting courses followed.

Every morning I’d break down a winning promo.

I signed up with the best mentors.

And presented my copy - along with my fragile ego - to the internet for feedback.



## **Yes, my copy improved.**

Clients were impressed.

The cliff edge of my VSL views bent into a slope.

But I was still missing a piece of the puzzle.

The few extra details I needed to create a masterpiece.

Then something remarkable happened...

## **I discovered RMBC.**

I now knew the holes in my game.

My customer research had been flawed...

I'd lacked a unique mechanism of the problem...

While my AOV money close was barely there.

## **Yet now, finally, the jigsaw is complete.**

I'm banging out promos in record time... including those for my own info products.

Stefan, I want you to see the progress I've made thanks to RMBC.

I want you to be the guru in this transformation story.

The guide who led me from pain to salvation...



with RMBC the quest item that helped me defeat the end game boss.

In other words...

## **I want to take on BOTH copy assignments.**

I want to take a 70% cut on my normal fee to show you what I can do...

To show you why Clayton Makepeace believed I deserved a spot at Moneymap...

To get a chance to write for sophisticated clients, so I can brush away all the hand holding...

And become another RMBC success story to add to your highlight reel.

Yet it gets better...

## **Because with me, there's no risk.**

I'm in Kim Krause Schwalm's mentorship program.

My copy will have to pass her eyes before it reaches you.

And as anyone in the industry knows, Kim's a tough cookie to please.

Stefan, just imagine 30 days from now...

## **You could be stuck in the office late at night...**

Your eyes sore and fingers numb from editing other applicants' copy.

Only pausing to look to the heavens and wish you'd done it yourself.



Or you could be sat back in the living room with the family.

**Eden reading a book, you with chilled White Claw  
in hand...**

When you get another email from a delighted client.

Yet again, Matt has knocked it out of the park!

You'll then look back on this day, smile wryly and know the decision  
you made was right.