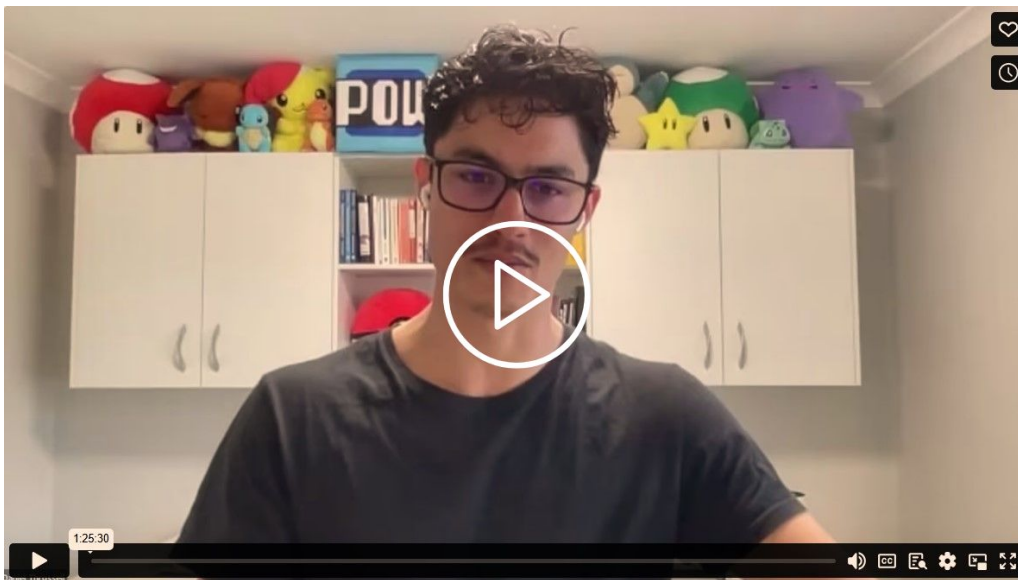


From: Kevin Rogers kevin@copychief.com
Subject: (CCR) Behind The Copy with Daniel Throssell
Date: 19 November 2024 at 17:00
To: siobhan@siobhanoshea.com

KR

Daniel Throssell breaks down one of his most studied emails line-by-line in this rare look into the mind of one of the best copywriters in the game.

As if Australia's Best Copywriter revealing his most closely guarded "I dare you not to buy" email wizardry wasn't enough, we held a bullet-writing contest in the Copy Chief forum—with Daniel judging the whole thing.



Here is Daniel's favorite (sorry, "favourite") entry, written by [Siobhan O'Shea](#) (Congrats, Siobhan!)...

- Wait, can Daniel Throssell EVEN be trusted?! Major "I can't believe he said that" moment when Daniel admits "I will be a complete dishonest liar when it comes to ____." Jump to 26:42 to steal the legit hook that you'll use to set up the sale in every email you EVER write, even if you're not a natural storyteller.
- Shock horror: "I don't know what to do next." What Daniel does when literally NOTHING happens in

his story. You can use this technique (which you won't find in any other copywriter's emails but is revealed at 32:24) to entertain readers with "Deadpool" levels of inside humor and you-get-me asides.

- Want to avoid buyer sticker shock? Most copywriters put off offer pricing until the last minute. Daniel explains the psychological benefit of revealing the price early on. Best part: it's not high-pressure or begging. See 44:21.
- That moment when Daniel Throssell called himself a used car salesman type of guy... He's talking about a technique Kevin has been using for 10 years to disarm hecklers in smokey comedy clubs. And you can use it to preemptively call out ANY objection in your emails (works for sales letters too). 58:05.
- Get the cheeky last-minute link-clicking trick that's worked on... wait for it... Kevin Rogers. Seriously, when NOTHING has resonated in your email, try this Hail Mary technique. (Daniel swears by it). It's yours at 01:09:48.

Loads of gratitude to Daniel for his generosity and the open robe look into his process!

Kevin

P.S. If you want to know why Daniel chose these bullets over dozens of other entries, [join Copy Chief now](#) and

check out his hour-long breakdown of ALL the entries.

#ccr-nov-2024

(Note: If you're wondering why you got this email, you're subscribed to get one of the following: Copy Chief Membership, 4x6 Copywriting System, 60-Second Sales Hook, Real Free Life, Escape Velocity, or a related podcast like Copy Chief Radio. If you'd rather I didn't email you, click [Unsubscribe](#) to unsubscribe. It's cool. I get it.)

Kevin Rogers Inc. 740 4th St. N #158 St. Petersburg, Florida 33701 United States