

How to Write Kick-Butt Health Copy – Final Exam

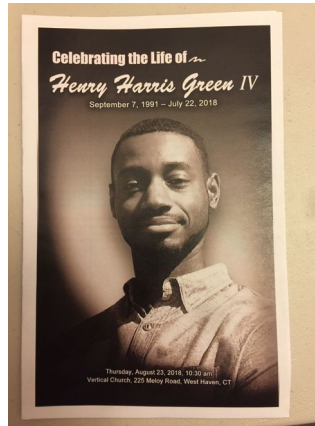
Linda “Beauty” Marks

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November 4, 2018

It Took The Death Of My Desperately Ill Son Henry On 7/22/18, For Me To Realize How Badly I Need To Be Self-Employed As An Alternative Health Copywriter NOW!

I'll finally be able to care for and spend more time with my loved ones!



MY LIFE RAISING CHILDREN:

I've been working as a licensed practical nurse since 2008. As a divorced, single parent of four children, I had to work a lot of long hours to meet all of their growing needs. I barely got a chance to enjoy their company.

The years flew by, so did the children fly from the nest. So, a household once filled with laughter, objections to cleaning, and just sharing our lives with each other came to a silent end. Though it's nice having a more organized and quiet home, I miss my children.

TRAGEDY STRIKES:

But just a few years before everyone left, one of them (my son Henry) at the age of 18 became a gunshot victim on February 19, 2010. He was on his way home from work. It was a failed mugging attempt. Shooter still at large...

I'm still living in the basement apartment we had to move to in order to bring him home from Gaylord Rehabilitation Center in June 2010. He came home in a wheelchair. He was able to walk again. Even build his body up. He even found love, married his wife and left the nest on September 5, 2014.

Unfortunately, Henry suffered a lot of serious health issues due to the gunshot wound. He was a revolving patient at Yale University and Georgetown University Hospitals. It was a financial strain to see about him at Georgetown because it is in D.C.

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THINGS TURN FOR THE WORSE:

His received his first intestinal transplant on 4/13/12. It failed him in early 2017. He received his second transplant on 6/2/17. It came with deadly problems, Graft Versus Host Disease. This meant he didn't have long to live.... That disease destroyed every organ in my son's body.

A MOTHER'S DILEMMA:

All I could think to myself was:

- How can I spend more time with my son when he is so very far away?
- How can I meet his great need for spiritual, emotional, and financial support?
- How can I set myself up fast enough as a freelance copywriter who could write from anywhere?
- How would I get clients?

Before I could figure it all out, we lost Henry. He passed away on 7/22/2018 at Georgetown University Hospital. I feel incredibly sad and relieved all at once. He suffered so much, and I couldn't be with him to comfort and support him like I really wanted to...

But I was there from 7/18/2018. Praying for a miracle of healing, kissing him and hugging him. Telling him repeatedly how much I loved and appreciated him.

He knew all these things already. I just wanted him to feel my deep motherly love for him. I heard my baby's first cry when I pushed him out. I saw his very last heartbeat. I called the time of his Heavenly Transition to The Father at 12:05 am amongst the medical staff...

Henry positively impacted many lives in his short 26 years of life. We will NEVER forget his wisdom, humor and his loving, protective demeanor. This GREAT loss has given me the determination to make sure that I'm available when another loved one really needs me to be there!

PREPARING FOR THE NEXT LIFE EVENT:

These are my four beautiful babies! This picture was taken in 1994. Kevin (my firstborn in the stripes). My second born Cynthia. Our precious little Henry in the red shirt. And baby boy Solomon. It seems like a lifetime ago. The first two are married with 5 children between them!



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WHAT’S THE PLAN?

- Use everything I’ve learned in “How To Write Kick-Butt Health Copy” to become an A-list copywriter for the Health Market!
- Never have to worry about working over 50 hours a week just to eek by!
- Set my work schedule, pay schedule and experience true financial freedom!
- Finally be able to care for and spend time with my loved ones!

I wish there would have been a way for me to go through this program so much sooner. I could never get that time back. However, I still have three children left and their families. And now I have a path that I can take that will help me spend time with them and my grandchildren.

If there is a family emergency, I can be there. No more money worries. No more work schedule conflicts. I learned some really great ways that I can make an awesome living as a well-trained Carline copy cub!

Even though I’m just starting out. I’m glad that I can finally spend more time with my family and sooner than I ever thought possible. The program is set up to help me to get started **IMMEDIATELY!**

WHAT DID I LEARN IN THIS PROGRAM?

- What the copywriting rules are and how to break them. There are three...
- How to find my Big Idea and sprinkle it throughout my copy. It’s important to keep one train of thought.
- How to overcome fear of the Big Bad Sales Letter and Magolog. It’s just a letter to a friend.
- 3 step formula for writing a sales letter. I’ll give you a hint, “Tell ‘em whatcha gonna tell ‘em”.
- The different parts that make up a magalog. Work like a fine oiled machine.
- How to identify my prospect. The importance of empathy.
- Then we broke down the whole sales letter (headline, lead, body, close and much more...)
- Collateral work that I can do right now and earn a good living. Not as hard as you may think.
- How to write killer bullets. All about whetting appetites.
- Credibility and testimonials. Your copy is dead in the water without them!

AND SOOOO MUCH MORE!

WHAT’S MY TAKEAWAY?

This program has given me the skills and confidence to meet the demand for good collateral copy. And I’m very comfortable learning and performing these tasks for the clients who need good health copy written.

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These are the most important ways that this program has benefited me:

- The main thing I gained was confidence, encouragement and support. The homework assignments helped me to talk my copy and write copy that flowed well.
- Work Opportunities: Spec challenges from Organixx. I was only able to submit one of the specs that were offered at Bootcamp. But it's still an opportunity with a company that knows I'm a Carline Copy cub.
- Cover test opportunity with Peak Pure and Natural if my final exam/paper is submitted by 12/21/2018 NOON. IT WILL BE!
- I'll be able to approach other companies using Carline's name and have a shot at real copywriting opportunities.

MY FINAL THOUGHTS:

- Highly recommended for copywriters in the Health Niche. You get down to earth teaching and job hookups 😊
- Carline is very down to earth, extremely helpful and VERY HONEST!
- You will learn How to Write Kick-Butt Health Copy while she kicks your butt ANNND, “You will like it!”

So what are you waiting for? When do you want to start living your best life? When do you want to finally be able to spend time with those people who need you most? **NOW** is the time! You just know when it's time...like I did.