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Jeff@thestorytellingcopywriter.com
302-469-0138 or 302-367-5951
Client: Monica Day

Page 1 of 1

Summary of Assignment

Monica hired me to help promote a personal development workshop she was presenting. I was to write a sales letter that would become a landing page. She would then do a combination of paid and organic advertising, directing prospects to this landing page to sign up for her workshop.

Problems Encountered

The main problem was that the workshop itself was difficult to describe. Even after giving me an outline of the material that would be presented at the workshop and reams of other documents, the nature of the workshop was still fuzzy to me.

We met several times via video chat. Even after those conversations, I had only a vague idea how to describe the workshop.

My Solution(s)

I came up with the idea of a "secret language" that's being used all around you but that you don't understand. Then I added the twist that you actually do know this language, only you've forgotten that you know it.

The lead for my sales letter gets these points out there very quickly to establish my Big Idea.

Approximately the next half of the sales letter is devoted to further describing this unique situation and how it negatively affects people's lives. Only after that do I finally turn toward making the sale. I describe the workshop in terms relevant to this Big Idea and how it can help the situation.

The Result(s)

This was only the second time Monica offered this workshop. The first was to friends and professional acquaintances. As such, there was no previous control to measure my results against.

Her goal was to get a minimum of ten paying enrollments. The venue and the format of the workshop could not support more than twenty. My letter got eleven fully paying, and two discounted, enrollments. The client considered it a success.

Jeff Kontur

"The Storytelling Copywriter"

Client: **Monica Day**

Project Type: **Landing Page/Sales Letter**

Objective: **Get workshop signups**

My Big Idea was that there is a "secret language" that governs success in life. You were born knowing how to speak this language but then forgot that you knew how. The workshop will re-teach it to you.

Monica hired me to offer new ideas and bring a fresh perspective to promoting a live workshop series. As a copywriter herself, this ended up being something of a collaboration. I came up with the Big Idea and wrote 90% of the copy while she did some editing and rearranging plus wrote some fill-in copy to smooth transitions between the rearranged sections.

Copy Detail #1

Copy Detail #2

We referred to the secret language as source code and drew parallels with computer source code. We noted how few people understand computer source code but we all know that our devices will malfunction if it isn't written properly.

This led quite naturally to the idea that all the problems and "malfunctions" in your life are because your own human source code has to be rewritten slightly.

Copy Detail #3

Jeff Kontur

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The very words you're reading now – whether on a computer screen or on your phone – are easily discerned. But underneath, there's a lot more going on than meets the eye. It looks something like this:

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It's called *source code*.
Now, most of us know this is underneath every single piece of technology we use. We also know that if this source code is missing or corrupt or has even one little character out of place – nothing works.
What most of us don't know is how to read – or create – this underlying code.

The Forgotten Language That Can Give You Mastery Over Every Aspect of Your Life

*It can even lead you to everyday experiences of joy and
vibrancy that you stopped daring to believe were possible.
(Really.)*

Important information is available to you, even as you read this, that you don't recognize. Information about your life, your happiness, your career, your relationships – every aspect of your life – *and you literally can't hear it.*

You might say it's being "spoken" in a secret, encoded language you don't understand.

The thing is, you *can* speak this language. You've just forgotten that you know how. And whether you realize it or not, this misplaced knowledge is hurting you.

Let me give you a simple example, something we've all experienced:

In your everyday life, do you feel stress? Traffic jams on the way to work, impossible deadlines, an unrealistic workload. Your kids won't clean up after themselves, your car is suddenly making a weird noise, everyone's hungry and dinner hasn't even been started...and the mail is piling up.

But when you go on vacation, even just for a weekend – heck, if you just go to a friend's house for a cup of hot tea – doesn't all that stress simply melt away?

Until you come back from vacation or return from that friend's house, and all those stressors close right back in on you again.

This way of being may seem so normal to you that you don't even question it. *That's just how it is,* right?

Actually, no. It doesn't have to be.

In fact, it's only like this because you've forgotten how to translate – or even perceive – this encoded language. If you could just relearn it, you could have mastery over every single aspect of your life that now seems completely out of your control.

Introducing the building blocks of human technology

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Assignment: Source Code Workshop landing page

Page 2 of 5
1488 words
F-K Readability: 74.0%
F-K Grade Level: 6.1
Hemingway Grade Level: 5

Personal development gurus often say things like "you have everything you need" and "you are whole and complete" – which is true. But why do we need to be told this? Why don't we already know it?

I mean, salmon don't need a workshop on "how to swim upstream in 10 easy steps" and swans don't buy eBooks entitled "how to stay with your mate for life." What is our problem?

Well, what I've learned over my 25+ years of working with people is that we are unique from the rest of the animal kingdom in one crucial way: as our lives progress, we can become disconnected from some of the basic elements of being human.

I'll explain in a minute *why* that happens, but first, I want you to understand how it works.

The very words you're reading now – whether on a computer screen or on your phone – are easily discerned. But underneath, there's a lot more going on than meets the eye.

It looks something like this:

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It's called *source code*.

Now, most of us know this is underneath every single piece of technology we use. We also know that if this source code is missing or corrupt or has even one little character out of place – nothing works.

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And let's face it, those who do are in charge of technology. They are the masters of all our gadgets and apps. Our banking, our communication, our social media. All of it.

Now, what if I were to tell you that our human technology has the *exact same problem*?

Think about it.

Underneath everything you do, there are endless thoughts, sensations, emotions, experiences – all humming away in the background. They inform every single thing about you. They are your source code.

If you can "speak" this code, you are the one in control of your life.

But part of growing up involved presenting as little of this underlying jumble to the world as possible. Most of us were taught to look more like a well-designed and easy-to-use app. One that matched the other apps – in our family, in school, at work. It took years of training, but eventually, we got the hang of it...

Big boys don't cry.

Good girls keep their legs together.

Go to your room if you're going to act like that.

And so on, and so on, and so on.

With the best of intentions, we were re-programmed to fit in. Until we forgot about that jumble of information underlying what we show to the world. All we are left with is a vague, uneasy, feeling...

Something's not quite right

How many times have you shaken off that feeling? Or maybe you drown it out, or numb it out. But you can't put your finger on what it is.

I know I did for years. It was like I was fumbling around in the dark. I looked under as many of the rocks in my life as I could lift. My family of origin and the ways they shaped me. Experiences in my life that left a mark. Various habits that held me back and patterns I couldn't shake.

I blamed other people. Was mad at myself. Even shook my fist at God now and then.

I was convinced there was some secret to life, and everyone else knew it but me.

Well, I was half right! There is a secret.

That jumbled mess we all try so hard to keep under wraps is the very source of our wisdom, our joy, our compassion, our aliveness – our very humanity.

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Page 4 of 5
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It took a lot of trial and error, but eventually, I cracked the code. Of course, like most things, it was initially elusive but ultimately simple. A sequence of awarenesses and actions that add up to something remarkable: YOU!

Unfiltered, unapologetic, unafraid – you. Go figure.

Reprogram Your Source Code and Restart Your Life

I've developed a workshop designed to restore fluency in the human source code...and I would like to invite you to join me.

The Source Code Workshop is a 4-day experience that will get you:

- Into your body
- Out of your comfort zone
- Over your stories
- Through your resistance
- Connected to your creativity
- Plugged in to your source energy
- Fully expressed
- Unapologetically yourself

Through a vibrant series of activities and explorations, you'll re-learn how to tune back in to the "jumbled mess" that lives beneath the surface of your life. You'll finally be able to hear the messages this language is so desperately trying to share with you.

It reveals your hidden desires. Your forgotten longings. Your subtle misgivings. It grants you clarity more quickly, offers you solace and comfort, and delivers you to a more alive, more powerful, more awake, more aware version of yourself. As if the veil that separated you from your wisdom were pulled aside.

I'm not over-stating it.

By the end of the workshop, you will almost feel as if you are a new person. Except that you'll be weirdly more comfortable in your own skin than you've ever been.

This isn't your average hotel-based conference, where you sit and take notes all day and then go home to figure out how to apply everything you learned. Alone.

This event is more experiential in nature — a chance for you to learn new skills *and* immediately put them into practice. You'll instinctively disregard years of programming.

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All the messages that told you who other people thought you should be – gone. Until you are standing in the pureness of who you are *meant* to be.

Like a butterfly breaking out of its cocoon, in just four days you'll emerge completely different than when you entered.

More beautiful.

More vibrant.

More free.

Just like a caterpillar, you have everything inside you to become that butterfly. And once you grow wings and take flight, you'll begin to see things with a whole new perspective that you can't even imagine right now. Your life will be forever changed.

So if you're ready to be introduced to a whole new you, a you that you haven't seen since you were little, then the Source Code Workshop is the place.

This brand-new you is worth investing four days of your time. For only ~~\$899~~ – \$719, if you act fast – the rest of your life can be a more satisfying, more rewarding, more thrilling experience.

Want to really magnify the effect?

Invite a friend to share in this transformation with you. Both of you will enjoy a discount while you support and reinforce the revitalized new you that each of you will become. The special buddy rate is only ~~\$1,599~~ (\$1,239 if you reserve your spot early) for both of you.

The hands-on, work-intensive nature of uncovering and rewriting your source code means I can only work with a limited number of people at one time.

Don't wait until all the spots are taken. Reserve yours now!

[Click here to start your own personal transformation.](#)

I promise, you will never be the same again.