

# Copywriting Secrets for Infopreneurs

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2026-06

## Synopsis

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inLanguage	english

How do you make a good lasting first impression and set the stage for a big contract, or sell products and services directly from your web site? The answer: by writing copy that leads your prospects in precisely the direction you want them to go. Now, more than ever, the written word is of paramount importance to bringing in new business. There are many reasons this is so, but let's start with the most obvious: everyone "Googles" you before they do anything else. In this teleseminar, David Garfinkel offers you a bevy of shortcuts, tricks of the trade, and powerful response-generating copywriting secrets to help you thrive online and everywhere else where you need to persuade with the written word. You will learn:

- How to write "must buy" sales copy for your Web site and one-sheets
- How to use key persuasive words throughout your copy, without going overboard
- How to draw your prospect in to your pitch so they are compelled to act
- What to avoid that will immediately turn off prospects
- How to employ two little-used techniques that massively bolster credibility and ensure a higher sales conversion rate

**This is a live recording of an interview-format teleseminar focused on information that would be valuable for speakers, trainers, consultants, coaches, and other information entrepreneurs. It was recorded via telephone.**

## Reader's comments

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